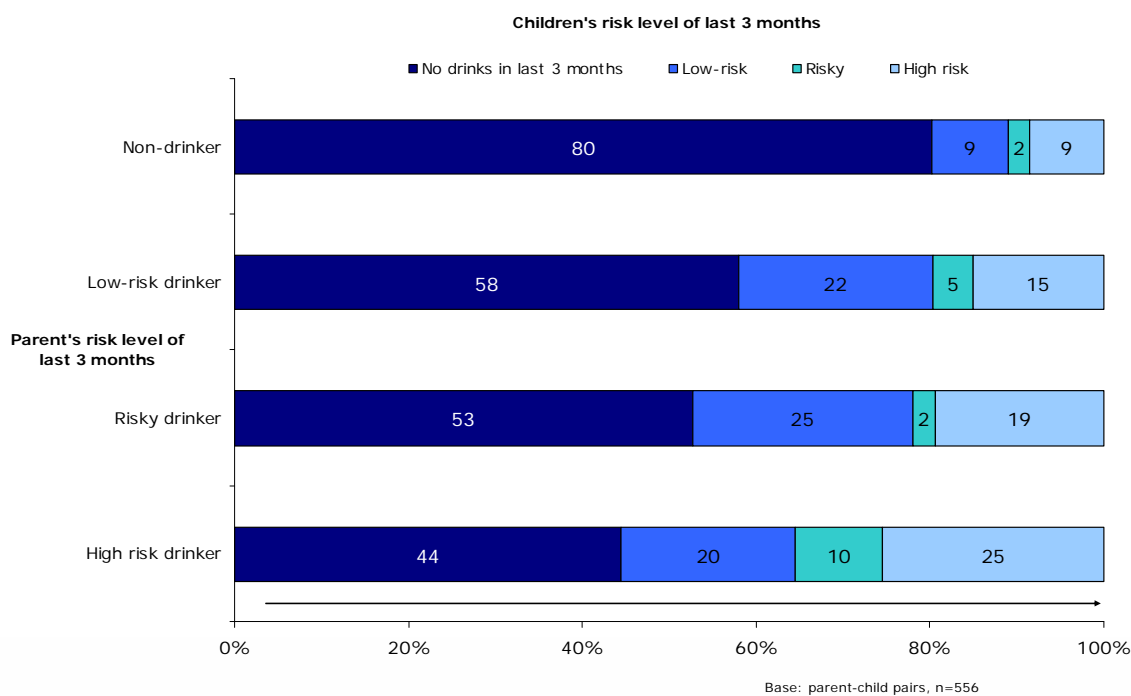


PARENT AND CHILD PAIRED ANALYSES

As described in the research methodology section, adults in the online sample who were known to have 15–17 year-old children were approached and encouraged to allow their children to participate in the survey. Across the November 2008 and April 2009 surveys, there were 556 households where both a parent and a 15–17 year-old child were interviewed, enabling some paired comparisons to be made. This section reports significant results between parents when compared with their own children.

Figure 118. Risk level of last three months' alcohol consumption (Paired parents and paired 15–17 year-olds)



The risk level of parents' drinking was compared with that of their own children (see Figure 118). Overall, as parent's risk level of drinking in the last three months increased, the risk level of their child's drinking in the last three months also increased (Kendall's tau-b, $p < 0.001$).

The ratings given by parents and their children regarding the child's likelihood of falling victim to a range of negative consequences should they drink too much alcohol were compared. A mean rating of likelihood (where a rating of 'very unlikely' was coded as 0, 'unlikely' was coded as 1, 'likely' was coded as 2 and a rating of 'very likely' was coded as 3) was computed for each paired parent and child on each consequence and the means compared using an ANOVA test.

The negative consequences compared were:

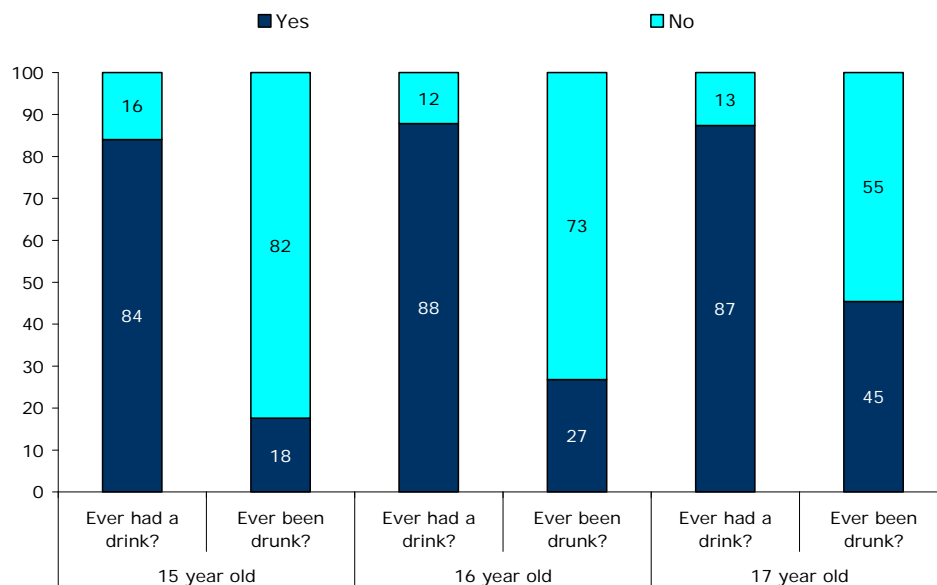
- become violent and aggressive;
- have sex they later regret or wished they hadn't had;
- forget where they were or what they did;
- seriously hurt or injure themselves;
- get into a serious argument;
- get into trouble with the police;
- be verbally abused or threatened;
- be shoved, hit or assaulted;
- accidentally get pregnant or get someone else pregnant;
- do things that make them feel embarrassed or humiliated;
- catch an STD/STI through unprotected sex; and
- be photographed in an embarrassing situation.

Paired t-tests were also conducted to test for the equality of the means between parents' responses and those of their children.

Teenagers aged 15–17 years rated the likelihood of themselves becoming violent and aggressive as a result of getting drunk significantly higher than their parents (2.61, compared with 2.32 for parents, $p < 0.001$). Teenagers also rated their likelihood of getting into a serious argument as higher than their parents (2.89 compared to 2.75, $p = 0.041$). For all other events, there was no significant difference between the rated likelihood of occurrence between parents and their children.

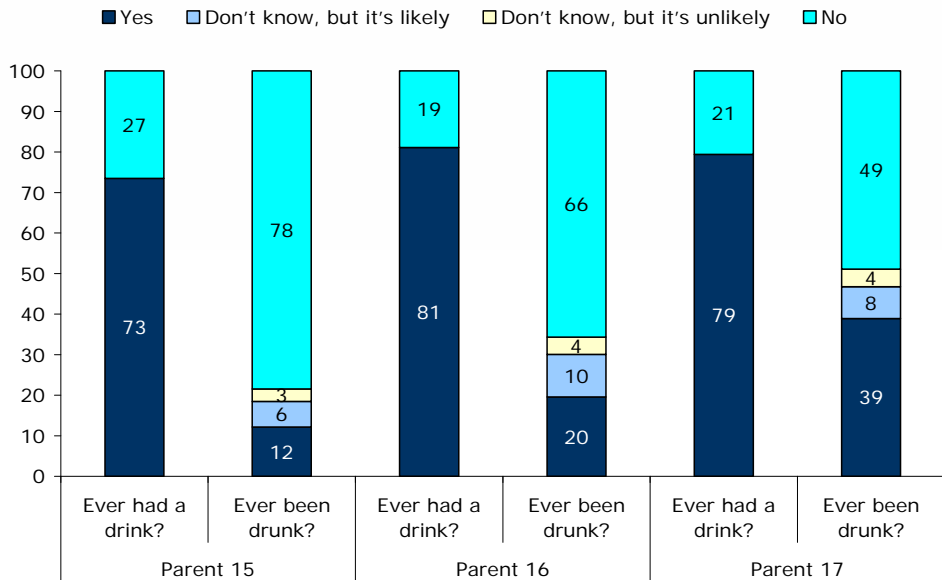
Figure 119, below, displays the proportions of paired teenagers aged 15–17 years that have ever had an alcoholic drink (more than a few sips) and that have been drunk, by age. For comparison, Figure 120 (overleaf) displays the proportions of paired parents of 15–17 year-olds indicating whether or not their child has ever had an alcoholic drink and whether or not their child has ever been drunk, shown by the age of their child. The distributions in each of these charts do not differ significantly from the total samples of 15–17 year-olds and parents of 15–17 year-olds that were surveyed. That is, the paired parents of 15–17 year-olds in the sample do not differ systematically from the rest of the parents surveyed in terms of their estimation of whether or not their child had ever had a drink or ever been drunk. This means that the trends observed for the whole sample can also be observed in the paired sub sample such that paired parents of 15–17 year-olds as a whole were reasonably accurate in indicating whether their children had had an alcoholic drink and had ever been drunk, only slightly underestimating whether or not their child had ever had a drink (by between 7% and 11%) and whether or not their child had ever been drunk (by 6% to 7%). Adding in the proportion of parents that did not know but suspected that their child had been drunk, paired parents' estimation was at most 2% off the actual proportion of children that had been drunk.

Figure 119. Paired children's drinking experience (Paired 15–17 year-olds)



Base: Paired 15 year old n=170, Paired 16 year old n=195, Paired 17 year old n=174

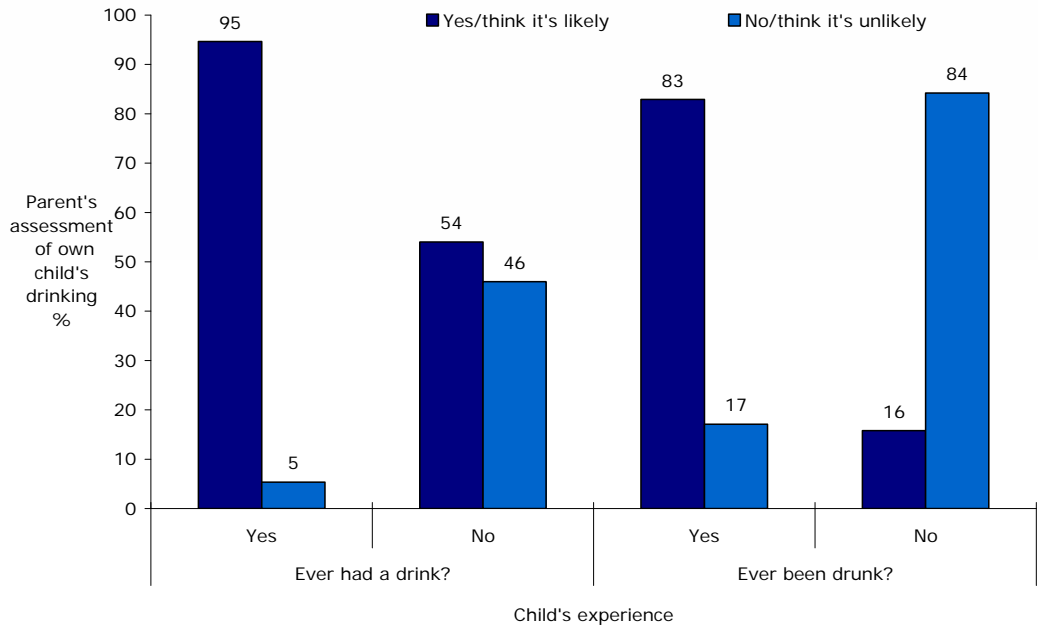
Figure 120. Paired parents' assessment of children's drinking experience (Paired parents)



Base: Paired parent of 15yo n=161, Paired parent of 16yo n=171, Paired parent of 17yo n=164

Figure 121 (overleaf) shows just how accurate paired parents were regarding their own child's drinking experiences. From this chart, it can be seen that 95% of parents whose children had ever had an alcoholic drink were correct in their estimation or knowledge of this. However, parents of children who had never had an alcoholic drink were less accurate in their estimation, with 54% of these believing or suspecting that their child had actually had an alcoholic drink. Parents were only slightly less accurate about their child ever having been drunk. Eighty-three percent (83%) of parents whose children had ever been drunk accurately indicated that they knew or suspected their child had been, with the remaining 17% believing their child to have been drunk when they had, in fact, not. A similar proportion of parents whose children had never been drunk (84%) were accurate in their assessment of this situation, while 16% of parents whose children had not ever been drunk believed or suspected that their child had.

Figure 121. Parental accuracy regarding own child's drinking (paired parents and paired 15–17 year-olds)



Base: parent-child pairs, ever had a drink n=539, ever been drunk n=281