

# The Partnership for Drug-Free New Jersey: Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention Study, 2012

Prepared for: Partnership for a Drug-Free New Jersey

New Jersey Center for Prevention Research (PDFNJ)

This document has been prepared for limited distribution within Partnership for a Drug Free New Jersey. This document contains material which GfK Public Affairs & Media considers confidential and significant for the protection of GfK Public Affairs & Media's business. Distribution of this document is limited to employees of Partnership for a Drug Free New Jersey and its advertising agencies involved in this research.



# TABLE OF CONTENTS

- Introduction.....3
- Key Findings.....5
- Detailed Findings .....9
- Sample Profile.....61





# Introduction



# Introduction

## STILL NEED TO UPDATE

4

- Roper Public Affairs & Corporate Communications was commissioned by The Partnership for a Drug Free New Jersey to conduct a telephone survey among a sample of 500 parents with children ages 12-15 in New Jersey.
- The sample was randomly drawn from listed sample purchased from American Student Lists.
- Interviews for this wave were conducted from January 19 - February 5, 2012.
- Data were weighted to New Jersey census data for key demographics of households with children ages 12-15.
- Margin of error at the 95% confidence level is +/- 5 percentage points for the total sample.





## Key Findings



# Key Findings

6

**Anti-Drug and Alcohol Commercials and Advertisements Continue to Encourage Parents to Speak with Their Children About the Risks of Using Drugs and Alcohol.** The more frequent the exposure to anti-drug ads, the greater the likelihood that parents feel: encouraged to talk to their children about the risks of using drugs and alcohol (79% who see anti-drug ads almost everyday vs. 62% who see them 1-3 times per month); that the ads made them more aware of the risks of using drugs and alcohol (74% vs. 52%); and that the ads had given them new information (60% vs. 40%).

**American Medicine Chest Challenge Campaign Sees Effects.** The number of parents who report having expired medicines in their homes has dropped from 42% to 35%, suggesting perhaps that the American Medicine Chest Challenge campaign to safely disposed of unused, unwanted or expired medicine has had some effect.

**American Medicine Chest Challenge Increases Awareness.** The study finds that three in ten parents say they have had conversations in the past two months with other people about disposing of unused or unwanted medications, up from just one in five one year ago.



# Key Findings

7

**Top Reason New Jersey Parents Think Kids Use Drugs Is to Look Cool, Though Stress of School Is Increasingly Viewed As a Reason, Too.** Two-thirds of parents think that a major reason kids use drugs is to look cool (65%). Well over half also believe that a major reason kids use drugs is to help them feel better about themselves (57%). Dealing with the pressure and stress of school is now thought to be a major reason by a majority of parents (54%, up from 49% last year). It is interesting to note that in a similar survey of teens – the 2010 Partnership For Drug Free America study – close to eight in ten students in grades 9-12 say that the main reasons teens use drugs is “to deal with the pressure and stress of school” (79% agree strongly/somewhat).

**Parents Believe Their Opinions Are “Very Important” When It Comes To Their Child’s Decision Whether Or Not To Use Drugs.** Eight in ten (81%) feel their opinion is very important. The number of parents who feel their opinion is “not that important” or “not at all important” is virtually non-existent.



# Key Findings

8

**Parents See Their Own Home As Being A Top Source For Both Alcohol and Prescription/OTC Drugs.** Parents continue to be most likely to think kids are getting drugs from their peers rather than from drug dealers. More than four in ten parents think that children are getting drugs from their classmates (42%) and from their friends (42% up from 37% last year). The number of parents citing drug dealers remained fairly steady this year (12% vs. 10% in 2011). When it comes to getting alcohol, a majority of parents believe kids are getting alcohol at home (54% up nine points from 45% in 2011). About eight in ten parents feel that kids get prescription and over-the-counter drugs out of medicine cabinets, either from their own home medicine cabinet (68%) or from a friend's medicine cabinet (11%).

**Parents Hold Strict Views Toward Alcohol Policy for Older Teens.** Thinking about when their child reaches the ages of 16 to 17, seven in ten parents of a 12 to 15 year old child said their child would **never be allowed to drink** when they are older (68%).







## Detailed Findings



## New Jersey Parents Have Frequent Exposure to Anti-Drug and Alcohol Ads, Though Frequent Exposure is Declining

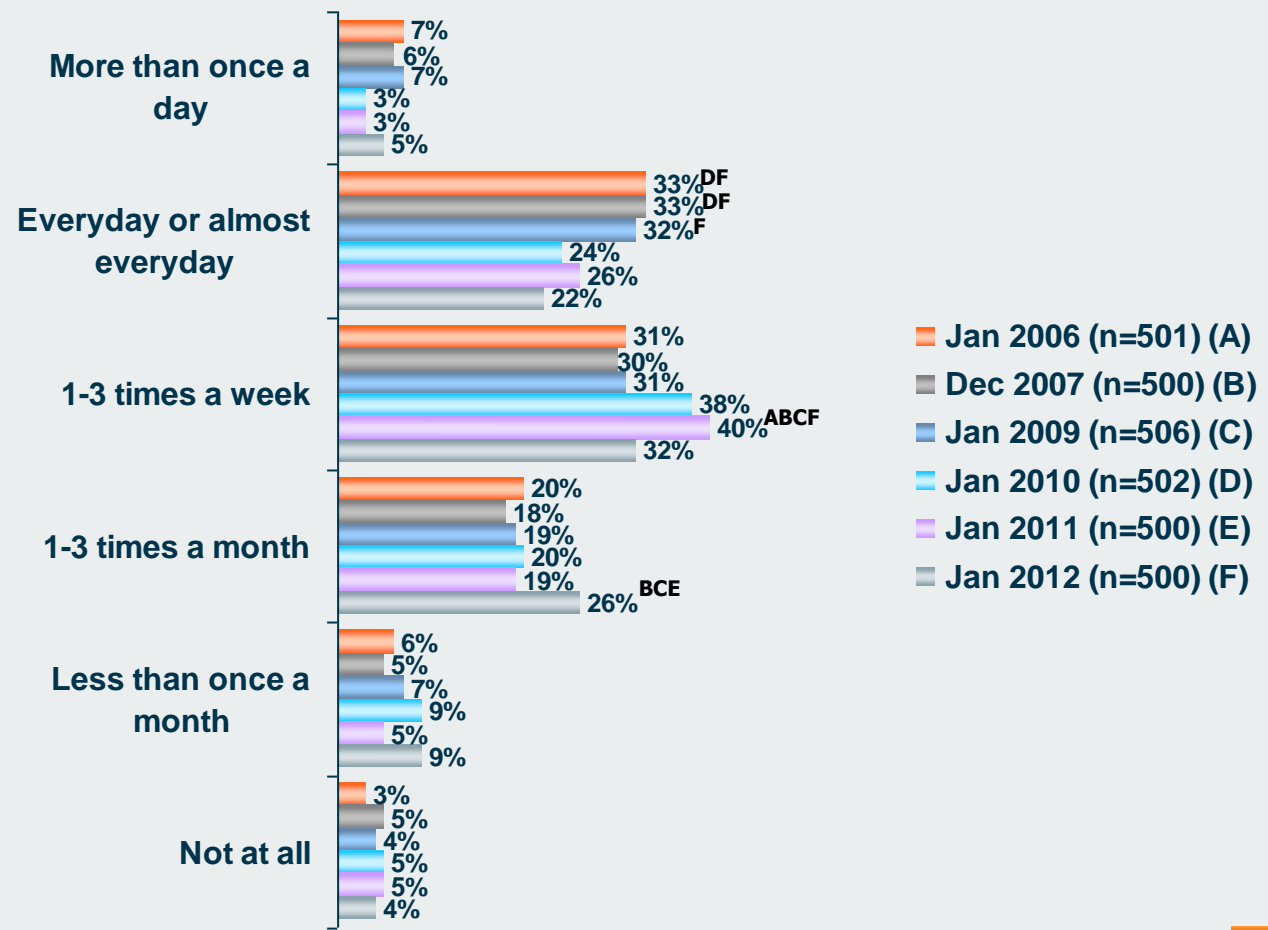
10

- Six in ten (59%) parents say they see or hear commercials or ads telling them about the risks of drugs or alcohol at least one time per week. This is the lowest level in recent years, and a drop of 10 points since last year: 69% in 2011, 65% in 2010, 70% in 2009, 69% in 2007 and 71% in 2006.
  - The number of parents reporting daily exposure now stands at 22%.
  - Those who have seen no ads at all declined this year to 4%.



# Six In Ten Parents Have Been Exposed To Anti-Drug or Anti-Alcohol Ads At Least Weekly. Frequency Of Exposure Does Seem To Be Lessening, With The Number Of Parents Reporting Daily Exposure Declining, and Weekly Exposure Down 10 Points

Among all parents with a 12-15 year old child



Q32 "How frequently do you see or hear commercials or ads telling you about the risks of drugs or alcohol?"

A,B,C,D,E,F - significant difference at the 95% confidence level



# Anti-Drug and Alcohol Commercials/Advertisements Continue to Play Role in Encouraging Parents to Speak with Their Children About the Risks of Using Drugs and Alcohol

12

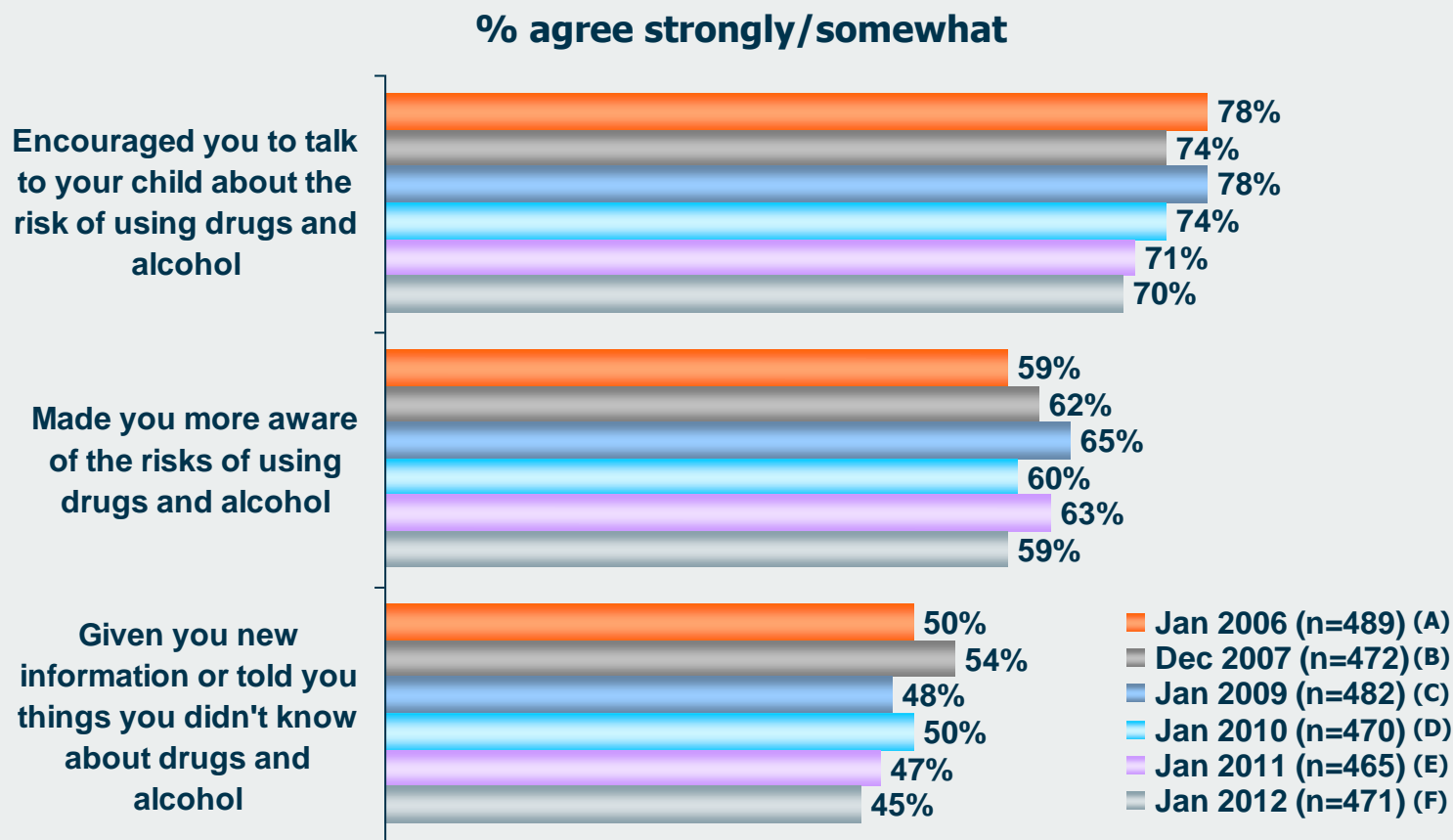
- Seven in ten parents (70%) say the ads encouraged them to talk to their children about using drugs or alcohol. However, this represents the lowest level since 2006. Six in ten say the ads made them more aware of the risks of using drugs and alcohol (59%, down from previous years and equal to the level recorded in 2006).
- More than four in ten (45%) parents feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol. However, this represents the lowest level since 2006.
- Importantly, the more frequent the exposure to anti-drug ads, the greater the likelihood that a parent was: encouraged to talk to their children about the risk of using drugs and alcohol (79% who see anti-drug ads almost everyday vs. 62% who see them 1-3 times per month); made more aware of the risks of using drugs and alcohol (74% among those who saw ads almost every day vs. 52% among those who saw ads 1-3 times per month); and felt the ads had given them new information (60% among those who saw ads almost every day vs. 40% among those who saw ads 1-3 times per month).



# Parents Are Encouraged by Anti-Drug or Anti-Alcohol Ads to Talk to Their Children About the Risks of Using Drugs and Alcohol

Among parents who have seen commercials or ads about the risk of drugs or alcohol

13



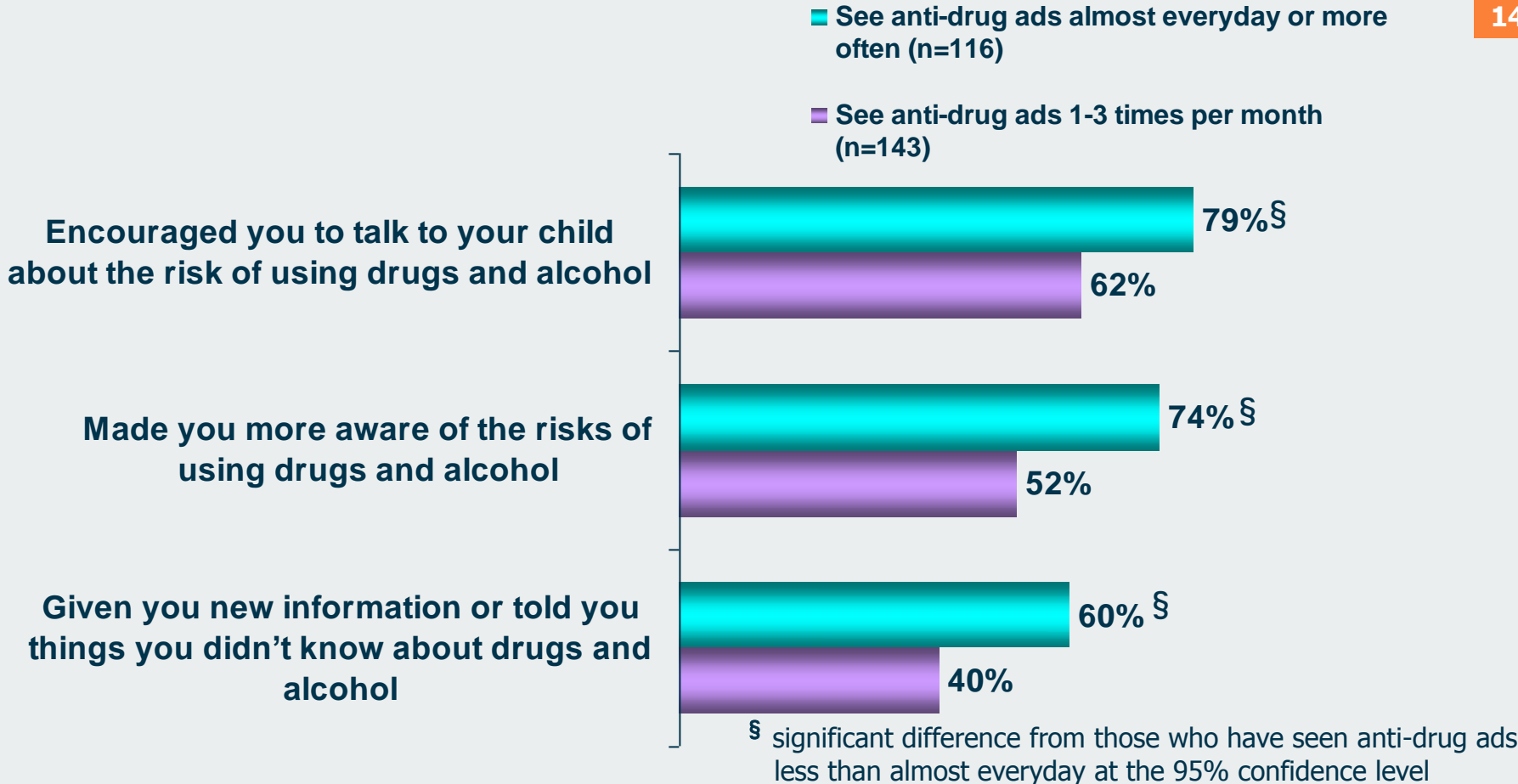
Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."

A,B,C,D,E,F - significant difference at the 95% confidence level



# The More Frequent the Exposure To Anti-Drug Ads, the More Parents Are Talking With Kids About The Risk of Using Drugs/Alcohol

% who strongly/somewhat agree with the following statements about ads about the risk of drugs or alcohol and who have seen anti-drug ads



Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."



# Parents Who More Frequently Eat Meals With Their Child Continue To Be More Likely To Talk About What Their Child Has Done During The Day

15

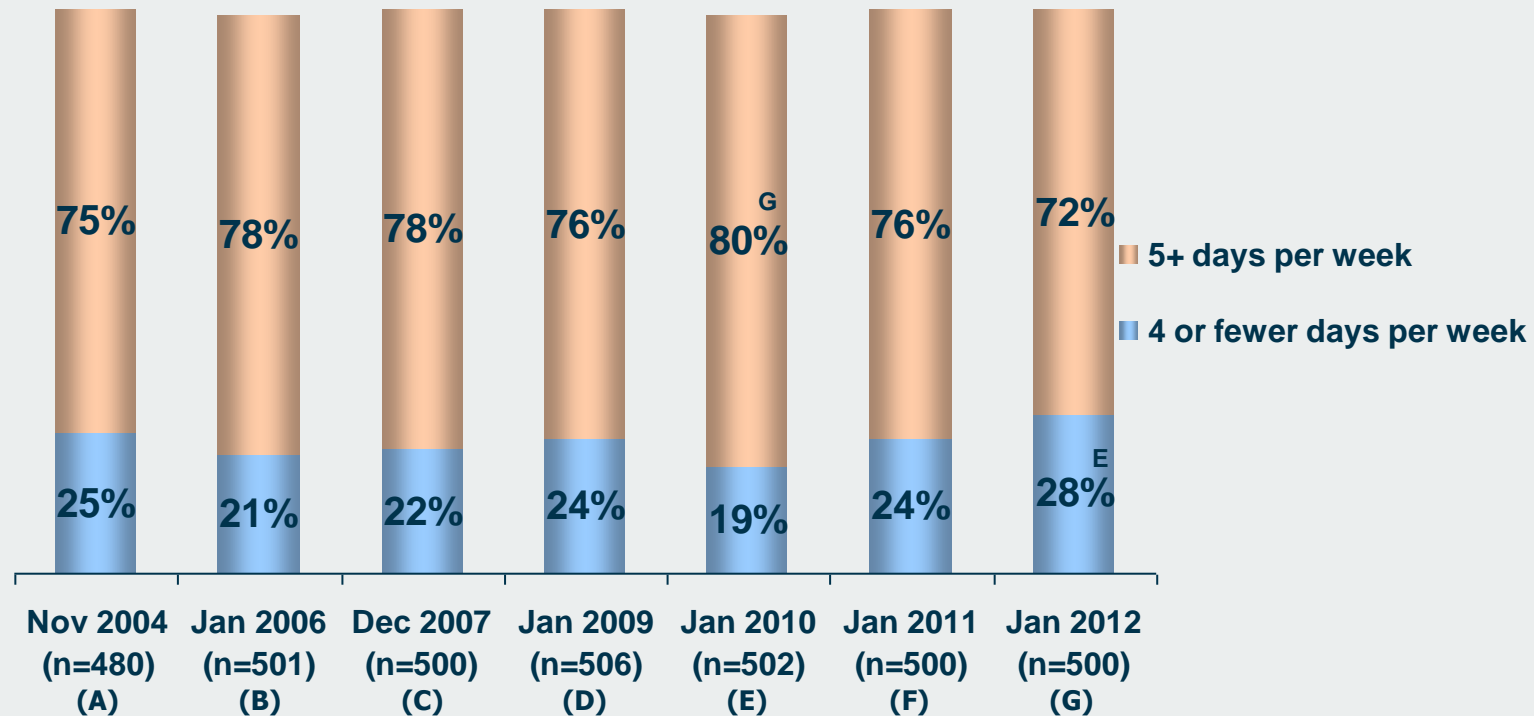
- Almost three-quarters of parents (72%) report having family meals with their children *at least* five days a week *or more*. This marks a significant drop from a high of 80% in 2010.
- Parents who have family meals five or more times per week are more likely than those who have fewer meals together to talk to their child each day about what they have done.
  - Parents who have family meals together five to seven times are significantly more likely than those eating together four times or less per week to say they talk to their child "almost everyday" about what the child has done during the day (96% versus 89%).



# Frequency of Eating Family Meals

*Among all parents with a 12-15 year old child*

16



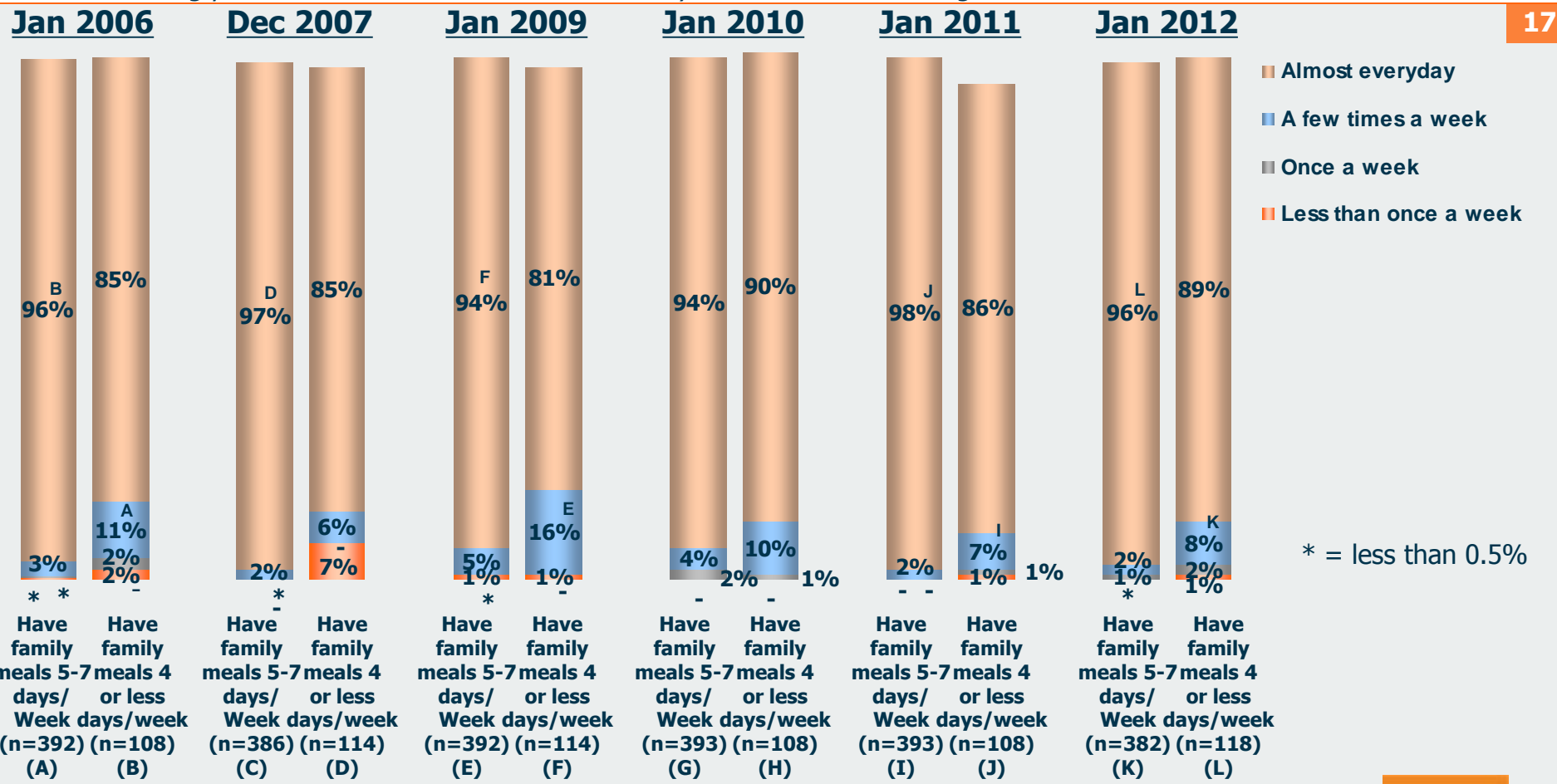
*Q9 "About how many days per week do you have at least one family meal with this child?"*

*A,B,C,D,E,F,G - significant difference at the 95% confidence level*



# Parents Who Eat Frequently Together With Their Families Are Much More Likely To Talk To Their Child About What They Are Doing Almost Everyday

Among parents who have talked to their 12-15 year old child about drugs



\* = less than 0.5%

Q7 "How often do you talk to this child about what he/she has done during the day?"  
 A,B/C,D/E,F/G,H/I,J/K,L - significant difference at the 95% confidence level



## Parents Who Have Family Meals Together Often Are More Likely To Talk To Their Children About Drugs, But Their Children Are No More Likely Than Those Eating Together Less Often As A Family To Initiate Talks About Drugs/alcohol

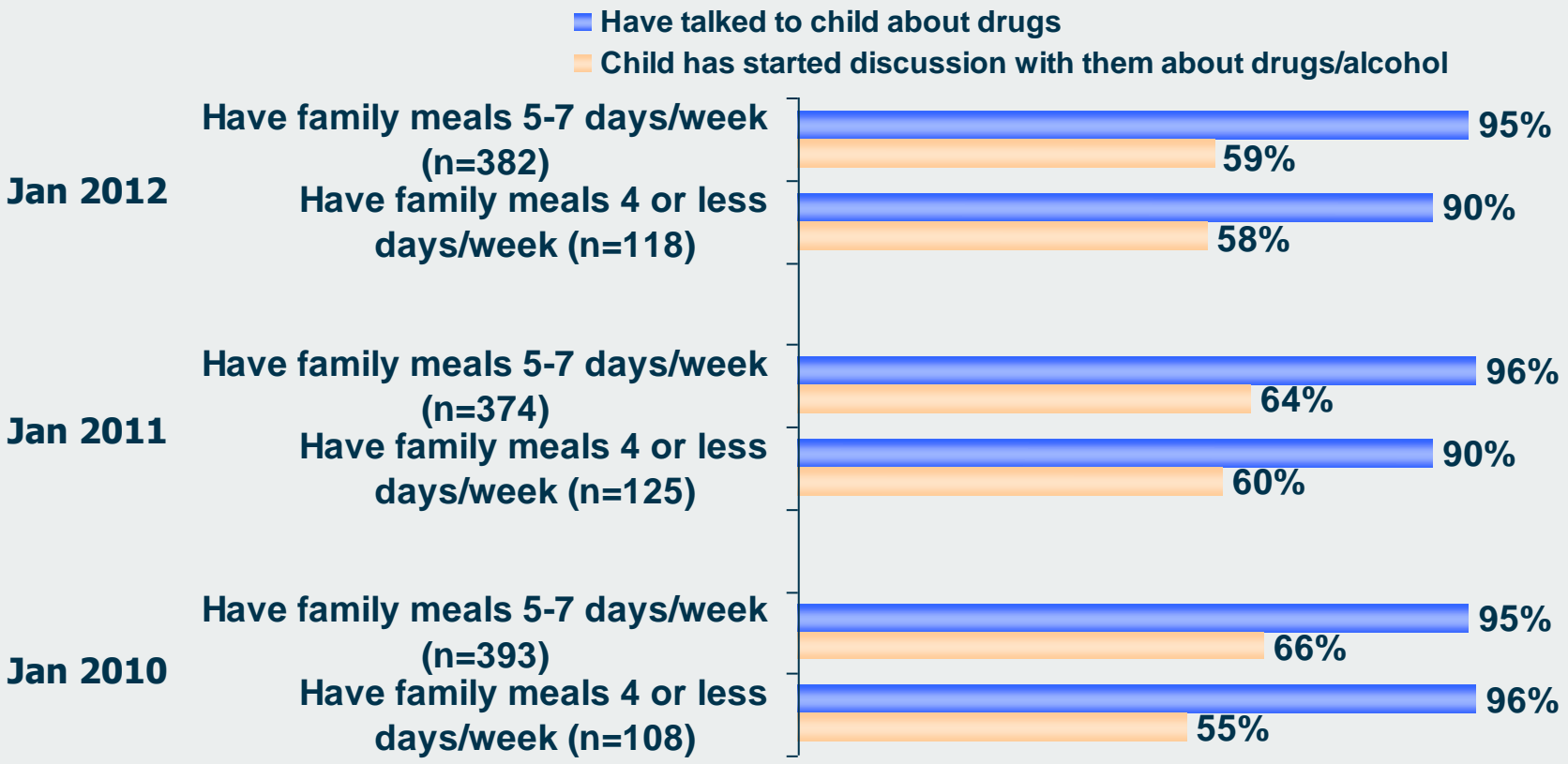
18

- Parents eating together 5 or more times a week are slightly more likely than those eating together less often to have talked to their child about drugs (95% vs. 90%).
- About six in ten children, regardless of number of meals shared, have initiated talks with their parents about drugs and alcohol.



# Parents Who Eat Frequently with Their Child Are More Likely to Talk To Their Child About Drugs and Alcohol But Children Are Equally As Likely To Have Initiated A Conversation On The Same Topic Regardless of Number Of Meals Shared

Among all parents with a 12-15 year old child



Q10 "Have you ever talked to this child about drugs?"  
 Q29 "Has your child ever started a discussion with you about drugs or alcohol?"



# Discussions About Drugs: Parents in New Jersey Talk to Their Children About Drugs

20

Regardless of how frequently parents have seen anti-drug ads, they are equally as likely to have talked to their child about drugs.

- Virtually all parents consistently report that they have spoken to their child about drugs – 93% in 2012, 95% in 2011, 96% in 2010, 95% in 2009, 94% in 2007 and 96% in 2006. The average age of their child when they first discussed drugs was between 9-10 years old.
- Seven in ten parents (70%) report that they are "very well prepared" to talk to their kids about drugs, as comparable to last year (72% in 2011, vs. 67% in 2010, 62% in 2009, 64% in 2007, and 63% in 2006).
- Practically all parents feel that they are either "very well" or "somewhat prepared" to discuss drugs with their child (98%). Very few say they feel "very unprepared" (2%).



# Discussions About Drugs - Summary

21

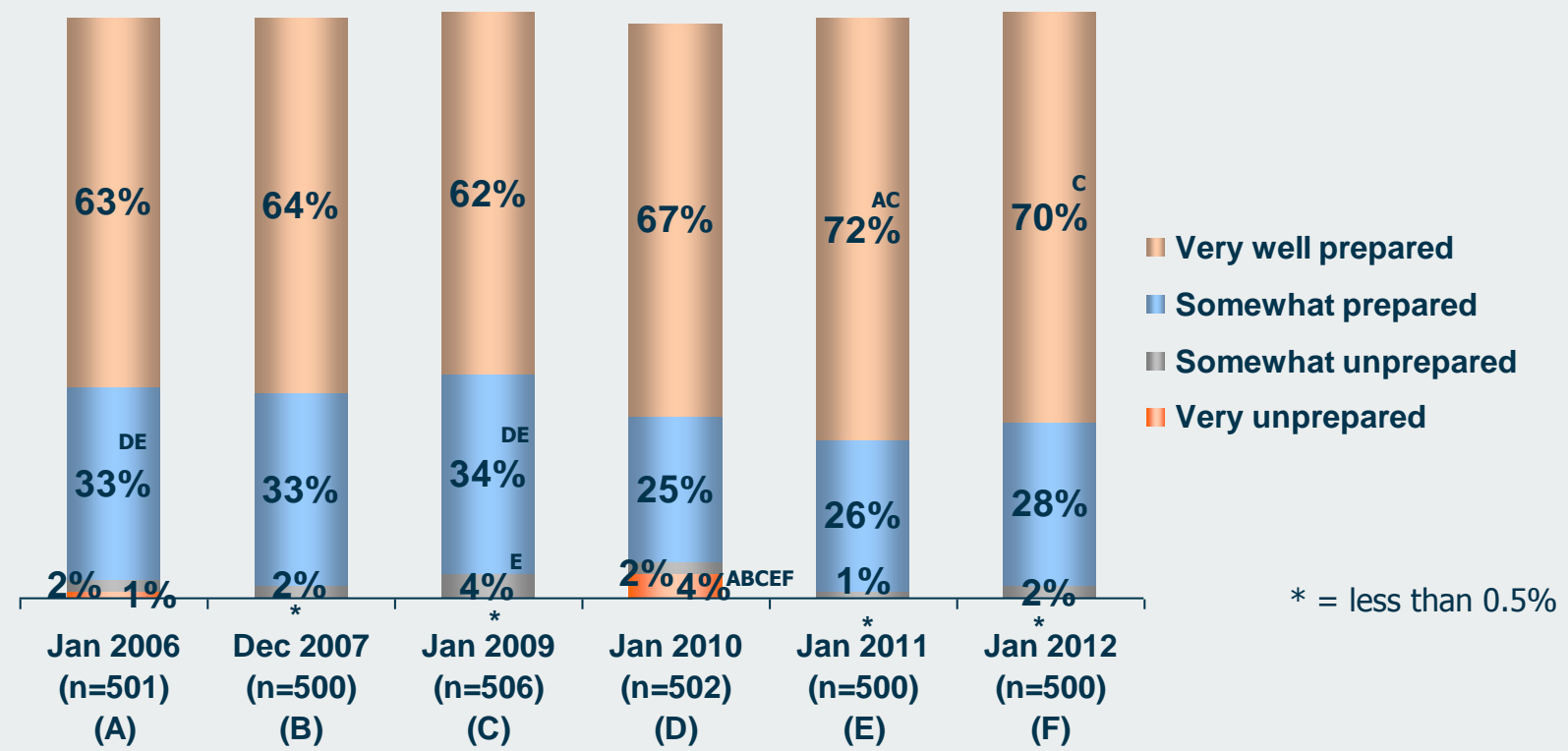
	<b>Total</b> <b>(A)</b>	<b>Male Parent</b> <b>(B)</b>	<b>Female Parent</b> <b>(C)</b>	<b>Eat family meals 5-7 days/week</b> <b>(D)</b>	<b>Eat family meals 4 or less days/week</b> <b>(E)</b>	<b>See anti-drug ads almost everyday or more often</b> <b>(F)</b>	<b>See anti-drug ads less than almost everyday</b> <b>(G)</b>
<b>Talked to child about drugs</b>	<b>93%</b>	<b>89%</b>	<b>96%<sup>B</sup></b>	<b>95%</b>	<b>90%</b>	<b>92%</b>	<b>95%</b>
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.6	10.3 <sup>C</sup>	9.2	9.5	9.9	9.8	9.5

B,C/D,E/F,G - significant difference at the 95% confidence level



# Virtually All Parents Feel Prepared to Talk To Their Child About Drugs

*Among all parents with a 12-15 year old child*



Q17 "How well prepared do you feel you are to talk to this child about drugs?"  
 A,B,C,D,E,F - significant difference at the 95% confidence level



# Parents' Perceptions: Importance of Parents' Opinions About Drugs

23

- Most parents feel their opinions are "very important" when it comes to their child's decision whether or not to use drugs. The six-year trend shows little change (81% in 2012, 82% in 2011, 84% in 2010, 79% in 2009, 82% in 2007 and 83% in 2006).
- The number of parents who feel their opinion is "not that important" or "not at all important" is virtually non-existent.



## Parents Recognize The Importance Of Peer Influence In Their Child's Decision To Use Drugs

- Parents continue to recognize the role of peers in their child's decision making process about whether or not to use drugs.
  - Seven in ten parents (71%) say friends play a "very" or "somewhat" important role their child's decision whether or not to use drugs.
  - More than one-third feel their child's friends' opinions are "very important" when it comes to them making decisions about drugs (37%).
  - Relatively fewer feel that their child's friends' opinions are "not that" or "not at all important" -- (26% in 2012, 23% in 2011, 21% in 2010, 33% in 2009, 31% in 2007 and 33% in 2006)

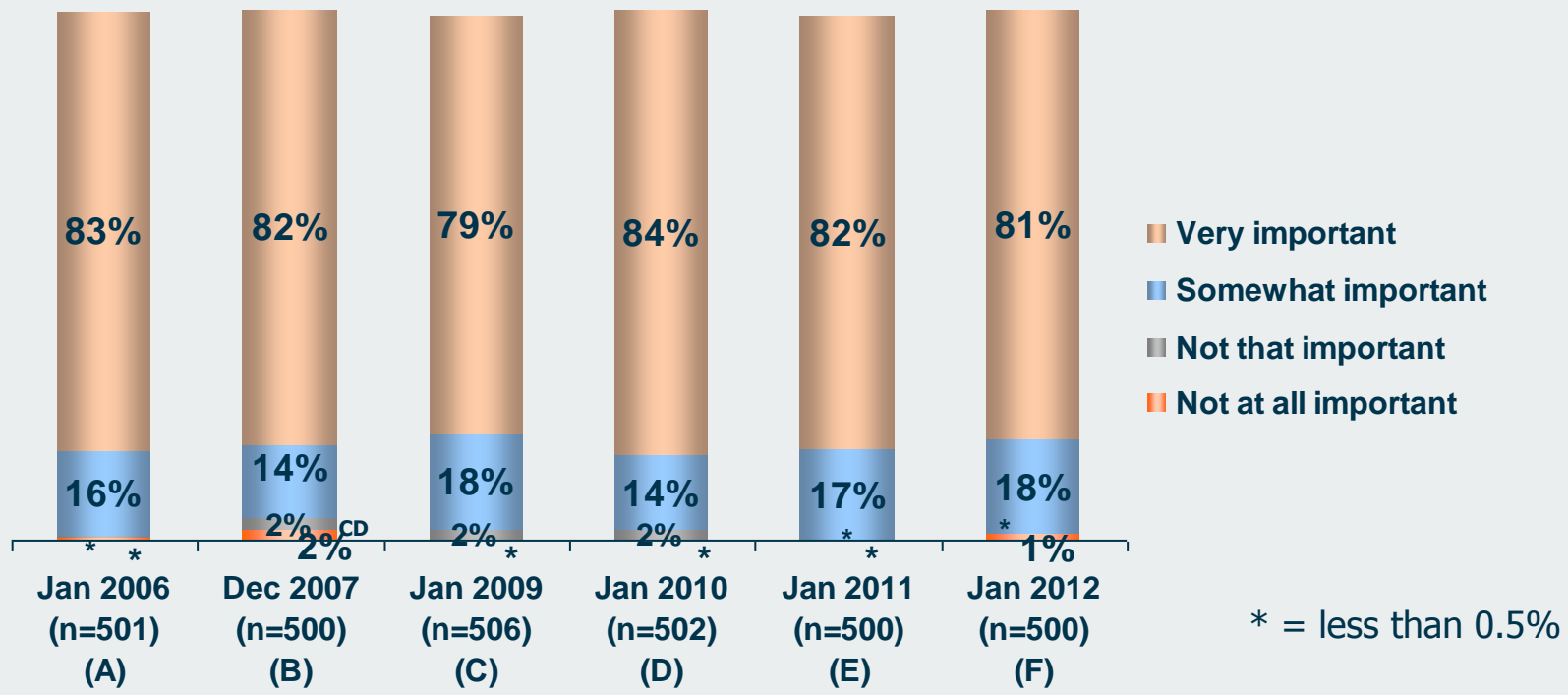
24





# Parents Continue To Feel That Their Opinions Are Important in Child's Decision Whether Or Not To Use Drugs. Little Change Has Occurred Over Time

*Among all parents with a 12-15 year old child*



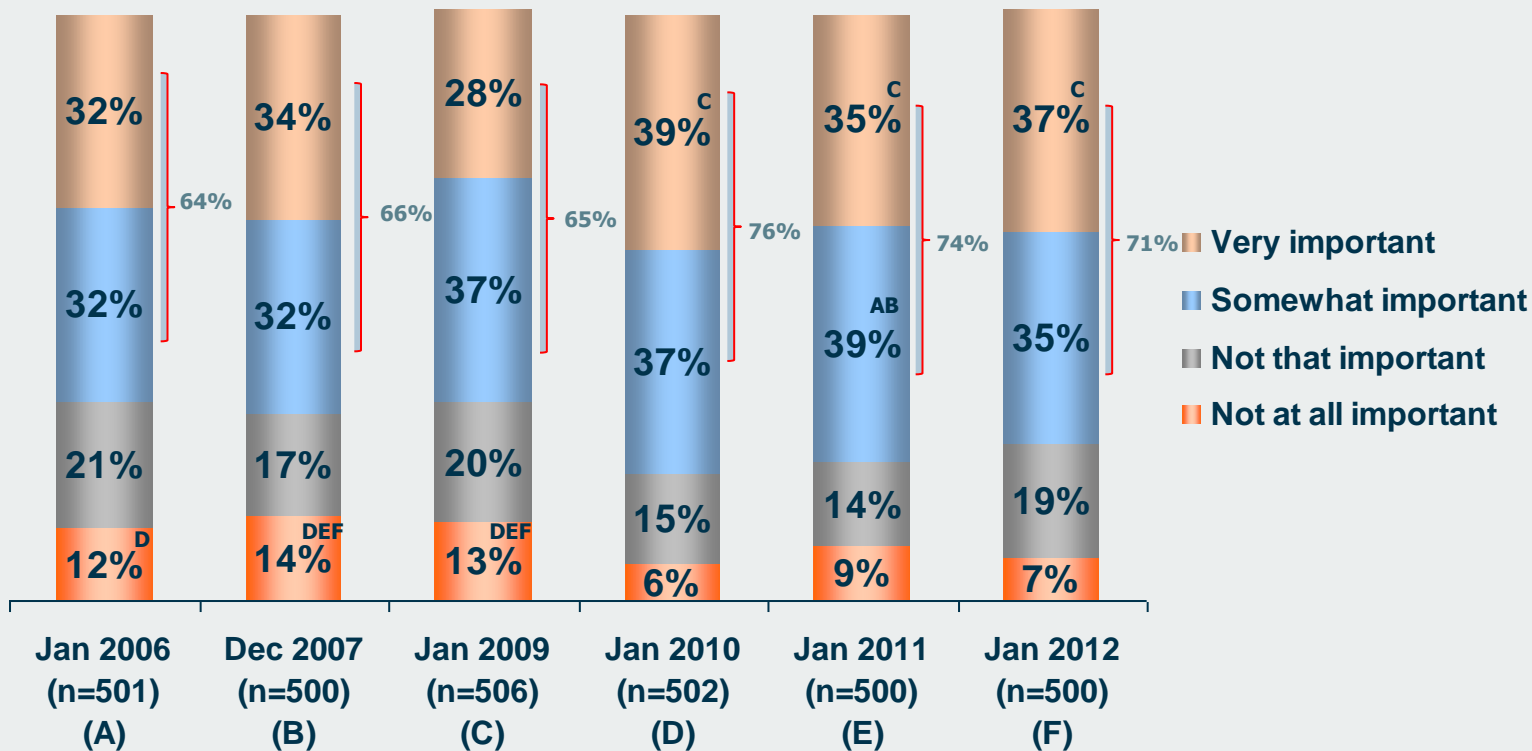
Q25 "How important do you feel your opinions are when it comes to your child's decision whether or not to use drugs?"

A,B,C,D,E,F - significant difference at the 95% confidence level



# Parents Recognize The Importance Of Peer Influence In Their Child's Decision To Use Drugs

Among all parents with a 12-15 year old child



Q25a "How important do you feel your child's friends' opinions are when it comes to his/her decision whether or not to use drugs?"

A,B,C,D,E,F - significant difference at the 95% confidence level



# Discussions About Alcohol: Parents in New Jersey Talk to Their Children About Alcohol

- Virtually all parents (93%) report that they have spoken to their child about alcohol.
- The average age of their child when they discussed alcohol was 10 years old.

27



# Parents' Perceptions: Importance of Parents' Opinions About Alcohol Continues to Outweigh Peer Influence

28

- More than eight in ten parents feel that their opinion is "very important" when it comes to their child deciding whether or not to drink alcohol" (83%).
- Parents continue to rate peer influence much lower than their own opinion. Just one-third of parents feel their children's friends' opinions are "very" important to their decision to use alcohol (33%).



# Discussions About Alcohol - Summary

29

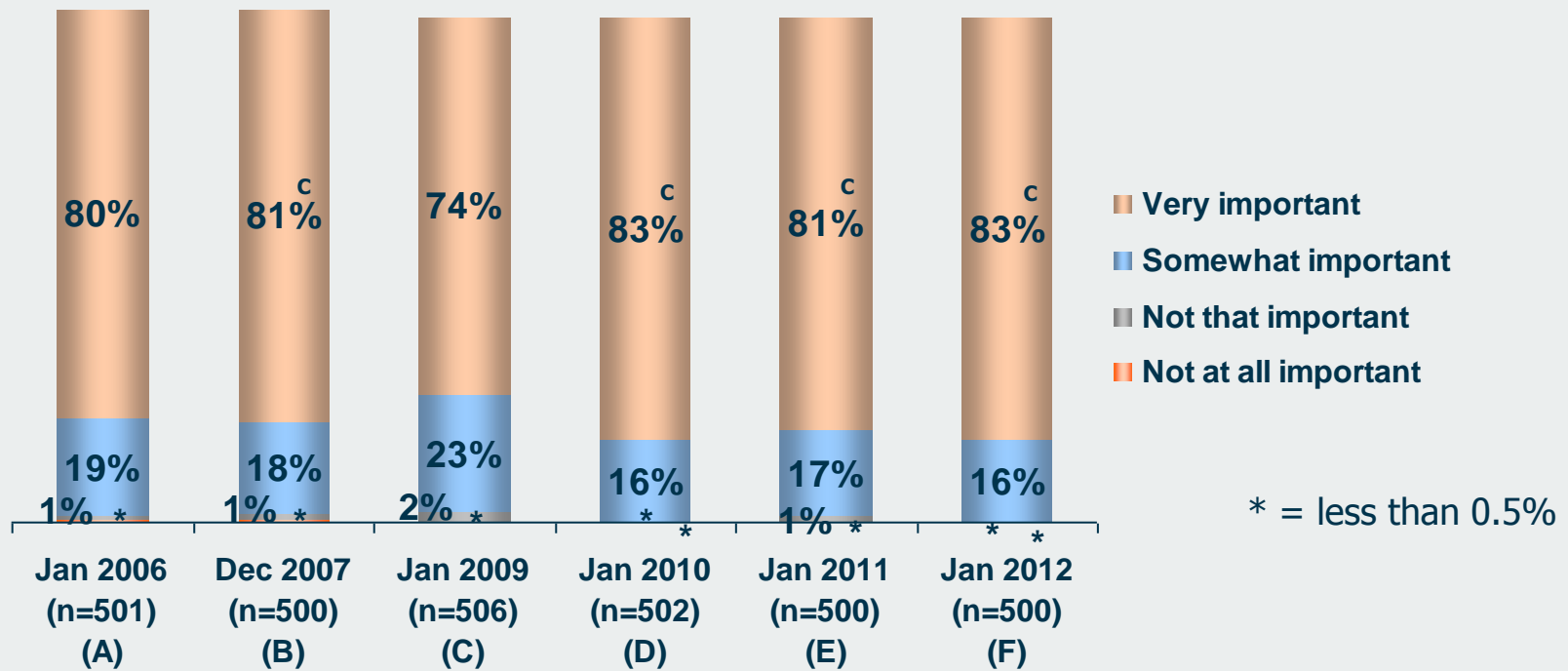
	<b>Total</b> <b>(A)</b>	<b>Male Parent</b> <b>(B)</b>	<b>Female Parent</b> <b>(C)</b>	<b>Eat family meals 5-7 days/week</b> <b>(D)</b>	<b>Eat family meals 4 or less days/week</b> <b>(E)</b>	<b>See anti-drug ads almost everyday or more often</b> <b>(F)</b>	<b>See anti-drug ads less than almost everyday</b> <b>(G)</b>
<b>Talked to child about alcohol</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>93%</b>	<b>91%</b>	<b>88%</b>	<b>94%</b>
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.9	10.4 <sup>C</sup>	9.5	9.8	10.1	10.0	9.8

B,C/D,E/F,G- significant difference at the 95% confidence level



# Parents Continue To Feel That Their Opinions Are Important In Their Child's Decisions About Alcohol

*Among all parents with a 12-15 year old child*



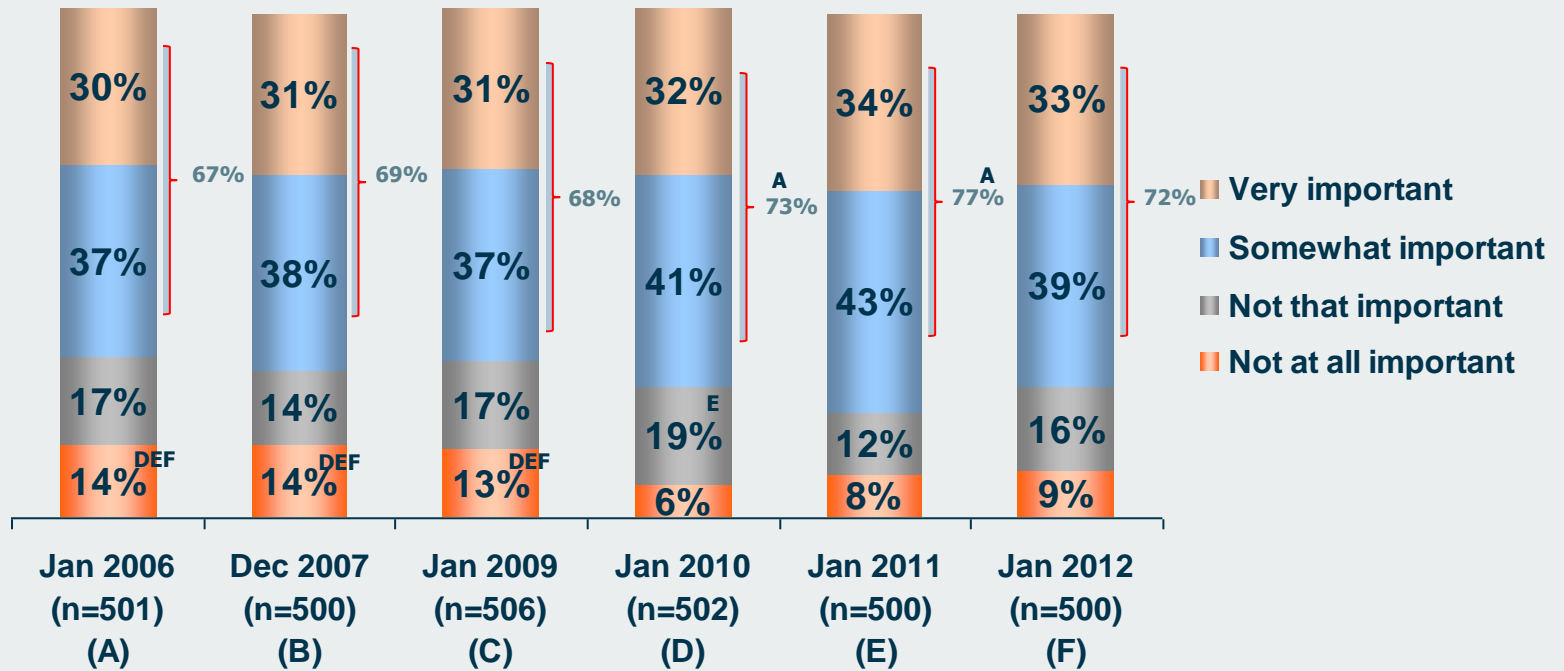
*Q28a "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"*

*A,B,C,D,E,F - significant difference at the 95% confidence level*



# Parents Feel That Their Opinion Is Much More Important Than Their Child's Friends' Opinions in Decisions About Alcohol

Among all parents with a 12-15 year old child



Q28a "How important do you feel your child's friends' opinions are when it comes to his/her decision whether or not to drink alcohol?"

A,B,C,D,E,F - significant difference at the 95% confidence level



# Parents Talk to Their Kids About Prescription or Over-the-Counter Drug Abuse

32

- Two-thirds parents (65%) have talked to their children about the proper use of prescription or over-the-counter drugs such cough syrup or pain relievers.
- Parents who have spoken to their child about the proper use of prescription or over-the-counter drugs say that they did so for the first time at age 10.1, on average. This is comparable to the 10.3 noted in 2011.





## Stated/Estimated Percent of NJ Middle School Students Who Abuse OTC Drugs

- New Jersey parents estimate that approximately three in ten middle school students are abusing prescription or over-the-counter drugs (26%). This number is basically unchanged from 2011 (28%).
- Nearly one in ten parents say they don't know or prefer not to give an estimate (12%).

33



# Stated/Estimated Percentage of NJ Middle School Students Who Abuse OTC Drugs

34

Stated / Estimated Percentage of NJ Middle School Students Who Abuse OTC Drugs					
	Dec 2007 (n=500) A	Jan 2009 (n=506) B	Jan 2010 (n=502) C	Jan 2011 (n=500) D	Jan 2012 (n=500) E
Estimated Percent	%	%	%	%	%
0%	1	1	1	1	1
1-10%	28 <sup>D</sup>	23	27 <sup>D</sup>	19	26
11-20%	19	13	15	16	18
21-30%	15	22 <sup>AC</sup>	14	17	19
31-40%	8	9	11	10	11
41-50%	6	7	10	13 <sup>ABE</sup>	7
51-60%	2	3	4	2	2
61-70%	1	1	1	3	2
71-80%	*	3 <sup>AD</sup>	1	*	2 <sup>D</sup>
81-90%	-	1	1	*	*
91-100%	*	*	*	*	-
Don't Know	20 <sup>E</sup>	17	16	18 <sup>E</sup>	12
Mean Estimated Percent	23%	27% <sup>A</sup>	26%	28% <sup>A</sup>	26%

Note: Based on all parents, including those who have not spoken to child about prescription and over-the-counter drugs

Note: Respondents were not asked about prescription and over-the-counter drugs in 2006

Lettering indicate significant difference at 95% level of confidence

\* Less than 0.5%

*Q40 "About what percentage of New Jersey middle school students would you say abuse prescription and over-the-counter drugs such as cough syrup and pain relievers? Just give me your best estimate based on what you think or know or have heard."*



## Incidents That Prompted Discussions About Drugs

35

- Similar to previous years, there are two top reasons prompting parents to initially talk to their children about drugs:
  - (1) a news story, anti-drug ad, or commercial (16%) and
  - (2) a school substance abuse program such as DARE, a class or school discussion about drugs (21%).



## Children Starting the Conversation; Impact of Conversations Continue as Children Age

- Just under about six in ten parents in 2012 (59%) say their child has started a discussion with them about drugs or alcohol. This represents the lowest number since 2006. 36
  - Mothers are still significantly more likely than fathers to say kids come to them to discuss drugs or alcohol. Seven in 10 (67%) mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol compared to 47% of fathers (down 10 points from 57% last year).
- Parents with older children aged 18-24 were asked the extent to which they thought earlier conversations with their children impacted the older child's decision whether or not to use drugs or alcohol. Two-thirds (68%) felt that expressing their opinions in these conversations had a very important impact on their child's future decisions. This is down from 2011 (79%).



# Various Incidents Have Prompted Discussions About Drugs

*Among parents who have talked with their child about drugs\**

37

Incident	Jan 2006 (n=204)	Dec 2007 (n=193)	Jan 2009 (n=212)	Jan 2010* (n=486)	Jan 2011 (n=472)	Jan 2012 (n=474)
	%	%	%	%	%	%
News story/Anti-drug ad/Something on TV	27	27	29	16	23	16
School substance abuse program including DARE/Class/School Discussion	25	28	31	25	18	21
Friend/family member has/had a substance abuse problem	15	15	12	4	7	7
An incident at school	10	14	11	2	6	8
Incidents in the neighborhood	5	8	8	1	5	2
Suspect child's friends may be taking drugs	3	2	4	1	2	3
Other	23	16	*	*	1	1



Q14 "What prompted you to have the discussion?"

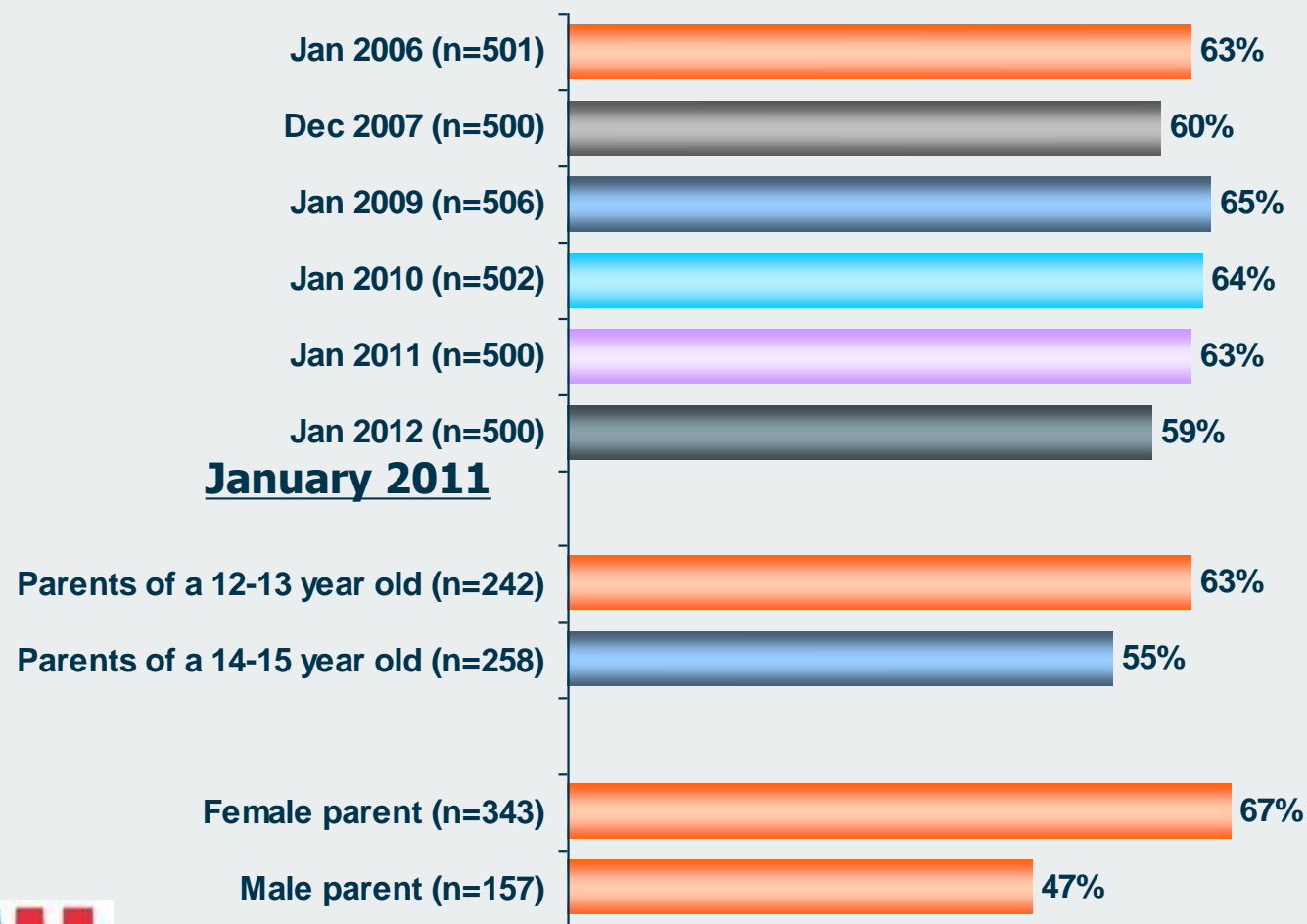
*\*Before 2010, this question was preceded by a question which asked whether some event or incident prompted a first discussion about drugs with their child*



# A Majority of Children Are Initiating Discussions With Their Parents About Drugs or Alcohol, Though Numbers Have Declined From Past Years

*Among all parents with a 12-15 year old child*

38

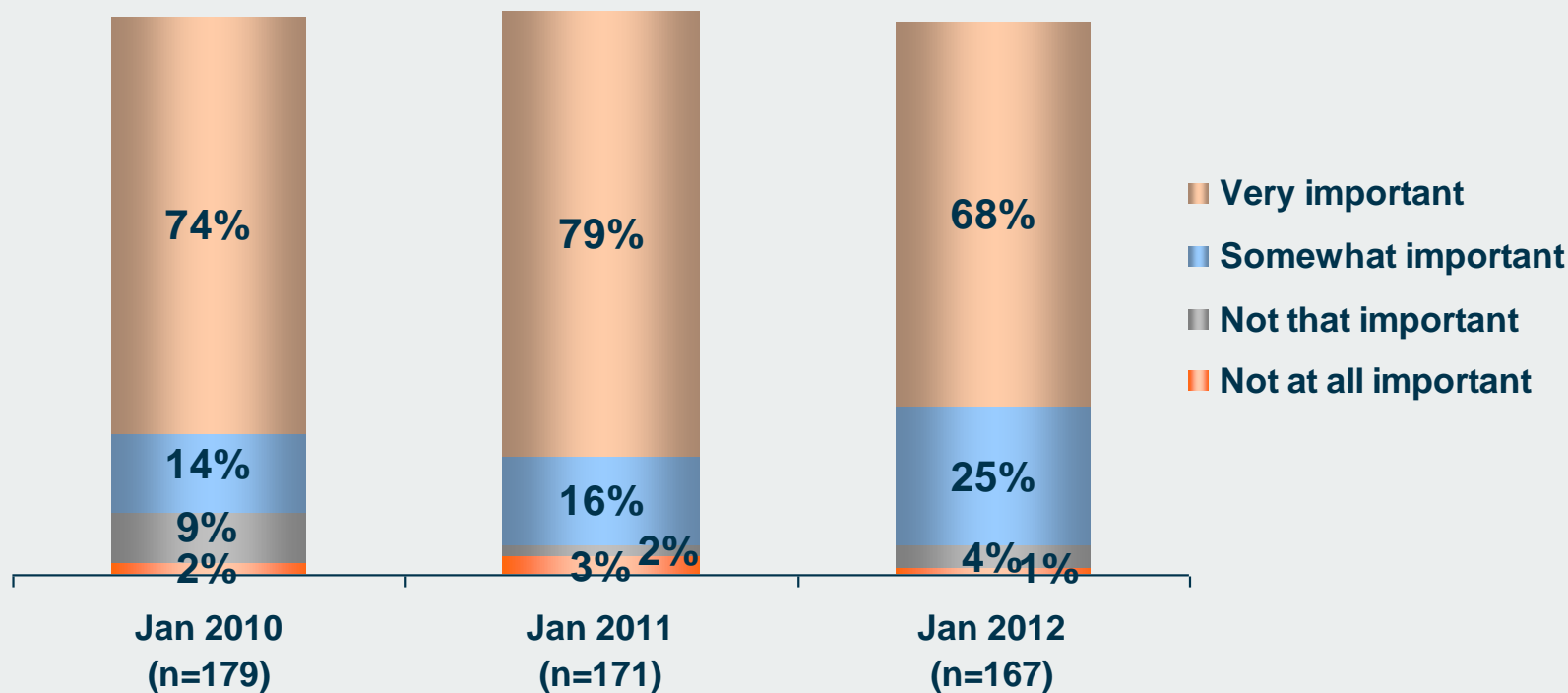


Q29 "Has your child ever started a discussion with you about drugs or alcohol?"



# Parents Believe The Conversations They Have With Their Children About Drugs/Alcohol When They Are Younger Have An Impact As They Age

*Among all parents with a child 18-24 years old*



Q.45 "Do you have any children between the ages of 18 and 24 who either live at home or have already moved out of the house?"



Q46 "Please think about conversations you might have had with this child(ren) when they were younger about drugs and/or alcohol. How important do you feel your opinions are when it comes to your older child's current decision whether or not to use drugs or alcohol?"



## Parents See Different Substances Coming From Different Sources, With Their Own Home Being A Top Source For Both Alcohol and Prescription/OTC Drugs

Parents continue to be most likely to think kids are getting drugs from their peers rather than from drug dealers. More than four in ten parents think that children are getting drugs from their classmates (42%) and from their friends (42% up from 37% last year). The number of parents citing drug dealers remained fairly steady this year ( 12% vs. 10% in 2011).

40

- When it comes to getting alcohol, a majority of parents believe kids are getting alcohol at home (54% up nine points from 45% in 2011).
- About one in five mention kids' friends as a source for alcohol (22%) while 18% believe kids are getting alcohol from their friend/relative's liquor cabinet.
- About eight in ten parents feel that kids get prescription and over-the-counter drugs out of medicine cabinets, either from their own home medicine cabinet (68%) or from a friend's medicine cabinet (11%).





# Parents Most Likely to Think Kids Are Getting Drugs From Peers But That They Are Getting Alcohol And Prescription OTC Drugs From Within Their Own Home

*Among all parents with a 12-15 year old child*

41

	Drugs (n=500)	Alcohol (n=500)	Prescription and Over-The-Counter Drugs (n=500)
	%	%	%
Classmates	42	4	5
Friends	42	22	10
Dealers	12	1	2
Home liquor	-	54	-
Home medicine cabinet	-	-	68
Friend/relative liquor cabinet	-	18	-
Friend/relative medicine cabinet	-	-	11



Q42 "Where do you think kids are getting . . .?"



# Top Reason Parents Think Kids Use Drugs: To Look Cool

42

Two-thirds of parents think that a major reason kids use drugs is to look cool (65%). Six in ten believe that a major reason kids use drugs is to help them feel better about themselves (57%).

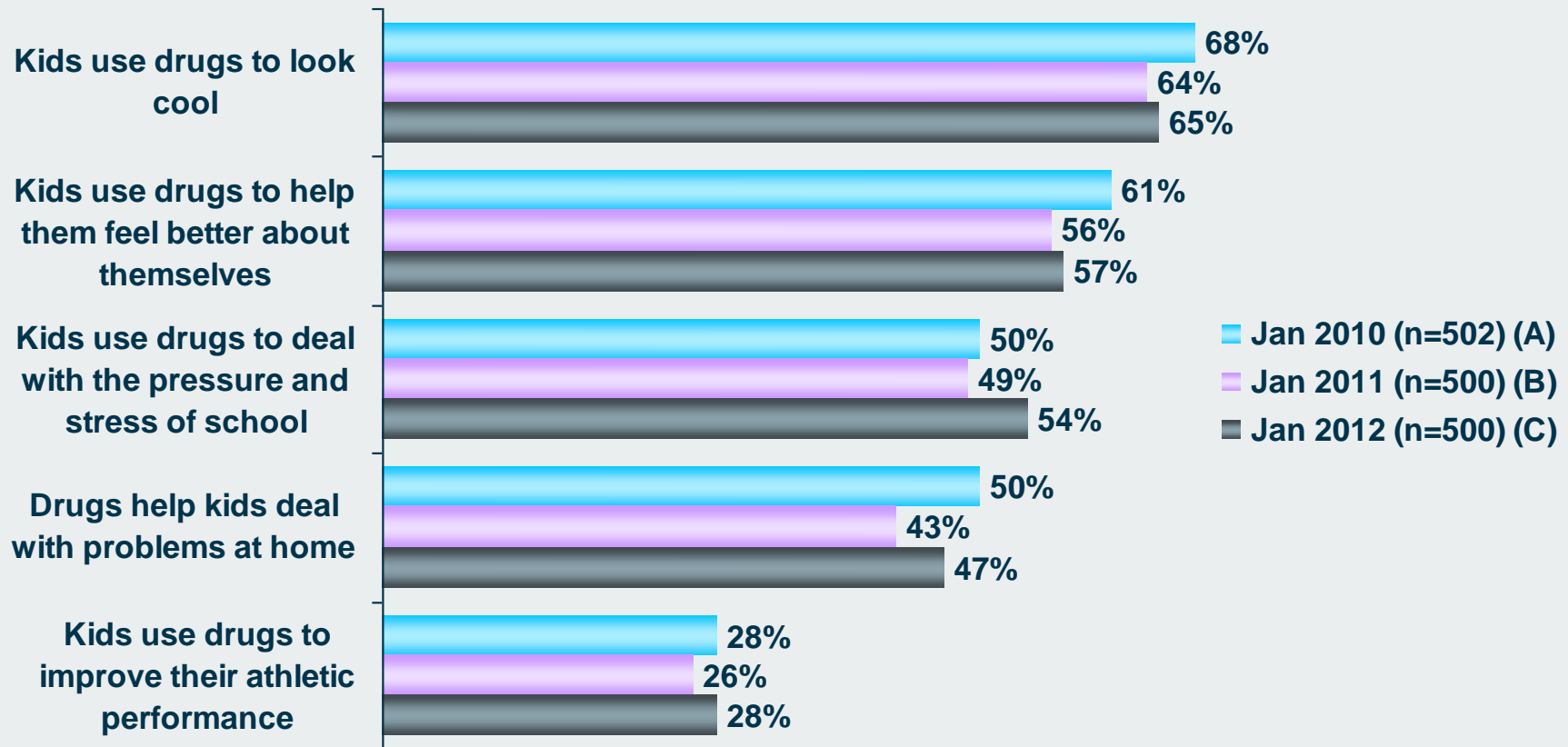
- Dealing with the pressure and stress of school is now thought to be a major reason by a majority of parents (54%, up from 49% last year). It is interesting to note that in a similar survey of teens – the 2010 Partnership For Drug Free America study – close to eight in ten students in grades 9-12 say that the main reasons teens use drugs is “to deal with the pressure and stress of school” (79% agree strongly/somewhat).
- Just under half of parents feel that kids are using drugs to help them deal with problems at home (47%). Improving their athletic performance is a major reasons kids 12 to 15 are using drugs according to 28% of parents. Almost all findings are in line with the results observed in the 2011 study.



# Parents Feel That the Major Reason Kids Use Drugs is to Look Cool. Six in Ten Believe Kids Use Drugs To Feel Better About Themselves

*% of Among all parents with a 12-15 year old child*

43



*Q44 "Now I'd like to read you some reasons that have been given as to why kids use drugs. As I read each one please tell me whether or not you feel that it is a major reason, a minor reason or not a reason at all."*



## High Level of Awareness of The American Medicine Chest Challenge Continues: Two-thirds Report Having Seen The Ads In The Past Two Months. Numbers with Expired Medicine in Their Home Drops Somewhat

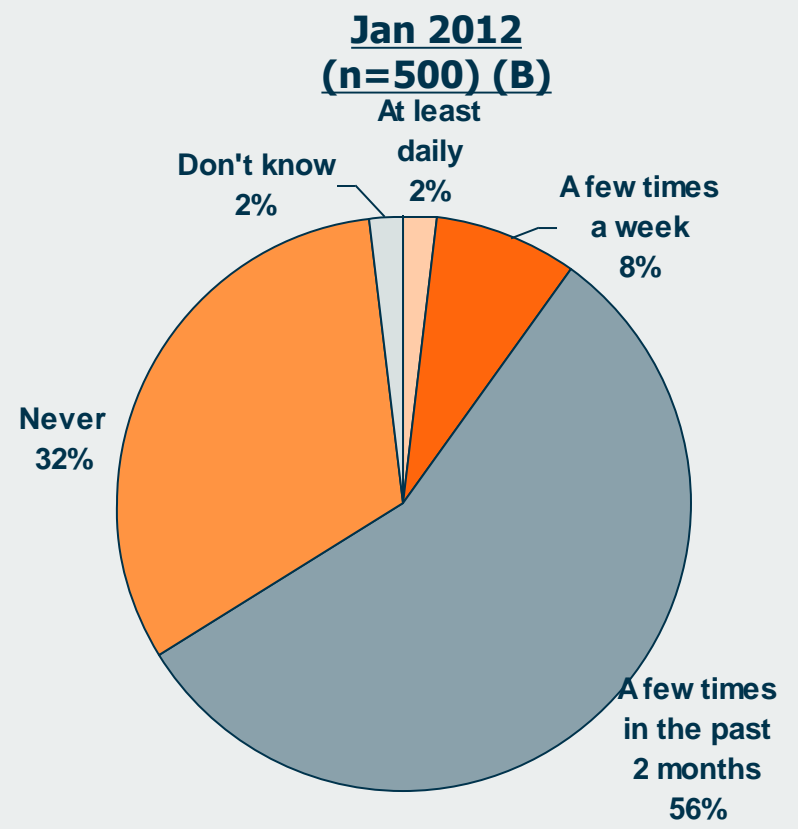
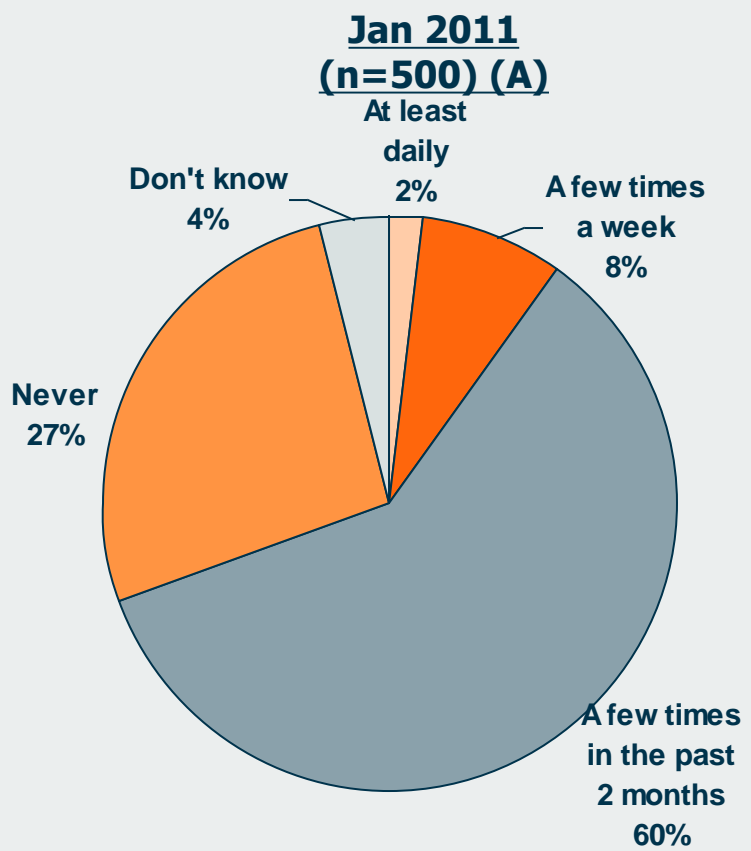
- Two-thirds of parents report having seen ads sponsored by the American Medicine Chest Challenge asking them to safely dispose of unused, unwanted and expired prescription and over-the-counter medicine in the past two months.
- The study finds that the number who report having expired medicines in their home has dropped from 42% to 35%, suggesting perhaps that the campaign to safely disposed of unused, unwanted or expired medicine in home has had some effect. As noted earlier, eight in ten parents believe kids are getting prescription and over-the-counter medicine from either from their home medicine cabinets, or from friends' medicine cabinets.

44



# Parents Are Aware Of The American Medicine Chest Challenge, With Two-thirds Reporting Have Seen The Ads In The Past Two Months

Among All Parents With A 12-15 Year Old Child



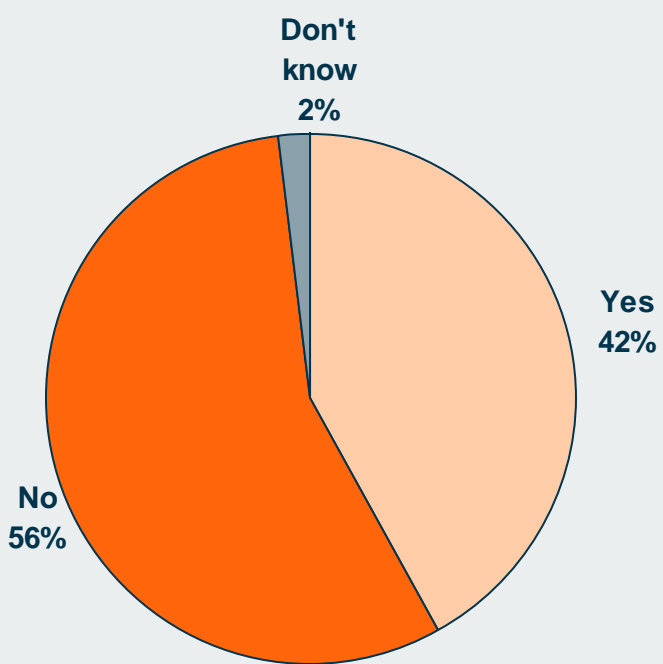
Q.33.3 "In the past two months, how frequently did you see or hear news stories or ads sponsored by the American Medicine Chest Challenge asking you to safely dispose of your unused, unwanted, and expired prescription and over-the-counter medicine you keep at home? Would you say it was at least daily, a few times a week, or a few times in the past 60 days?"



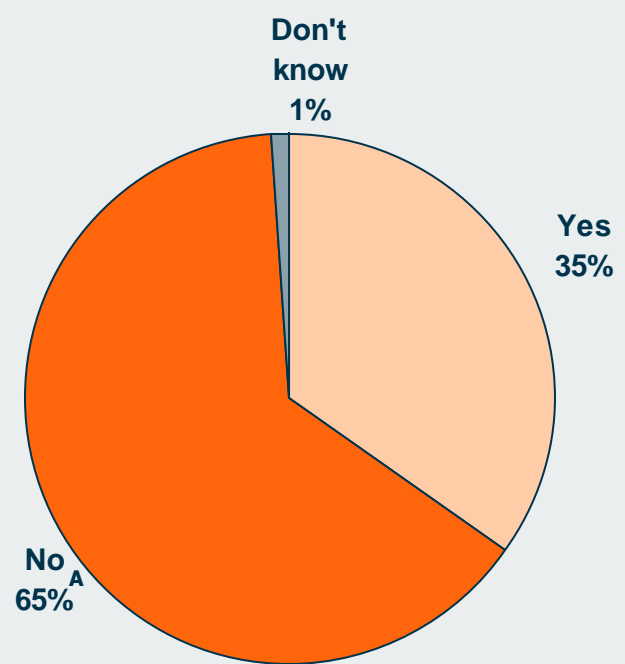
# About One-third Say They Currently Have Unused, Unwanted Or Expired Prescription/OTC Medicine Stores In Their Homes, Down from 42%, Suggesting Campaign May Be Having a Positive Effect

*Among all parents with a 12-15 year old child*

**Jan 2011  
(n=500) (A)**



**Jan 2012  
(n=500) (B)**



Q.33.2 "Do you currently have unused, unwanted, or expired prescription and over-the-counter medicine stored in your home?"

A,B - significant difference at the 95% confidence level



## Steps To Limit Child's Exposure To Unused, Unwanted Or Expired Prescription/OTC Medications

The American Medicine Chest Challenge advises parents to take an inventory of their prescription and over-the-counter medicine, to dispose of their unused, unwanted and expired medication at a local disposal site, and to lock their medicine cabinet. This study *finds that* compared to last year, few parents have changed their behavior in these areas:

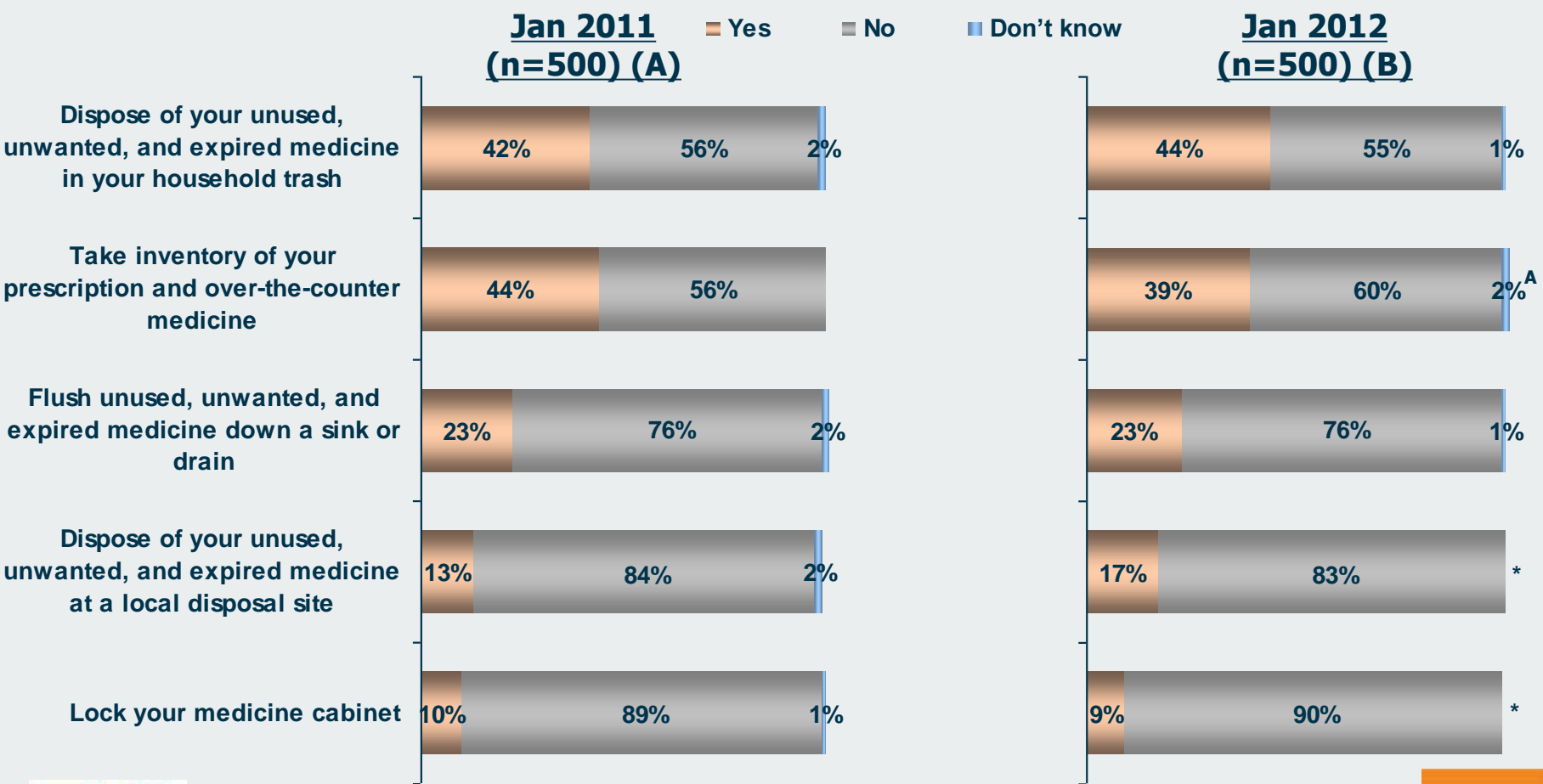
47

- Four in ten (39%) parents have taken an inventory of their prescription and OTC medicine in the past two months, with the majority (60%) not having done so.
- Just about one in five (17%) of parents say they have disposed of unused, unwanted, and expired medicine at a local disposal site; and 9% lock their medicine cabinet.
- Two in five parents (44%) have disposed of their unused, unwanted and expired medicine in their household trash.
- One in four (23%) have flushed unwanted/expired medicine down a sink or drain.



# Precautions To Rid Their Households Of Unused, Unwanted And Expired Prescriptions Medicines

Among all parents with a 12-15 year old child



Q.33.6 "In the two months, please tell me which of the following actions, you took regarding your unused, unwanted, and expired prescription and over-the-counter medicine?"  
 A,B - significant difference at the 95% confidence level





## American Medicine Chest Challenge: Providing Needed Information

The campaign of the American Medicine Chest Challenge to educate parents about ways to safely dispose of unused, unwanted or expired medicine in their home may be causing awareness of the topic to be on the rise.

49

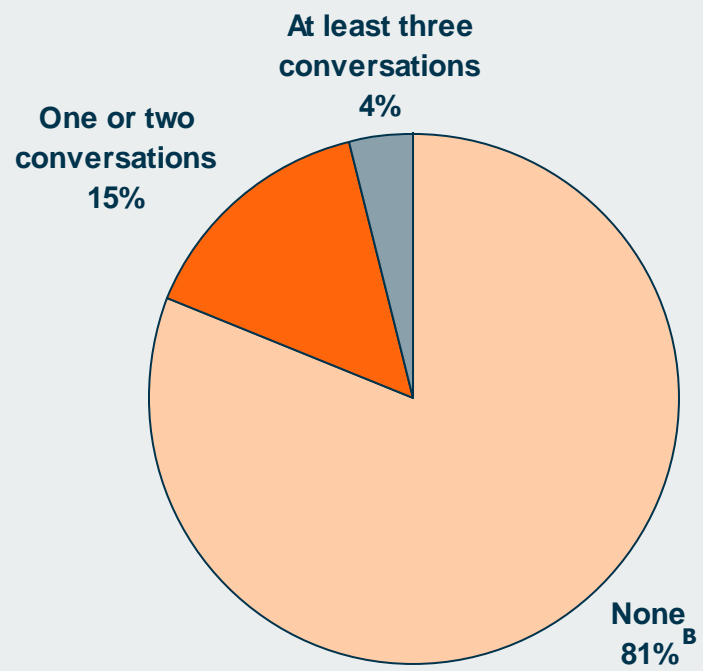
- The study finds that three in ten parents say they have had conversations in the past two months with other people about disposing of unused or unwanted medications, up from one in five just one year ago.



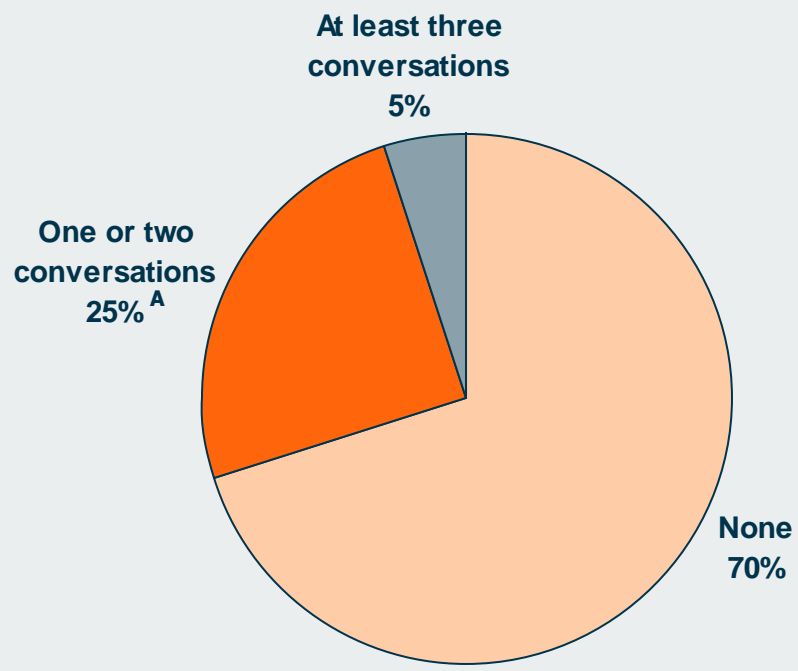
# Three in Ten Parents Conversing With Other People About Disposing of Unused, Unwanted And Expired Prescription And OTC Medicine

Among all parents with a 12-15 year old child

**Jan 2011  
(n=500) (A)**



**Jan 2012  
(n=500) (B)**



Q.33.5 "In the past two months, how many conversations did you have with other people about disposing unused, unwanted, and expired prescription and over-the-counter medicine? Was it none, one or two, or at least three conversations?"

A,B - significant difference at the 95% confidence level



## Parents' Views Toward Alcohol Leniency: Strict Policy for Older Teens Continues

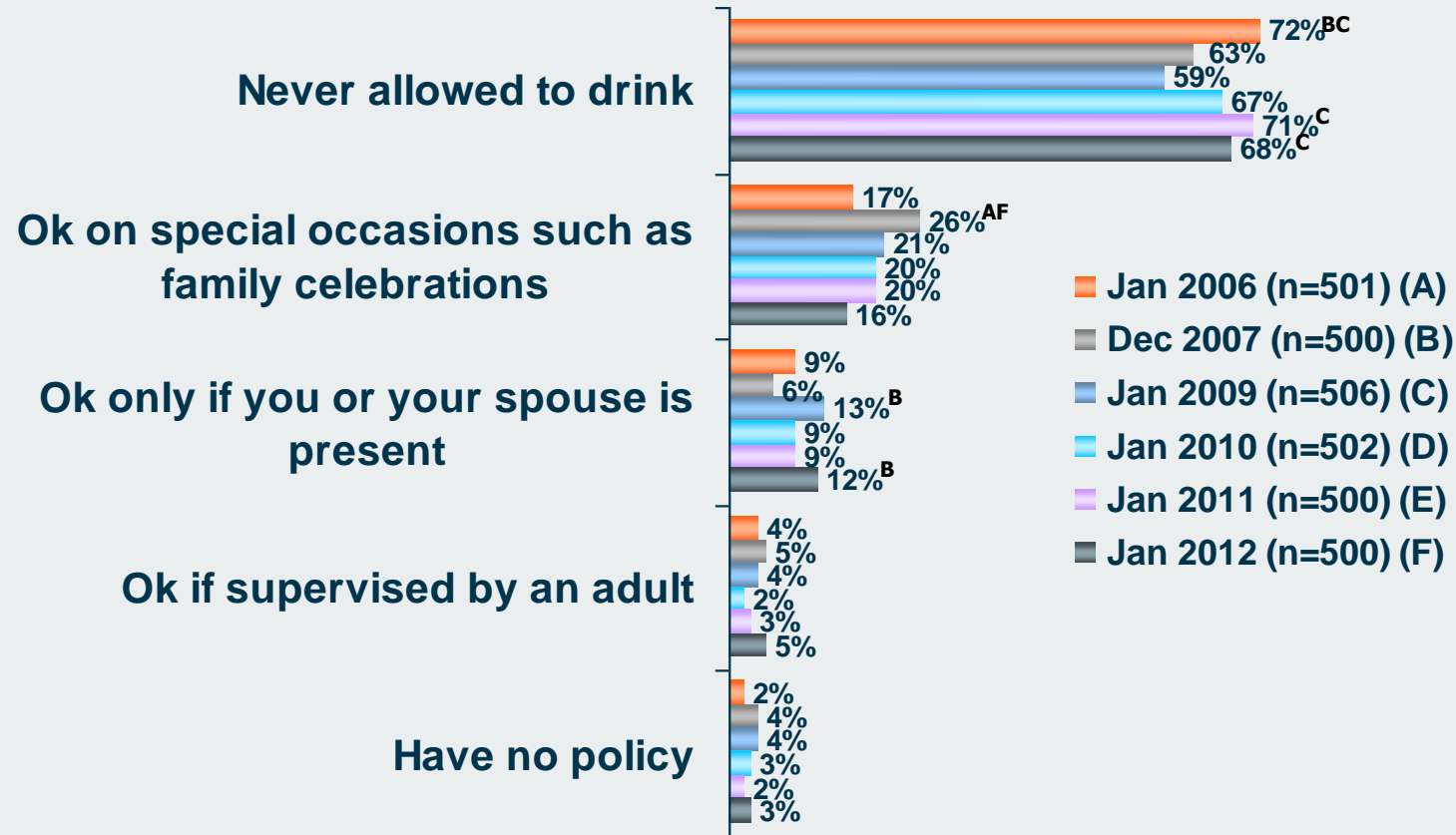
51

- Thinking about when their child reaches the ages of 16 to 17, seven in ten parents of a 12 to 15 year old child said their child would **never be allowed to drink** when they are older (68%).
- New Jersey parents' other alcohol policies are basically unchanged from last year.
- More than eight in ten (82%) parents of a 12 to 15 year old child said their child would **never be allowed to drink**.
- Parents of older teens, those 14 to 15 years of age, adhere to the same alcohol policies as parents of younger children. Eight-three percent of parents of children 12 to 13 year old do not allow them to ever drink. Eighty-one percent of children 14 to 15 say the same.
- Just 2% of parents say they currently have no policy on their 12 to 15 year old drinking alcohol, this virtually unchanged from last year.



# Strict Policy for Older Teens Continues

Among all parents with a 12-15 year old child



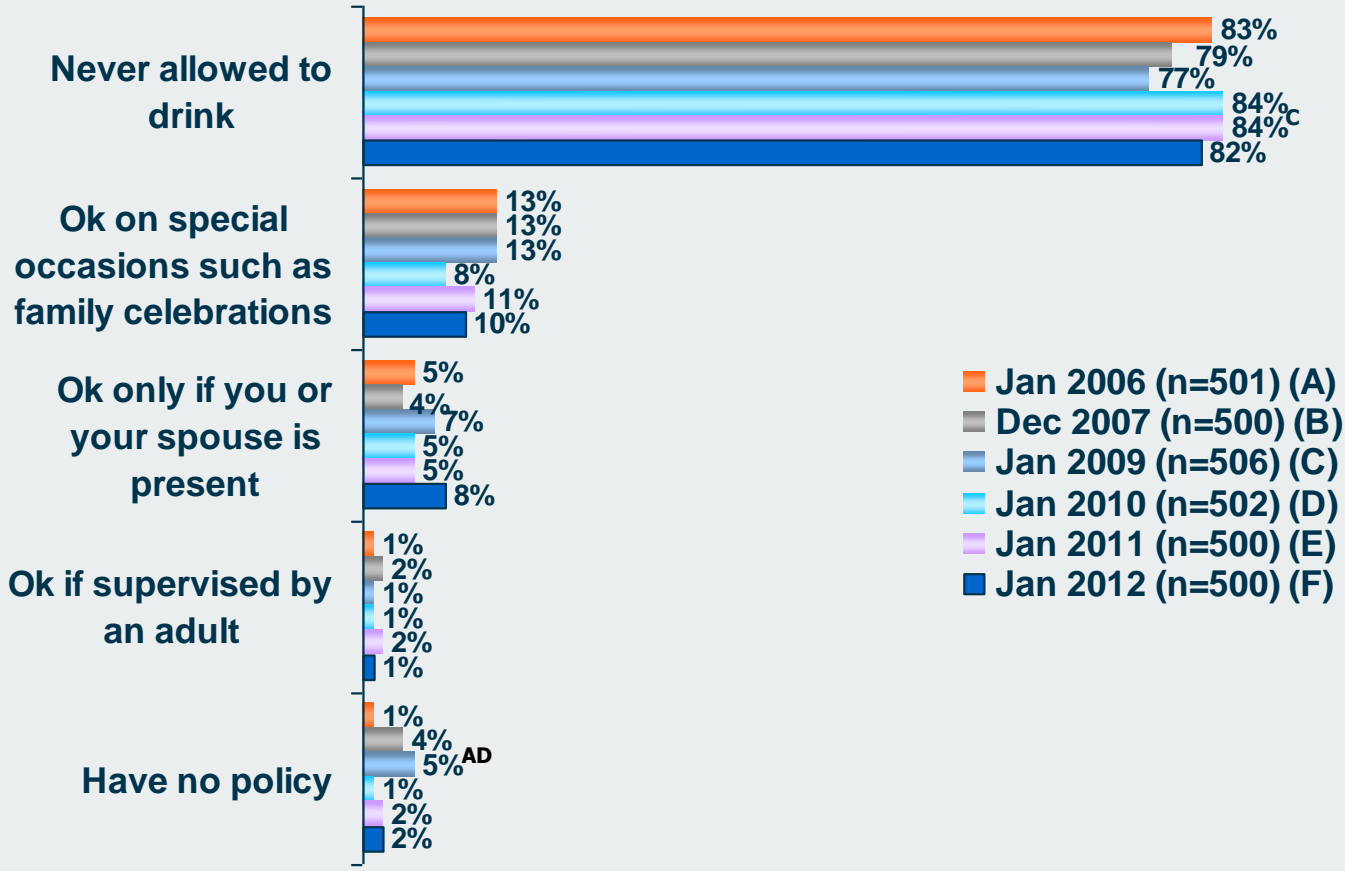
Q36 "What about when your child reaches age 16 to 17? Which of the following, if any, will be your policy on your 16 to 17 year old child occasionally drinking alcohol?"

A,B,C,D,E,F - significant difference at the 95% confidence level



# Most Parents Never Allow Their 12-15 Year Old Child To Drink

*Among all parents with a 12-15 year old child*



Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

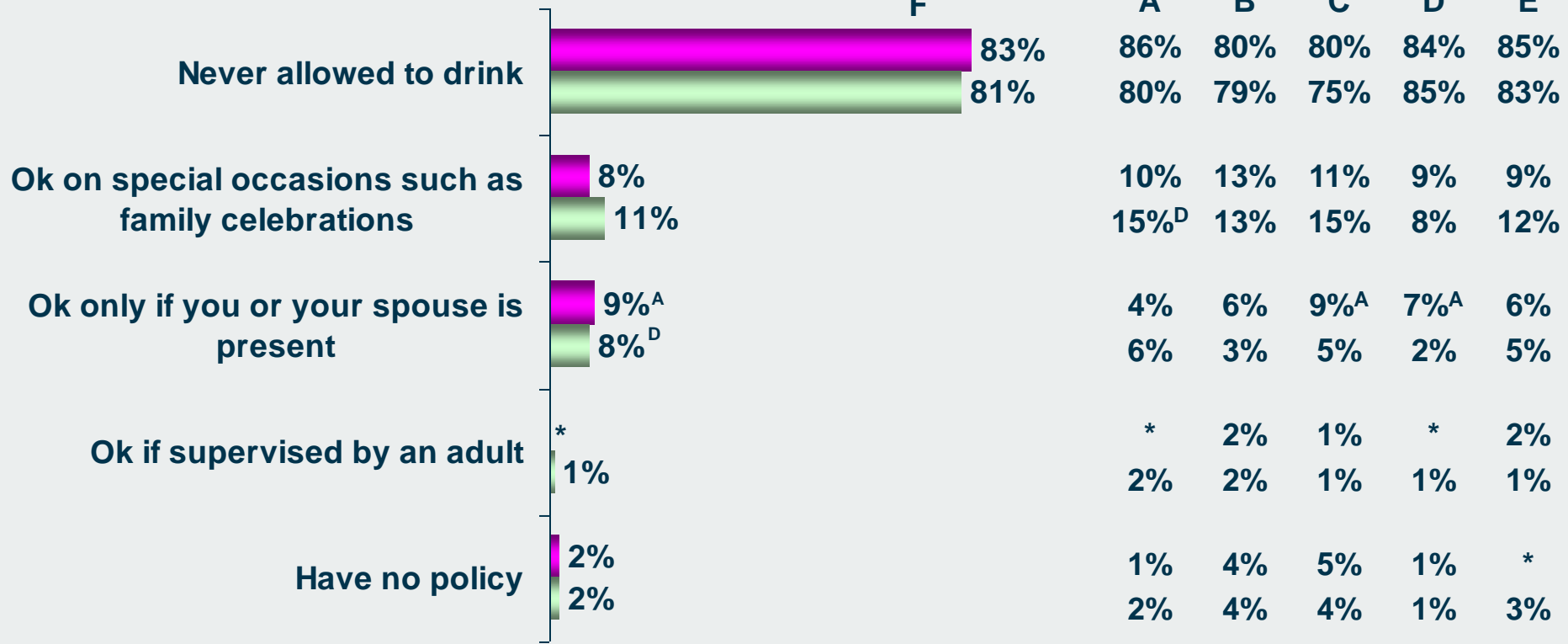
A,B,C,D,E,F - significant difference at the 95% confidence level



# Drinking Policies Remain Consistent Even As A Child Ages

Among all parents with a 12-15 year old child

■ Parents of a 12-13 year old child (n=242)  
 ■ Parents of a 14-15 year old child (n=258)



Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

A,B,C,D,E,F - significant difference at the 95% confidence level



## Drug and Alcohol Abuse in Family

55

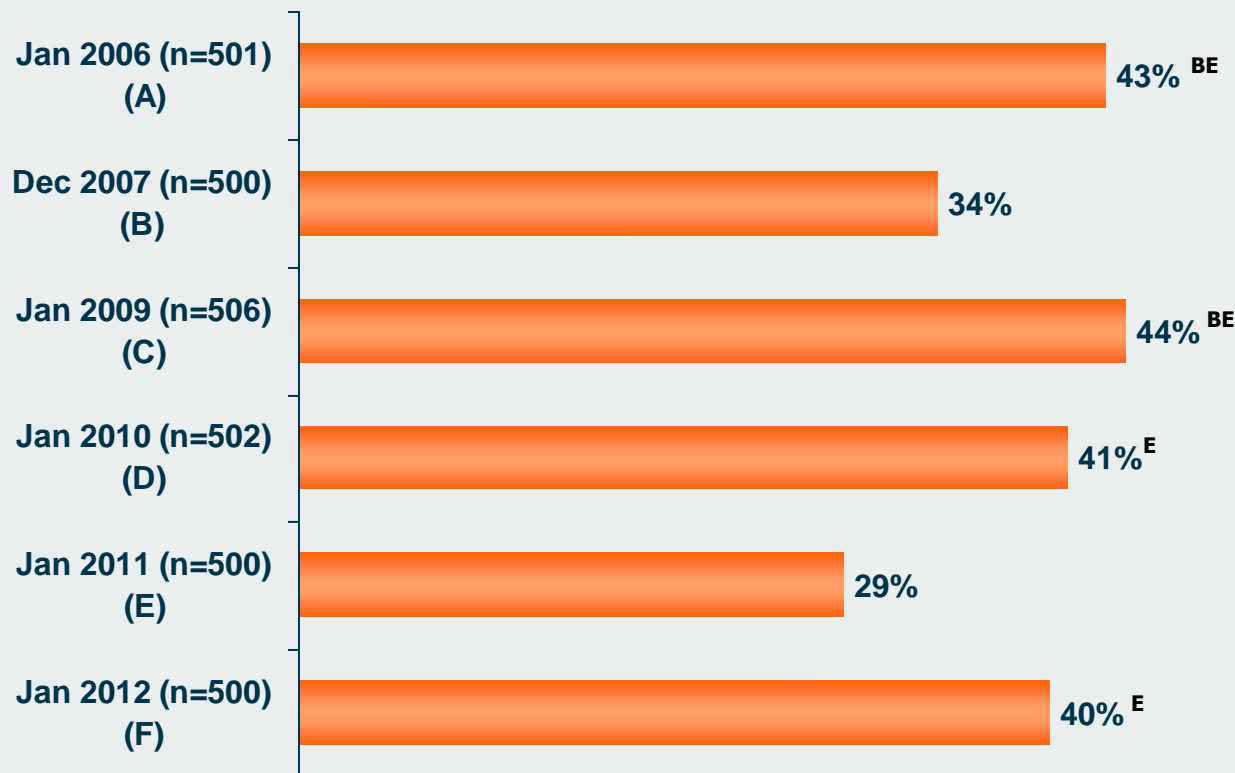
- Four in 10 (40%) parents say they have had instances of alcohol or drug abuse in their own family in the past year. After a drop in 2011, this returns to the 41% who said the same in 2010.
  - Over eight in ten parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (84%).



# Four in Ten New Jersey Parents Have Had Instances of Alcohol or Drug Abuse in their Own Families

*Among all parents with a 12-15 year old child*

56



Q37 "In the past, have you ever had any instances in your family of alcohol or drug abuse?"

A,B,C,D,E,F - significant difference at the 95% confidence level





## Majority of New Jersey Parents Feel Most Knowledgeable About Marijuana, Cocaine, Prescription Drug & OTC Drug Abuse But Levels Of Knowledge Have Declined From 2010

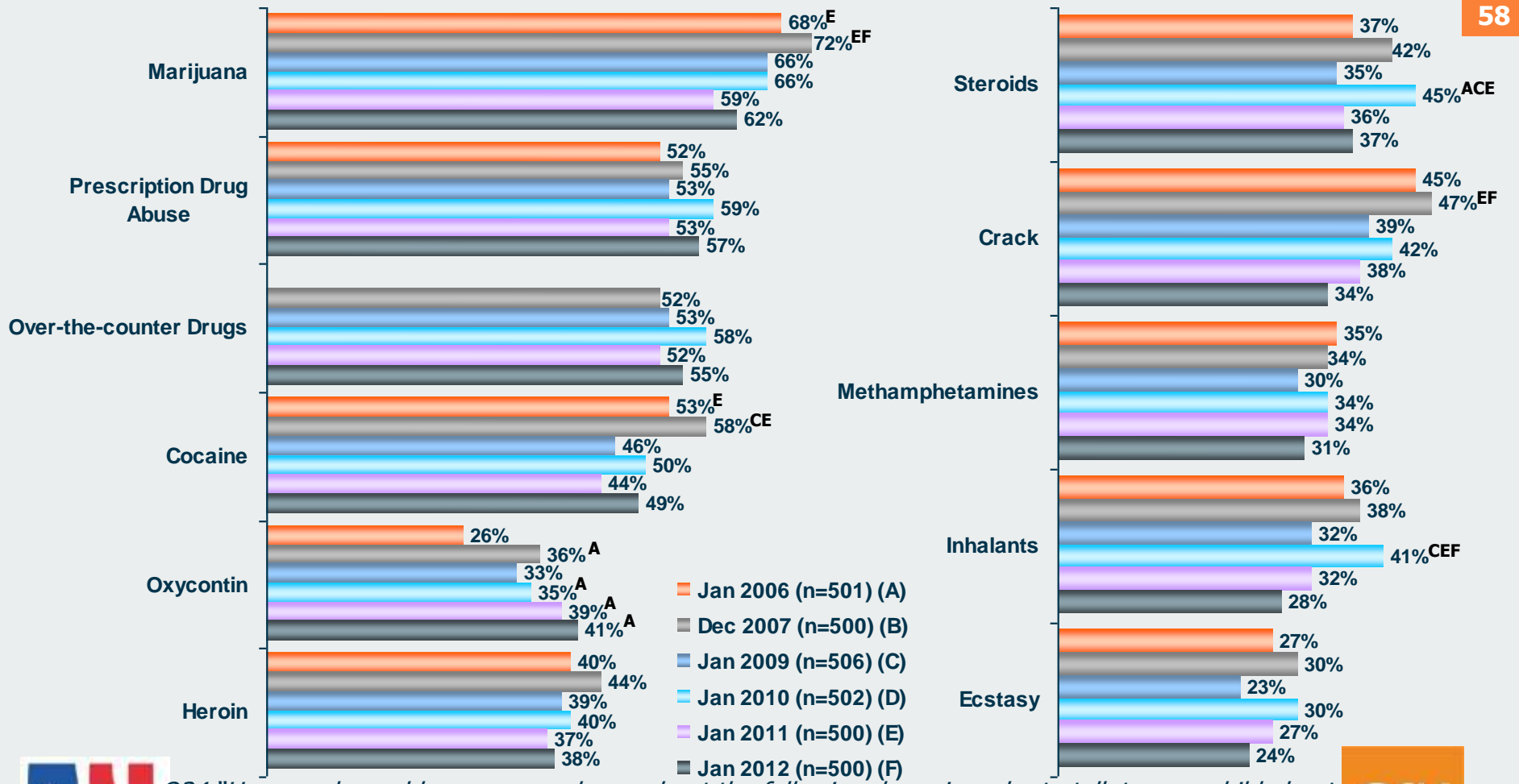
57

- Parents continue to feel most knowledgeable about marijuana, with six in ten parents saying they know "a lot" (62%).
  - Nearly six in ten say they know a lot about prescription drug and over-the-counter drug abuse (57% for prescription drugs and 55% for OTC).
  - Cocaine follows, with 49% saying they know a lot.
  - Parents knowledge of inhalants had decreased again and at 28% is at its lowest level since 2006.
  - At the same time, parents' knowledge about Oxycontin has risen and at 41% is at its highest level since 2006.
- Most parents do not believe that the new medical marijuana law will encourage children to experiment with marijuana (87%).



# Majority of New Jersey Parents Feel Most Knowledgeable About Marijuana, Cocaine, Prescription Drug & OTC Drug Abuse

*% of parents with children ages 12-15 who say they know a lot about the following drugs in order to talk to their children about them*



Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"

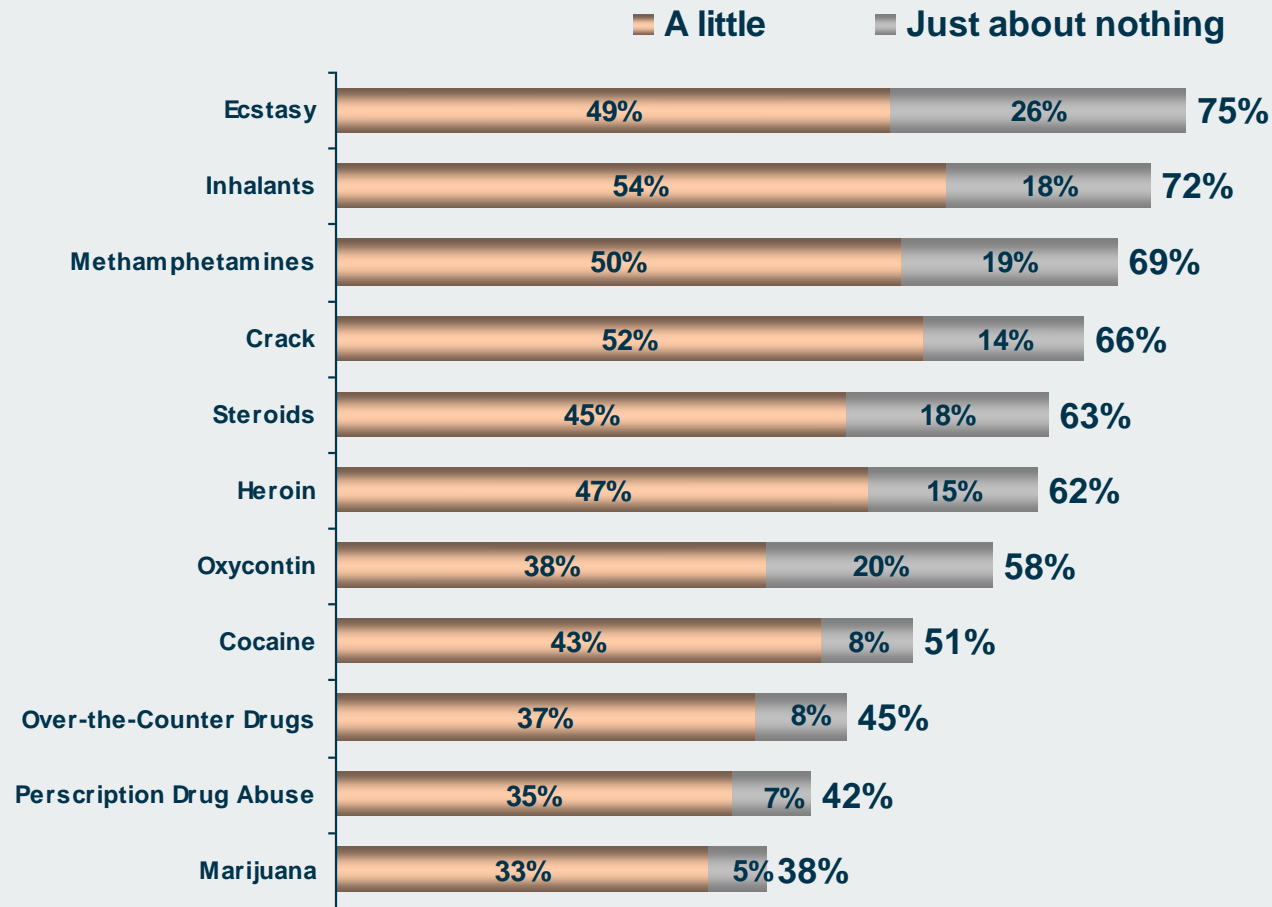
A,B,C,D,E,F - significant difference at the 95% confidence level



# Parents Consider Themselves Least Knowledgeable About Ecstasy, Inhalants, Methamphetamines and Crack

*% of parents with children ages 12-15 who say they know a little/just about nothing about the following drugs in order to talk to their children about them*

59



*Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"*

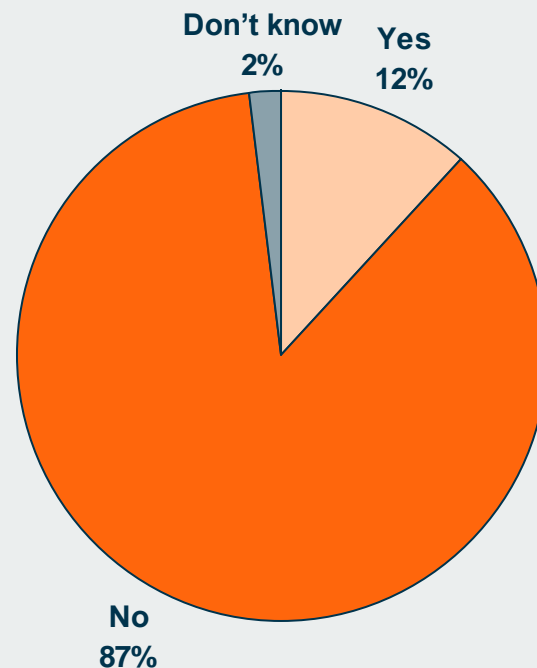


# Most Parents Do Not Believe That New Medical Marijuana Law Will Encourage Children to Experiment with Marijuana

*Among all parents with a 12-15 year old child*

60

**Jan 2012**  
**(n=500)**



*Q.44 "As you probably know, New Jersey recently legalized marijuana for medical use. Do you think your child will be more likely to experiment with marijuana as a result of the legalization of medical marijuana in New Jersey?"*



# Sample Profile

## Age of 12-15 year old child:

12-13	45%
14-15	55%

## Gender of child:

Male	51%
Female	49%

## Child's grade in school

4-8	56%
9 or higher	43%

## Age of Parent:

Under 40	10%
40-49	59%
50 or older	27%

## Gender of Parent:

Male	40%
Female	60%



## Race/Ethnicity:

White	68%
African American or Black	18%
Hispanic	1%
Other	6%

## Income:

Under \$25,000	5%
\$25,000 to under \$50,000	18%
\$50,000 to under \$100,000	23%
\$100,000 or more	41%

