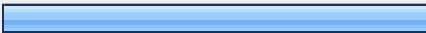




Parent Survey to Evaluate DanversCARES Pre_Prom Initiatives

1. Have you ever seen or heard of the "Whose Kid Is It?" campaign?			Response Percent	Response Count
Yes			64.3%	36
No			32.1%	18
Not sure			3.6%	2
			<i>answered question</i>	56
			<i>skipped question</i>	0

2. Where did you see or hear the "Whose Kid Is It?" campaign? (Check all that apply.)

	Response Percent	Response Count
Boston Globe North	3.3%	1
Danvers Herald: Article	30.0%	9
Danvers Herald: Paid Advertisement	6.7%	2
Salem News	16.7%	5
TV-NECN	0.0%	0
TV-Danvers Cable Channel (DCAT)	3.3%	1
Radio-WBOQ (North Shore 104.9 FM)	0.0%	0
Radio-WBOS (Radio 92.9)	0.0%	0
Radio-WKLB (Country 102.5)	0.0%	0
Radio-WROR (Radio 105.7)	0.0%	0
Parent Prom Event: DHS April 8	16.7%	5
YMCA Youth Night Event:YMCA April 9	3.3%	1
Email from Superintendent	46.7%	14
Voice mail from Superintendent	40.0%	12
Postcard	26.7%	8
Poster in a local business	26.7%	8
Street banner	46.7%	14
Poster in local organization, e.g. Library, Church	23.3%	7
DanverCARES Electronic Newsletter	16.7%	5
DanversCARES website	16.7%	5
DanversCARES blog	3.3%	1
Facebook	6.7%	2

Twitter	0.0%	0
Other (please specify):		3
answered question		30
skipped question		26

3. What one location would you put this ad in to make sure other parents would see it?		Response Count
		18
answered question		18
skipped question		38

4. What do you think is the main message of the "Whose Kid Is It?" campaign?		Response Count
		21
answered question		21
skipped question		35

5. Have you taken any action(s) since seeing or hearing this campaign? (Check all that apply.)

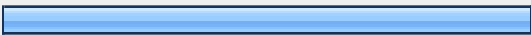
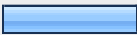
	Response Percent	Response Count
I talked to my child(ren) about underage drinking	91.7%	22
I monitored the alcohol supply in my house	62.5%	15
I locked up the alcohol supply in my house	12.5%	3
I talked to another parent about this campaign	29.2%	7
I talked to a friend about this campaign	12.5%	3
I talked to a family member about this campaign	20.8%	5
I talked to my children's friends about this campaign	16.7%	4
I used my 20% postcard discount at a participating downtown business.	25.0%	6
I talked to a participating business about this campaign.	0.0%	0
Other (please specify):		2
answered question		24
skipped question		32

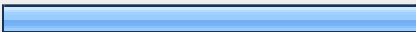
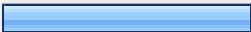
6. What did you like about this campaign?



	Response Count
	11
answered question	11
skipped question	45






7. What did you not like about this campaign?		Response Count
		9
	<i>answered question</i>	9
	<i>skipped question</i>	47

8. Please provide any additional comments you have regarding the "Whose Kid Is It?" campaign or DanversCARES.		Response Count
		3
	<i>answered question</i>	3
	<i>skipped question</i>	53

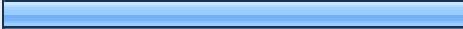
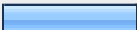

9. Had you heard of DanversCARES prior to this campaign?		Response Percent	Response Count
Yes		80.0%	20
No		20.0%	5
Not sure		0.0%	0
	<i>answered question</i>		25
	<i>skipped question</i>		31

10. Did you learn more about DanversCARES as a result of this campaign?			Response Percent	Response Count
Yes			62.5%	15
No			37.5%	9
answered question				24
skipped question				32

11. Are you a parent of a student in the junior class?			Response Percent	Response Count
Yes			32.6%	14
No			67.4%	29
answered question				43
skipped question				13

12. How did you receive notice about the mandatory parent program?			Response Percent	Response Count
School voice mail from Superintendent's Office			80.0%	8
School email from Superintendent's Office			80.0%	8
School letter to parents			10.0%	1
From my son/daughter			20.0%	2
From another parent			10.0%	1
I did not know about this mandatory event			0.0%	0
Other (please specify):				0
answered question				10
skipped question				46

13. Did you or your spouse attend the mandatory pre-prom event with Keynote Cara Filler on drinking and driving prevention?






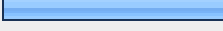
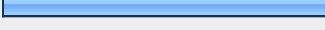
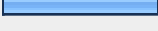

		Response Percent	Response Count
Yes		70.0%	7
No		20.0%	2
We both attended		10.0%	1
answered question			10
skipped question			46

14. Please rank the the following:



	below average	average	above average	excellent	Rating Average	Response Count
The quality of the keynote speaker, Cara Filler, on drinking and driving prevention skills for parents and teens.	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (8)	4.00	8
The quality of DanversCARES "Who's Kid Is It?" PSA and Presentation.	0.0% (0)	12.5% (1)	50.0% (4)	37.5% (3)	3.25	8
The quality of the Teen Monologue (Statistics on drinking)	0.0% (0)	37.5% (3)	37.5% (3)	25.0% (2)	2.88	8
The amount of new information I gained.	0.0% (0)	37.5% (3)	37.5% (3)	25.0% (2)	2.88	8
The likelihood that I will talk to my child about teen drinking after this event.	0.0% (0)	12.5% (1)	37.5% (3)	50.0% (4)	3.38	8
The extent to which this event made me think about teens accessing alcohol at home or the homes of friends.	0.0% (0)	0.0% (0)	62.5% (5)	37.5% (3)	3.38	8
answered question						8
skipped question						48

15. What I like about this pre-prom parent event is...		Response Count
		5
	<i>answered question</i>	5
	<i>skipped question</i>	51

16. What I would improve about this pre-prom parent event is...		Response Count
		2
	<i>answered question</i>	2
	<i>skipped question</i>	54

17. In what grade is your child(ren)? (Check all that apply.)		
	Response Percent	Response Count
Kindergarten 	5.1%	2
Grades 1-5 	5.1%	2
Grade 6 	10.3%	4
Grade 7 	7.7%	3
Grade 8 	2.6%	1
Grade 9 	33.3%	13
Grade 10 	48.7%	19
Grade 11 	23.1%	9
Grade 12 	7.7%	3
I don't have any children in Grades K-12	0.0%	0
	<i>answered question</i>	39
	<i>skipped question</i>	17

18. Are you:

	Response Percent	Response Count
Male 	10.3%	4
Female 	89.7%	35
<i>answered question</i>		39
<i>skipped question</i>		17

19. If you are interested in joining a Danvers Cares committee or would like more information about getting involved, please provide your contact information below or call Peg Sallade at 978.777.8932 x2213.

	Response Count
	3
<i>answered question</i>	3
<i>skipped question</i>	53