

Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention

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Prepared for: Partnership for a Drug Free New Jersey
New Jersey Center for Prevention Research (NJ CPR)

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Introduction



Introduction

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- Roper Public Affairs & Media 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 December 5 -17, 2007.
- 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.



Sample Profile

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Age of 12-15 year old child:

12-13	50%
14-15	50%

Gender of child:

Male	48%
Female	52%

Child's grade in school

4-8	59%
9 or higher	40%

Age of Parent:

Under 40	13%
40-49	57%
50 or older	30%

Gender of Parent:

Male	43%
Female	57%

Race/Ethnicity:

White	67%
African American or Black	15%
Hispanic	5%
Other	10%

Income:

Under \$25,000	10%
\$25,000 to under \$50,000	15%
\$50,000 to under \$100,000	26%
\$100,000 or more	37%





Key Findings



New Jersey Parents Are Frequently Exposed to Anti-Drug and Alcohol Ads

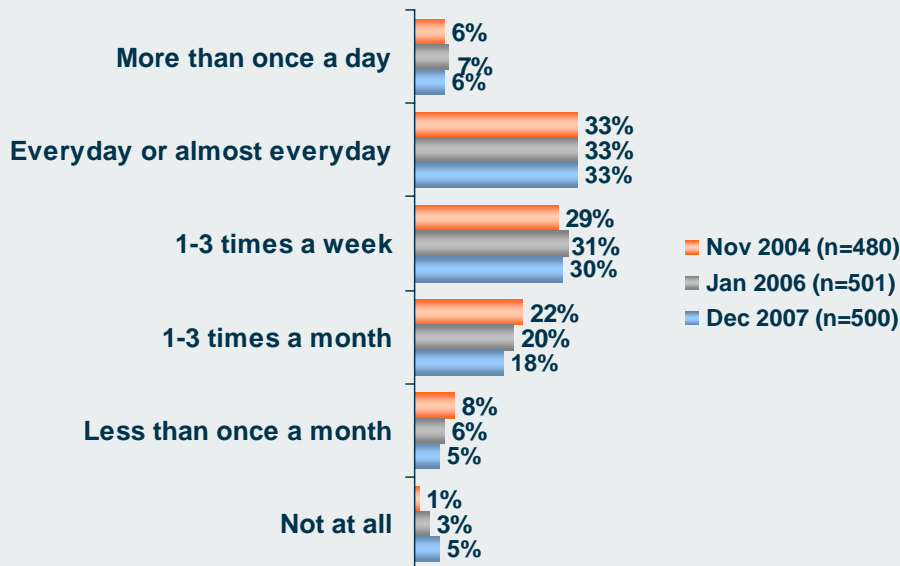
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- A large majority of New Jersey parents see or hear commercials or ads about the risks of drugs or alcohol one or more times per week. The proportion of New Jersey parents reporting this is 69% in December 2007; this is compared to the 70% found in January 2006 and the 67% in November 2004.
 - About four in 10 (39%) see these ads almost everyday or more often.
 - 87% see these ads at a minimum of once per month.



Seven in 10 New Jersey Parents Report Seeing Anti-Drug or Alcohol Ads At Least Weekly

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?"

New Jersey Parents Are Lacking in Knowledge When It Comes to Certain Less Traditional Drugs

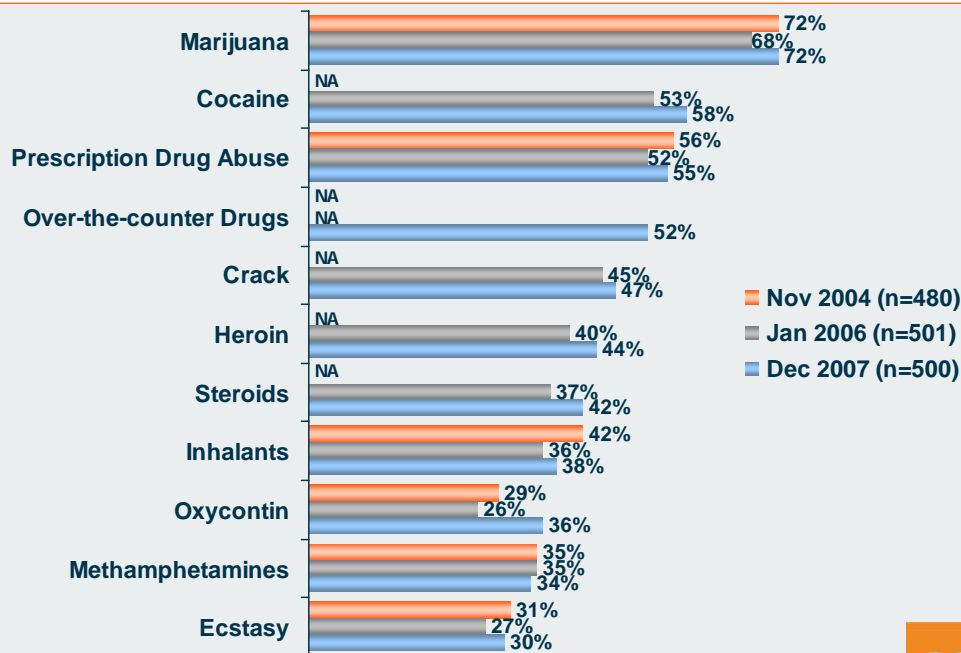
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- Parental knowledge of many drugs is still lacking
 - Of the 11 drugs asked about, a majority feel that they know "a lot" about only four – marijuana (72%), cocaine (58%), prescription drug abuse (55%) and over-the-counter drugs (52%).
 - Three in 10 (30%) say they know just about nothing about Oxycontin and about two in 10 say the same about ecstasy (17%). In addition, two in 10 report knowing just about nothing about methamphetamine (19%), inhalants (18%), and Methamphetamines (16%).



Parents Say They Are Very Knowledgeable About Marijuana, Cocaine and Prescription 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

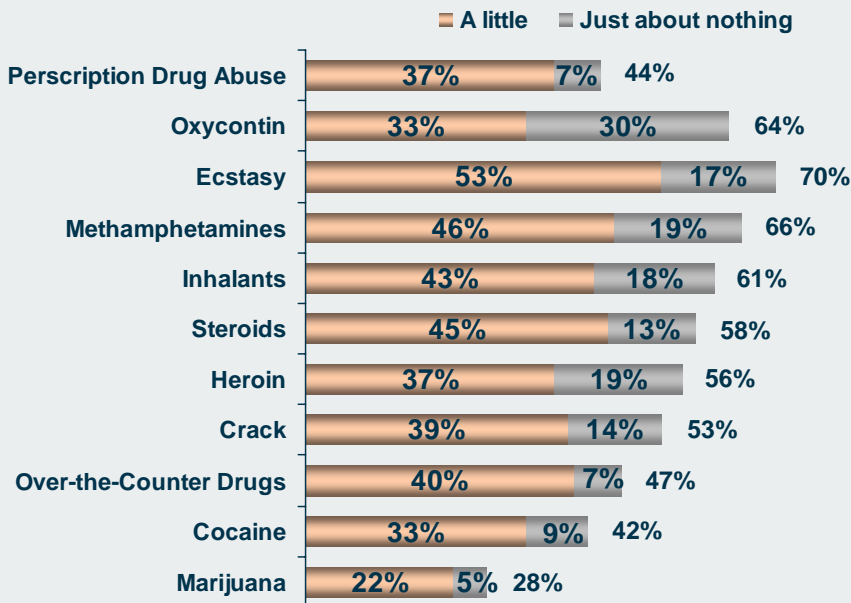


Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"

Parents Are Less Knowledgeable About Ecstasy, Methamphetamines, Oxycontin and Inhalants, Among Others

% 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

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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?"

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Parents Continue to Feel Anti-Drug and Alcohol Commercials and Advertisements Encourage Them to Speak with Their Children About the Risks of Using Drugs and Alcohol, But Are Somewhat Less Inclined to Say The Ads Have Made them More Aware of the Risks

13

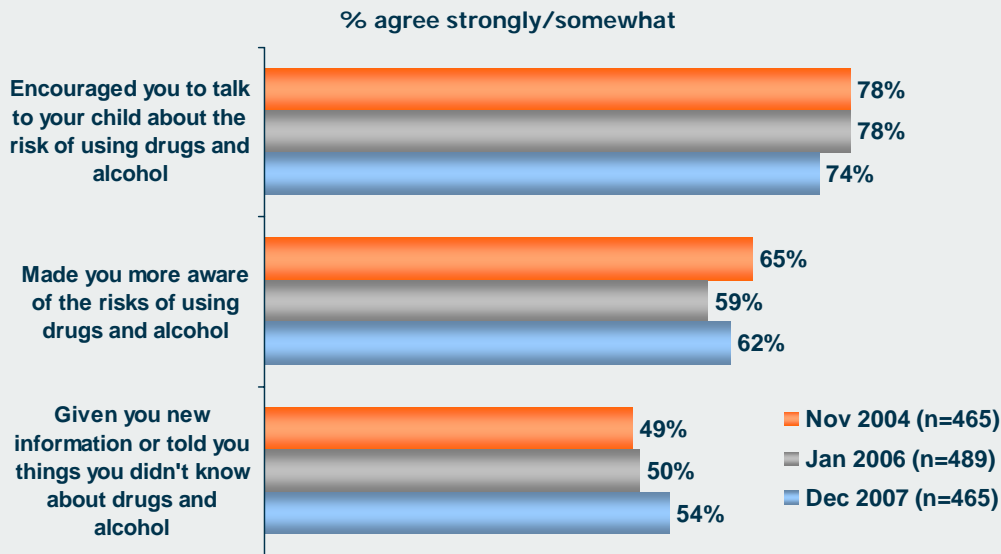
- Overall, parents continue to believe that anti-drug commercials and ads have encouraged them to talk to their child about the risks of using drugs and alcohol (74% in 2007; 78% in 2006 and 2004).
 - Parents who have seen the ads almost everyday or more often are somewhat more likely than those who have seen them less frequently to agree the ads encouraged them to talk to their child about the risks of using drugs and alcohol (77% vs. 72%, respectively).
 - Since 2004, parents report a slight increase in their belief that anti-drug commercials gave them new information or told them something they didn't know about drugs prior to viewing them (49% in 2004; 54% in 2007).
- Frequent exposure to the anti-drug ads appears to raise awareness of risks. Those parents who report seeing the ads almost everyday or more often are significantly more likely to feel the ads made them more aware of the risks of using drugs and alcohol than those who see ads less often (73% vs. 55%, respectively).



Anti-Drug or Alcohol Ads Encourage Parents 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

14

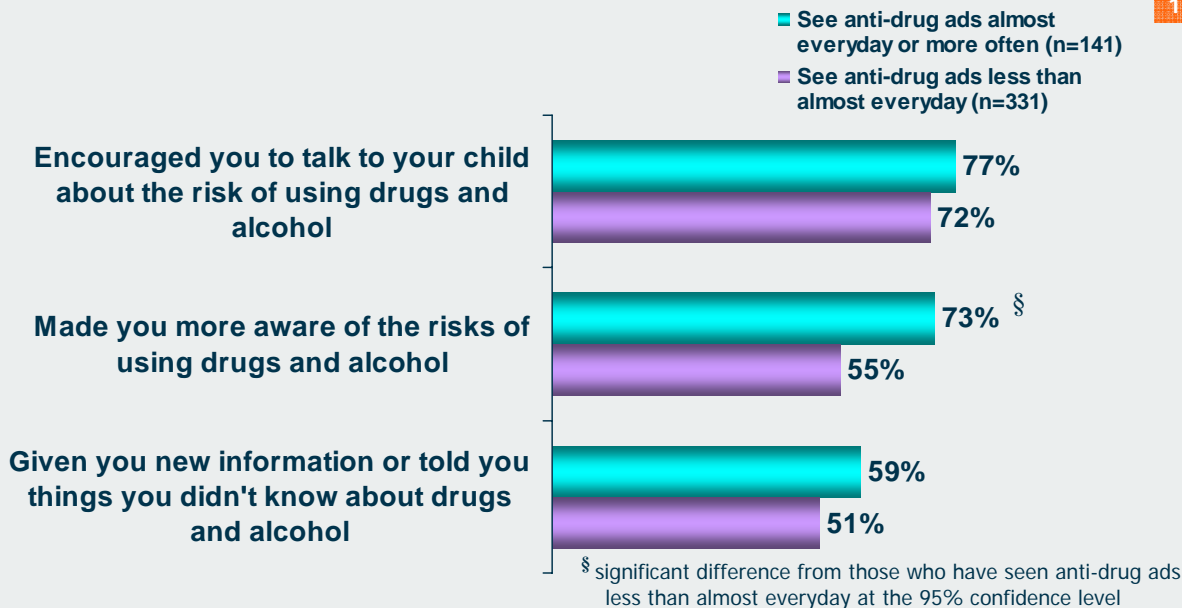


Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."

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More Exposure to Ads Increase Awareness of the Risks of Drugs and 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."

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Discussions About Drugs

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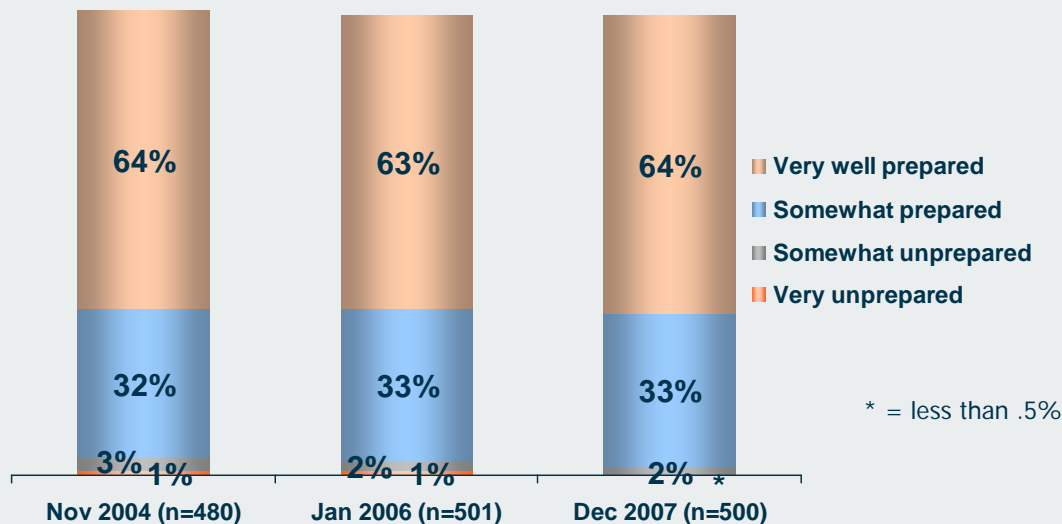
- Parents overwhelmingly report that they are talking to their kids about drugs and feel they are well prepared to do so.
 - The proportion of New Jersey parents who have spoken to their child about drugs remains nearly universal – 94% in 2007 and 96% in 2006 and 2004. In the 2007 study, the median for number of times spoken to the child about drugs in the past year is nine (the median was 10 for the 2006 and 2004 studies).
 - Mothers are significantly more likely than fathers to have spoken to their child about drugs (97% vs. 90%, respectively).
- Nearly all parents (97%) also say they are prepared to talk to their child about drugs – 64% say they are very well prepared.
 - Similar to 2006 and 2004, less than one in 10 (6%) who have spoken to their child about drugs say they find it difficult to talk to them about it (vs. 7% in 2006 and 9% in 2004). About three-fourths (76%) say it is not difficult at all (vs. 75% in 2006 and 74% in 2004).
 - However, this finding should be digested within the context of the earlier reported finding – that a sizeable majority of parents are not knowledgeable about many drugs that are posing threats to young people.



Most Parents Feel Very Well Prepared to Talk to Their Child About Drugs, With Nearly All Parents Saying They Feel Very/Somewhat Prepared

Among all parents with a 12-15 year old child

17

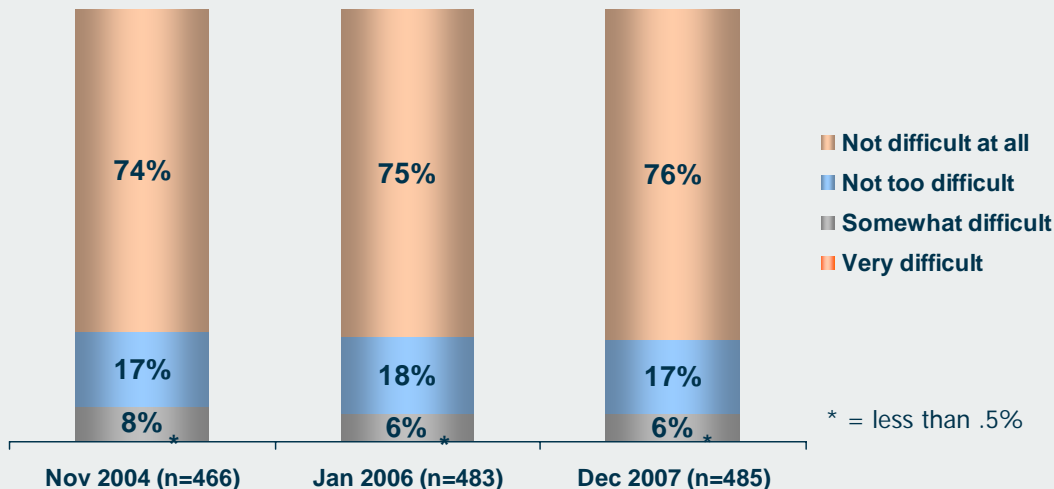


Q17 "How well prepared do you feel you are to talk to this child about drugs?"

Parents Do Not Find Talking to Their Child About Drugs Too Difficult

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

18



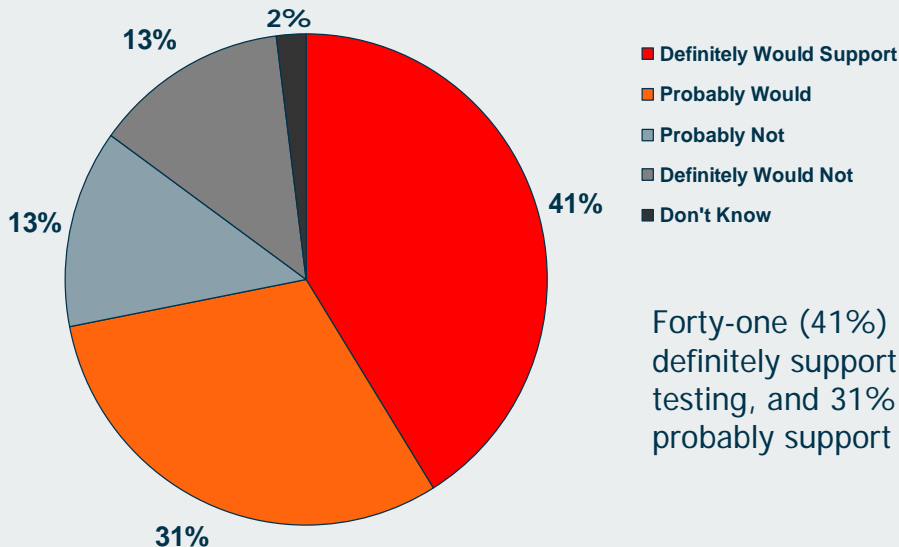
Q16 "Do you find talking to your child about drugs to be very difficult, somewhat difficult, not too difficult, or not difficult at all?"



Seven in 10 Parents Definitely/Probably Support Random Drug Testing for Their Middle School Child

Among all parents with a 12-15 year old child

19



Forty-one (41%) say they would definitely support random drug testing, and 31% say they would probably support such testing.



Q.41 - On a different topic, how likely is it that you would voluntarily support random drug testing for your middle school child conducted at their school? Would you say you would...

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Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Drugs

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- Parents overwhelmingly feel their opinions are very important in their children's decisions whether or not to use drugs. The proportion of parents who feel this way in the 2007 is 82%, compared to 83% in 2006 and 79% in 2004.
- Virtually no parents feel their opinions are "not that important" or "not at all important" in their child's decisions whether or not to use drugs, whereas 31% feel that way about their child's friends' opinions.



Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Drugs. Parents May Be Underestimating Peer Influence

21

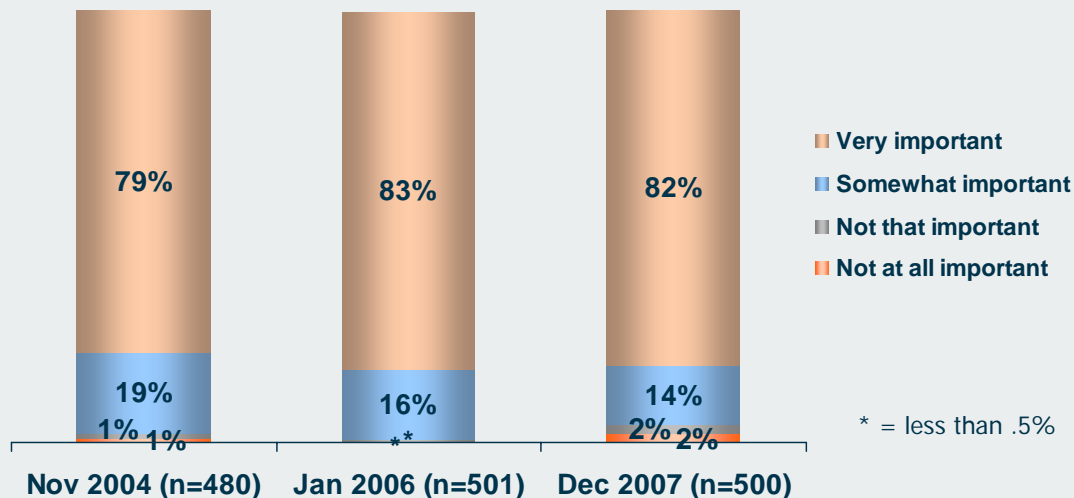
- As has been seen in previous findings, parents may be underestimating the influence of their kids' friends in deciding whether or not to use drugs.
 - As was the case in 2006 and 2004, parents are **more than twice as likely** to feel their own opinions are **very important** when it comes to their child's decision whether or not to use drugs compared to their child's friends' opinions.
 - More than eight in 10 (82%) feel their own opinions are very important vs. just over three in 10 (34%) who feel their child's friends' opinions are very important.



Parents Continue to Feel That Their Opinions Are Important in Child's Decision Whether or Not to Use Drugs

Among all parents with a 12-15 year old child

22

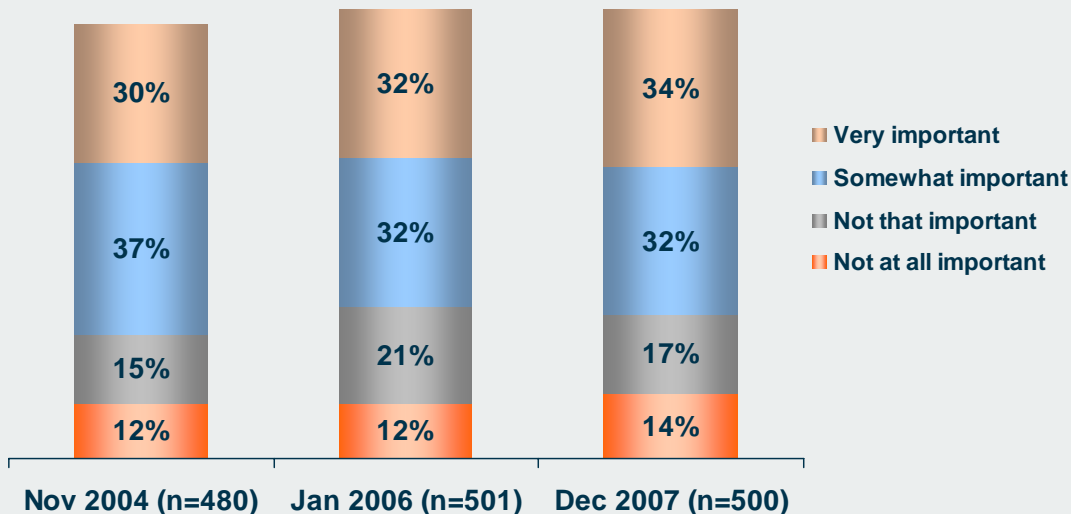


Q25 "How important do you feel your opinions are when it comes to your child's decision whether or not to use drugs?"

Parents Feel Child's Friends' Opinions Are Less Important Than Their Own

Among all parents with a 12-15 year old child

23



Q26 "How important do you feel your child's friends' opinions are when it comes to his/her decision whether or not to use drugs?"

Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Alcohol. Parents May Again Be Underestimating Peer Influence.

24

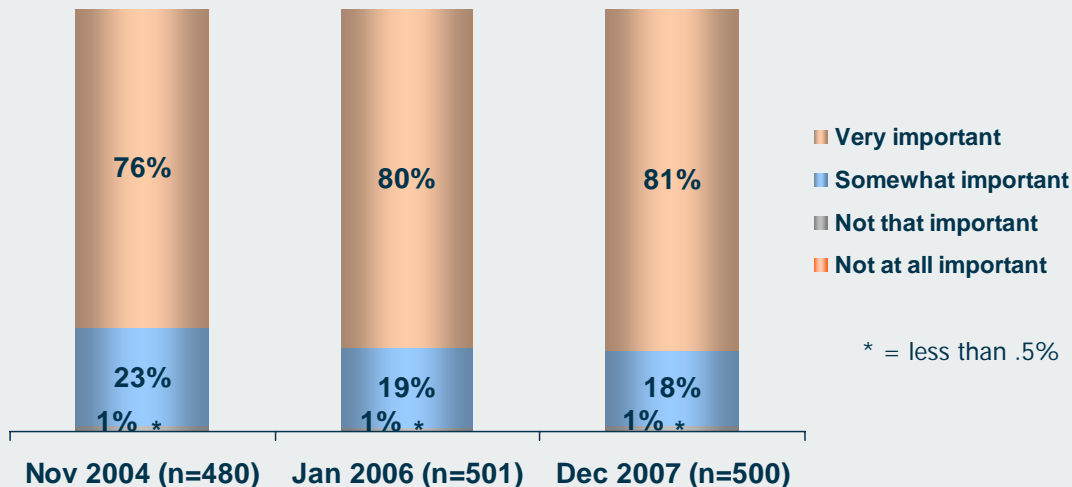
- Parents may again be underestimating the impact of their child's friends' opinions in decisions about alcohol.
 - While eight in 10 (81%) parents feel their opinions are **very important** when it comes to their child's decision whether or not to drink alcohol, less than half that proportion (31%) feel their child's friends' opinions are very important.
- Parents who eat family meals with their child five days a week or more often are somewhat more likely than parents who eat with their child less often to say they feel their opinions are very important in their child's alcohol decisions (82% vs. 76%, respectively).



Parents Feel Their Opinions are Very Important in Child's Decisions About Alcohol

Among all parents with a 12-15 year old child

25



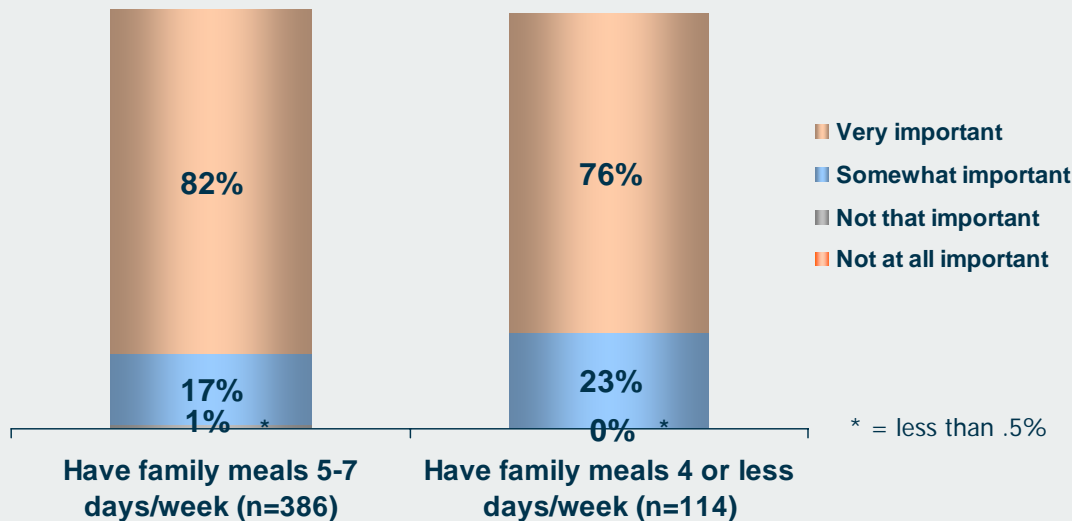
Q27 "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"



Parents Who Eat Frequently With Their Child Are Somewhat More Likely to Feel Their Opinions Are Very Important in Child's Decisions About Alcohol

Among all parents with a 12-15 year old child

26



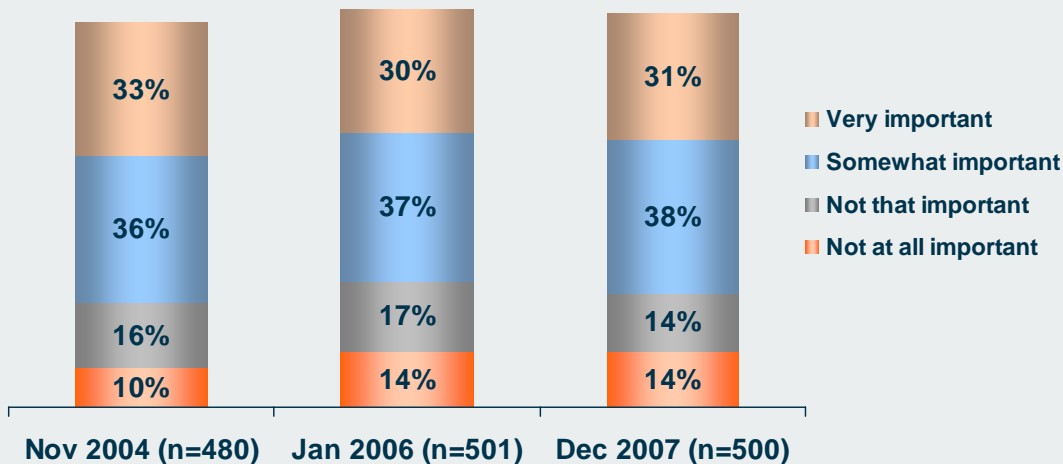
Q27 "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"

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Parents Less Likely to Feel Their Child's Friends' Opinions Are Important in Decisions About Alcohol

Among all parents with a 12-15 year old child

27



Q28 "How important do you feel your child's friends' opinions are when it comes to his/her decision whether or not to drink alcohol?"

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Parental Influence on Attitudes Towards Drugs

28

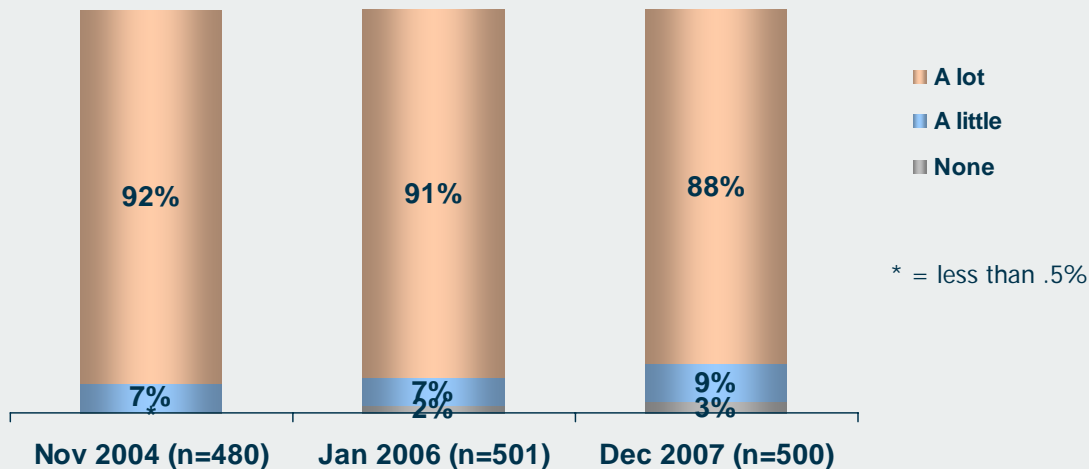
- As was seen in the 2006 and 2004 findings, parents continue to feel they have a great impact on their child's attitudes towards drugs.
 - Nine in 10 (88%) parents feel they have **a lot** of influence on their child's attitudes towards drugs. In addition, 82% feel their opinions are **very important** when it comes to their child's decision whether or not to use drugs.
 - This compares to the 91% of parents who felt they had a lot of influence on their child's attitudes towards drugs and the 83% who felt that their opinions were very important to their children's decision whether or not to use drugs in 2006.
 - In 2004, 92% of parents felt they had a lot of influence on their child's attitudes towards drugs and 79% felt their opinions were very important to their child's decision whether or not to use drugs.



Parents Feel They Have Great Influence Over Their Children's Attitudes Towards Drugs

Among all parents with a 12-15 year old child

29



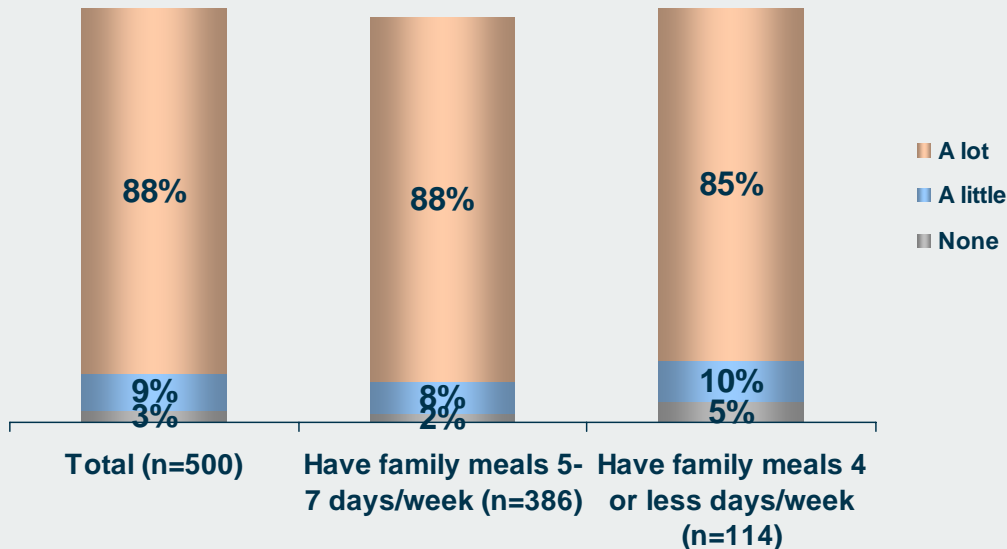
Q23 "How much influence do you feel you have had on your child's attitudes towards drugs?"

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Parents Feel They Have Great Influence Over Their Children's Attitudes Towards Drugs

Among all parents with a 12-15 year old child

30



Q23 "How much influence do you feel you have had on your child's attitudes towards drugs?"



Parental Influence on Attitudes Towards Alcohol

- Consistent with their feelings about drugs, parents also continue to feel they have a great impact on their child's attitudes towards alcohol.
- More than eight in 10 (85%) parents feel they have **a lot** of influence on their child's attitudes towards alcohol and 82% feel their opinions are **very important** when it comes to their child's decision whether or not to drink alcohol.
- When comparing parents who have family meals frequently with those who do not, the proportion of parents who are more likely to feel they have great influence over their child's attitudes towards alcohol is comparable – 85% of parents who eat with their children frequently feel they have a lot of influence compared to 87% of parents who have family meals less frequently. This deviates from the 2006 and 2004 measurements which found that eating more frequently was indicative of increased feelings of influence over the child's attitudes towards alcohol.

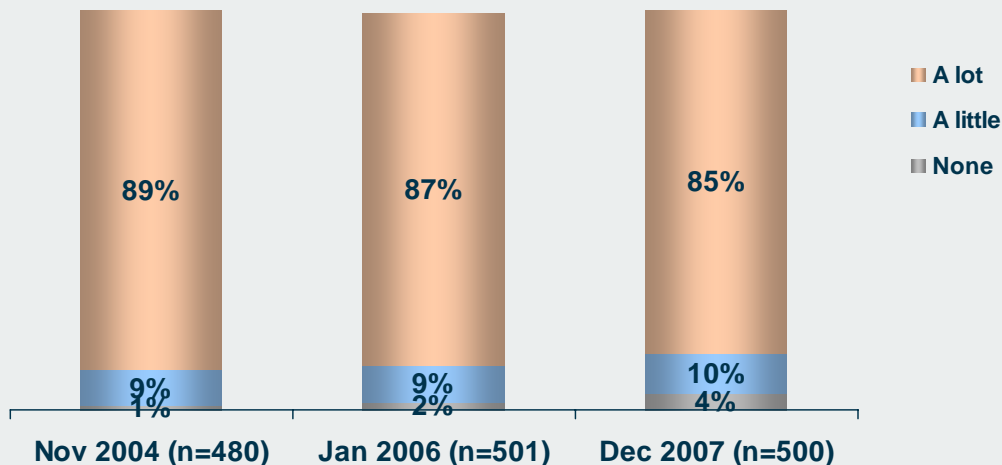
31



Parents Feel They Have Great Influence Over Their Children's Attitudes Towards Alcohol

Among all parents with a 12-15 year old child

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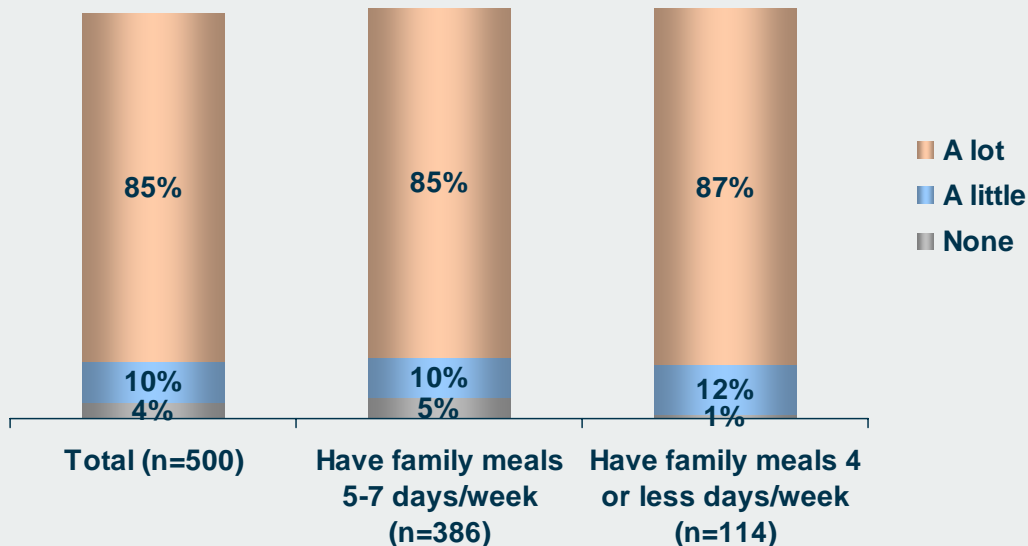


Q24 "How much influence do you feel you have had on your child's attitudes towards alcohol?"

Parents Feel They Have Great Influence Over Their Child's Attitudes Towards Alcohol

Among all parents with a 12-15 year old child

33



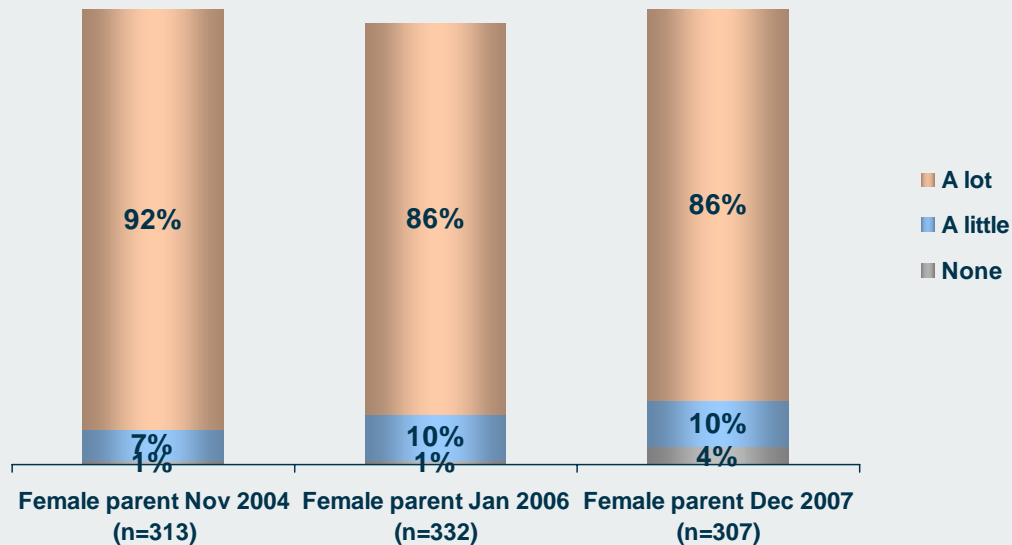
Q24 "How much influence do you feel you have had on your child's attitudes towards alcohol?"



Mothers Are Equally Likely Now As They Were in 2006 to Feel They Have Had a Lot of Influence on Their Child's Attitudes Towards Alcohol

Among female parents with a 12-15 year old child

34



Q24 "How much influence do you feel you have had on your child's attitudes towards alcohol?"



Perceived Health Risks of Marijuana and Alcohol

35

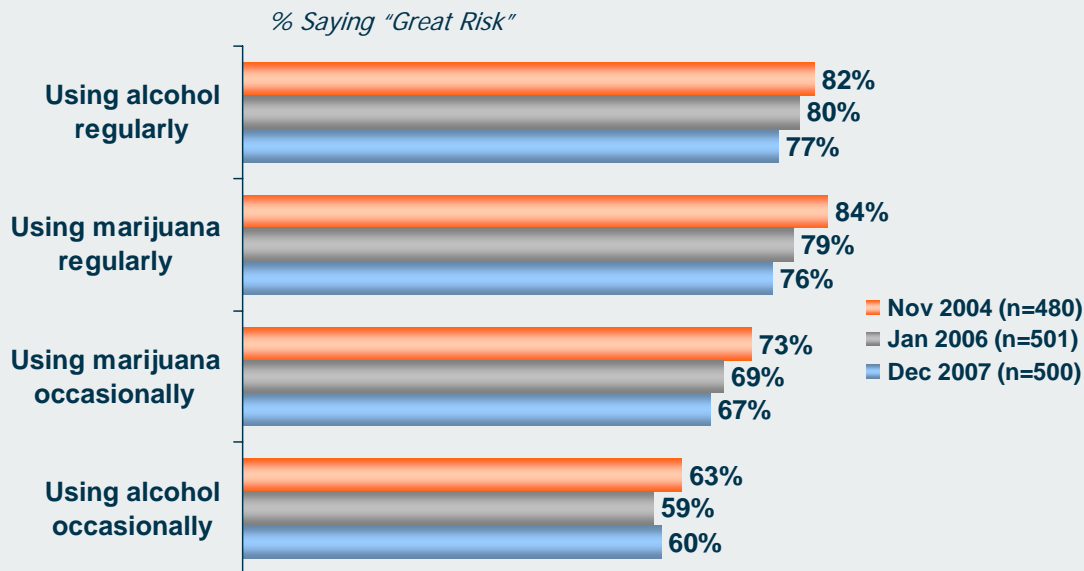
- The majority of parents feels using marijuana or alcohol occasionally or regularly pose a "great risk" to their child's health. Somewhat fewer view occasional drinking as a great risk than occasional marijuana usage (60% vs. 67%).
 - About three-quarters feel using alcohol regularly or marijuana regularly pose great risks to a child's health – 77% for alcohol and 76% for marijuana.
 - About seven in 10 (67%) find using marijuana occasionally to be a great risk, while 60% find using alcohol occasionally to be a great risk.
 - On the downside, one in four parents (23%) view occasionally alcohol usage by their kids as **only a slight risk or no risk**, comparable to the 24% found in 2006 and up somewhat from the 18% found in 2004. The corresponding number for occasional marijuana usage was 21% in 2007, comparable to the 19% in 2006 and up from the 17% found in 2004.



Parents Consistently Feel That Marijuana and Alcohol Use Would Be a "Great Risk" to Their Child's Health

Among all parents with a 12-15 year old child

36



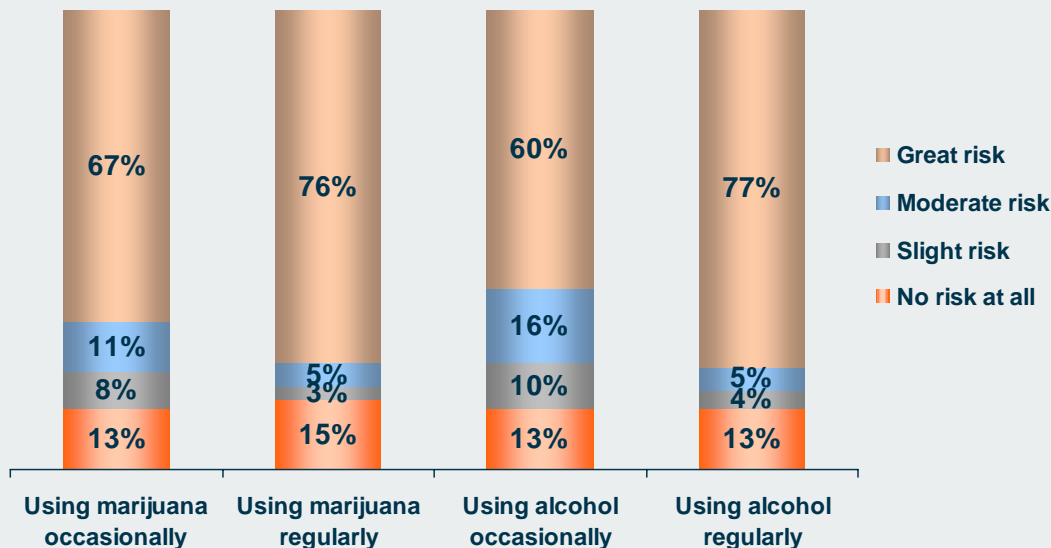
Q30 "How great a risk do you feel each of the following would be to your child's health – a great risk, moderate risk, slight risk, or no risk at all?"

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Parents Report That Marijuana and Alcohol Use Would Be a "Great Risk" to Their Child's Health

Among all parents with a 12-15 year old child

37



Q30 "How great a risk do you feel each of the following would be to your child's health – a great risk, moderate risk, slight risk, or no risk at all?"

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Discussions About Drugs and Alcohol

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- Approximately the same proportion of New Jersey parents have talked to their children about alcohol (92%) as have talked to their children about drugs (94%).
 - This compares to 93% of parents in 2006 and 91% of parents in 2004 who had talked to their children about alcohol. It also compares to the 96% who had talked to their children about drugs in both 2006 and 2004.
 - Six in 10 (59%) parents report speaking to their children about the proper use of prescription or over-the-counter drugs such as cough syrup or pain relievers. This is one-third fewer than the proportion of parents who report speaking to their children about alcohol (92%) and drugs (94%).



First Discussion About Drugs and Alcohol

39

Those parents who have spoken to their child about drugs and alcohol start young, feel the best age to start may be slightly younger than the age than the age when they actually did so.

- These parents say they first spoke to their child about drugs, on average, at age 9.1.
 - The most commonly cited ages of "first speaking" are ages 12 (17%), 11 (14%), 10 (21%), 9 (12%), and 8 (11%).
- Parents of a child ages 12 to 15 feel that, on average, the best age to talk to kids about drugs is age 8.4. The most commonly cited ages are 10 (24%), 8 (14%), and 6 (10%). It should also be noted that 17% of parents said it is best to first talk to kids about drugs at age five or under.
- Parents say they first spoke to their child about alcohol, on average, at age 9.6, but parents say the best age to first talk to kids about alcohol is, on average, age 8.8.
 - The most commonly cited ages of "first speaking" are ages 10 (26%), 5 and under (15%), 12 (12%), 11 (11%), 8 (11%), and 9 (11%). For best age to talk about alcohol, the most commonly cited ages are 10 (25%), 8 (11%), 12 (9%), and 9 (9%).



First Discussion About Prescription or Over-the-Counter Drugs

40

Among parents who have spoken to their child about the proper use of prescription or over-the-counter drugs (59% of the total), the average age they reported doing so (10.1 years of age) is essentially the same age all parents believe this discussion should take place (10.3 years of age).

- Among parents who have spoken to their children, the most commonly cited ages of "first speaking" are ages 12 (21%), 11 (16%), 10 (22%), and 5 and under (10%).
- Among all parents, the ages to speak to children most commonly cited are 12 (19%), 10 (23%), and 5 and under (10%).
- When asked to estimate what percentage of New Jersey middle school students they would say abuse prescription and over-the-counter drugs such as cough syrup and pain relievers, parents greatly differ in their responses, with one in five parents stating that they do not know (20%)



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

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When asked to estimate what percentage of New Jersey middle school students they would say abuse prescription and over-the-counter drugs such as cough syrup and pain relievers, the overall average percentage is 23%. One in five parents said they do not know (20%)



First Discussion About Drugs

42

Age Spoke to Child About Drugs (Among those who spoke)			
	Nov 2004 (n=466) A	Jan 2006 (n=483) B	Dec 2007 (n=485) C
	%	%	%
5 and Under	13b	8	9
6	7	7	7
7	7	9	6
8	13	12	11
9	9	12	12
10	22	21	21
11	8	11	14A
12	12	11	8
13	4b	2	4
14	1	1	1
Don't Know	4	5	6
Mean	8.9	9.0	9.1

* Based on all parents who have spoken to child about drugs

* Capital letters indicate testing at the 95% confidence level; lowercase letters indicate testing at the 90% confidence level

Q12 "How old was your child when you first talked to him/her about drugs?"



Best Age to Start Discussing Drugs With Children

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Best Age Parents Feel They Should Speak to Child About Drugs

	Nov 2004 (n=480) A	Jan 2006 (n=501) B	Dec 2007 (n=500) C
	%	%	%
5 and Under	17b	12	17
6	6	7	10a
7	7	12AC	5
8	16	14	14
9	7	9	6
10	23	21	24
11	6	7	5
12	7	9	8
13	3	2	3
14	1	1	2
Don't Know	7	6	6
Mean	8.4	8.6	8.4

* Based on all parents, including those who have not spoken to child about drugs

* Capital letters indicate testing at the 95% confidence level; lowercase letters indicate testing at the 90% confidence level

Q15 "What do you think is the best age to first talk to your kids about drugs?"

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First Discussion About Alcohol

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Age Spoke to Child About Alcohol (Among those who spoke)			
	Nov 2004 (n=449) A	Jan 2006 (n=473) B	Dec 2007 (n=470) C
	%	%	%
5 and Under	13Bc	7	8
6	5	6	3
7	8	7	5
8	12	13	11
9	8	9	11
10	22	24	26
11	8	12	11
12	11	13	12
13	8b	4	4
14	3	3	4
15+	-	*	*
Don't Know	3	2	4
Mean	9.2	9.4	9.6

* Based on all parents who have spoken to child about alcohol

* Capital letters indicate testing at the 95% confidence level; lowercase letters indicate testing at the 90% confidence level

Q.21 - How old was this child when you first talked to him/her about alcohol?



Best Age to Start Discussing Alcohol With Children

45

Best Age Parents Feel They Should Speak to Child About Alcohol			
	Nov 2004 (n=480)	Jan 2006 (n=501)	Dec 2007 (n=500)
	%	%	%
5 and Under	13B	8	15B
6	6	6	6
7	8	8	6
8	11	14	11
9	7	9	9
10	23	21	25
11	4	10A	6
12	10	11	9
13	7Bc	3	3
14	4	2	2
15+	2	1	1
Don't Know	6	7	6
Mean	9.1	9.2	8.8

* Based on all parents, including those who have not spoken to child about alcohol

* Capital letters indicate testing at the 95% confidence level; lowercase letters indicate testing at the 90% confidence level

Q.22 What do you think is the best age to first talk to your kids about alcohol?



First Discussion About Prescription and Over-the-Counter Drugs

46

Age Spoke to Child About Prescription and Over-the-Counter Drugs (Among those who spoke)	
	Dec 2007 (n=293)
	%
5 and Under	10
6	3
7	5
8	6
9	3
10	22
11	16
12	21
13	7
14	5
15	3
Don't Know	5
Mean	10.1

* Respondents were not asked about prescription and over-the-counter drugs in 2004 or 2006



* Based on all parents who have spoken to child about prescription and over-the-counter drugs

Q39.2 "How old was this child when you first talked to...about prescription or over-the-counter drugs and their proper use?"



Best Age to Start Discussing Prescription and Over-the-Counter Drugs With Children

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Best Age Parents Feel They Should Speak to Child About Prescription and Over-the-Counter Drugs	
Dec 2007 (n=500)	
	%
5 and Under	10
6	3
7	2
8	9
9	5
10	23
11	9
12	19
13	6
14	5
15	7
16	2
17	*
18	1
Don't Know	6
Mean	10.3

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

* Respondents were not asked about prescription and over-the-counter drugs in 2004 or 2006



Q39.3 "What do you think is the best age to first talk to your kids about prescription or over-the-counter drugs and their proper use?"

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

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Stated /Estimated Percentage of NJ Middle School Students Who Abuse OTC Drugs	
	Dec 2007 (n=500)
Estimated Percent	%
0%	1
1-10%	28
11-20%	19
21-30%	15
31-40%	8
41-50%	6
51-60%	2
61-70%	1
71-80%	*
81-90%	-
91-100%	*
Don't Know	20
Mean Estimated Percent	23%

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

* Respondents were not asked about prescription and over-the-counter drugs in 2004 or 2006



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

49

- As in 2006 and 2004, four in 10 (39%) parents say something specific or some incident prompted them to have a first discussion with their child about drugs. This compares to 41% in 2006 and 42% in 2004.
 - There are two top reasons prompting parents to initially talk to their children about drugs:
 - (1) a school substance abuse program such as DARE or talking about drugs in school (28%) and
 - (2) a news story, anti-drug ad, or commercial (27%)



Various Incidents Have Prompted Discussions About Drugs

Among parents who say some event or incident prompted a first discussion about drugs with their child

50

Incident	Nov 2004 (n=204)	Jan 2006 (n=204)	Dec 2007 (n=193)
	%	%	%
News story/Anti-drug ad/Something on TV	19	27	27
School substance abuse program including DARE	20	25	28
Friend/family member has/had a substance abuse problem	20	15	15
An incident at school	15	10	14
Incidents in the neighborhood	NA	5	8
Suspect child's friends may be taking drugs	3	3	2
Other	20	23	16



Q14 "What prompted you to have the discussion?"



Children Starting the Conversation

51

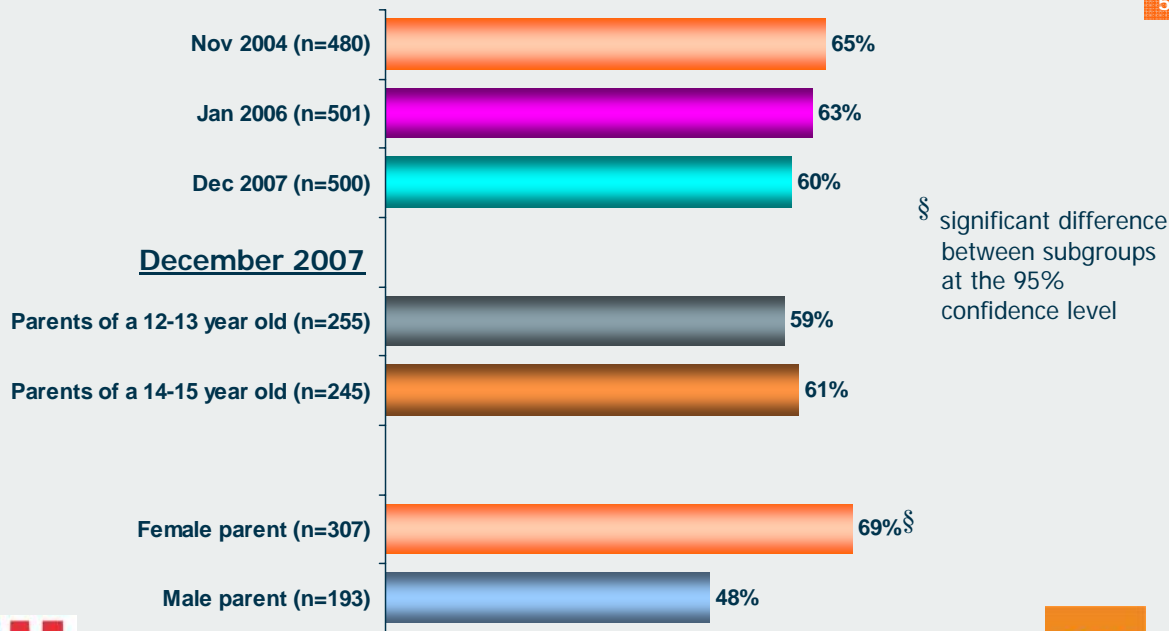
- The majority of parents say their child has come to them to discuss drugs or alcohol.
 - Six in ten parents (60%) say their child has started a discussion with them about drugs or alcohol. This is similar to the 2006 (63%) and 2004 (65%) studies.
 - Mothers are particularly likely to say their child has started a discussion with them.
 - Mothers are significantly more likely than fathers to say kids come to them to discuss drugs or alcohol. Seven in 10 (69%) mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol vs. only 48% of fathers.



The Majority of Parents Say Children Have Come to Them to Discuss Drugs or Alcohol

Among all parents with a 12-15 year old child

52



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



Parents' Alcohol Policies

53

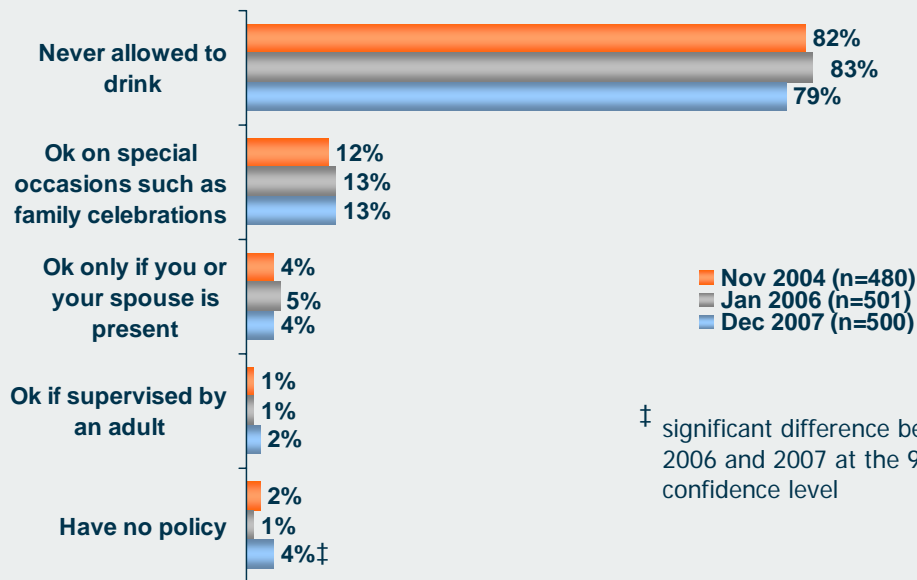
- New Jersey parents' alcohol policies appear somewhat less stringent in 2007 than in 2006.
 - 63% of parents of a 12 to 15 year old child said their child would **never be allowed to drink** when they reached ages 16 to 17 – vs. 72% in 2006 and 65% in 2004. The proportion found in 2007 is significantly lower than the 2006 finding.
 - 79% of parents of a 14 to 15 year old say their child is never allowed to drink – vs. 80% in 2006 and 76% in 2004.
 - When it comes to parents of 12 to 13 year olds saying their child is never allowed to drink, the numbers are somewhat lower in 2007 (80%) than in 2006 (86%) and 2004 (87%).
 - As the above suggests, parents appear more lenient in permitting drinking as children reach their later teens.
- 4% of parents say they currently have no policy on their 12 to 15 year old drinking alcohol.



The Majority of Parents Say Their 12 to 15 Year Old is Never Allowed to Drink

Among all parents with a 12-15 year old child

54



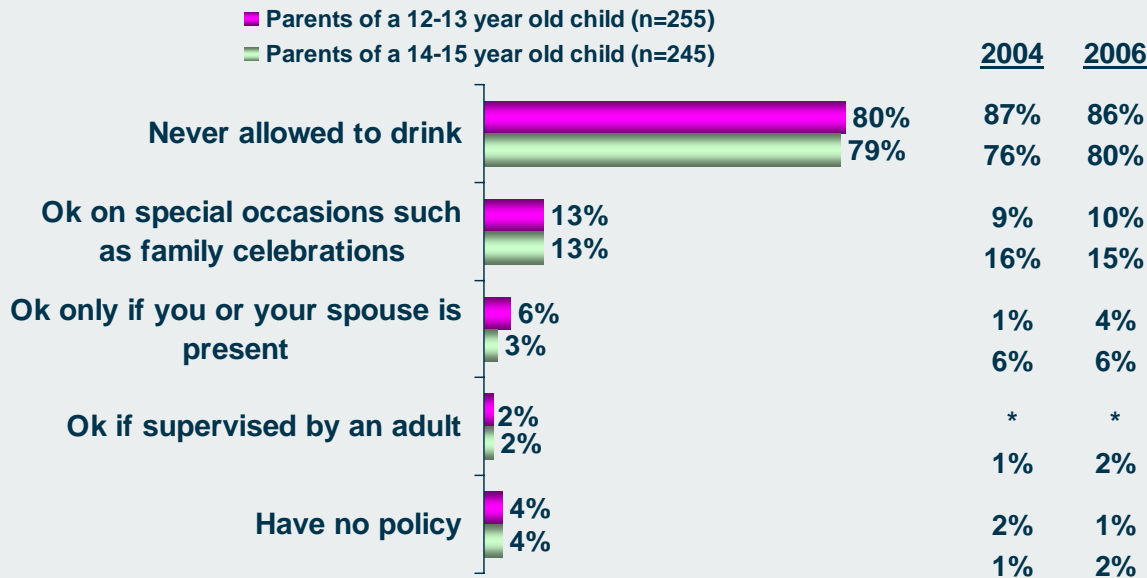
Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

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Parents of 12 to 13 Year Olds Have Become Somewhat More Lenient in Their Drinking Policies

Among all parents with a 12-15 year old child

55



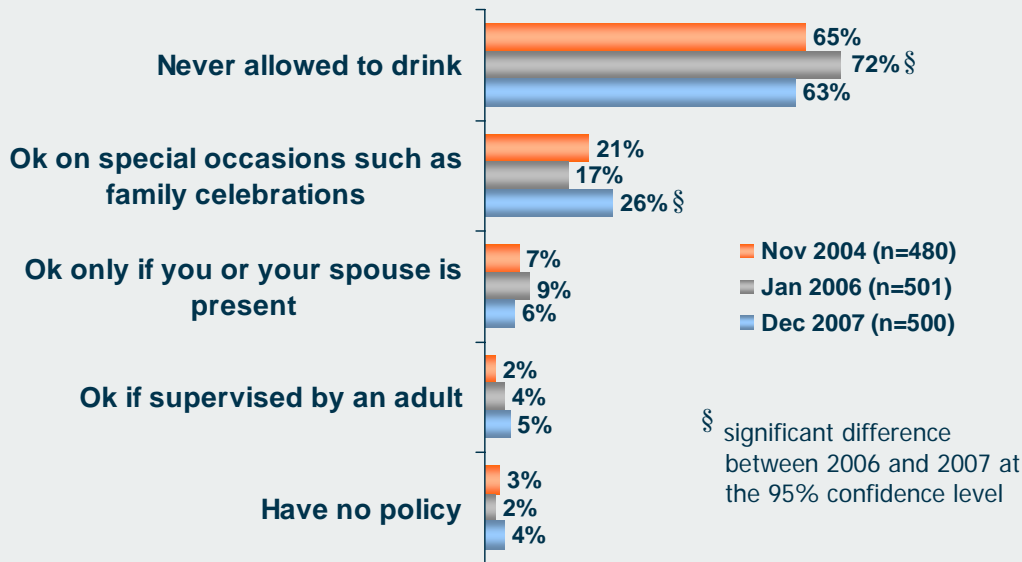
Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

GfK

Drinking Policies Become More Lenient as Parents Think of Later Teen Years

Among all parents with a 12-15 year old child

56



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?"

GfK

Drug Abuse in Community and Family

New Jersey parents continue to view drugs as a serious problem in their communities.

57

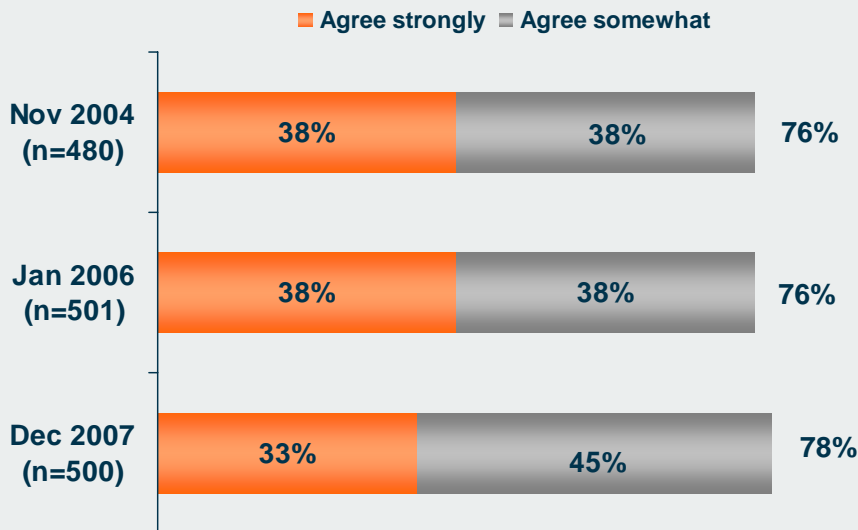
- Nearly eight in ten (78%) parents of a 12 to 15 year old child in New Jersey agree that drugs are a serious problem in their community – 33% **strongly agree**. (The proportion of parents of a 12 to 15 year old child who said the same in both 2006 and 2004 was 76% and 38% respectively.)
 - In fact, 8% of parents who said some incident prompted them to have a first discussion with their child about drugs report that drug use in their neighborhood was the catalyst. This proportion was 5% in 2006.
- Three in 10 (34%) say they have had instances of alcohol or drug abuse in their own family in the past year. This is significantly lower than the 2006 and 2004 proportions (both 43%).
 - The vast majority of parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (88% in 2004; 84% in 2006; 86% in 2007).



New Jersey Parents Continue to Feel Drugs Are a Serious Problem in Their Communities

Among all parents with a 12-15 year old child

58



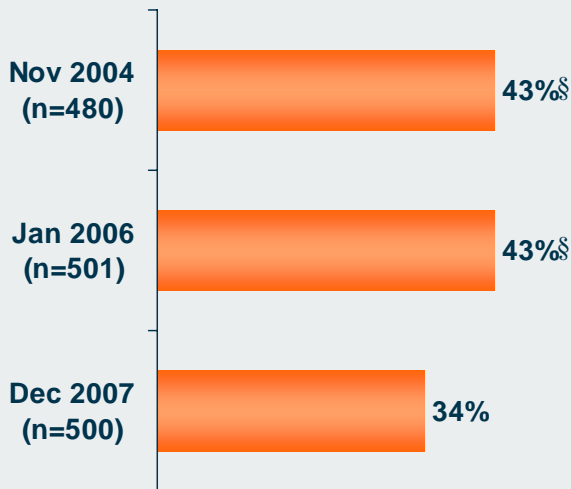
Q31 "How much do you agree with the following statement: 'Drugs are a serious problem in my community.'?"



One-third of 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

59



When compared to findings in 2004 and 2006, there is a significant decrease in 2007 in the proportion of parents saying that they have had instances of drug and alcohol abuse in their families.

[§] significant difference between all years at the 95% confidence level



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

Drug Prevention Education

60

- One-third (35%) of parents have attended a drug prevention parent education class, seminar, or workshop. This is somewhat higher than in 2005 (31%) and is comparable to the proportion in 2004 (36%).
 - Four in ten (40%) of parents in families with a history of drug or alcohol abuse say they have attended a class, seminar or workshop on drug prevention. This is up four percentage points from 2006's 36% and down nine percentage points from 2004's 49%.
- About one in five (19%) have learned about drug prevention from the Internet. This is up significantly from the 13% found in 2006 and is comparable to the 17% found in 2004.



Family Meals and Discussions About Drugs and Alcohol

61

Virtually all parents, even those eating a family meal with their child less than five days a week, have talked to their child about drugs. However, parents who eat more frequently with their child are much more likely to report that their child comes to them to talk about drugs and alcohol.

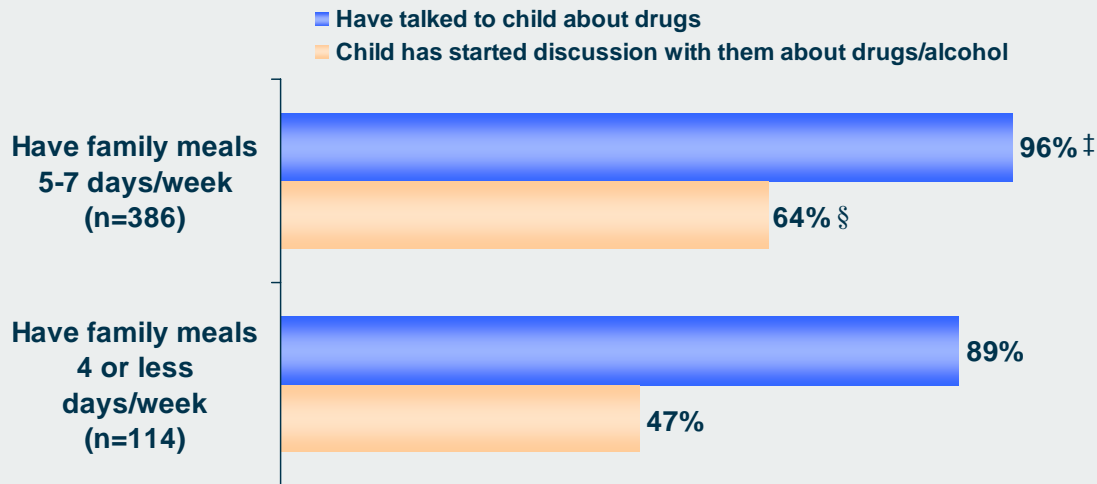
- Parents who eat family meals with their child five or more days a week ("frequent") are significantly more likely to have spoken to their child about drugs than parents who eat family meals with their child four or fewer days a week ("infrequent") – 96% vs. 89%.
- "Frequent" parents are also significantly more likely than "infrequent" parents to say their child has *started* a discussion about drugs or alcohol with them (64% vs. 47%, respectively).



Parents Who Eat Frequently with Their Child Say Their Child Comes to Them to Talk about Drugs and Alcohol

Among all parents with a 12-15 year old child

62



§ significant difference from those who eat family meals 4 or less days/week at the 95% confidence level

† significant difference from those who eat family meals 4 or less days/week at the at the 90% confidence level



Q10 "Have you ever talked to this child about drugs?"

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

Preparedness to Discuss Drugs with Child

63

- Parents who eat family meals with their child five days a week or more often are significantly more likely than those who eat family meals with their child less frequently (99% vs. 92%) to say they are well prepared to talk to their child about drugs. "Frequent" parents (66%) are somewhat more likely than "infrequent" parents (58%) to say they are **very well prepared**.
 - More than nine in 10 (93% of "frequent" and 94% of "infrequent" parents) say it is not difficult for them to talk to their child about drugs -- 79% and 67%, respectively, say it is **not difficult at all**.
- It appears that parents who eat regularly with their kids are more inclined to monitor their children's daily activities. "Frequent" parents are 12 percentage points more likely to talk with their child **almost everyday** about what he or she has done during the day than parents who eat with their kids less frequently (97% vs. 85%, respectively).



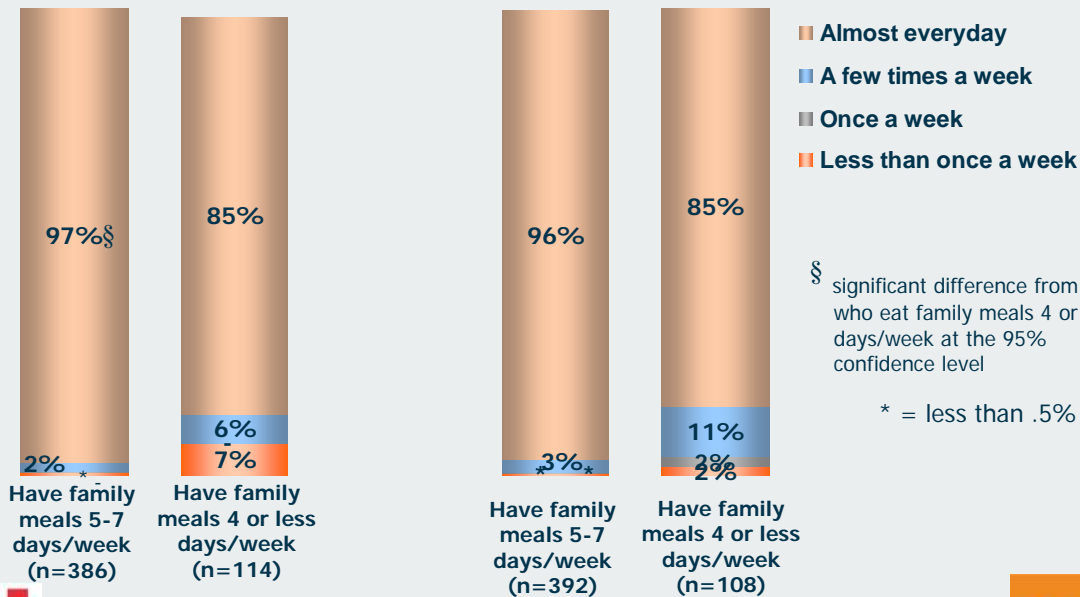
Parents Who Eat Frequently With Their Children Monitor Their Daily Activities

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

Dec 2007

Jan 2006

64



Q7 "How often do you talk to this child about what he/she has done during the day?"

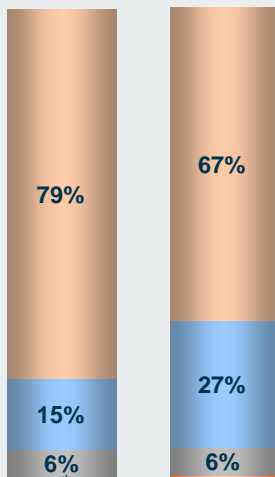
GfK

Parents Do Not Feel it is Difficult to Talk to Their Child About Drugs

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

65

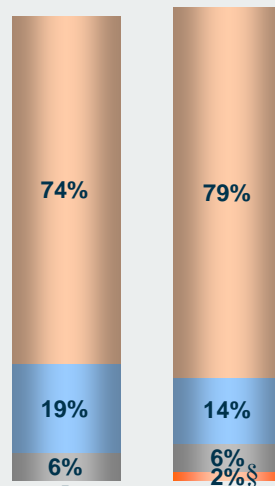
Dec 2007



Have family meals 5-7 days/week (n=380)

Have family meals 4 or less days/week (n=105)

Jan 2006



Have family meals 5-7 days/week (n=377)

Have family meals 4 or less days/week (n=105)

- Not difficult at all
- Not too difficult
- Somewhat difficult
- Very difficult

§ significant difference from those who eat family meals 4 or less days/week at the 95% confidence level

* = less than .5%



Q16 "Do you find talking to your child about drugs to be very difficult, somewhat difficult, not too difficult, or not difficult at all?"

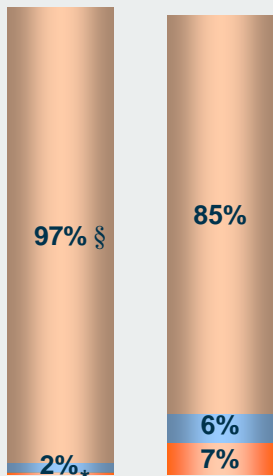
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Parents Who Eat Frequently With Their Children Monitor Their Daily Activities

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

66

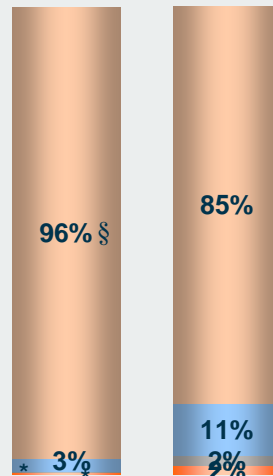
Dec 2007



Have family meals 5-7 days/week (n=386)

Have family meals 4 or less days/week (n=114)

Jan 2006



Have family meals 5-7 days/week (n=392)

Have family meals 4 or less days/week (n=108)

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

§ significant difference from those who eat family meals 4 or less days/week at the 95% confidence level

* = less than .5%



Q7 "How often do you talk to this child about what he/she has done during the day?"

GfK

Discussions About Drugs - Summary

67

	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	94%	90%	97%	96% E	89%	96%	94%
Median # of times (past year)	9	6	9	9	5	11	6
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.1	9.5c	8.8	9.0	9.5	9.3	8.9
Mean age feel its best to first talk to child about drugs	8.4	8.8c	8.0	8.3	8.5	8.2	8.5

A, B, C, D significant difference at a 95% confidence level
a, b, c, d significant difference at a 90% confidence level



Discussions About Alcohol - Summary

68

	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%	87%B	96%	95%E	82%	93%	91%
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.6	10.1C	9.2	9.4	10.2	10.0	9.4
Mean age feel its best to first talk to child about drugs	8.8	9.4C	8.4	8.7	9.2	8.7	8.9

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

A, b, c, d significant difference at a 90% confidence level



Family Activities

69

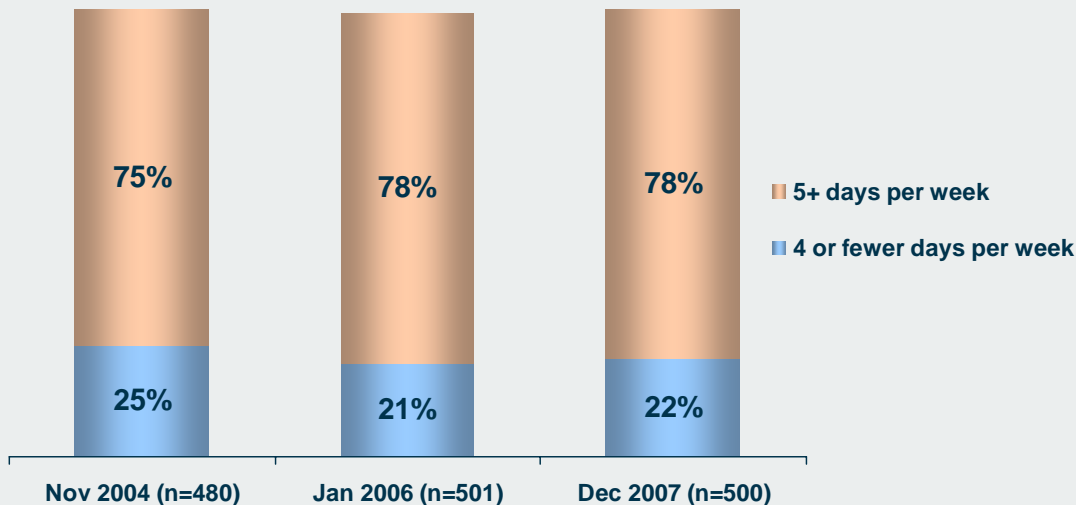
- In 2007, 78% of parents report having family meals with their children at least five days per week. This is identical to the 78% found in 2006 and somewhat less than the 75% found in 2004.
- Parents who eat family meals with their child at least five days a week are also more likely to say they engage in various activities with their child often.
 - The most popular family activities include eating together, going on vacation together, and watching television together.
 - In addition to the above, parents who have family meals with their child more frequently are more likely to go shopping together, to do schoolwork together, and to play games at home together.



Frequency of Eating Family Meals

Among all parents with a 12-15 year old child

70

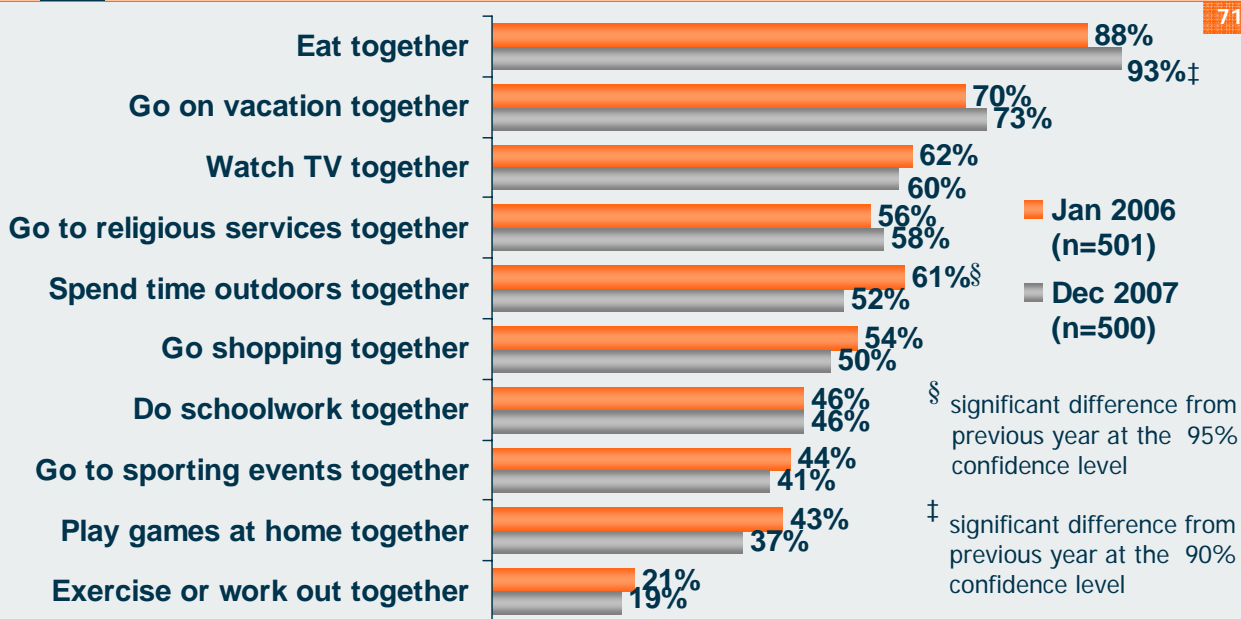


Q9 "About how many days per week do you have at least one family meal with this child?"



The Majority of Parents Are Doing Various Activities With Their Child Often

% of parents with children ages 12-15 who are doing the following activities with their child often

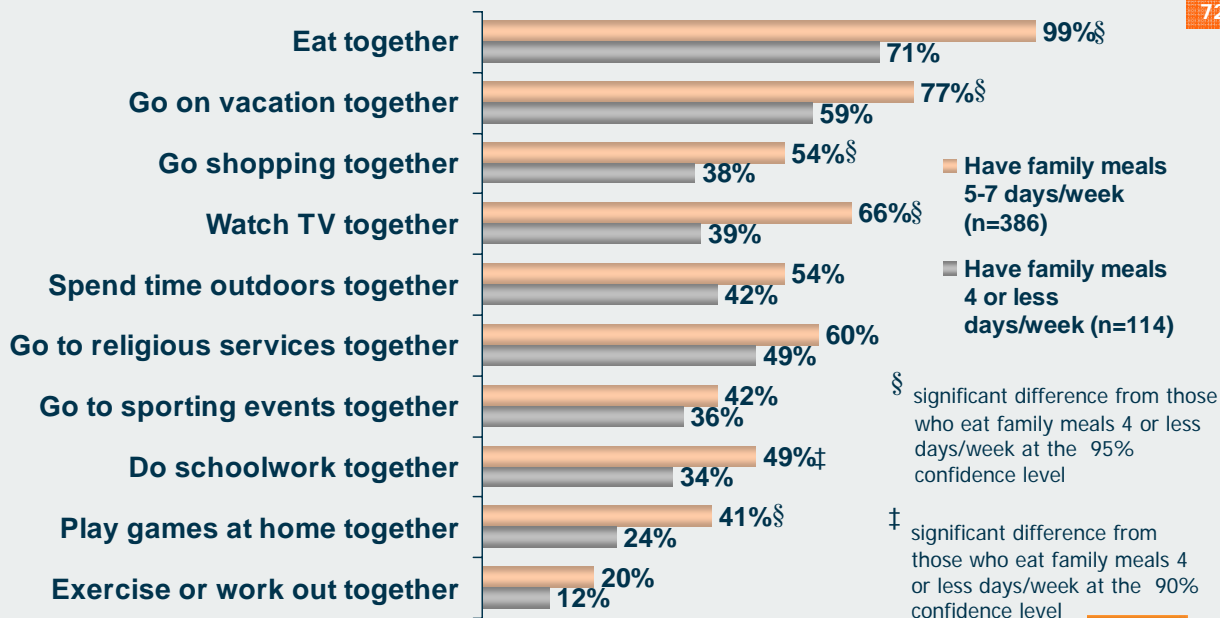


Q8 "How often do you or your spouse do each of the following with this child – often, sometimes, rarely, or never?"

GfK

Parents and Children Who Eat Together Do Other Activities Together

% of parents with children ages 12-15 who are doing the following activities with their child often



Q8 "How often do you or your spouse do each of the following with this child – often, sometimes, rarely, or never?"

GfK