

2006 Survey on Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention

Partnership for a Drug-Free New Jersey

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Introduction:

- GfK NOP was commissioned by The Partnership for a Drug-Free New Jersey to conduct a telephone survey of parents ($n = 501$) with children ages 12-15 in New Jersey.
- The sample was randomly drawn from a listed sample purchased from American Student Lists.
- Interviews were conducted from January 12 to January 30, 2006.
- 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.

Participant Demographics:

Age of 12-15 year old child:		Gender of Parent:	
12-13	50%	Male	42%
14-15	50%	Female	58%
Gender of Child:		Race/Ethnicity of Parent:	
Male	51%	White	61%
Female	49%	African American or Black	13%
Child's Grade in School:		Hispanic	16%
4-8	57%	Other	10%
9 or higher	42%	Income:	
Age of Parent:		Under \$25,000	8%
Under 40	15%	\$25,000 to under \$50,000	19%
40-49	60%	\$50,000 to under \$100,000	33%
50 or older	24%	\$100,000 or more	32%
		Don't Know/No Answer	8%

Summary of Key Findings

Parental Awareness of Substance Abuse Prevention Campaigns

- 70% of New Jersey parents see or hear advertisements about the risks of drugs or alcohol one or more times per week.
- 91% of New Jersey parents see or hear advertisements about the risks of drugs or alcohol at a minimum of once per month.
- 78% of New Jersey parents who have seen advertisements about the risks of drugs or alcohol agreed that these messages encouraged them to talk to their child about the risks of using drugs and alcohol.
- 67% of New Jersey parents who reported seeing advertisements about the risks of drugs and alcohol also reported that these messages made them more aware of the risks of using drugs and alcohol.
- There is a significant difference between parents who see advertisements about the risks of drugs and alcohol almost everyday and those who see them less than almost everyday. This finding demonstrates a significant effect of viewing frequency on various positive outcomes:
 - 85% of New Jersey parents who reported seeing advertisements about the risks of drugs and alcohol almost everyday or more often also reported that these messages encouraged them to talk to children about the risks of using drugs and alcohol. Among those parents who saw these advertisements less than almost everyday, only 74% reported gaining new information about drugs and alcohol.
 - 67% of New Jersey parents who reported seeing advertisements about the risks of drugs and alcohol almost everyday or more often also reported that these messages made them more aware of the risks of using drugs and alcohol. Among those parents who saw these advertisements less than almost everyday, only 53% reported being made more aware of the risks of using drugs and alcohol.

Parental Communication

- 96% of New Jersey parents with 12 to 15 year old children reported speaking to them about drugs.
- New Jersey parents with 12 to 15 year old children report speaking to them about drugs an average of 10 times in the past year.
- 63% of New Jersey parents feel they are very well prepared to talk to their child about drugs. 75% find talking to their child about drugs not difficult at all.

Knowledge of Illicit Substances

- Although almost all New Jersey parents reported that they feel well prepared to talk to their child about drugs, far fewer reported much knowledge about specific drugs:

- 68% of New Jersey parents reported that they know a lot about marijuana and 52% reported knowing a lot about prescription drug abuse.
- Significantly fewer parents reported knowing a lot about Oxycontin (26%), Ecstasy (27%), Methamphetamines (35%), Inhalants (36%) and Steroids (37%).
- Most New Jersey parents reported that the use of marijuana or alcohol would be a great health risk for their child. 80% of parents reported that using marijuana regularly would be a great health risk and 79% reported that using alcohol regularly would be a great health risk.

Impact of Family Meals

- Parents who have family meals 5 or more times per week are significantly more likely to find talking to their child about drugs not difficult at all as compared to parents who have family meals 4 or fewer times per week
- Parents who have family meals 5 or more times per week are significantly more likely to feel that they have a lot of influence on their child's attitudes towards drugs and alcohol as compared to parents who have family meals 4 or fewer times per week.

Perception of Parental and Peer Influence

- New Jersey parents reported that their opinions about drugs and alcohol are very important.
 - 83% of New Jersey parents feel that their opinions are very important when it comes to their child's decision whether or not to use drugs.
 - 80% of New Jersey parents feel that their opinions are very important when it comes to their child's decision whether or not to drink alcohol.
- New Jersey parents may be underestimating the influence of the opinions of their child's friends.
 - 32% of New Jersey parents feel that their child's friends' opinions are very important when it comes to their child's decision whether or not to use drugs.
 - 30% of New Jersey parents feel that their child's friends' opinions are very important when it comes to their child's decision whether or not to drink alcohol.

Alcohol Policies

- New Jersey parents of children aged 14-15 are more lenient in their drinking policies than parents of children aged 12-13:
 - While 86% of parents with a 12-13 year old reported they have a "zero tolerance" policy towards their child drinking alcohol, significantly fewer (80%) parents with a 14-15 year old reported having similar policies.