

The Partnership for Drug-Free New Jersey: Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention Study, 2016

Prepared for: Partnership for a Drug-Free New Jersey

New Jersey Center for Prevention Research (PDFNJ)

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Introduction



Introduction

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- GfK 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. This is the seventh time this study has been conducted since 2006.
- The sample was randomly drawn from listed sample purchased from American Student Lists and Dunhill.
- Interviews for this wave were conducted from January 19 - February 7, 2016.
- 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

New Jersey Parents See a Link Between Opioid and Heroin Use. The study finds that most New Jersey parents seem knowledgeable about the relationship between rising opioid and heroin use. Seven in ten (71%) believe there is a link between pain killers prescribed for things like sports injuries and wisdom teeth removal and the rising use of heroin in NJ. Seven in ten (72%) also know that heroin is now less expensive to obtain than prescription drugs. Six in ten (60%) understand that opioids are a synthetic version of heroin. Just over one-quarter (27%) believe that illegal prescription drugs are getting harder to obtain.

Anti-Drug and Anti-Alcohol Commercials/Advertisements Play a Role in Encouraging Many Parents to Speak with Their Children About the Risks. Eight in ten parents (80%) say the ads encouraged them to talk to their children about using drugs or alcohol, consistent with last wave's level of 82%, which represented the highest level ever recorded. Almost six in ten say the ads made them more aware of the risks of using drugs and alcohol (down 13 points, but back to levels recorded in previous waves).



Key Findings

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Majority of New Jersey Parents Continue to Feel Most Knowledgeable About Marijuana; Knowledge of Heroin Has Increased Significantly.

Parents continue to feel most knowledgeable about marijuana, with seven in ten saying they know "a lot" (70%). Parents knowledge of heroin has increased significantly since last wave, from 39% to 49%. Knowledge of prescription drug abuse (63% up from 58%), OxyContin (50% up from 46%) and meth abuse has increased somewhat since last wave (38% up from 32%).

Top Reason Parents Think Kids Use Drugs Is To Look Cool and To Feel Better About Themselves. Two-thirds of parents think a major reason kids use drugs is to look cool (68%, up from 63% last wave). Six in ten (60%) believe it is to help them feel better about themselves, representing a decrease of 4 points. A majority also cite the pressure and stress of school as a major reason (54%) and a majority of parents also feel that kids are using drugs to help them deal with problems at home (50%). One-third cite improving their athletic performance as a major reason kids are using drugs.



Key Findings

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Parents Believe Substances Come From Different Sources, With Home Being A Top Source For Both Alcohol and Prescription/OTC Drugs.

A majority of parents think that children are getting drugs from their classmates (57% up from 49% 2014), followed by their friends (34%). When it comes to getting alcohol, parents believe kids are getting it from their home (43%), from friends' homes (26%), or from friends (24%). Six in ten (60%) feel that kids get prescription and over-the-counter drugs out of home medicine cabinets, an increase of 11 points since 2014. Those citing friend's medicine cabinet (15%), friends (13%) or classmates (9%) follow.

Positive Steps Regarding Unused, Unwanted Or Expired Prescription/OTC Medications.

Parents' behaviors toward managing unused, unwanted and expired medication have changed in one key respect: the number saying they have disposed of unused, unwanted, and expired medicine at a local disposal site has increased significantly (25% compared to 16% in 2014). The number who report having expired medicines in their home is at its lowest level since the question was first asked in 2011 – registering now at 34%.





Detailed Findings



A Majority of New Jersey Parents Report Frequent Exposure to Anti-Drug and Alcohol Ads, Including Daily for One-Quarter

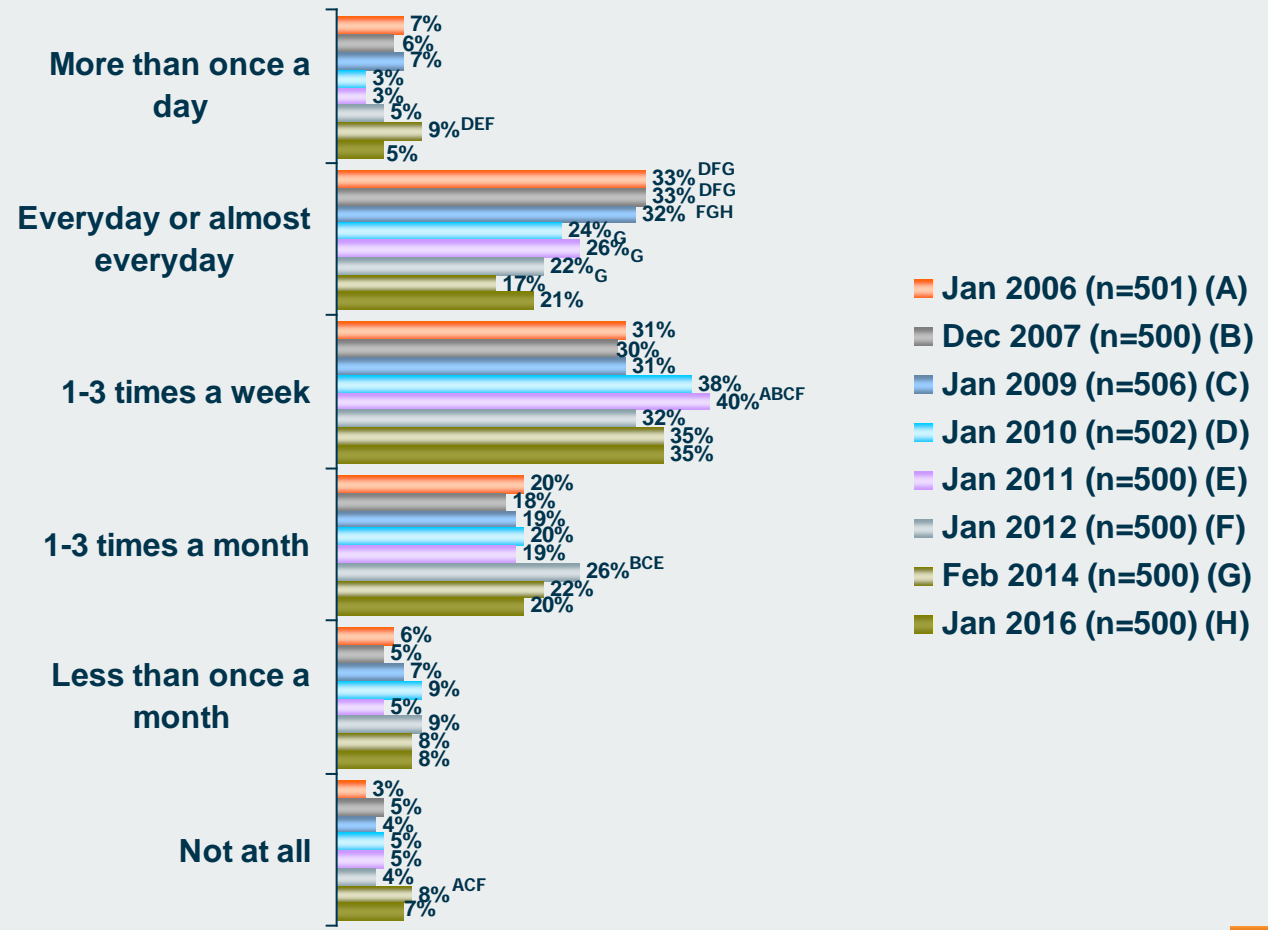
10

- Unchanged from last wave, six in ten (61%) 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 also continues to be at about the level reported in 2012 (59%), which is considerably lower than previous waves: 69% in 2011, 65% in 2010, 70% in 2009, 69% in 2007 and 71% in 2006.
 - One-quarter of parents report daily exposure (26%), unchanged from last wave.
 - Those who have seen no ads at all was similar to last year at 7%.



Six In Ten Parents Have Been Exposed To Anti-Drug or Anti-Alcohol Ads At Least Weekly; One-quarter Report Daily Exposure

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,G,H - significant difference at the 95% confidence level



Anti-Drug and Anti-Alcohol Commercials/Advertisements Play a Role in Encouraging Many Parents to Speak with Their Children About the Risks

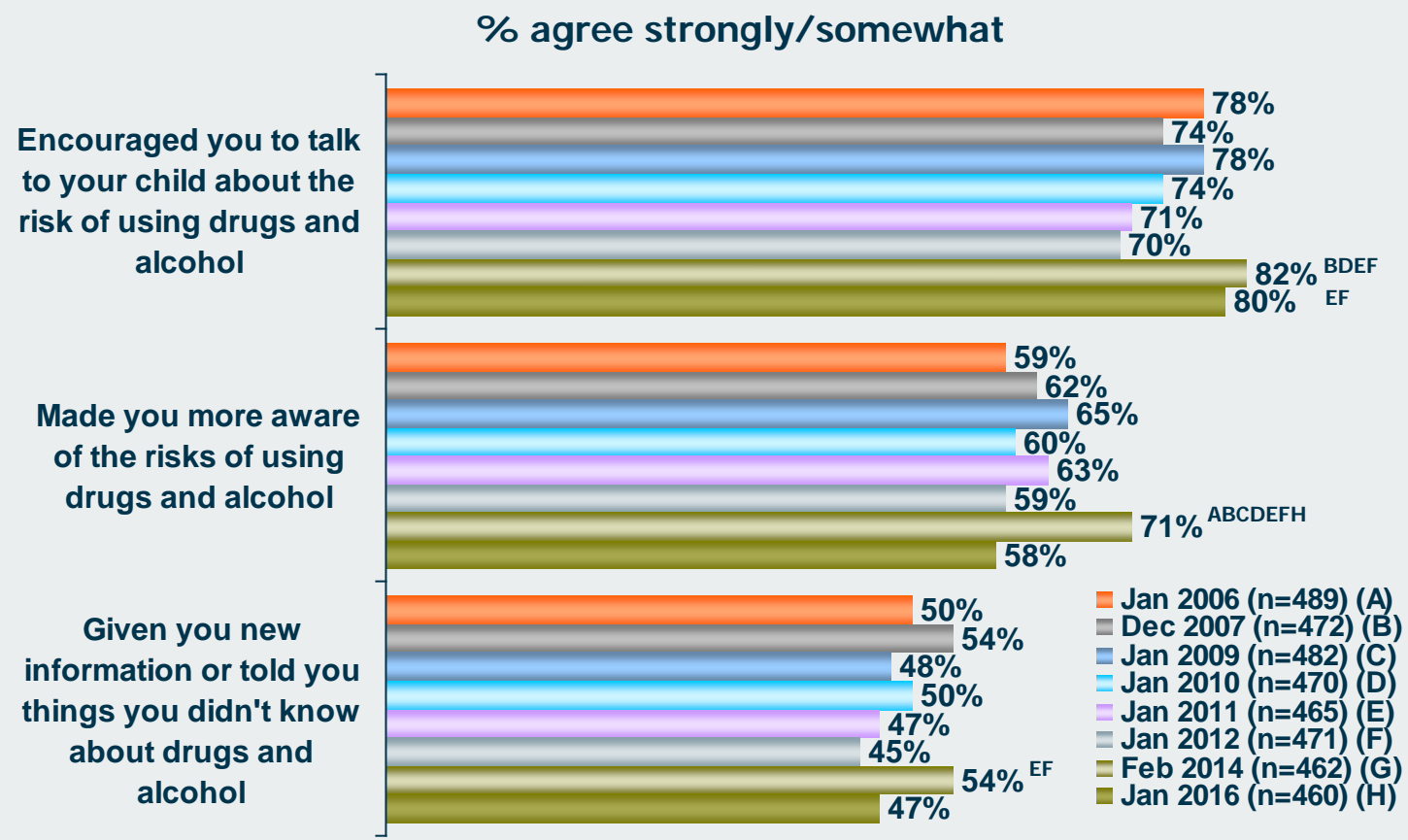
12

- Eight in ten parents (80%) say the ads encouraged them to talk to their children about using drugs or alcohol, consistent with last wave's level of 82%, which represented the highest level ever recorded. Almost six in ten say the ads made them more aware of the risks of using drugs and alcohol (down 13 points, but back to levels recorded in previous waves).
- Nearly half of parents (47%) feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol. This represents a decline from 2014, but is in line with previous waves.
- 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 (82% who see anti-drug ads almost everyday vs. 75% who see them 1-3 times per month); made more aware of the risks of using drugs and alcohol (61% among those who saw ads almost every day vs. 50% among those who saw ads 1-3 times per month); and felt the ads had given them new information (48% among those who saw ads almost every day vs. 45% 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



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,G,H - significant difference at the 95% confidence level

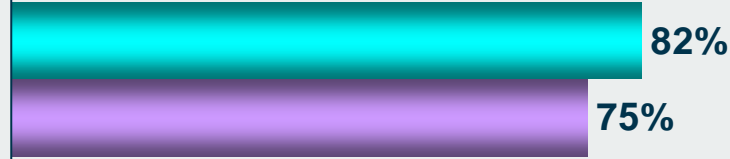


The More Frequent the Exposure To Anti-Drug Ads, the More Parents Are Talking With Kids About The Risk of Using Drugs/Alcohol

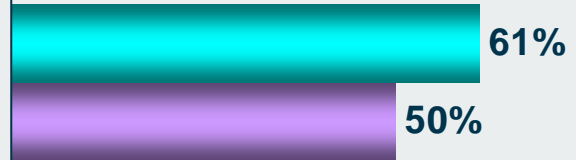
% who strongly/somewhat agree with the following statements about ads about the risk of drugs or alcohol and who have seen anti-drug ads

■ See anti-drug ads almost everyday or more often (n=309)
 ■ See anti-drug ads 1-3 times per month (n=151)

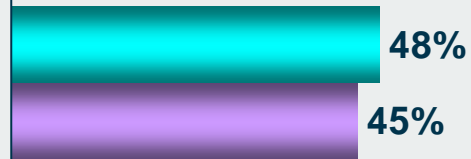
Encouraged you to talk to your child about the risk of using drugs and alcohol



Made you more aware of the risks of using drugs and alcohol



Given you new information or told you things you didn't know about drugs and alcohol



§ significant difference from those who have seen anti-drug ads less than almost everyday at the 95% confidence level



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."



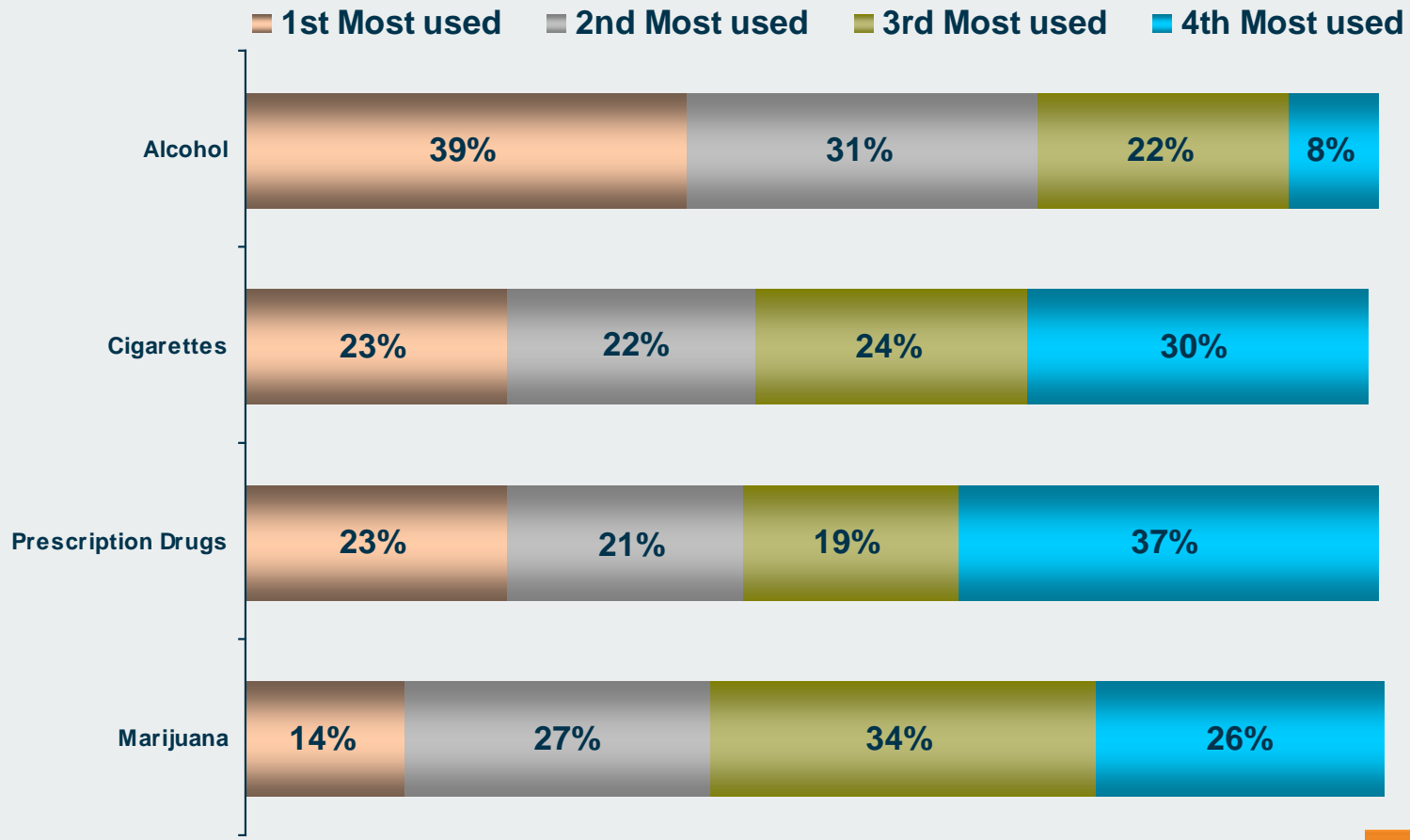
Parents Rate Alcohol as the Most Used Among Middle Schoolers, with Cigarettes and Prescription Drugs Tied for Second

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- When asked to rank order what they perceive to be middle schoolers use of alcohol, cigarettes, prescription drugs and marijuana, parents rank alcohol as the most used, with four in ten (39%) ranking it first.
 - Cigarettes and prescription drugs follow, each viewed by one-quarter of parents as the most used.
 - Just 14% of parents think that marijuana is the most used among middle schoolers.



Parents Rate Alcohol as the Most Used Among Middle Schoolers, with Cigarettes and Prescription Drugs Tied for Second



Q34aa "How would you rank the use of the following among Middle Schoolers?"



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

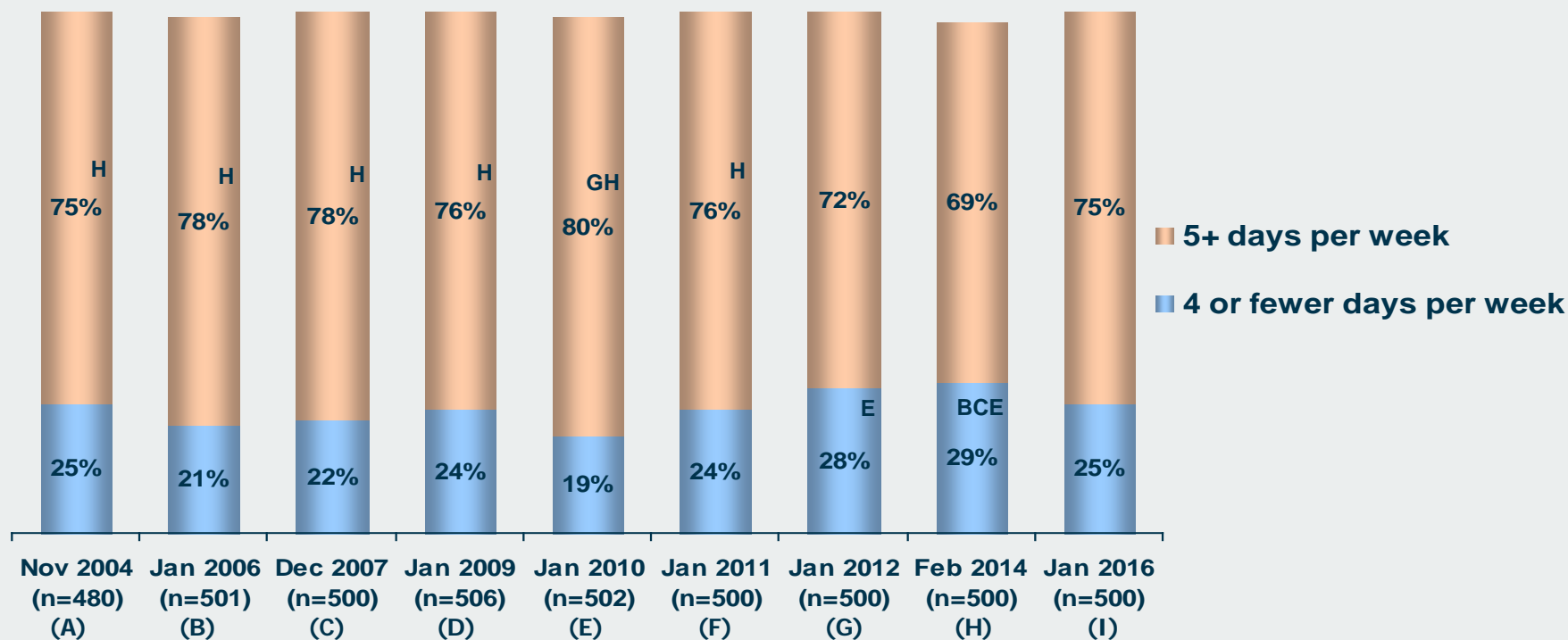
17

- Three-quarters (75%) report having family meals with their children *at least* five days a week *or more*.
- 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 (96% versus 89%).



Frequency of Eating Family Meals

Among all parents with a 12-15 year old child



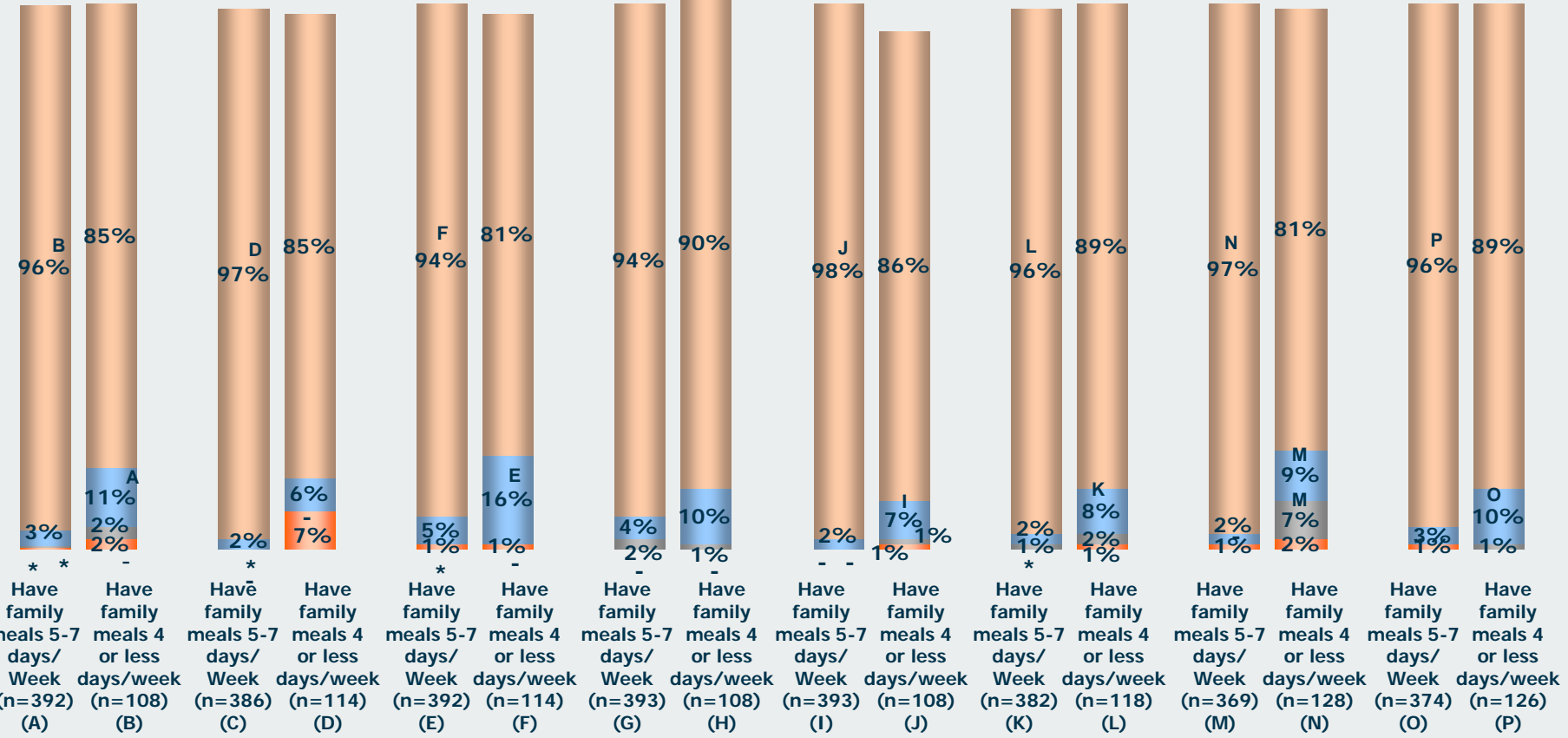
Q9 "About how many days per week do you have at least one family meal with this child?"
A,B,C,D,E,F,G,H,I- significant difference at the 95% confidence level



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

Jan 2006 Dec 2007 Jan 2009 Jan 2010 Jan 2011 Jan 2012 Feb 2014 Jan 2016 19



■ Almost everyday
 ■ A few times a week
 ■ Once a week
 ■ Less than once a week

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/M,N/O,P - significant difference at the 95% confidence level= less than 0.5%



Discussions About Drugs: Parents in New Jersey Talk to Their Children About Drugs and Most Feel Very Well-prepared

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 – 95% in 2016, 96% in 2014, 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.
- Three-quarters of parents (73%) report that they are “very well prepared” to talk to their kids about drugs, consistent with last wave, which was the highest level over all of the waves. Another one-quarter (25%) say they are “somewhat prepared.”



Discussions About Drugs - Summary

21

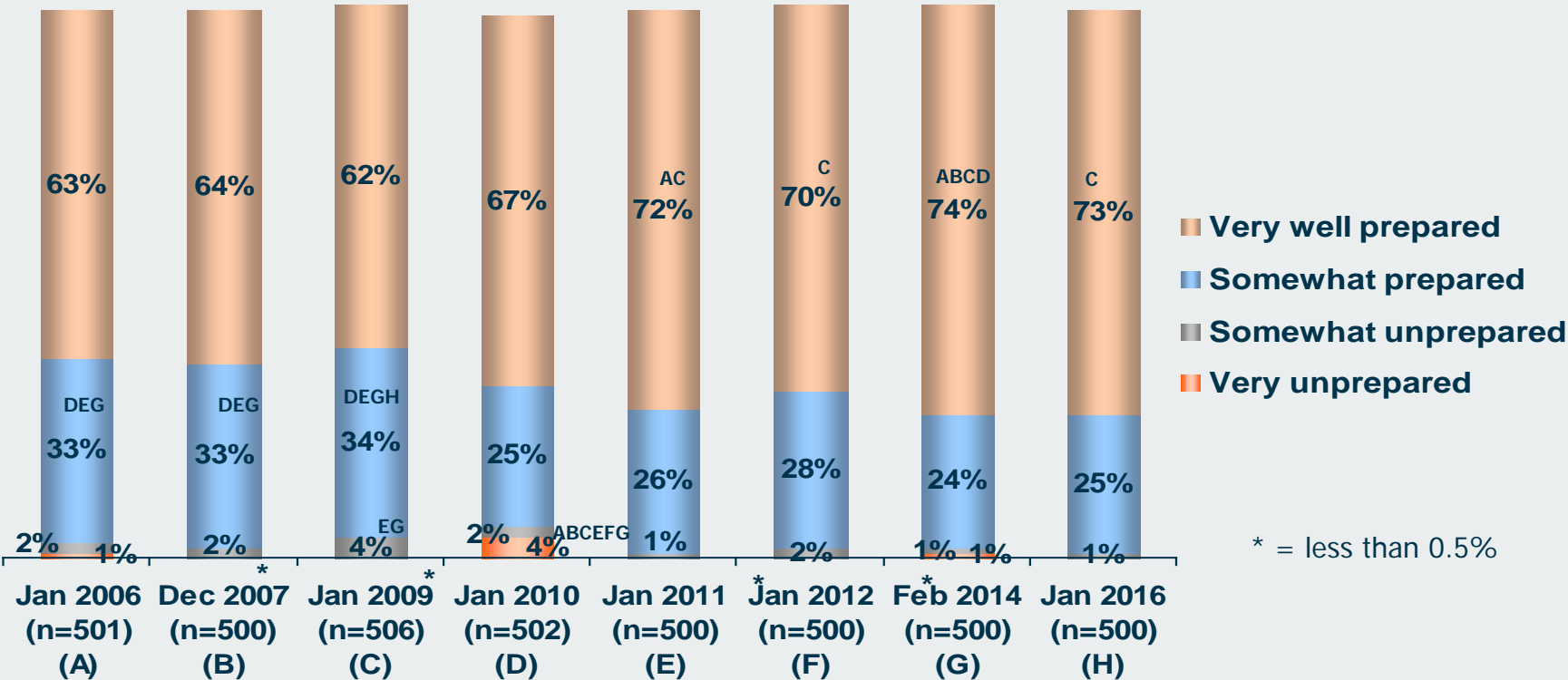
	Total (A)	Male Parent (B)	Female Parent (C)	Eat family meals 5-7 days/week (D)	Eat family meals 4 or less days/week (E)	See anti- drug ads almost everyday or more often (F)	See anti- drug ads less than almost everyday (G)
Talked to child about drugs	95%	93%	97%	97%	89%	94%	95%
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.7	10.0	9.5	9.6	9.9	9.6	9.8

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,G,H- significant difference at the 95% confidence level



Parents' Perceptions: Importance of Parents' Opinions About Drugs

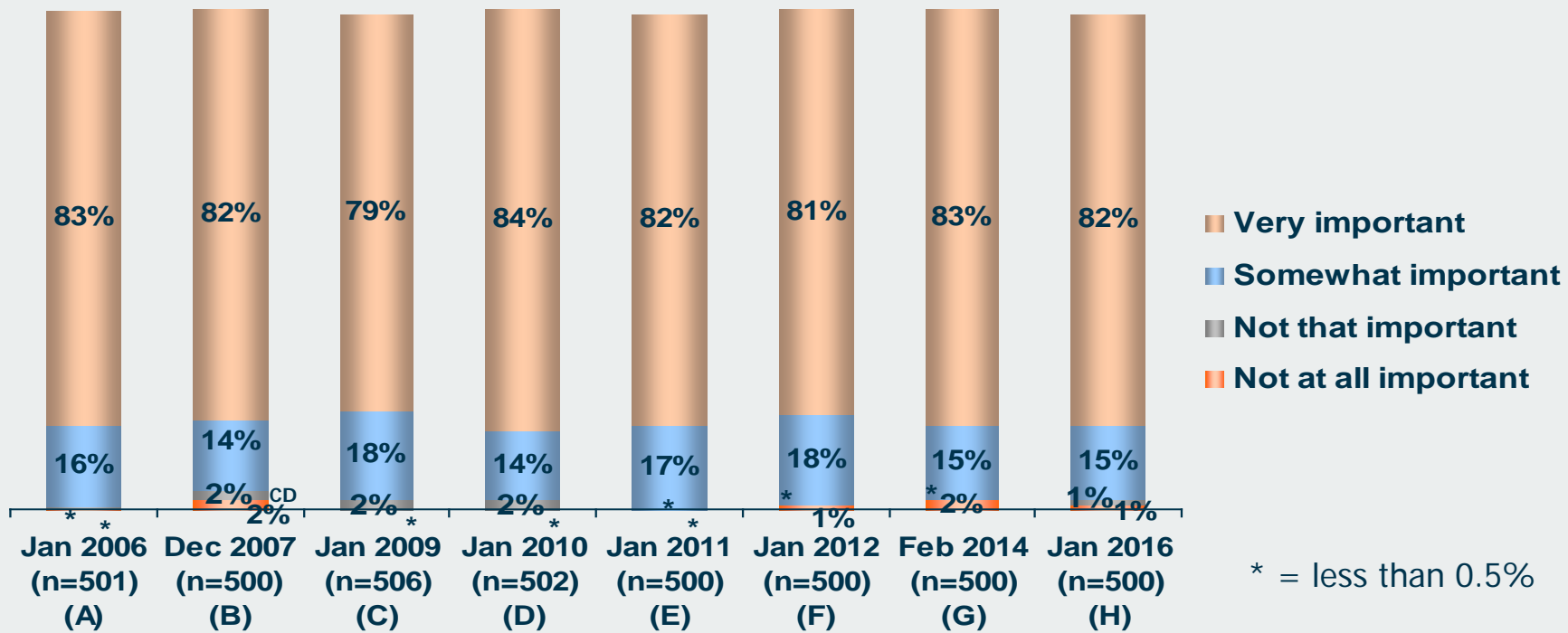
- More than eight in ten parents (82%) feel their opinions are "very important" when it comes to their child's decision whether or not to use drugs. The trend has remained virtually unchanged over all of the waves of the study.
- The number of parents who feel their opinion is "not that important" or "not at all important" is virtually non-existent.

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Parents Continue To Feel That Their Opinions Are Important in a 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,G,H - significant difference at the 95% confidence level



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

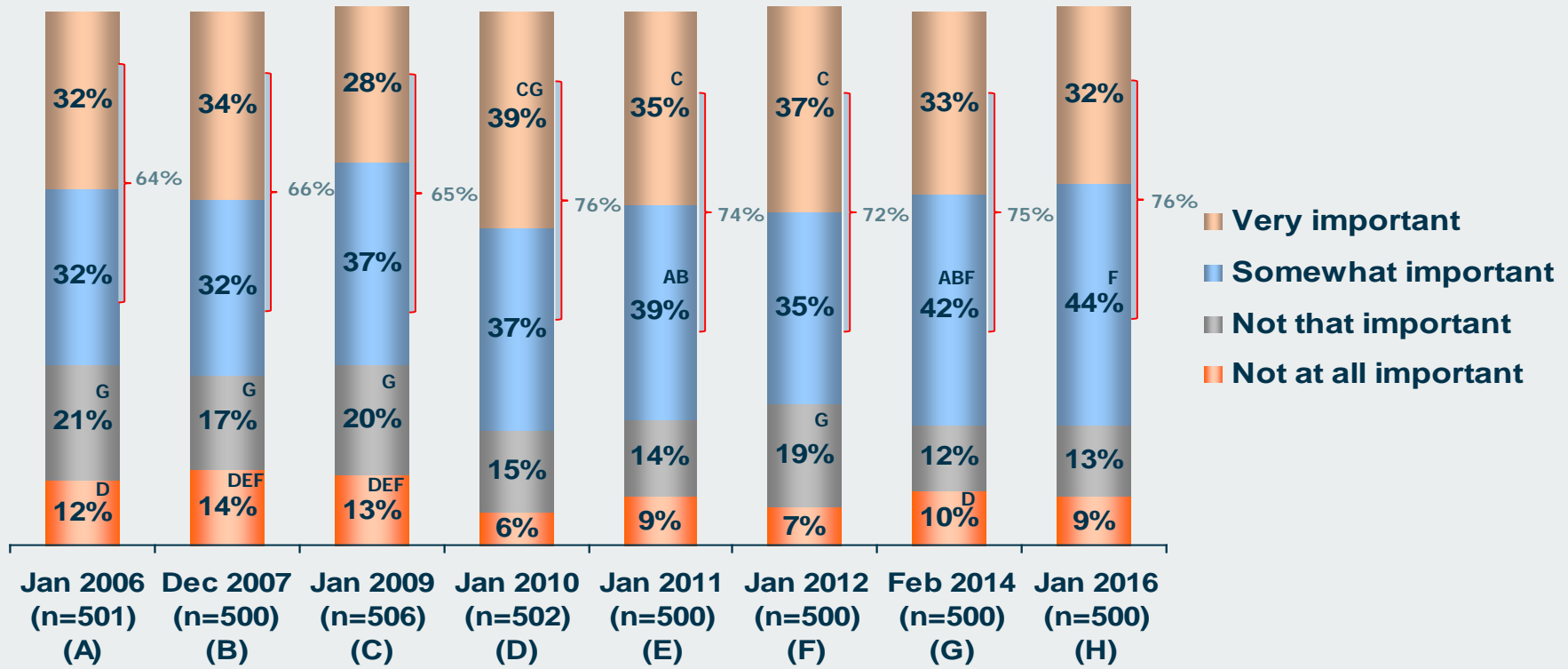
- Parents continue to recognize the role of peers in their child's decision making process about whether or not to use drugs.
 - Again, three-quarters of parents (76%) say friends play a "very" or "somewhat" important role their child's decision whether or not to use drugs.
 - One-third (32%) feel their child's friends' opinions are "very important" when it comes to them making decisions about drugs (virtually unchanged from last wave).
 - Relatively fewer feel that their child's friends' opinions are "not that" (13%) or "not at all important" (9%) – also virtually unchanged from 2014.

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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,G,H- significant difference at the 95% confidence level



Parents Feel Prepared to Talk to Kids About Prescription or Over-the-Counter Drug Abuse

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- The study finds that nearly seven in ten parents (69%) have talked to their children about the proper use of prescription or over-the-counter drugs such as 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 10.2, on average.
- Similar to last wave, an overwhelming majority feel well prepared to talk to their child about the misuse of prescription drugs, with two-thirds (64%) saying they are "very well" prepared, and 31% saying they are "somewhat" prepared.



Discussions About Prescription or Over-the-Counter Drug Use - Summary

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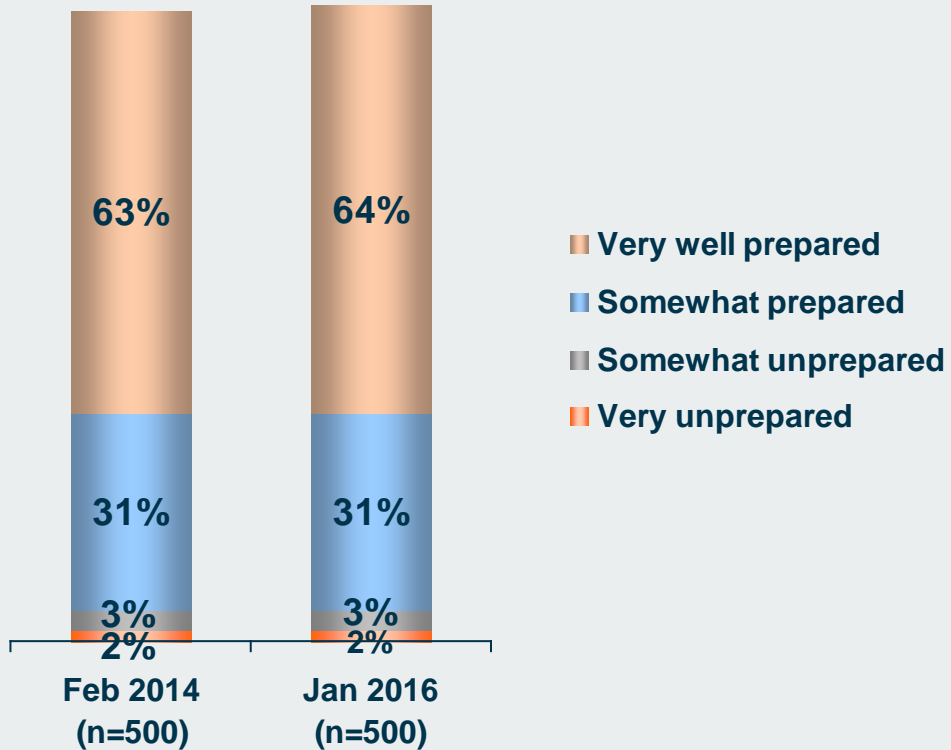
	Total (A)	Male Parent (B)	Female Parent (C)	Eat family meals 5-7 days/week (D)	Eat family meals 4 or less days/week (E)	See anti-drug ads almost everyday or more often (F)	See anti-drug ads less than almost everyday (G)
Talked to child about prescription or over-the-counter drug use	69%	63%	73%	73%	58%	75%	65%
Mean age first talked to child about prescription or over-the-counter drug use (Among those who have talked to their child about it)	10.2	10.1	10.3	10.1	10.7	10.2	10.3

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



Most Parents Feel Prepared to Talk to Kids About Misuse of Prescription Drugs

Among all parents with a 12-15 year old child



Q39_4 How well prepared do you feel you are to talk to this child about this misuse of prescription drug abuse?



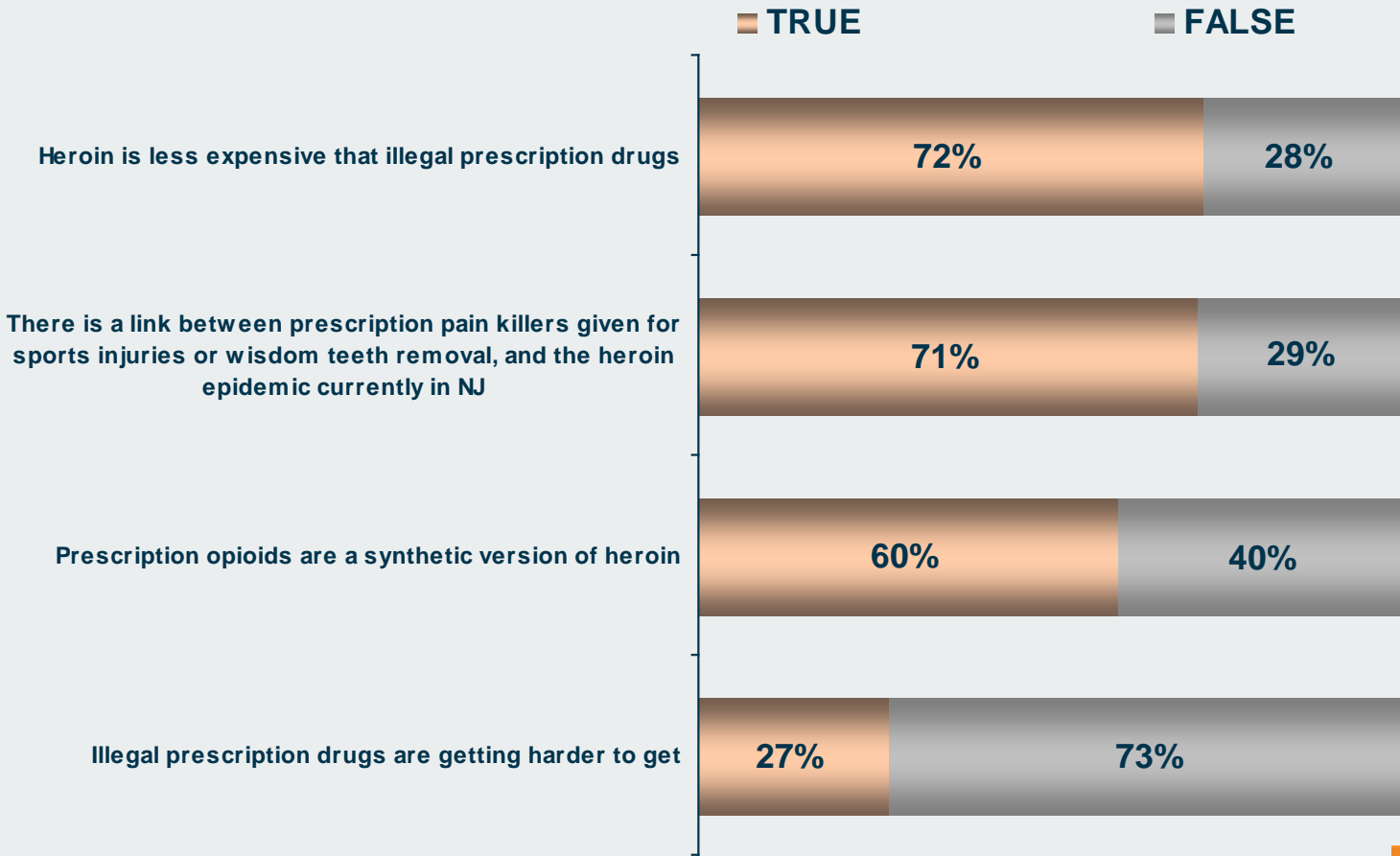
Parents See a Link Between Opioid and Heroin Use

30

- The study finds that most New Jersey parents seem knowledgeable about the relationship between rising opioid and heroin use.
- Seven in ten (71%) believe there is a link between pain killers prescribed for things like sports injuries and wisdom teeth removal and the rising use of heroin in NJ.
- Seven in ten (72%) also know that heroin is now less expensive to obtain than prescription drugs.
- Six in ten (60%) understand that opioids are a synthetic version of heroin.
- Just over one-quarter (27%) believe that illegal prescription drugs are getting harder to obtain.



Parents See a Link Between Opioid and Heroin Use



Q34bb "Please tell me whether you think each of the following statements is true or false?"



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

- Nine in ten parents (92%) report that they have spoken to their child about alcohol.
- The average age of their child when they discussed alcohol was about 9.7 years old.

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Discussions About Alcohol - Summary

	Total (A)	Male Parent (B)	Female Parent (C)	Eat family meals 5-7 days/week (D)	Eat family meals 4 or less days/week (E)	See anti-drug ads almost everyday or more often (F)	See anti-drug ads less than almost everyday (G)
Talked to child about alcohol	92%	89%	94%	93%	88%	92%	91%
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.7	9.8	9.7	9.6	10.1	9.8	9.8

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



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

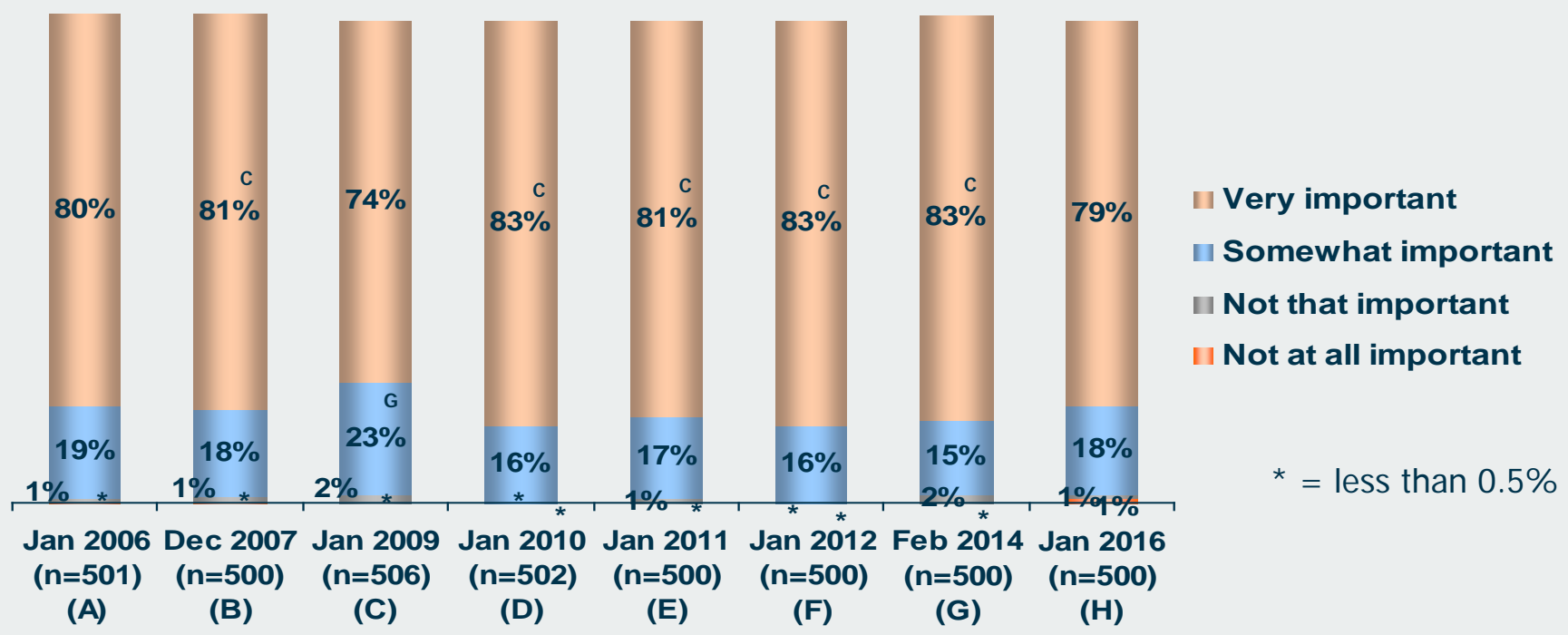
34

- About eight in ten parents feel that their opinion is "very important" when it comes to their child deciding whether or not to drink alcohol" (79%).
- Parents continue to rate peer influence much lower than their own opinion. Just one-third of parents feel the opinions of their children's friends are "very" important to their decision to use alcohol (33%).



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



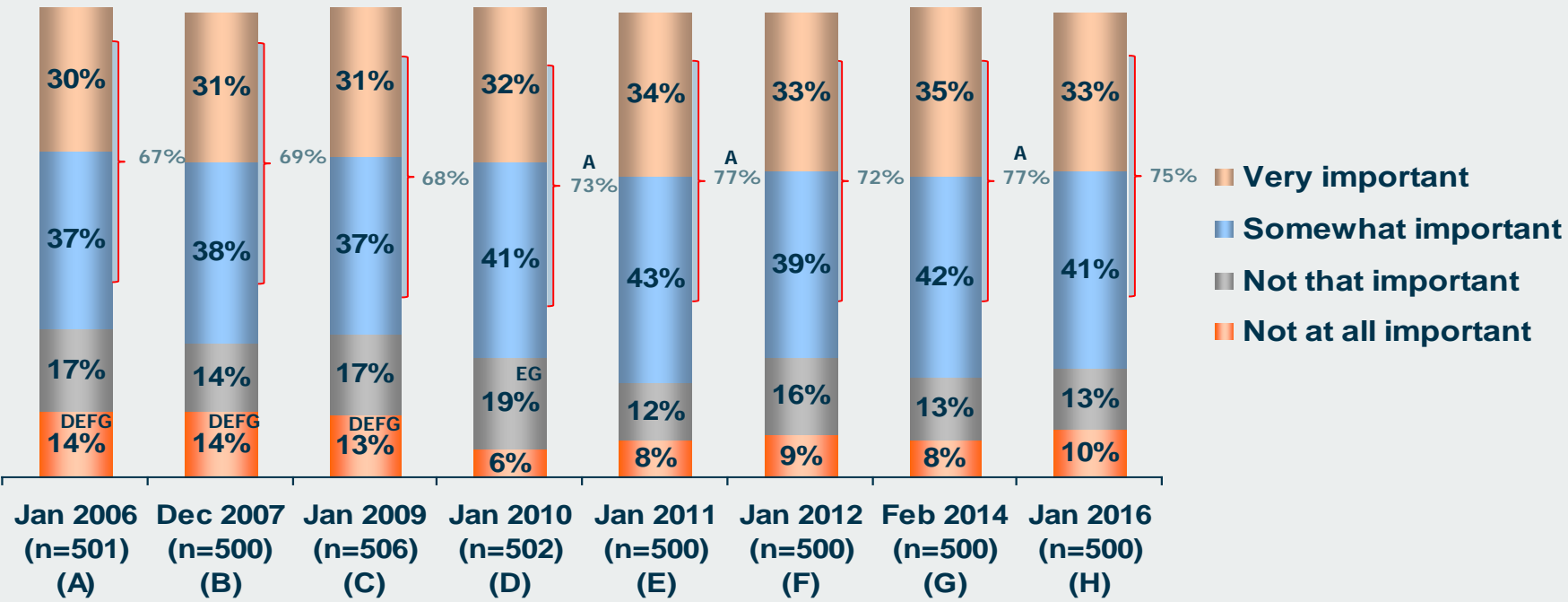
Q28a "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"

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



Incidents That Prompted Discussions About Drugs

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- A news story, anti-drug ad, or commercial remains the top reason prompting parents to initially talk to their children about drugs (18%).
- A school substance abuse program such as DARE, a class or school discussion about drugs is the 2nd most cited reason (15%).
- An incident at school has moved down to the 3rd most common reason, now cited by 4%, down from 14% last wave.



Various Incidents Have Prompted Discussions About Drugs

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

38

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)	Feb 2014 (n=481)	Jan 2016 (n=476)
	%	%	%	%	%	%	%	%
News story/Anti-drug ad/Something on TV	27	27	29	16	23	16	20	18
School substance abuse program including DARE/Class/School Discussion	25	28	31	25	18	21	12	15
Friend/family member has/had a substance abuse problem	15	15	12	4	7	7	7	9
An incident at school	10	14	11	2	6	8	14	4
Incidents in the neighborhood	5	8	8	1	5	2	*	1
Suspect child's friends may be taking drugs	3	2	4	1	2	3	4	2
Other	23	16	*	*	1	1	2	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*



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

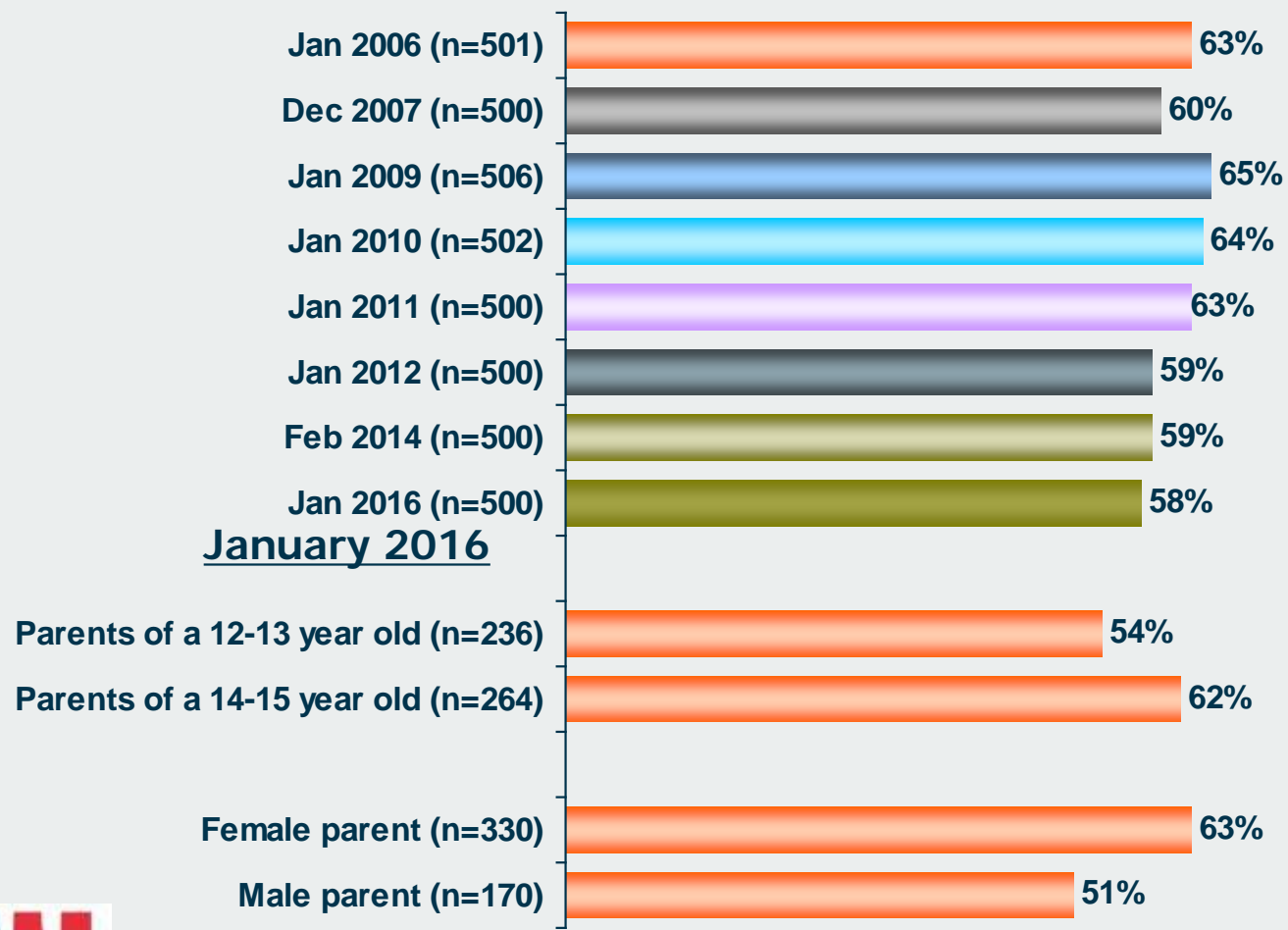
39

- About six in ten parents (58% and unchanged the previous two waves) say their child has started a discussion with them about drugs or alcohol.
 - Mothers are still significantly more likely than fathers to say kids come to them to discuss drugs or alcohol. Almost two-thirds (63%) of mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol compared to 51% of fathers
- 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. Almost three-quarters (73%) felt that expressing their opinions in these conversations had a very important impact on their child's future decisions.



A Majority of Children Are Initiating Discussions With Their Parents About Drugs or Alcohol

Among all parents with a 12-15 year old child

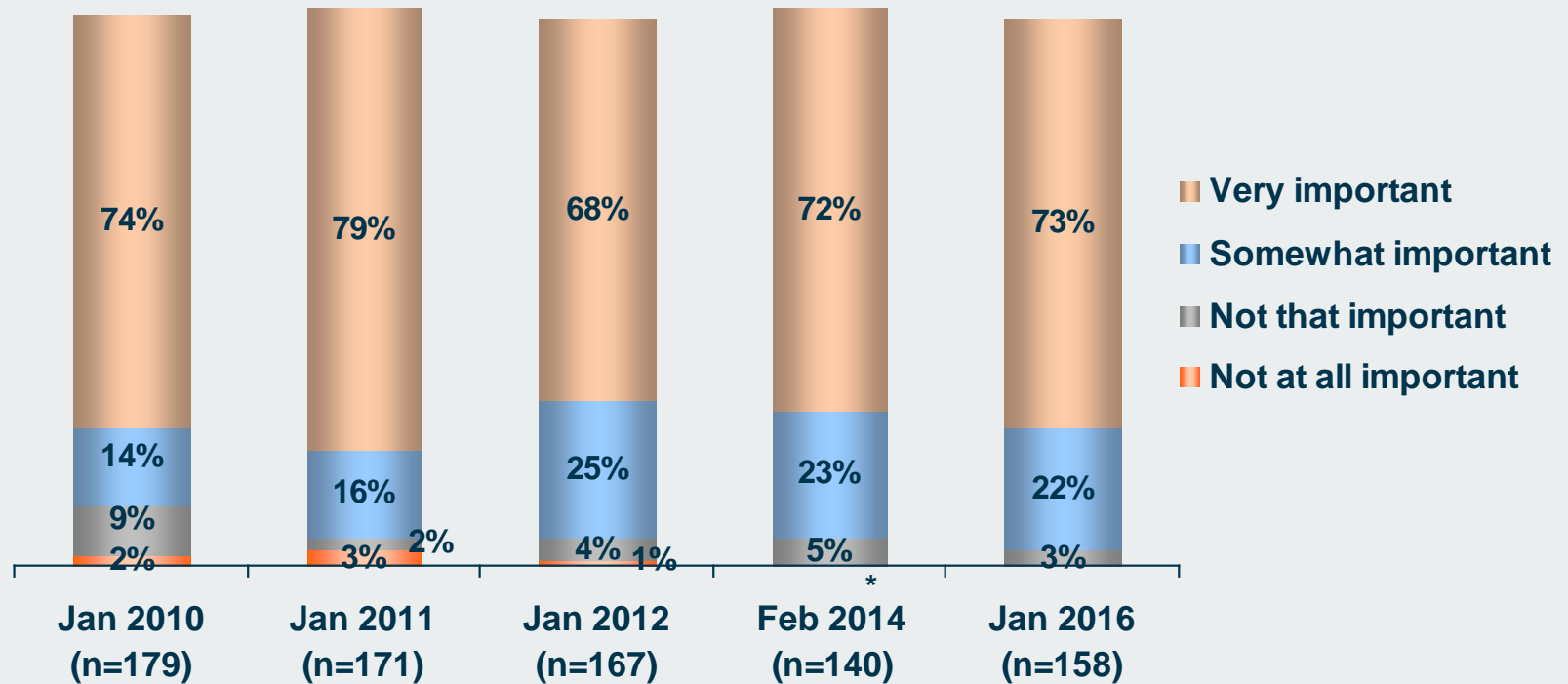


Q29 "Has your child ever started a discussion with you about drugs or alcohol?"



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 Home Being A Top Source For Both Alcohol and Prescription/OTC Drugs

42

- A majority of parents think that children are getting drugs from their classmates (57% up from 49% 2014), followed by their friends (34%). The number of parents citing drug dealers remained fairly low this wave (9%).
- When it comes to getting alcohol, parents believe kids are getting alcohol from their home (43%), from friends' homes (26%), or from friends (24%).
- Six in ten parents (60%) feel that kids get prescription and over-the-counter drugs out of home medicine cabinets, an increase of 11 points since 2014, while those citing friend's medicine cabinet has remained virtually unchanged (15% versus 14%). Friends (13%) or classmates (9%) follow.



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

Among all parents with a 12-15 year old child

43

	Drugs (n=500)	Alcohol (n=500)	Prescription and Over-The- Counter Drugs (n=500)
	%	%	%
Classmates	57	7	9
Friends	34	24	13
Dealers	9	2	3
Home liquor	-	43	-
Home medicine cabinet	-	-	60
Friend/relative liquor cabinet	-	26	-
Friend/relative medicine cabinet	-	-	15



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



Top Reason Parents Think Kids Use Drugs: To Look Cool and To Feel Better About Themselves

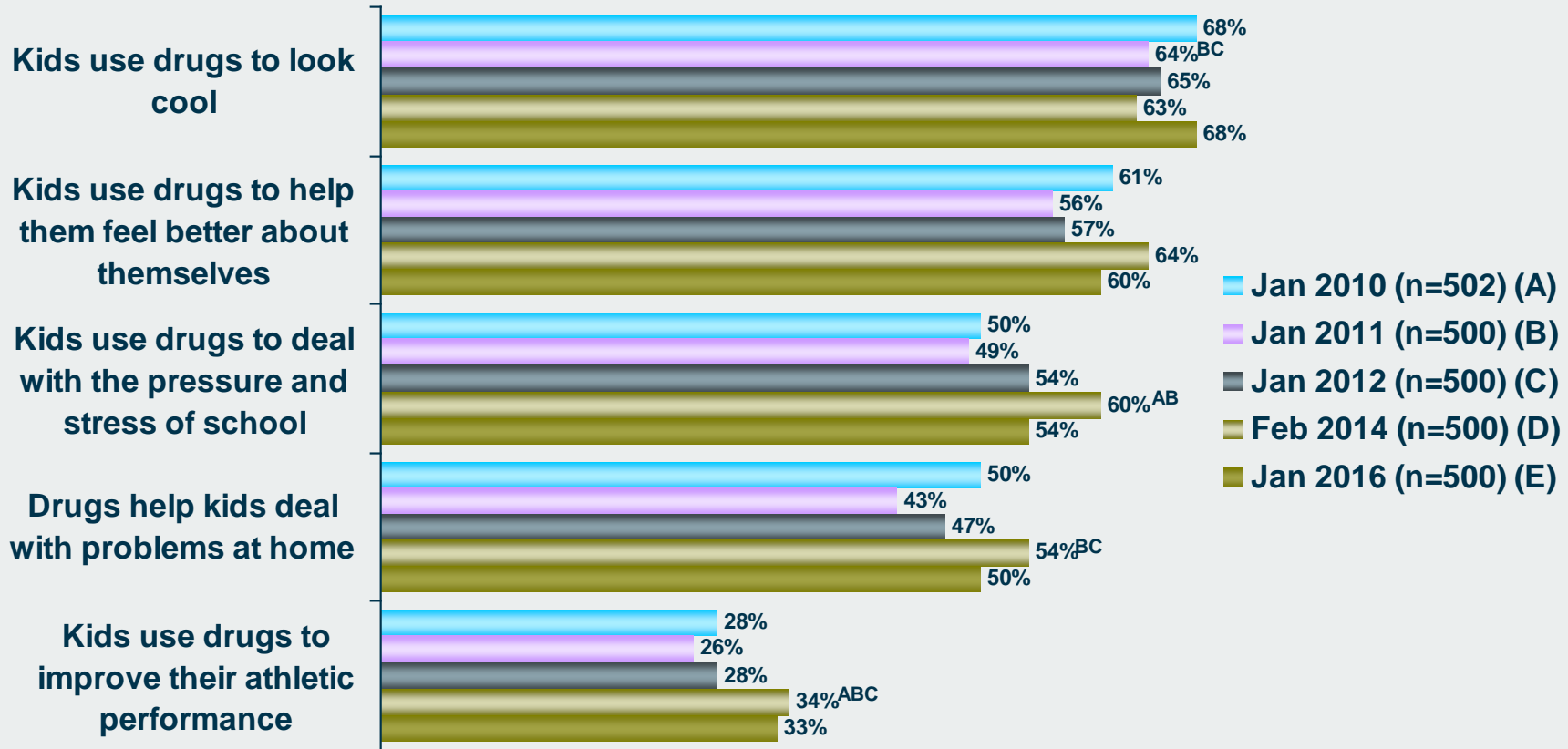
44

- Two-thirds of parents think a major reason kids use drugs is to look cool (68%, up from 63% last wave). Six in ten (60%) believe it is to help them feel better about themselves, representing a decrease of 4 points.
- A majority also cite the pressure and stress of school as a major reason (54%) and a majority of parents also feel that kids are using drugs to help them deal with problems at home (50%).
- One-third cite improving their athletic performance as a major reason kids are using drugs.



Parents Feel That the Main Reason Kids Use Drugs is To Look Cool and To Feel Better About Themselves

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



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."

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



Number of Parents Reporting that Expired Medicine Is In Their Home Declines

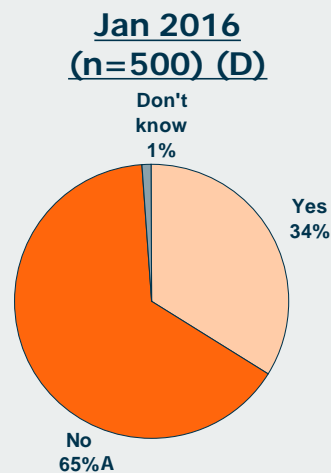
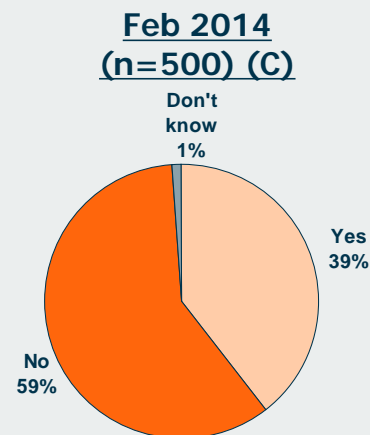
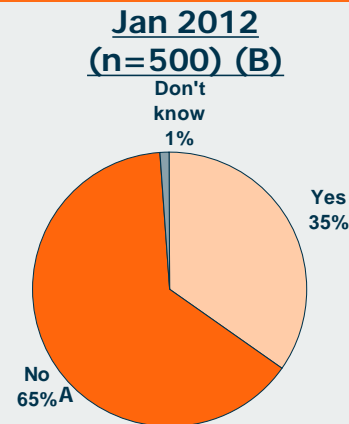
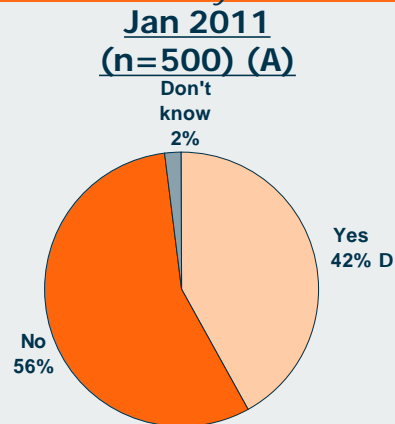
46

- The study finds that the number who report having expired medicines in their home is at its lowest level since the question was first asked in 2011 – registering now at 34%, suggesting perhaps that the campaign to safely disposed of unused, unwanted or expired medicine in home is having an effect.



One-third Say They Currently Have Unused, Unwanted Or Expired Prescription/OTC Medicine Stored In Their Homes -- Lowest Level Registered

Among all parents with a 12-15 year old child



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

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



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

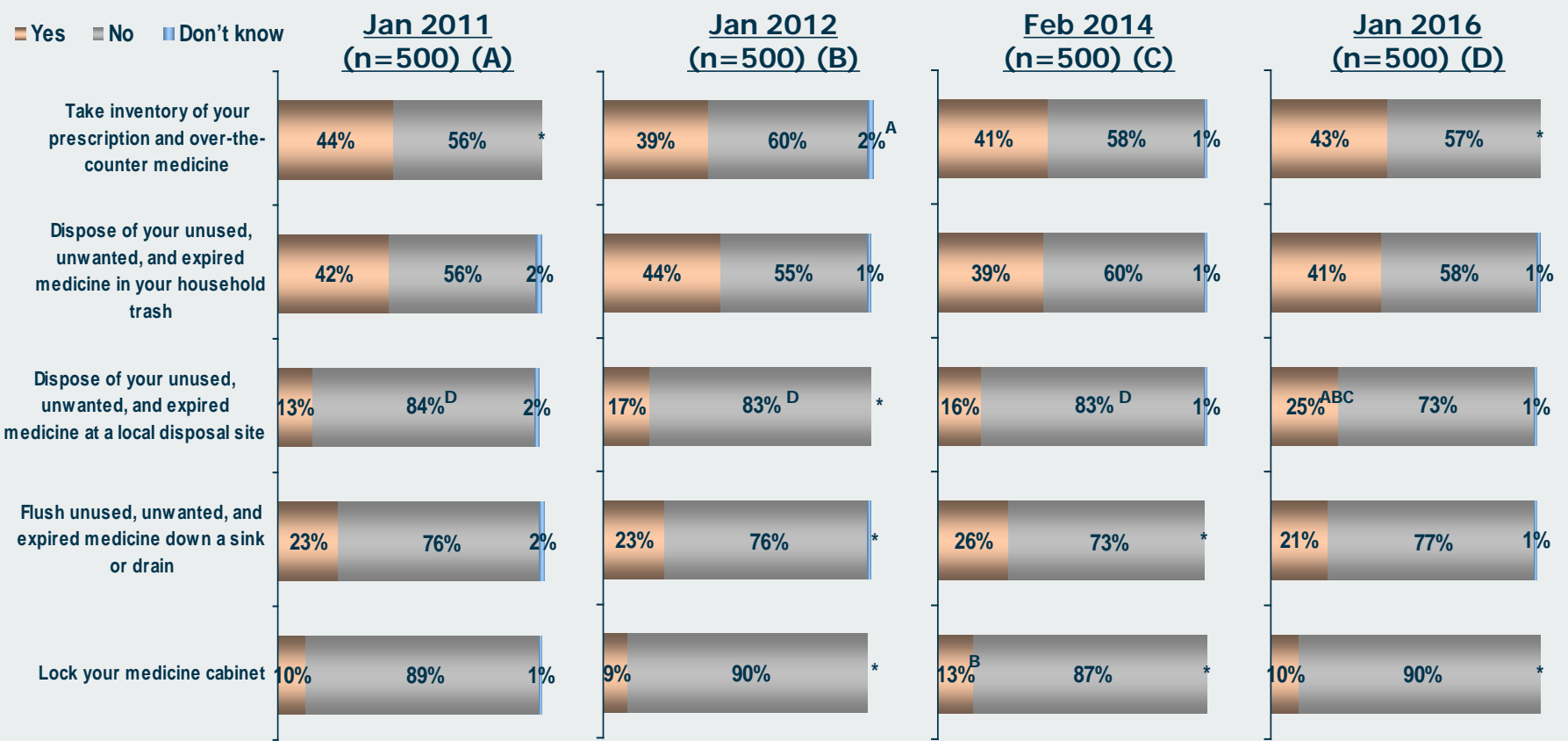
- Parents' behaviors toward managing unused, unwanted and expired medication have changed in one key respect: the number of parents saying they have disposed of unused, unwanted, and expired medicine at a local disposal site has increased significantly (25% compared to 16% in 2014).
- Though not statistically a significant decline, one in five (21%, down from 26% last wave) have flushed unwanted/expired medicine down a sink or drain.
- However, one in four (41%, up from 39%) have disposed of their unused, unwanted and expired medicine in their household trash.
- Four in ten (43%, up from 41%) have taken an inventory of their prescription and OTC medicine in the past two months.
- The numbers of parents saying they have locked their medicine cabinet is fairly steady (10%, down from 13%).

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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,C,D - significant difference at the 95% confidence level



Parents' Views Toward Alcohol Leniency

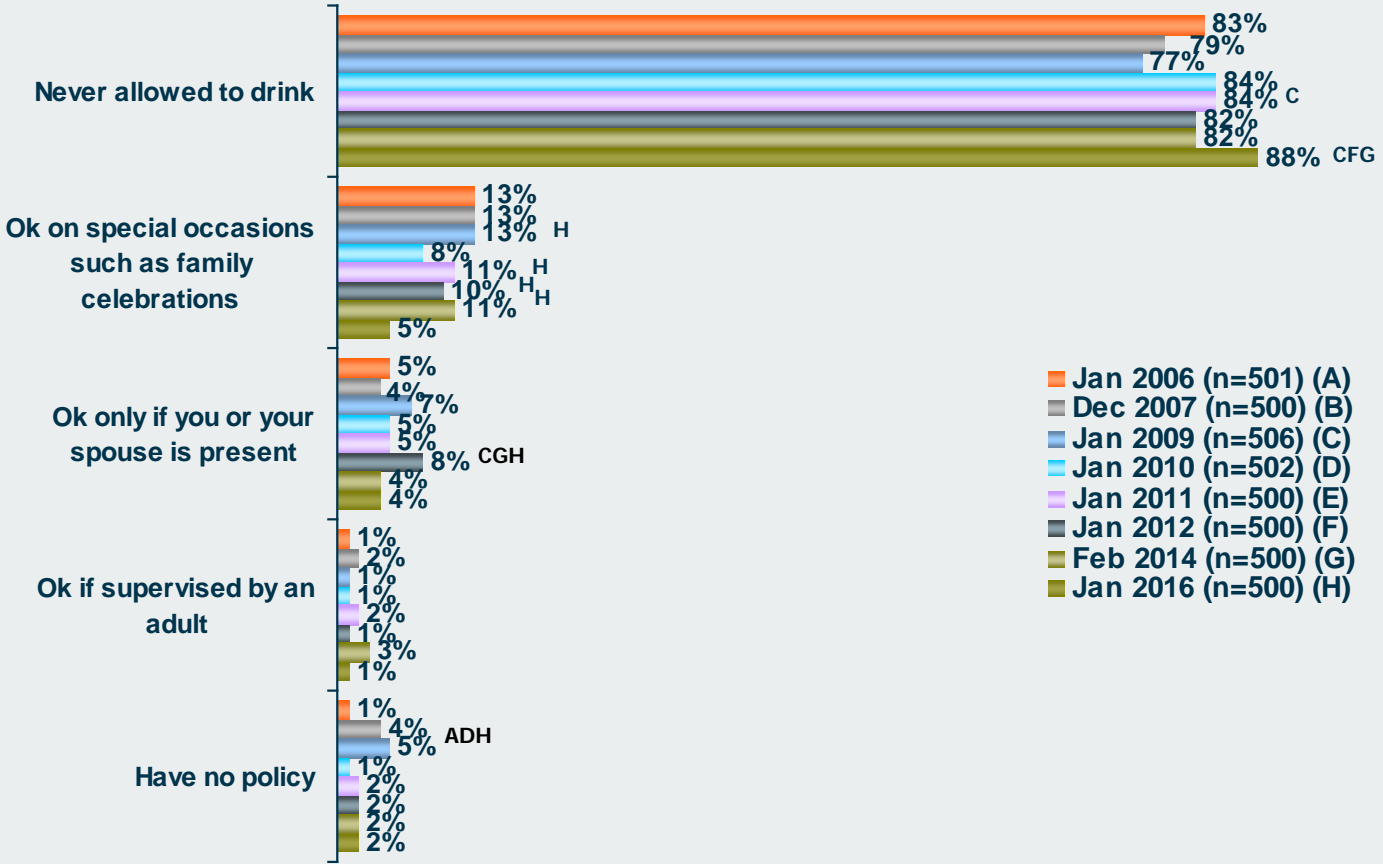
- New Jersey parents' alcohol policies are more strict this wave.
- More than eight in ten (88%) parents of a 12 to 15 year old child said their child would never be allowed to drink, up 6 points from last wave.
- Thinking ahead to when their child reaches the ages of 16 to 17, more than seven in ten parents said their child would never be allowed to drink (74%, up from 70%).

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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?"

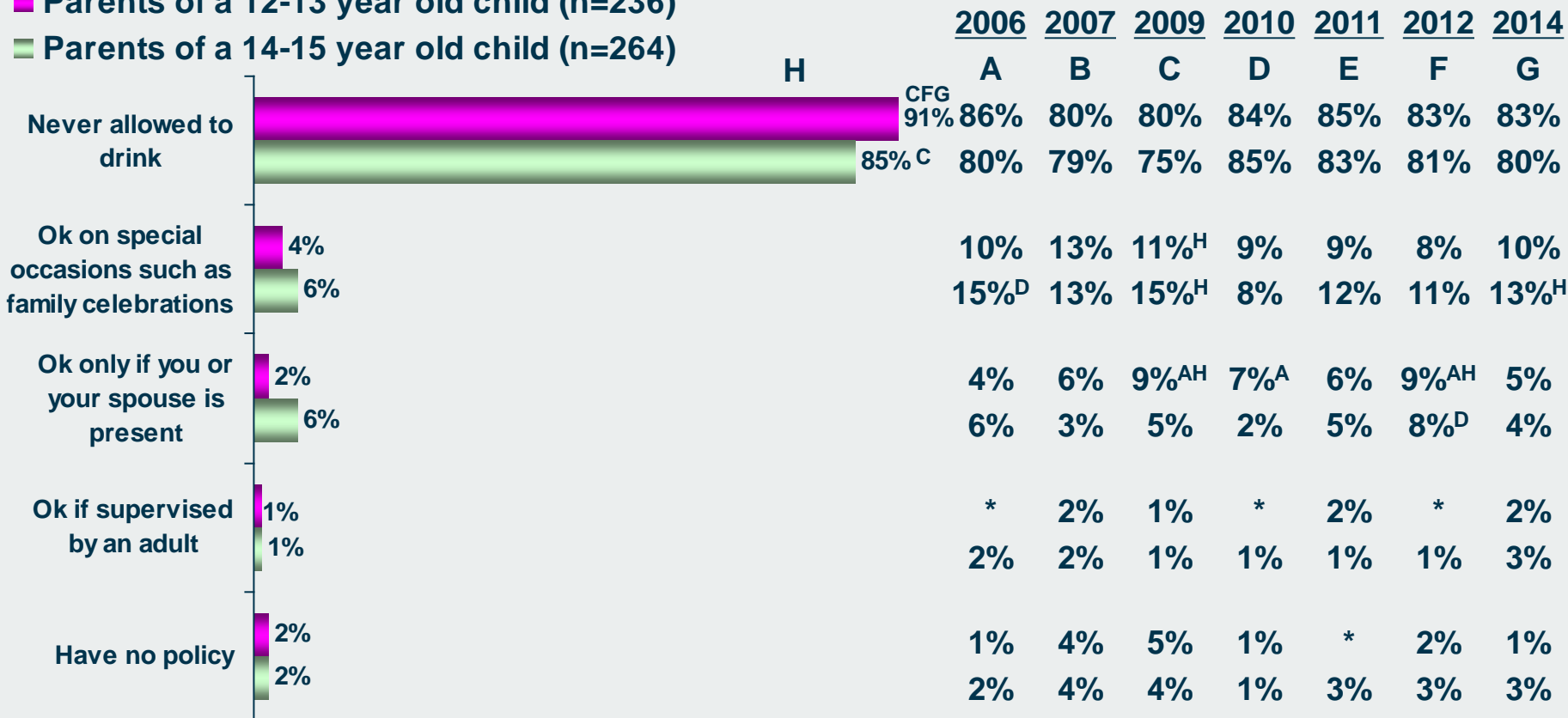
A,B,C,D,E,F,G,H - significant difference at the 95% confidence level



Drinking Policies Do Not Differ By Age of Child

Among all parents with a 12-15 year old child

■ Parents of a 12-13 year old child (n=236)
 ■ Parents of a 14-15 year old child (n=264)



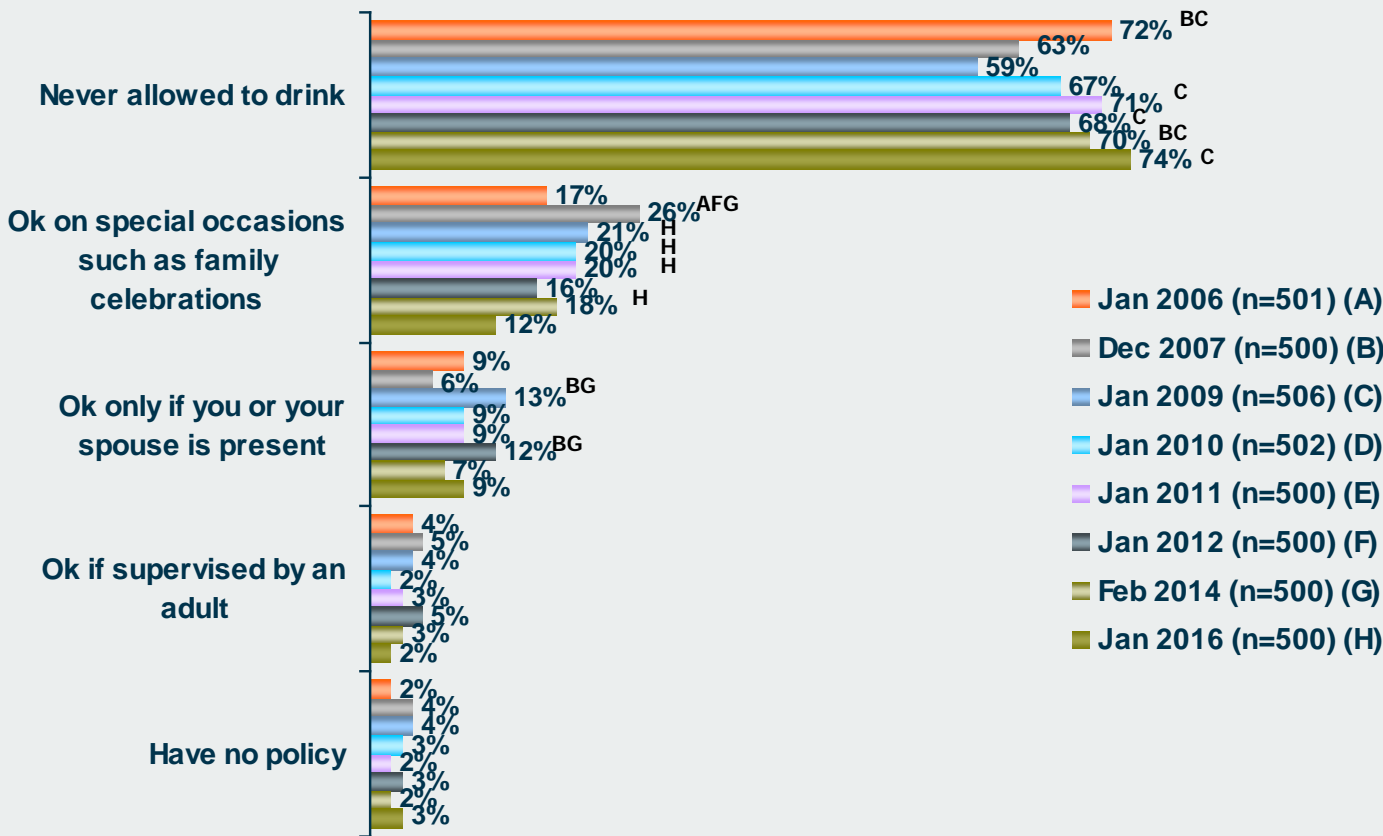
Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

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



Even When Child is 16 or 17 Years Old, Strict Alcohol Policy Envisioned

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,G,H - significant difference at the 95% confidence level



Drug and Alcohol Abuse in Family

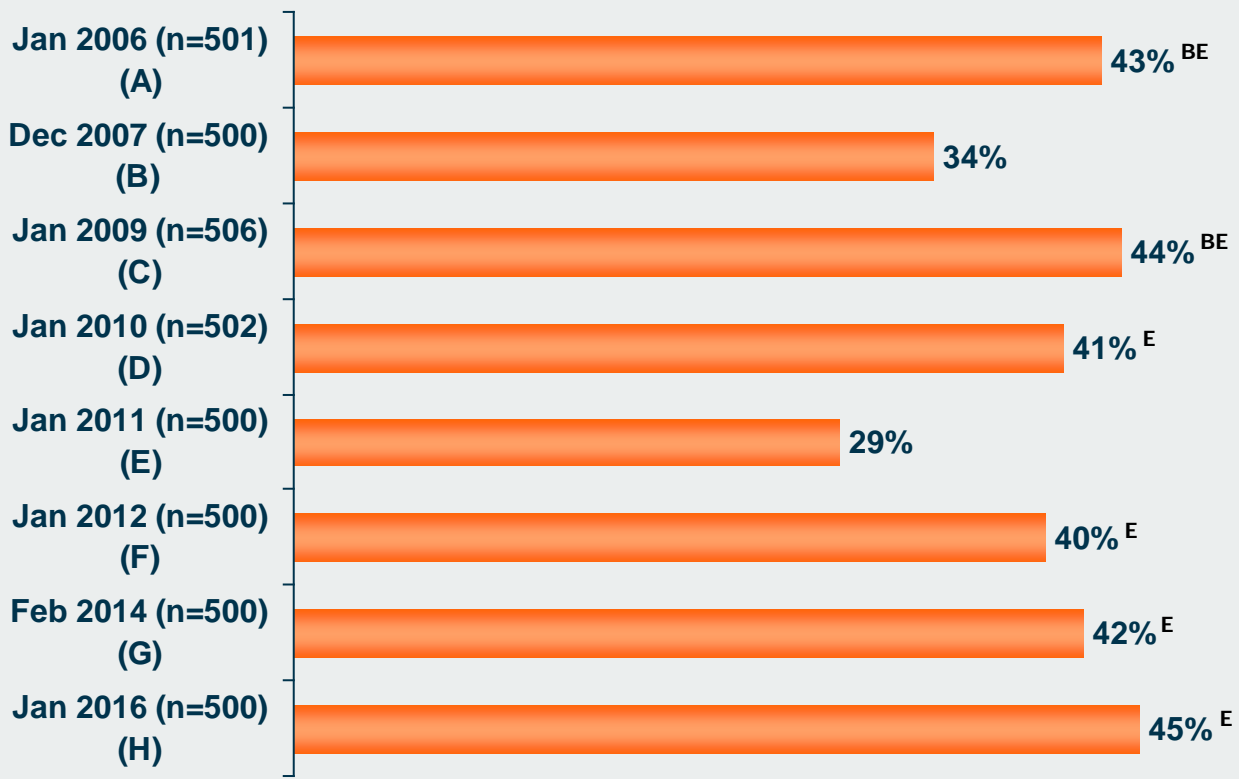
54

- More than four in 10 (45%) parents say they have had instances of alcohol or drug abuse in their own family in the past year.
- Three-quarters of parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (74%).



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



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

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



Majority of New Jersey Parents Continue to Feel Most Knowledgeable About Marijuana; Knowledge of Heroin Has Increased Significantly

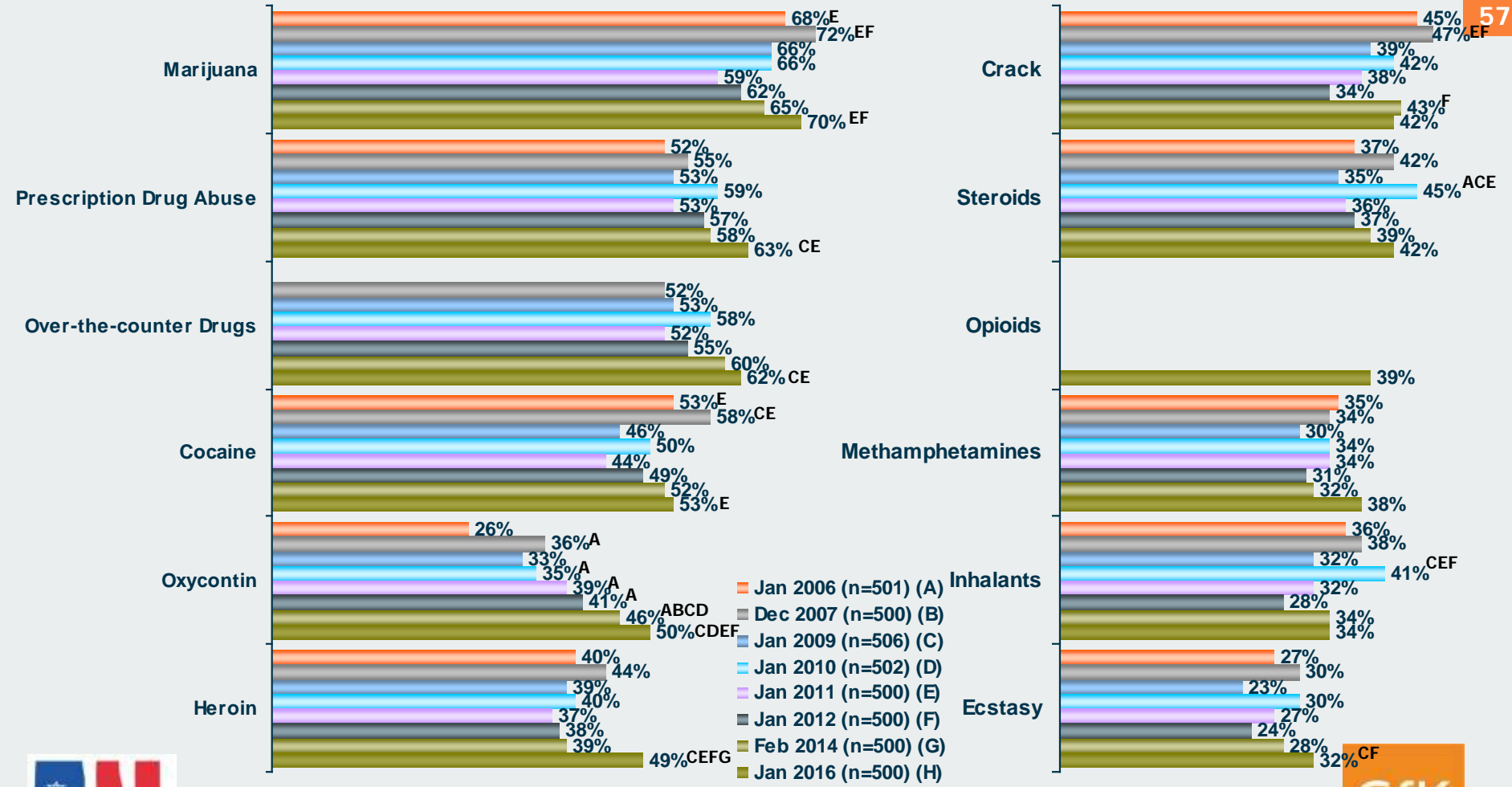
56

- Parents continue to feel most knowledgeable about marijuana, with seven in ten saying they know "a lot" (70%).
 - Parents knowledge of heroin has increased significantly since last wave, from 39% to 49%.
 - Knowledge of prescription drug abuse (63% up from 58%), OxyContin (50% up from 46%) and meth abuse has increased somewhat since last wave (38% up from 32%).



Majority of New Jersey Parents Continue to Feel Most Knowledgeable About Marijuana; Knowledge of Heroin Has Increased Significantly

% 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



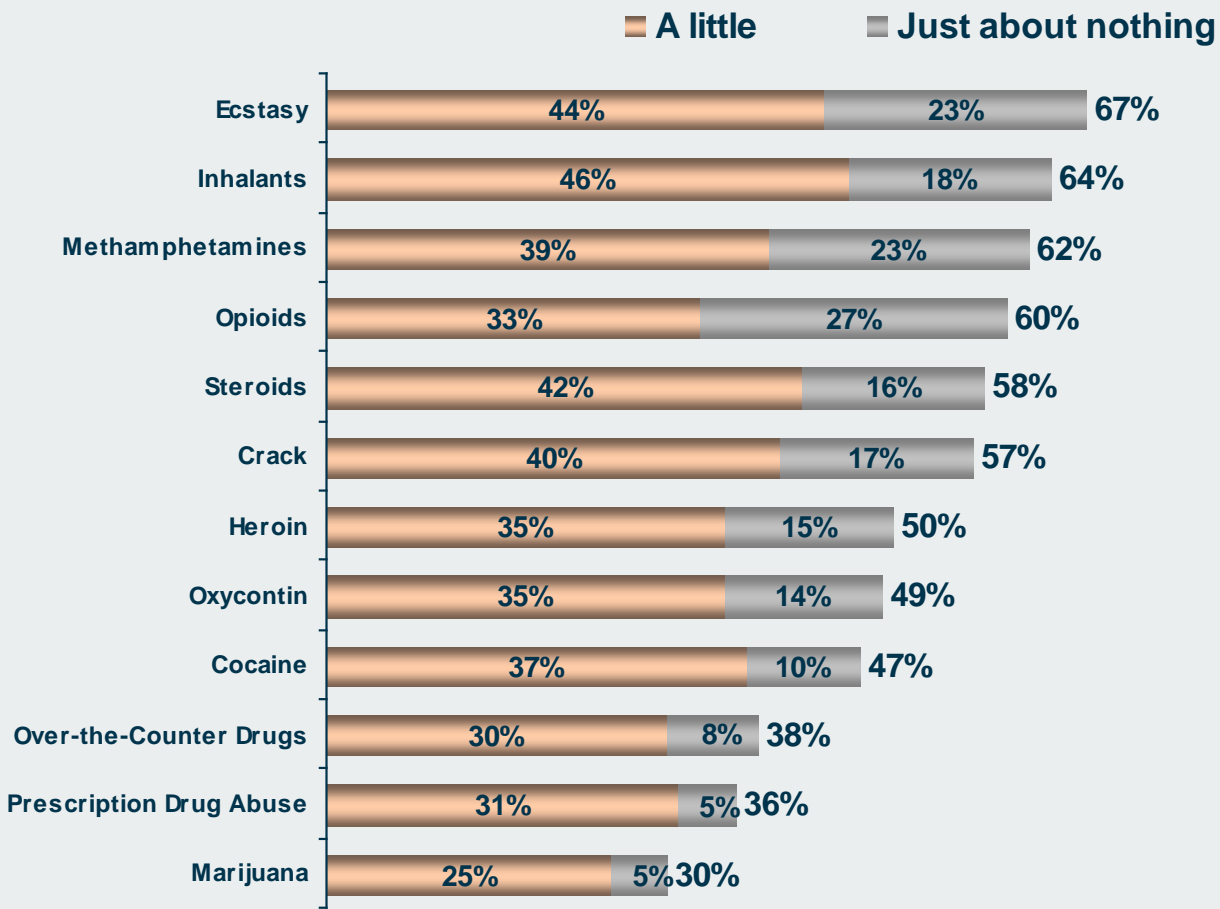
Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"

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



Parents Consider Themselves Least Knowledgeable About Ecstasy, Inhalants and Methamphetamines

% 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



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?"



Sample Profile

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Age of 12-15 year old child:

12-13	53%
14-15	47%

Gender of child:

Male	48%
Female	52%

Child's grade in school

4-8	62%
9 or higher	35%

Age of Parent:

Under 40	7%
40-49	51%
50 or older	39%

Gender of Parent:

Male	42%
Female	58%

Race/Ethnicity:

White	66%
African American or Black	15%
Hispanic	18%
Other	3%

Income:

Under \$25,000	6%
\$25,000 to under \$50,000	15%
\$50,000 to under \$100,000	22%
\$100,000 or more	47%

