

The Partnership for Drug-Free New Jersey's Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention Study: 2011

Prepared for: Partnership for a Drug-Free New Jersey
New Jersey Center for Prevention Research (PDFNJ)

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Table of Contents

- Introduction.....4
- Sample Profile.....5
- Key Findings.....7
- Detailed Findings11





Introduction



Introduction

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 20 - February 3, 2011.
- 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

5

Age of 12-15 year old child:

12-13	50%
14-15	50%

Gender of child:

Male	56%
Female	44%

Child's grade in school

4-8	58%
9 or higher	41%

Age of Parent:

Under 40	10%
40-49	60%
50 or older	27%

Gender of Parent:

Male	42%
Female	58%



Race/Ethnicity:

White	68%
African American or Black	15%
Hispanic	4%
Other	11%

Income:

Under \$25,000	12%
\$25,000 to under \$50,000	15%
\$50,000 to under \$100,000	25%
\$100,000 or more	33%

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Key Findings



Key Findings

7

New Jersey Parents Have Frequent Exposure to Anti-Drug and Alcohol

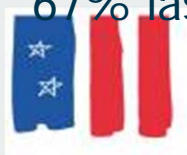
Ads. Seven in ten (69%) parents say they see or hear commercials or ads telling them about the risks of drugs or alcohol at least one time per week. This continues to be in line with previous years: 65% in 2010, 70% in 2009, 69% in 2007 and 70% in 2006.

Anti-Drug and Alcohol Commercials and Advertisements Continue to Encourage Parents to Speak with Their Children About the Risks of Using

Drugs and Alcohol (71% agree). The more frequent the exposure to anti-drug ads, the more aware the parents are of the risks of using drugs and alcohol (74% among those who saw ads almost every day vs. 49% among those who saw ads 1-3 times per month).

Parents Hold Strict Views Toward Alcohol Policy for Older Teens,

Registering At Highest Level In 5 Years. 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 (71%) up from 67% last year, and at the highest level since 2006.



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Key Findings

8

Top Reason New Jersey Parents Think Kids Use Drugs Is to Look Cool

(64%). Well over half also believe that a major reason kids use drugs is to help them feel better about themselves (56%). Dealing with the pressure and stress of school is thought to be a major reason by half (49%) of parents. It is interesting to note that in a similar survey of teens – the 2010 Partnership For Drug Free America study – close to three-quarters of students in grades 9-12 say that the main reasons teens use drugs is “to deal with the pressure and stress of school” (72% agree strongly/somewhat) compared to 49% of parents who see this as a major reason.

Parents Consider Themselves Least Knowledgeable About Ecstasy,

Inhalants, Methamphetamines and Heroin. Six in ten or more of parents say they know only a little or just about nothing about each of these drugs.



Key Findings

Parents See Their Own Home As Being A Top Source For Both Alcohol and Prescription/OTC Drugs. When it comes to getting alcohol, more than four in ten parents (45%) think kids are getting alcohol at home. Three-quarters feel that kids get prescription and over-the-counter drugs out of medicine cabinets, either from their own home (66%) or from a friend's medicine cabinet (9%). Parents continue to be most likely to think kids are getting drugs from their peers rather than from drug dealers: classmates (43%), friends (37%), and drug dealers (10%).

High Level of Awareness of The American Medicine Chest Challenge:

Seven in ten parents report having seen ads in the past two months sponsored by the American Medicine Chest Challenge asking them to safely dispose of unused, unwanted and expired prescription and over-the-counter medicine. As many as six in ten have seen the ads a few times in that time period.

Four in Ten Have Expired Medicine in Their Home. Underscoring the need for this type of ad campaign, the study finds that more than four in ten parents (42%) say they currently have unused, unwanted or expired medicine in their home.





Detailed Findings



Family Meal Frequency: 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 less as a family to initiate talks with their parents about drugs

11

- Parents eating together 5 or more times a week are significantly more likely than those eating together less often to have talked to their child about drugs (96% vs. 90%).
- Three-quarters of parents (76%) report having family meals with their children at least five days a week or more. This marks a drop from 2010 but is in line with earlier studies.
- Eating together less often appears to present less of an opportunity for parents to talk to their children about drugs.



Parents of families who eat 5-7 meals together per week continue to be more likely to feel they have a lot of influence on their child's attitudes towards drugs and alcohol. This year the gap between those sharing 5-7 meals and those sharing less widened for both drugs and alcohol

Parents continue to feel they have a lot of influence on their child's attitudes towards drugs.

- Nine in ten parents who share 5 to 7 meals a week with their family feel they have "a lot" of influence on their child's attitudes towards drugs. This compares to only 76% of those parents eating fewer family meals together. 2010 also noted a difference between the two groups, but only 5 points separated the two compared to a 16 point difference in 2011.
- Similar differences are observed when parents are asked about their child's attitude towards alcohol. Parents who frequently have meals with their child are much more likely than those who don't to feel that they have "a lot" of influence on their child's attitude towards alcohol (93% vs. 79%). Again, a much larger gap is noted than in 2010 (91% vs. 84%).



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.

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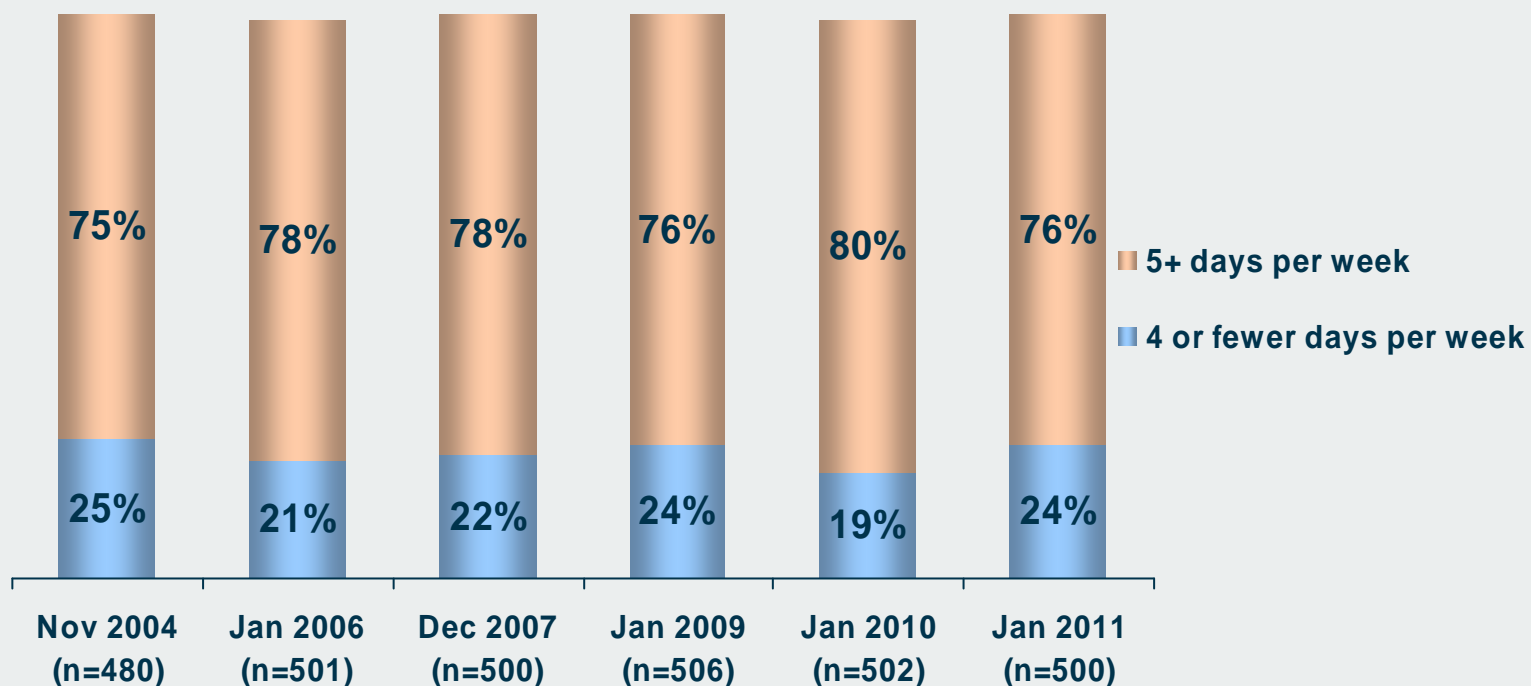
- Parents who have family meals 5 or more times per week are also more likely than those who have fewer meals together to talk to their child each day about what they have done.
 - Unlike 2010, parents who have family meals together 5 to 7 times are significantly more likely than those eating together 4 times or less per week to say they talk to their child "almost everyday" about what the child has done during the day. 2010 found only a 4 point difference between the two compared to a 12 point difference observed in 2011.



Frequency of Eating Family Meals

Among all parents with a 12-15 year old child

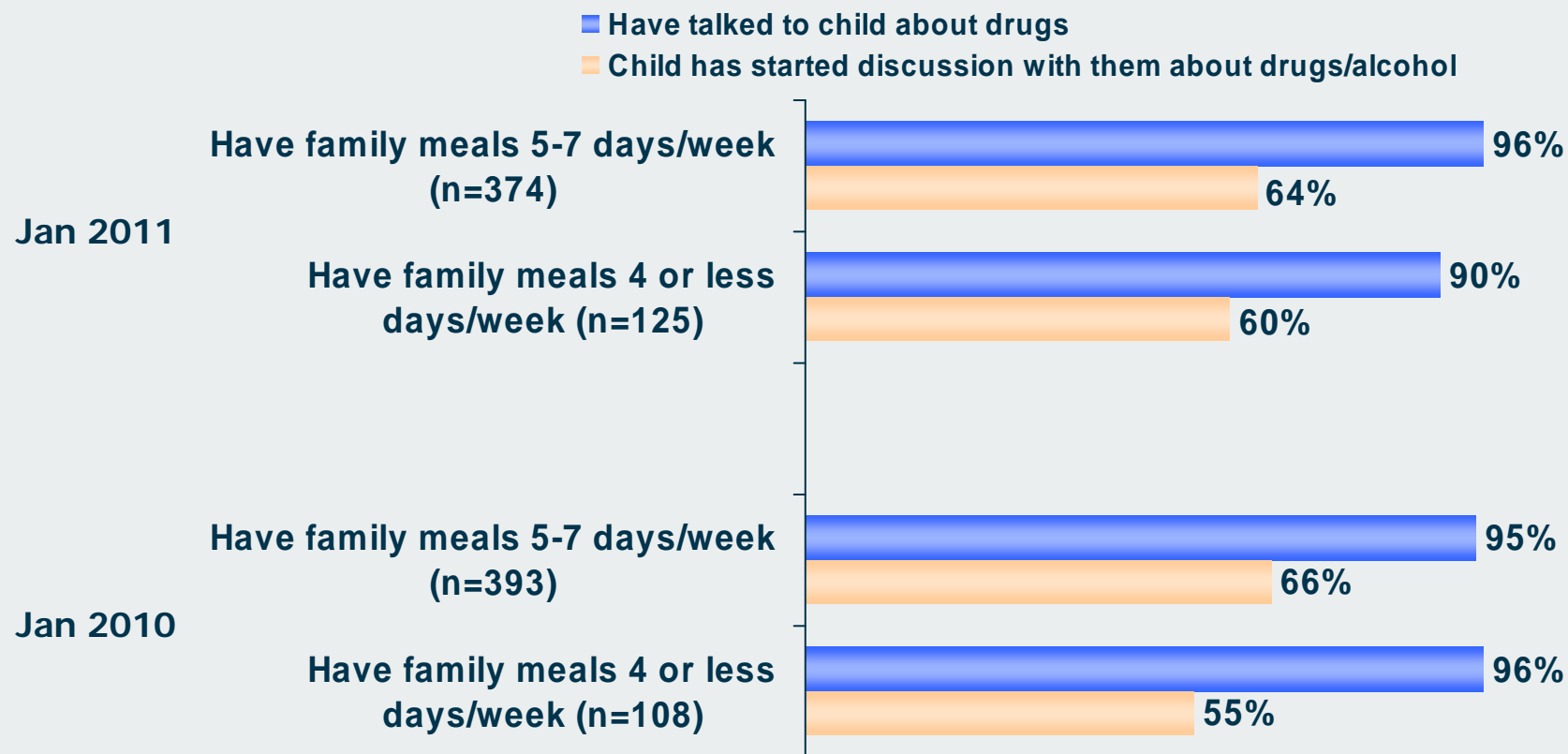
14



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

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

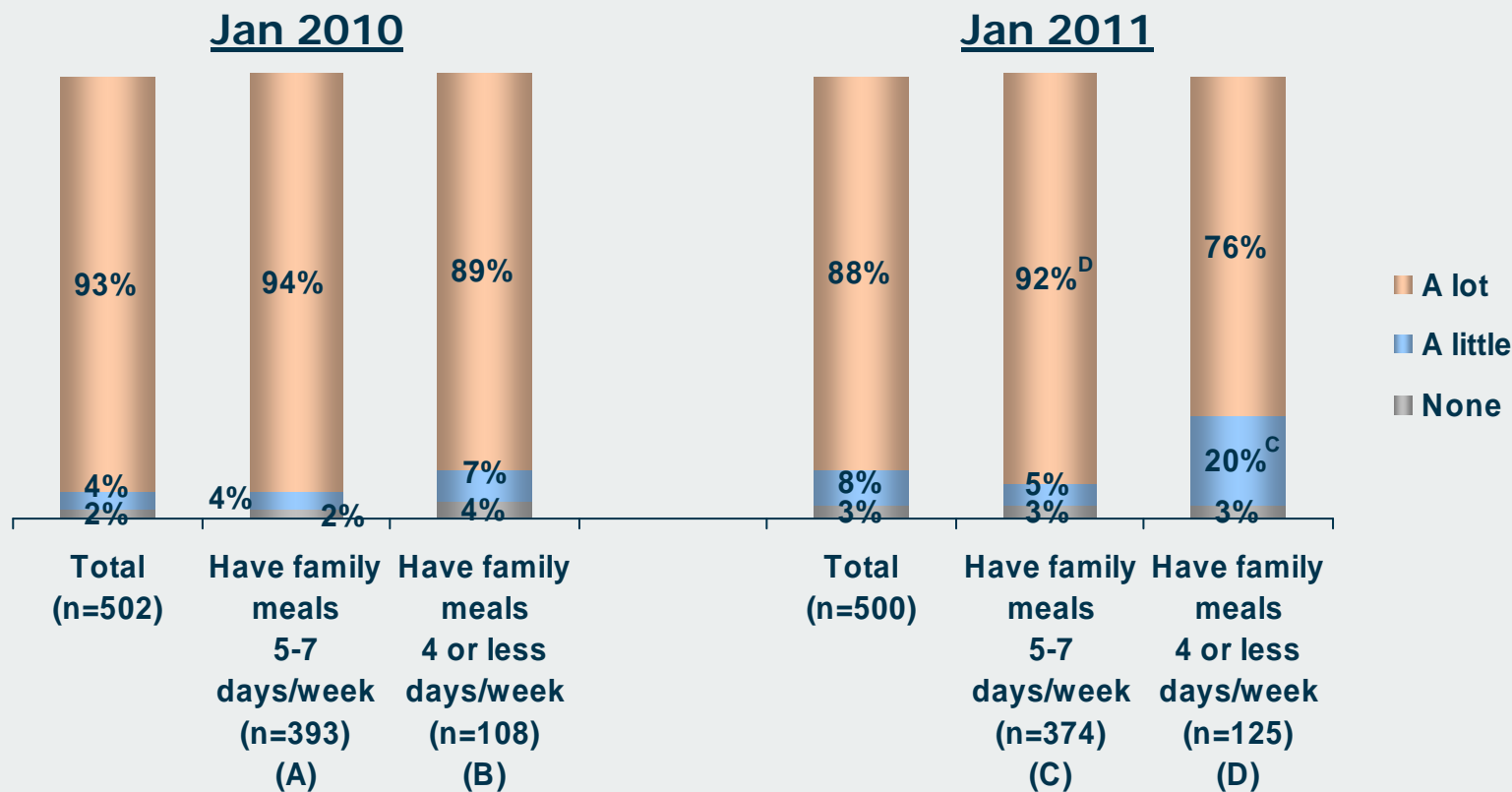


Q10 "Have you ever talked to this child about drugs?"

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

Parents of Families Who Eat 5-7 Meals Together Are Much More Likely Than Parents of Families Who Eat Only 4 or Less Meals Per Week To Feel They Have A Great Influence Over Their Children's Attitudes Towards Drugs. The Gap Between The Two Widened Greatly This Year

Among all parents with a 12-15 year old child

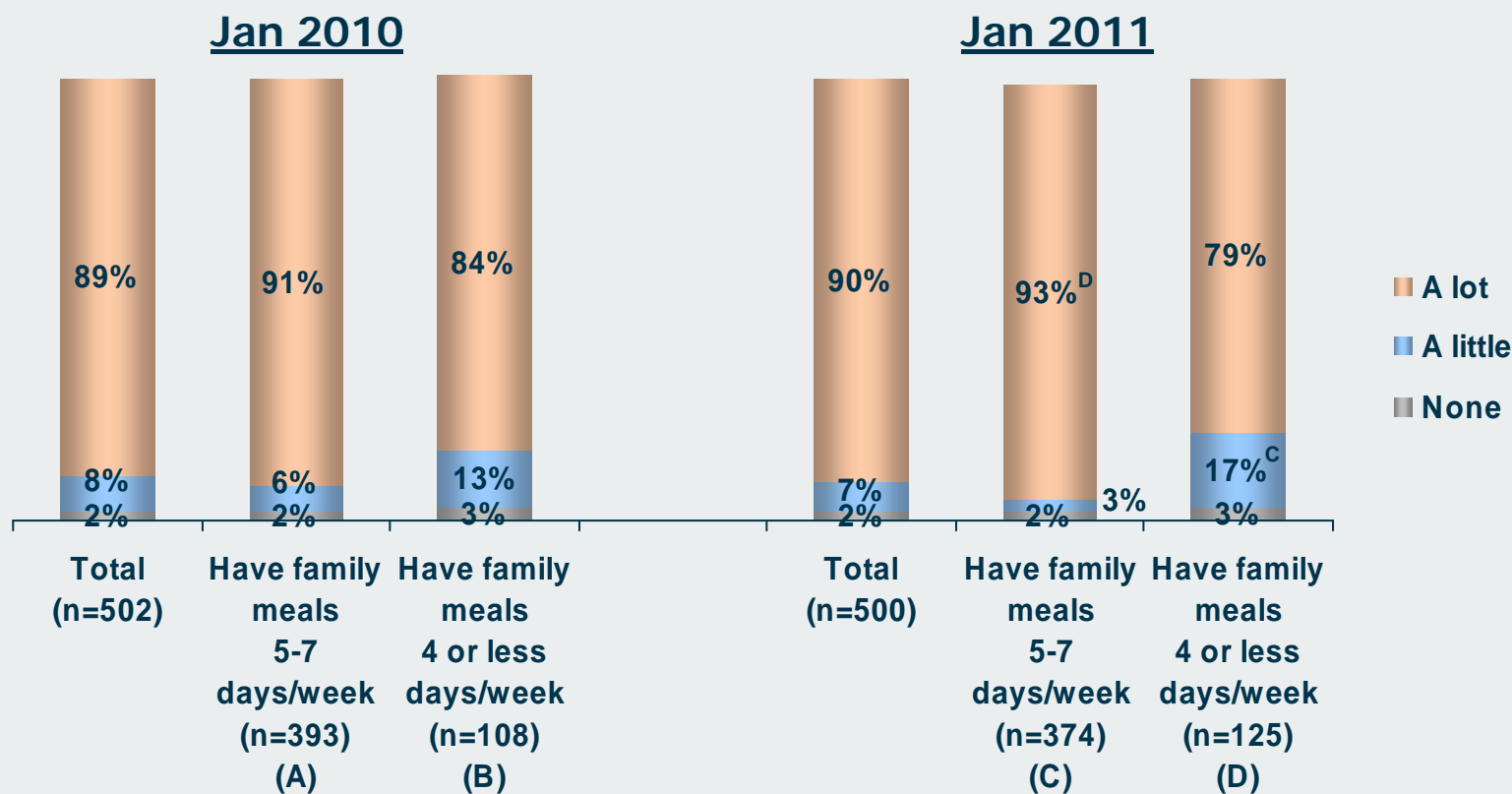


Q24a "How much influence do you feel you have had on your child's attitudes towards drugs?"
 A,B/C,D - significant difference at the 95% confidence level



Parents Who Eat Meals Together Frequently Are More Likely Than Parents Who Don't To Feel They Have Great Influence Over Their Child's Attitudes Towards Alcohol. This Is Even More True In 2011

Among all parents with a 12-15 year old child

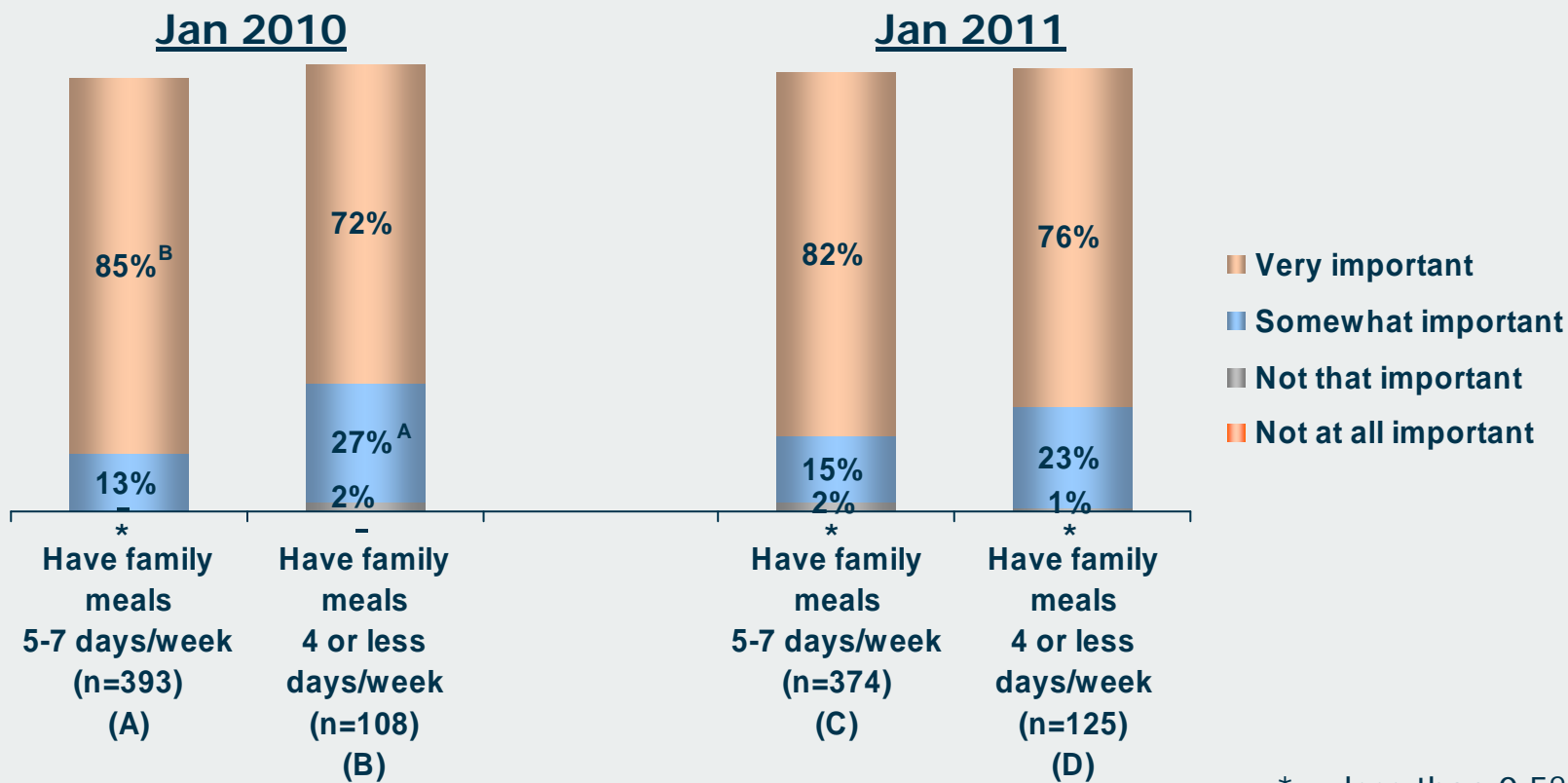


Q24a "How much influence do you feel you have had on your child's attitudes towards alcohol?"
 A,B/C,D - significant difference at the 95% confidence level



Parents of Families Who Eat Frequently Together Continue To Be More Likely Than Parents Who Don't to Feel Their Opinions Are Very Important in Child's Decisions About Alcohol, Although The Difference Between The Two Is Lessening

Among all parents with a 12-15 year old child



* = less than 0.5%



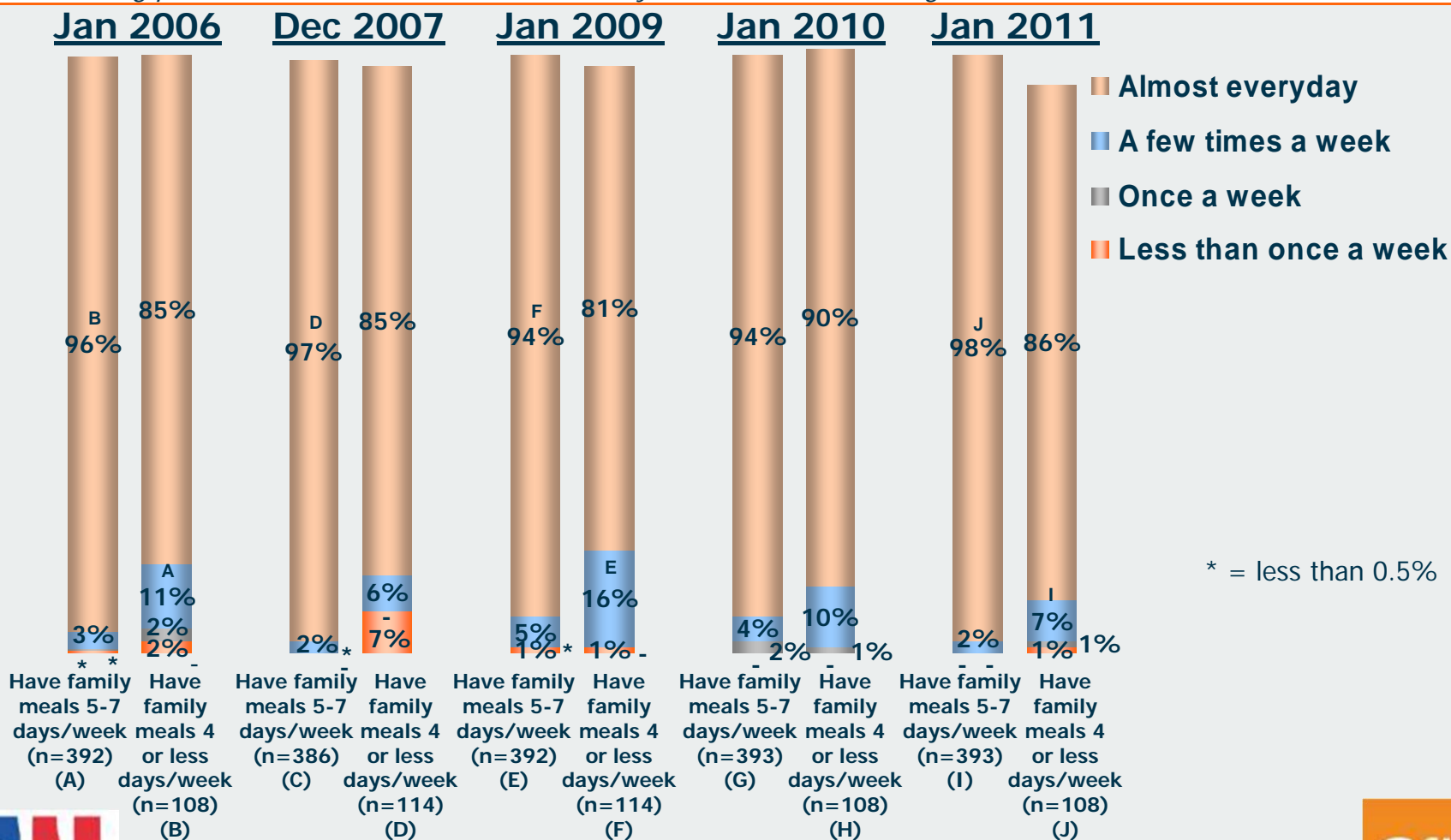
Q28a "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"

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



2011 Once Again Finds Significant Differences Between Parents Of Families Who Have Meals Frequently Together And Those Who Don't, With The Families Who Eat Frequently Together 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



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 - significant difference at the 95% confidence level



New Jersey Parents Have Frequent Exposure to Anti-Drug and Alcohol Ads

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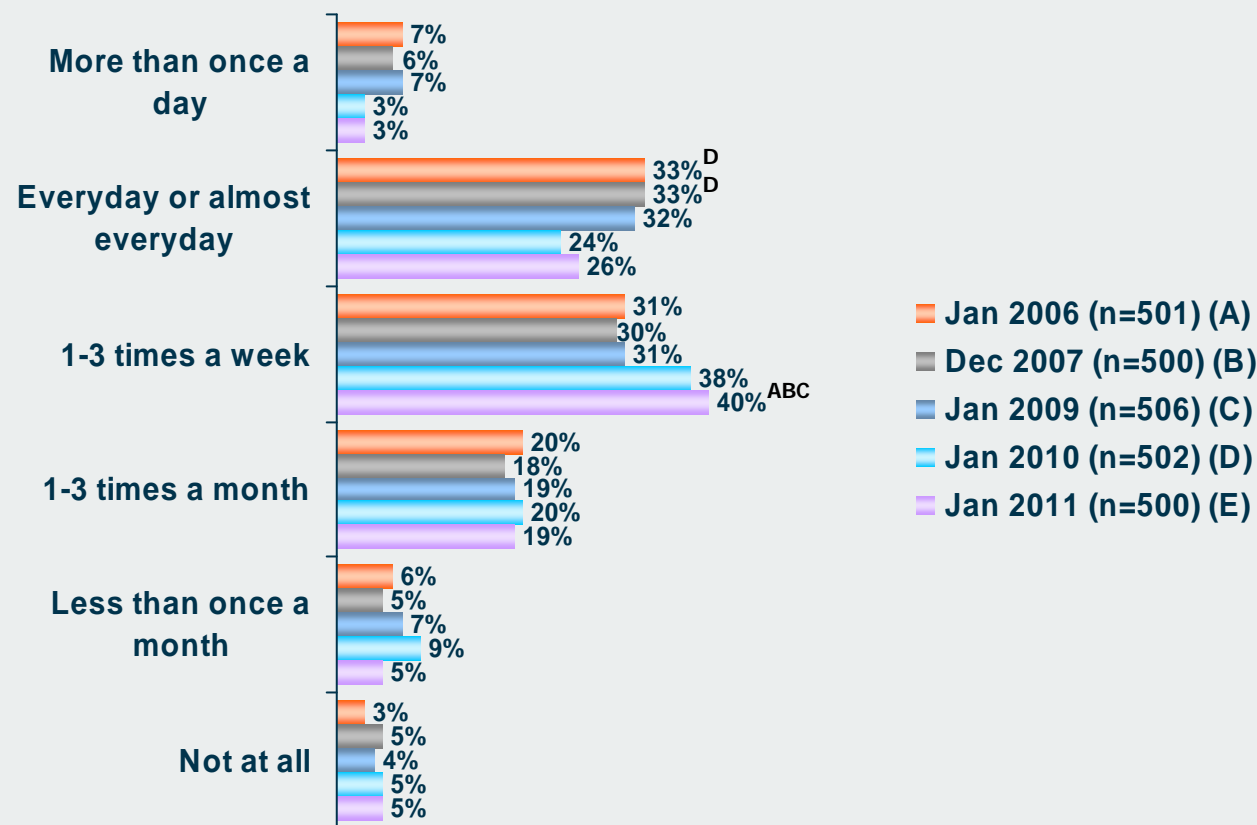
- Seven in ten (69%) parents say they see or hear commercials or ads telling them about the risks of drugs or alcohol at least one time per week. This continues to be in line with previous years: 65% in 2010, 70% in 2009, 69% in 2007 and 70% in 2006.
 - The number of parents who have seen "no ads at all" remained constant this year (5% in 2010 and 2011, 4% in 2009, 5% in 2007 vs. 3% in 2006).



Seven 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 Overtime

Among all parents with a 12-15 year old child

21



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 - significant difference at the 95% confidence level

Anti-Drug and Alcohol Commercials and Advertisements Continue to Encourage Parents to Speak with Their Children About the Risks of Using Drugs and Alcohol

22

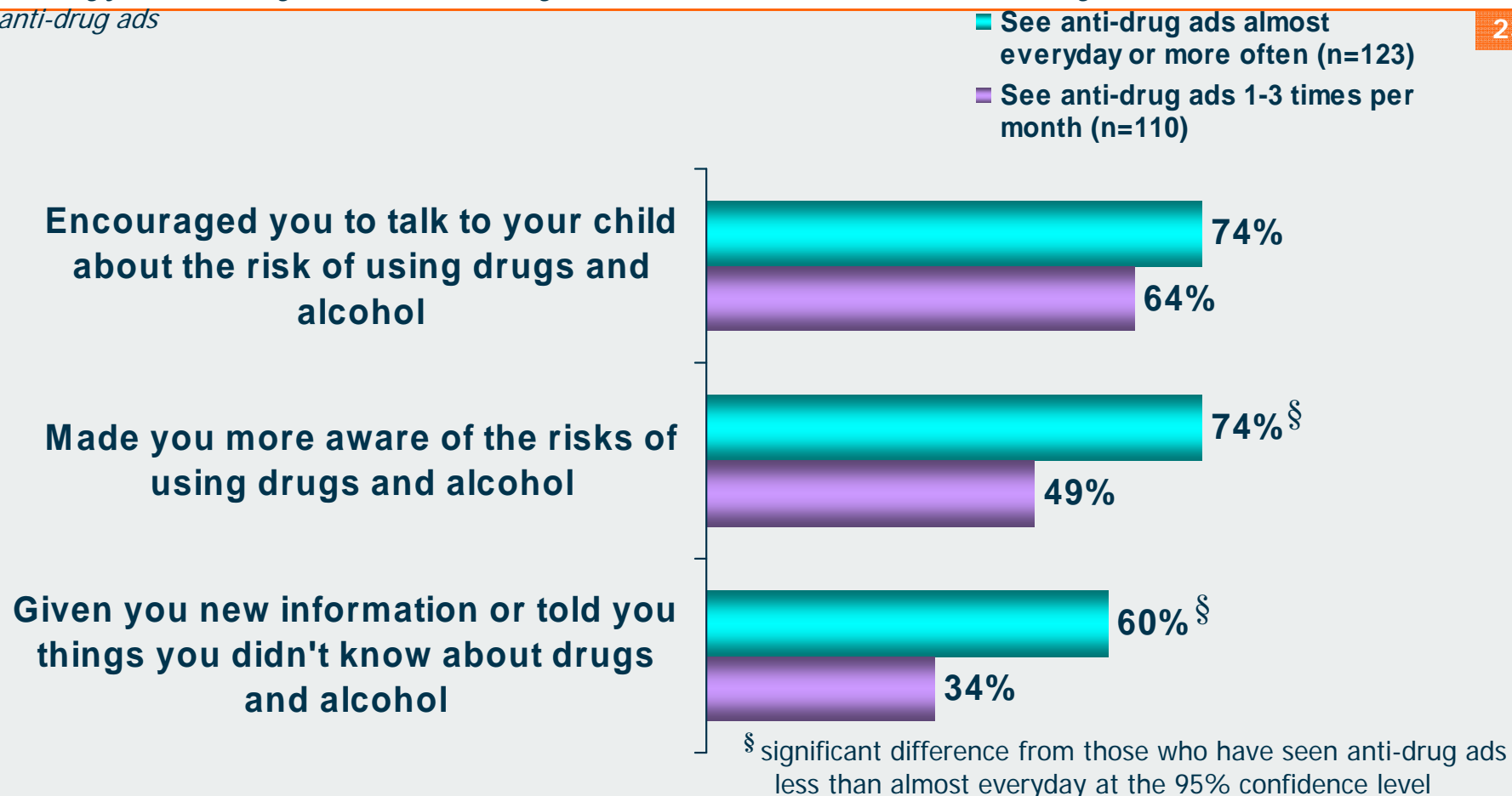
- Anti-drug or alcohol ads/commercials continue to encourage parents to talk to their child or children about the risks of using drugs and alcohol, although fewer parents agreed with this statement in 2011 (71% in 2011, 74% in 2010, 78% in 2009; 74% in 2007 and 78% in 2006).
 - The more frequent the exposure to anti-drug ads, the more aware the parents are of the risks of using drugs and alcohol (74% among those who saw ads almost every day vs. 49% among those who saw ads 1-3 times per month).
 - Just under half of parents feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol. This has been fairly consistent over time (47% in 2011, 50% in 2010, 48% in 2009; 54% in 2007 and 50% in 2006).
 - Frequent exposure to anti-drug ads does increase the likelihood that a parent was encouraged to talk to their children about the risk of using drugs and alcohol. (74% who see anti-drug ads almost everyday vs. 64% who see them less often).



Exposure To Anti-Drug Ads Raises Awareness of Risks And Gives New Information To Parents. Ads Also Encourage Dialog About The Risk of Using Drugs/Alcohol But To A Lesser Degree

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

23



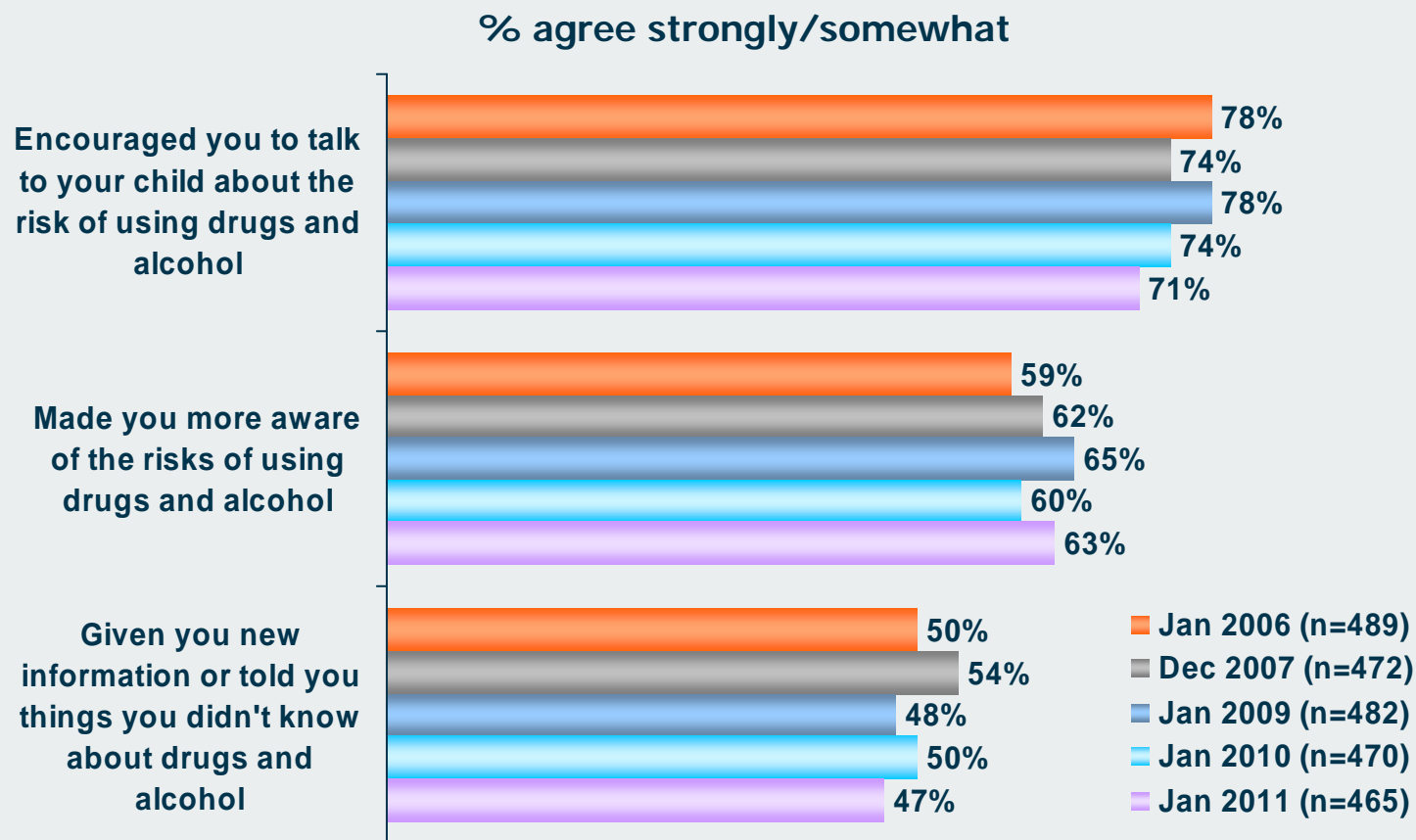
Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."



Parents Are Encouraged by Anti-Drug or 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

24



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."



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

25

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 2011, 96% in 2010, 95% in 2009, 94% in 2007 and 96% in 2006.

- In 2011, many more parents report that they are “very well prepared” to talk to their kids about drugs as compared to past years (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%). Basically no one says they feel “very unprepared” (1%) to have this type of discussion.



Discussions About Drugs - Summary

26

	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%	94%	95%	96% ^E	90%	96%	95%
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.8	10.1 ^C	9.5	9.7	10.0	9.9	9.7

D/E - significant difference at the 95% confidence level



Discussions About Alcohol - Summary

27

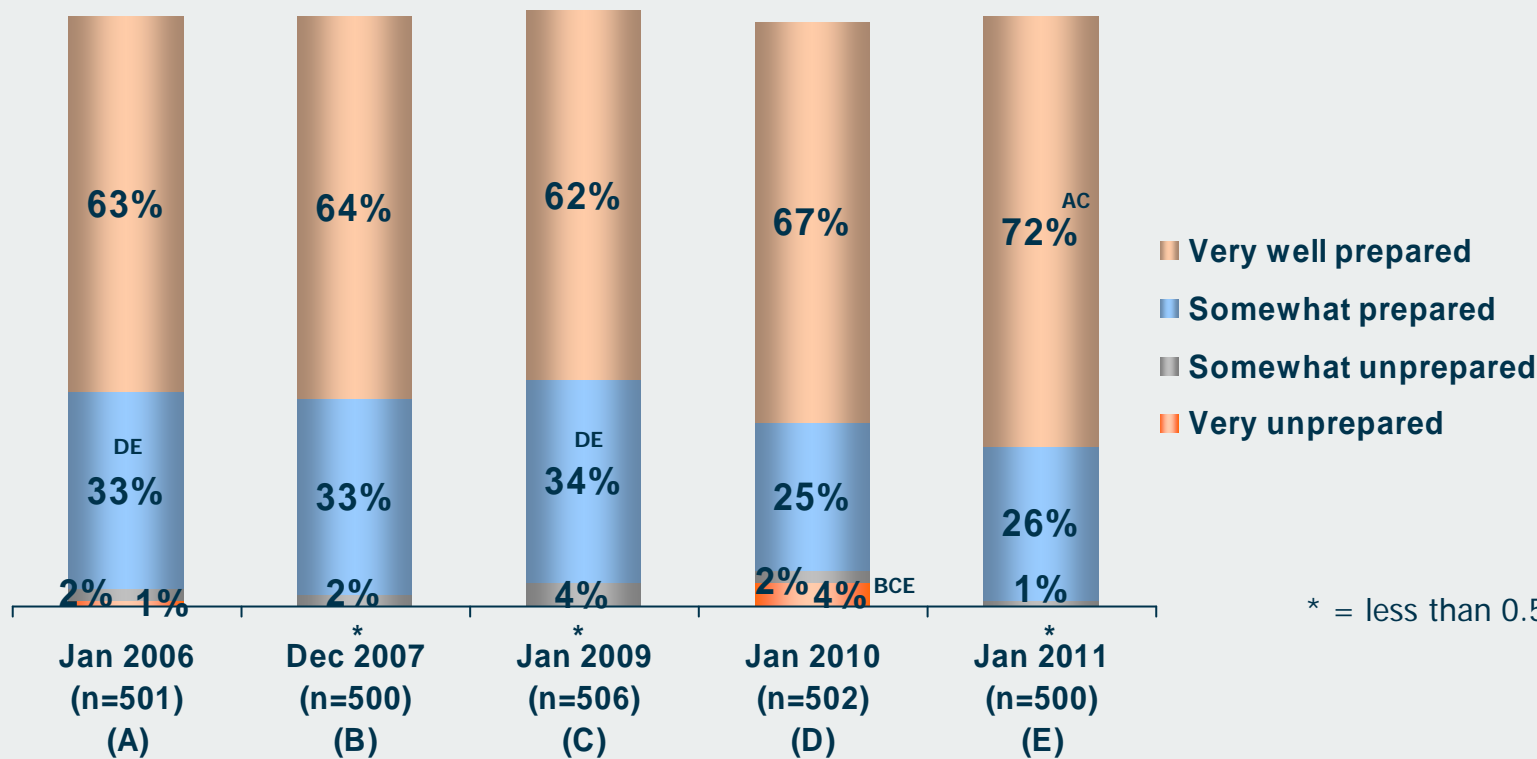
	Total (A)	Male Parent (B)	Female Parent (C)	Eat family meals 5-7 days/week (D)	Eat family meals 4 or less days/week (E)	See anti- drug ads almost everyday or more often (F)	See anti- drug ads less than almost everyday (G)
Talked to child about alcohol	92%	89%	94%	94%^E	86%	96%	90%
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.8	9.9	9.7	9.7	10.1	10.0	9.6

D/E- significant difference at the 95% confidence level



Virtually All Parents Feel Prepared to Talk To Their Child About Drugs With The Largest Percentage To Date Saying They Feel "Very Prepared"

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 - significant difference at the 95% confidence level



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

29

- Most parents feel their opinions are "very important" when it comes to their child's decision whether or not to use drugs. The five-year trend shows little change (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, With A 10 Point Increase Noted Since 2006

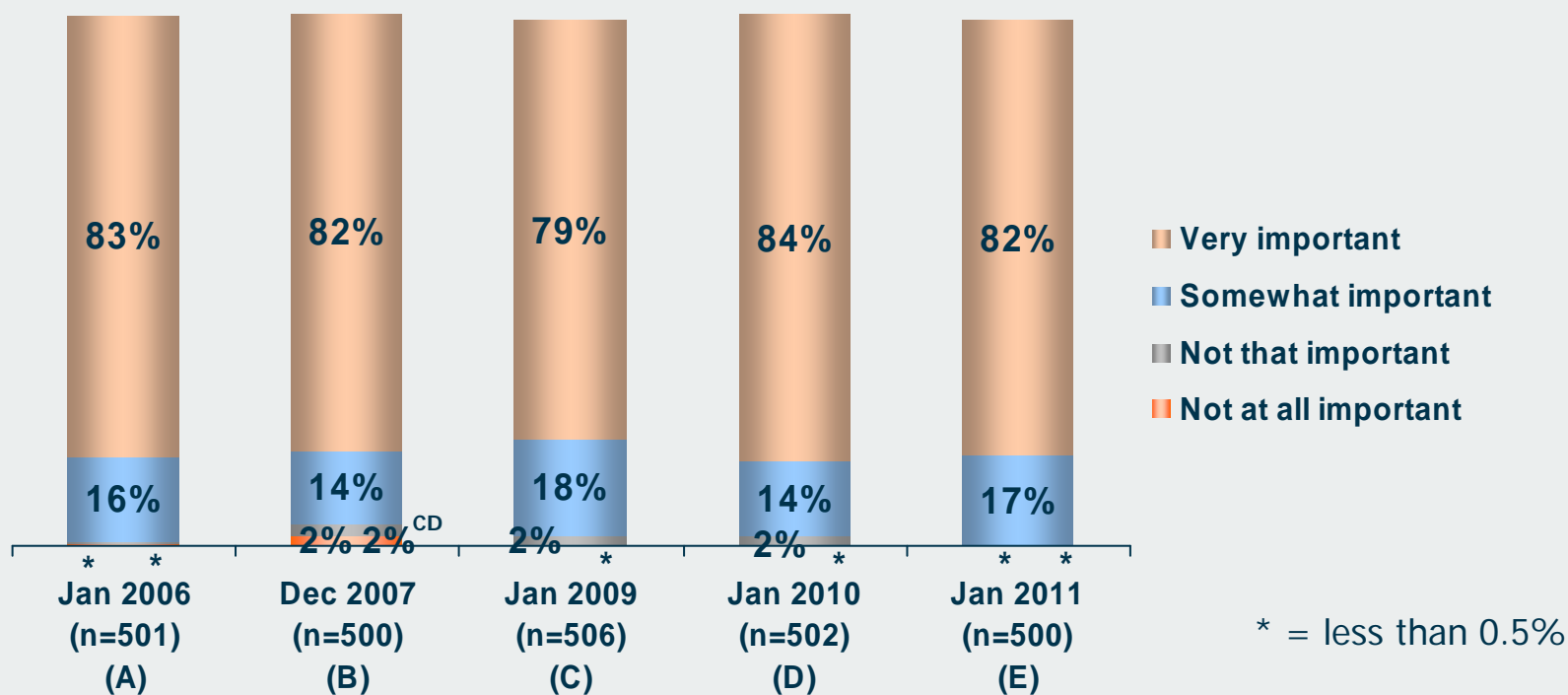
- Parents continue to recognize the role of peers in their child's decision making process about whether or not to use drugs.
 - Three out of four parents (74%) understand the role friend's play in a child's decision whether to use drugs. This is a full 10 points higher than just 5 years ago (64% in 2006).
 - Few feel that their child's friends' opinions are "not that" or "not at all important" (23% in 2011, 21% in 2010, 33% in 2009, 31% in 2007 and 33% in 2006)
 - More than one-third feel their child's friends' opinions are "very important" when it comes to them making decisions about drugs. The number of parents who feel that their child's friends' opinions are "very important" to their child's decision whether or not to use drugs declined slightly this year but still remains significantly higher than 2009 (35%, vs. 39% in 2010 and 28% in 2009).

30



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



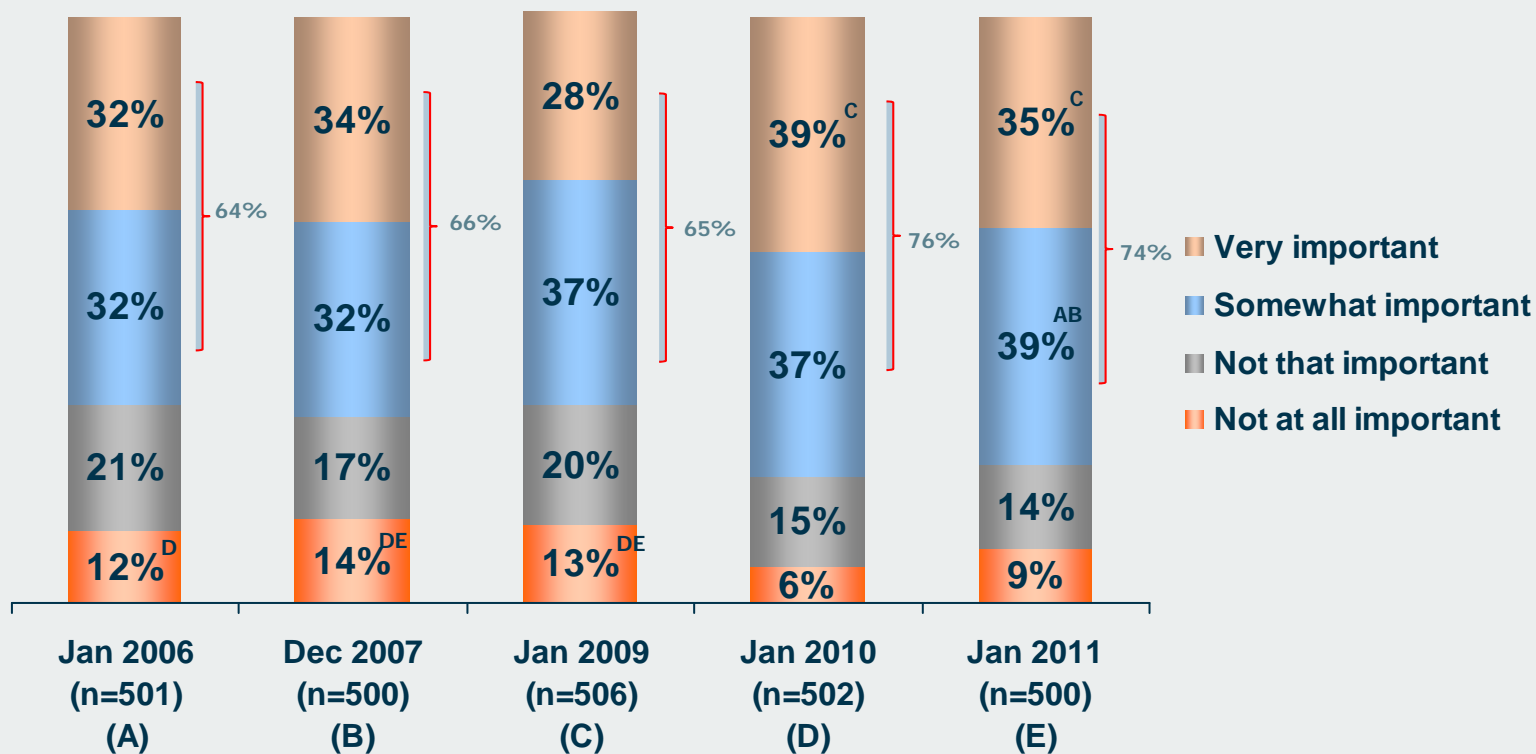
Q25 "How important do you feel your opinions are when it comes to your child's decision whether or not to use drugs?"

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



Parents Recognize The Importance Of Peer Influence In Their Child's Decision To Use Drugs, With A 10 Point Increase Noted Since 2006

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 - significant difference at the 95% confidence level



Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Alcohol Shows Peer Influence Is On The Rise

33

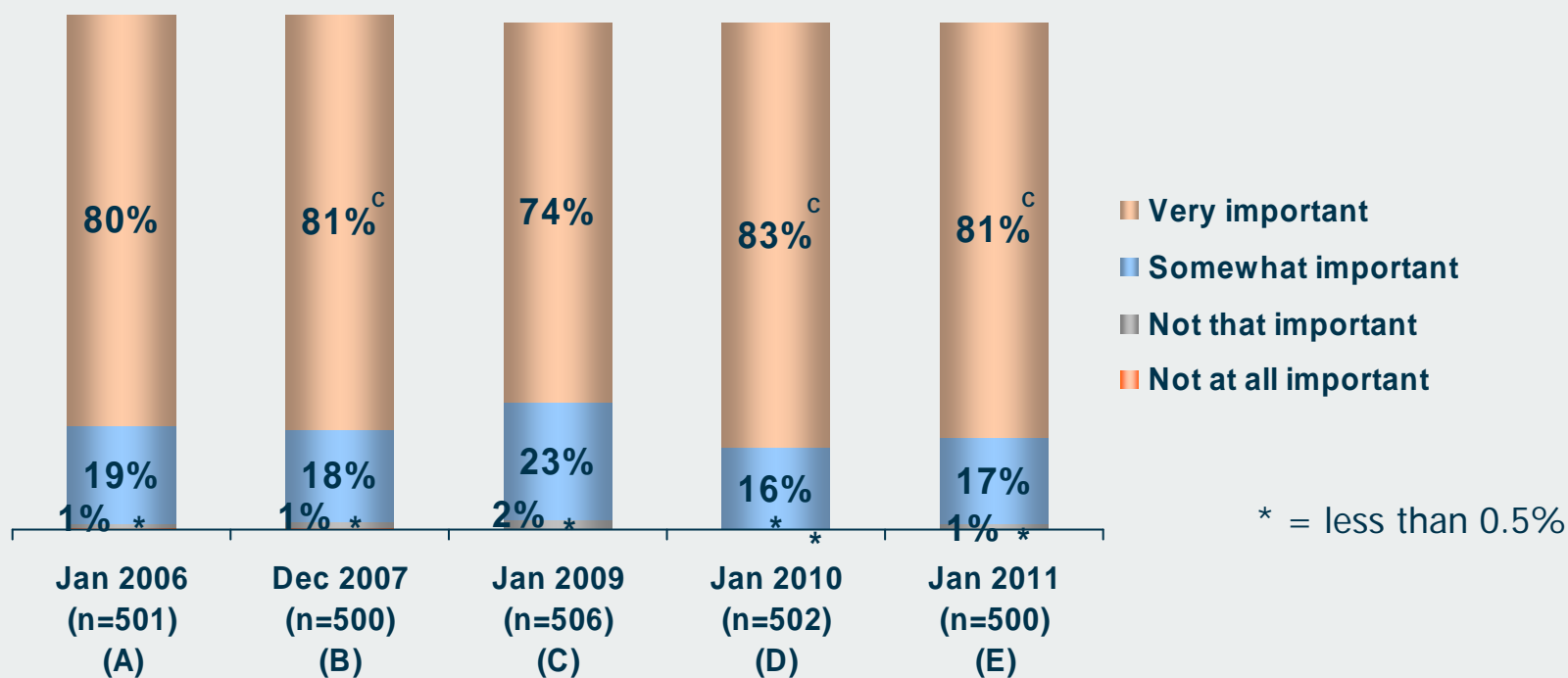
- Parents feel that their opinion is "very important" when it comes to their child deciding whether or not to drink alcohol" (81%). Parents continue to rate peer influence much lower than their own opinion (34%).
 - While the degree of parent influence has been fairly consistent over time, peer influence is perceived as being on the rise. Since 2009 the number of parents who feel their child's friends are "very" or "somewhat" important to their decision whether or not to drink alcohol has been steadily climbing, with a full 10-point increase noted from 2006 (77% in 2011, 73% in 2010, 68% in 2009, 69% in 2007 and 67% in 2006).



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

34



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

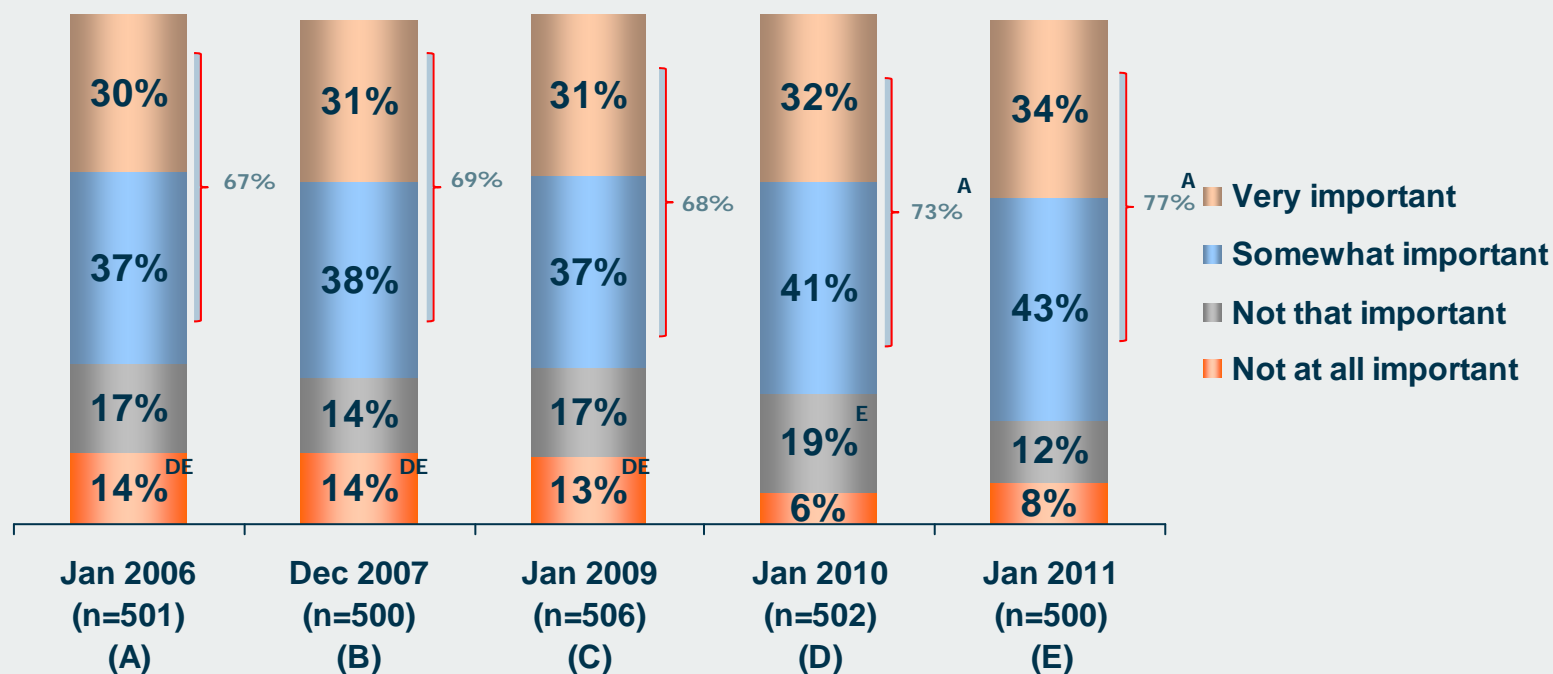
A,B,C,D,E - significant difference at the 95% confidence level

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Parents Feel That Their Opinion Is More Important Than Their Child's Friends' Opinions in Decisions About Alcohol, Although Friends Are Perceived as Playing a Larger Role Today Than In The Past

Among all parents with a 12-15 year old child

35



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 - significant difference at the 95% confidence level

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 (43%) and more than one-third think they are getting them from friends (37%). The number of parents citing drug dealers declined substantially this year (10% vs. 16% in 2010).

36

- When it comes to getting alcohol, more than four in ten parents (45%) think kids are getting alcohol at home. Three in ten mention kids' friends as a source for alcohol (29%) while 13% believe kids are getting alcohol from their friend/relative's liquor cabinet. This is down sizably from last year (23%).
- Three-quarters of parents feel that kids get prescription and over-the-counter drugs out of medicine cabinets, either from their own home medicine cabinet (66%) or from a friend's medicine cabinet (9%).



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

37

	Drugs (n=500)	Alcohol (n=500)	Prescription and Over-The- Counter Drugs (n=500)
	%	%	%
Classmates	43	4	5
Friends	37	29	10
Dealers	10	2	2
Home liquor	-	45	-
Home medicine cabinet	-	-	66
Friend/relative liquor cabinet	-	13	-
Friend/relative medicine cabinet	-	-	9



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

High Level of Awareness of The American Medicine Chest Challenge: Seven In Ten Report Having Seen The Ads In The Past Two Months. Four in Ten Have Expired Medicine in Their Home.

Seven in ten parents report having seen ads in the past two months sponsored by the American Medicine Chest Challenge asking them to safely dispose of unused, unwanted and expired prescription and over-the-counter medicine. As many as six in ten have seen the ads a few times in that time period.

38

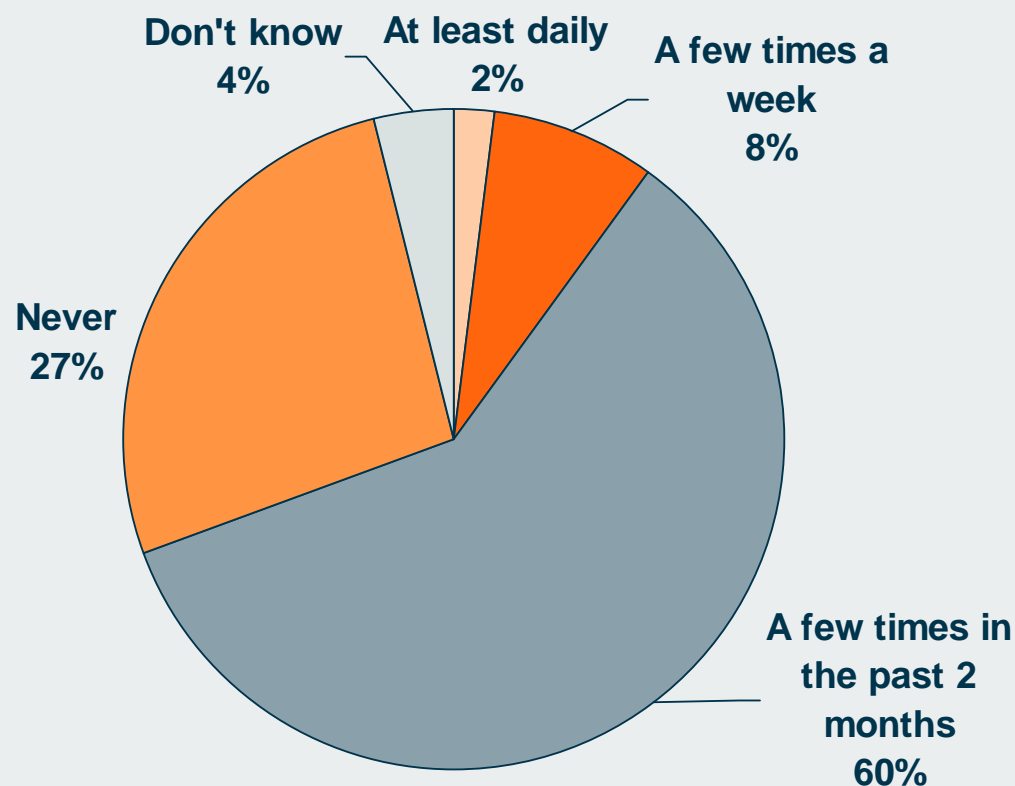
- Underscoring the need for this type of ad campaign, the study finds that more than four in ten parents (42%) say they currently have unused, unwanted or expired medicine in their home. As noted earlier, three-quarters of parents believe kids are getting prescription and over-the-counter medicine from either from their home medicine cabinets, or from friends' medicine cabinets.



Parents Are Aware Of The American Medicine Chest Challenge, With Seven In Ten Reporting Have Seen The Ads In The Past Two Months

Among All Parents With A 12-15 Year Old Child

39



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?

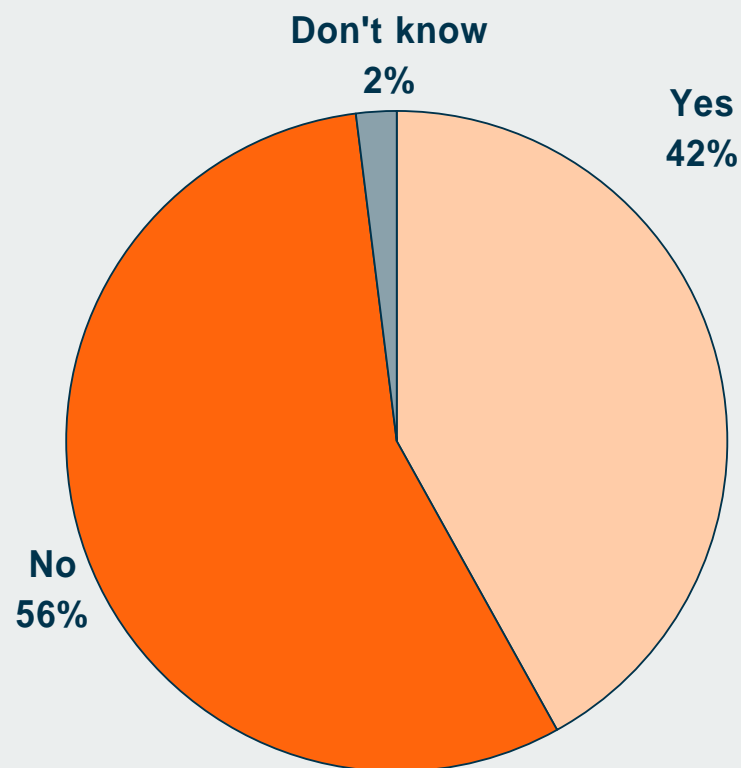
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Despite A Large Majority Of Parents Believing Kids Are Getting Prescription Drugs/OTC Medicines From Their Home Medicine Cabinet, Four In Ten Say They Currently Have Unused, Unwanted Or Expired Prescription/OTC Medicine Stores In Their Homes

Among all parents with a 12-15 year old child

40



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

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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 benchmark reading of parents' behavior in these areas finds that:

41

- Four in ten (44%) parents have taken an inventory of their prescription and OTC medicine in the past two months, with the majority (56%) not having done so.
- Just over one in ten (13%) of parents say they have disposed of unused, unwanted, and expired medicine at a local disposal site; and 10% lock their medicine cabinet.
- Two in five parents (42%) 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. In this case, a high number of parents saying they have not done this is preferable, as it is not a suggested way of disposing of medications.

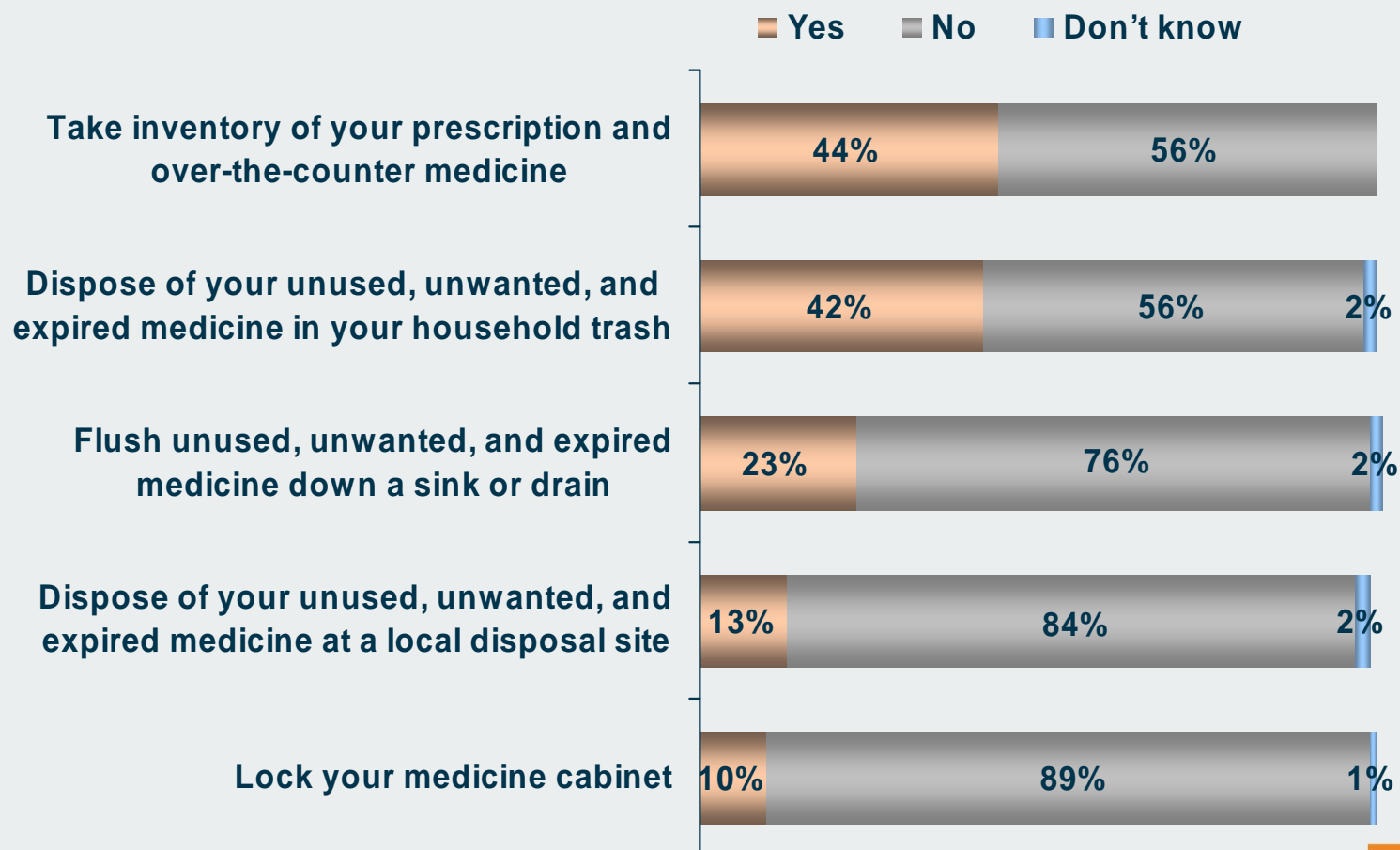


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Precautions To Rid Their Households Of Unused, Unwanted And Expired Prescriptions Medicines

Among all parents with a 12-15 year old child

42



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?

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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 comes at a good time, as the study finds that few parents have actively looked for this information.

43

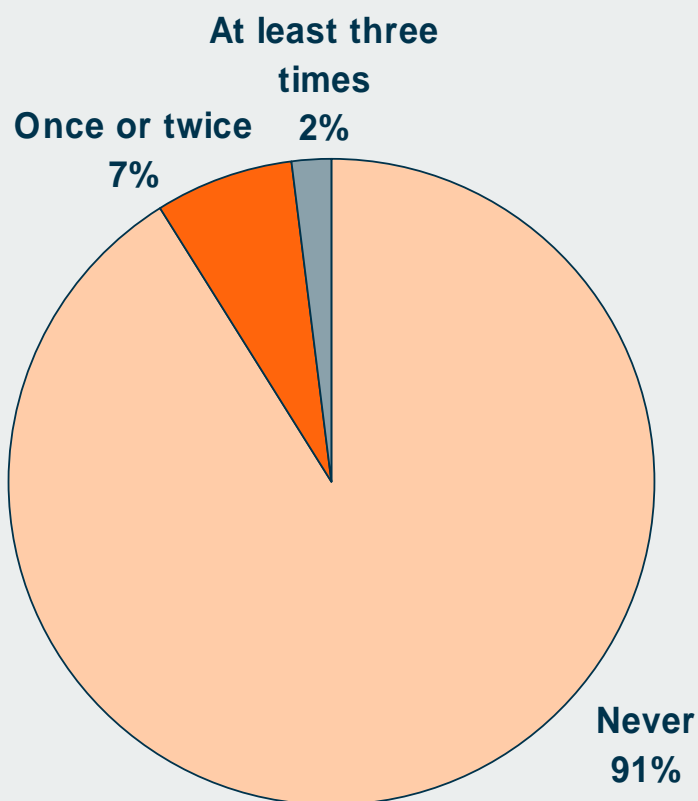
- One in ten parents have turned to the Internet for information as to how to dispose of their unused, unwanted and expired prescription and over-the-counter medicine. Nine in ten say in the past two months they have never looked for this type of information.
- Awareness of the topic may be on the rise. The study finds that the topic is being discussed by some parents, with one in five saying they had conversations in the past two months with other people about disposing of unused or unwanted medications.



One in Ten Look For Information On The Internet As To How To Safely Dispose of Their Unused, Unwanted Or Expired Prescription Or OTC Medicines

Among all parents with a 12-15 year old child

44



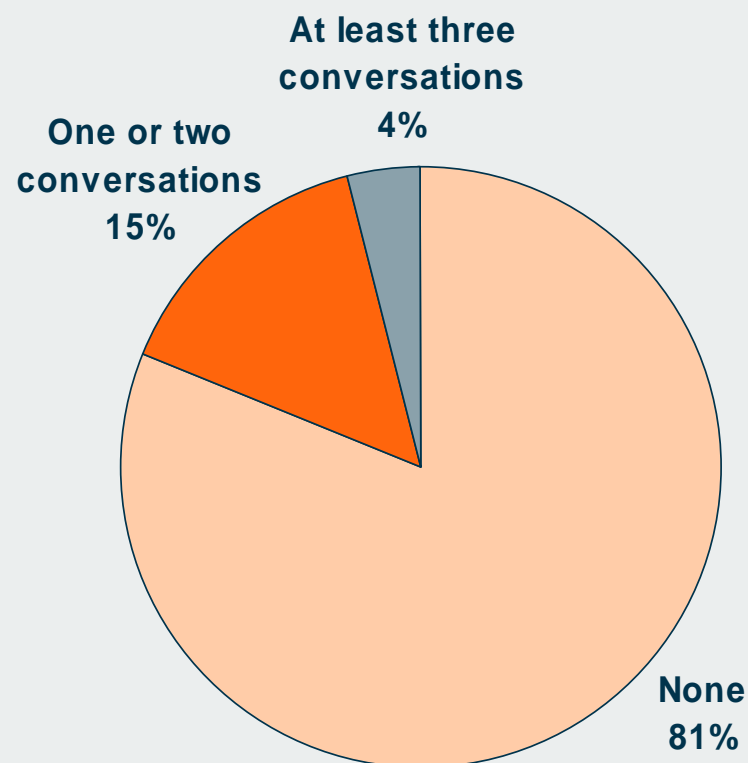
Q.33.4 In the past two months, how many times did you look for information on the Internet about how to safely dispose of your unused, unwanted, and expired prescription and over-the-counter medicine you keep at home? Was it never, once or twice, or at least three times?



One in Five 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

45



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?



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 (28%). This number is basically unchanged from both 2010 (26%) and 2009, when parents gave an estimate of 27%.
- Nearly one in five parents say they don't know or prefer not to give an estimate (18%). This two is unchanged from the prior wave (16%).

46



Top Reason Parents Think Kids Use Drugs: To Look Cool

47

Two-thirds of parents think that a major reason kids use drugs is to look cool (64%). Well over half also believe that a major reason kids use drugs is to help them feel better about themselves (56%).

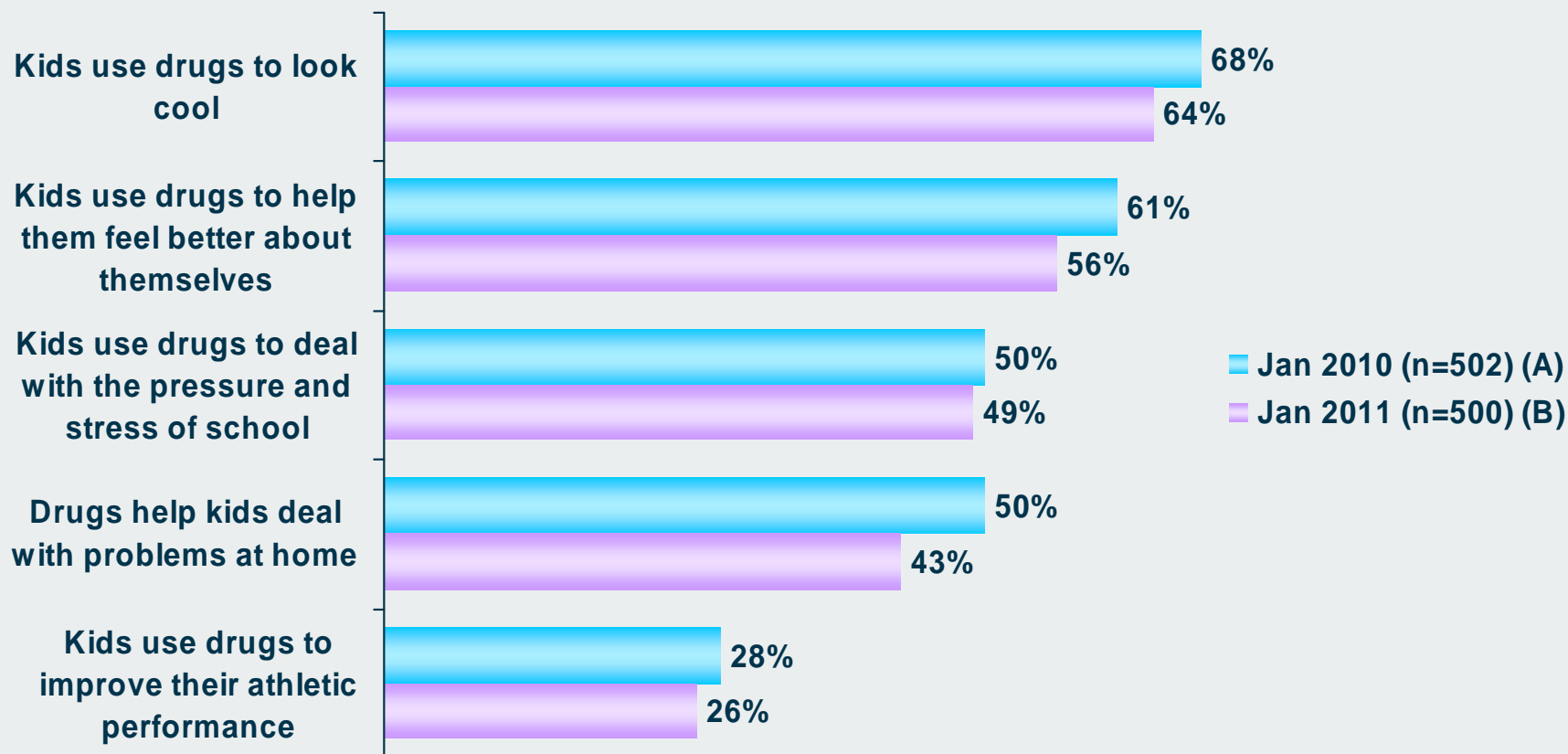
- Dealing with the pressure and stress of school is thought to be a major reason by half (49%) of parents, while slightly less feel that kids are using drugs to help them deal with problems at home (43%). Only one in four parents cite improving their athletic performance as a major reasons kids 12 to 15 are using drugs (26%). Almost all findings are directly in line with the results observed in the 2010 study.
- It is interesting to note that in a similar survey of teens – the 2010 Partnership For Drug Free America study – close to three-quarters of students in grades 9-12 say that the main reasons teens use drugs is “to deal with the pressure and stress of school” (72% agree strongly/somewhat) compared to 49% of parents who see this as a major reason.



Parents Feel That the Major Reason Kids Use Drugs is to Look Cool. Half Believe Kids Use Drugs To Feel Better About Themselves And To Deal With The Stress Of School

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

48



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."



First Discussion About Drugs and Alcohol

49

Parents who have talked to their child about drugs or alcohol do so at a young age. New Jersey parents recall speaking to their child about drugs and alcohol around age 9 or 10. This number has held fairly steady across all waves of the study, although the age parents are discussing drugs with their child has been slowly creeping up (9.0 in 2006 vs. 9.8 in 2011).

- On average, parents say they first spoke to their child about drugs and alcohol at age 9.8.
 - One third (32%) of parents say that they first spoke to their child about drugs at age 10, while slightly less had a talk with them about alcohol at the same age (29%).



First Discussion About Prescription or Over-the-Counter Drugs

50

- Seven in ten parents (70%) have talked to their children about the proper use of prescription or over-the-counter drugs such as cough syrup or pain relievers. This is comparable to last year's study, which found that 72% had talked to their children about the proper use of prescription or over-the-counter drugs.
- Parents who have spoken to their child about the proper use of prescription or over-the-counter drugs (70% of the total) say that they did so for the first time at age 10.3, on average. This is comparable to the 10.6 noted in 2010.



First Discussion About Drugs

Age Spoke to Child About Drugs (Among those who spoke)					
	Jan 2006 (n=483) A	Dec 2007 (n=485) B	Jan 2009 (n=494) C	Jan 2010 (n=486) D	Jan 2011 (n=472) E
	%	%	%	%	%
5 and Under	8 ^E	9 ^E	8 ^E	6	3
6	7 ^D	7 ^D	6	2	4
7	9 ^{DE}	6	7 ^D	3	5
8	12 ^D	11	10	7	10
9	12	12	10	17 ^E	9
10	21	21	30 ^B	27	32 ^{AB}
11	11	14	9	14	10
12	11	8	11	10	13
13	2	4	4	6 ^A	5 ^A
14	1	1	1	2	1
15	-	-	-	*	1
Don't Know	5	6	3	6	7 ^C
Mean	9.0	9.1	9.2	9.7^{ABC}	9.8^{ABC}

51

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

* Lettering indicate significant difference at 95% level of confidence

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

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First Discussion About Alcohol

52

Age Spoke to Child About Alcohol (Among those who spoke)					
	Jan 2006 (n=473) A	Dec 2007 (n=470) B	Jan 2009 (n=485) C	Jan 2010 (n=484) D	Jan 2011 (n=467) E
	%	%	%	%	%
5 and Under	7 ^E	8 ^E	10 ^{DE}	4	3
6	6	3	3	3	6
7	7	5	6	4	6
8	13	11	11	10	10
9	9	11	7	17 ^{ACE}	7
10	24	26	25	21	29 ^D
11	12 ^C	11	7	14 ^C	13 ^C
12	13	12	19 ^D	12	13
13	4	4	8	8 ^A	5
14	3	4	2	1	1
15	*	*	*	1	*
Don't Know	2	4	3	6 ^A	7 ^{AC}
Mean	9.4	9.6	9.6	9.9^A	9.8

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

* Lettering indicate significant difference at 95% level of confidence

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

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First Discussion About Prescription and Over-the-Counter Drugs

53

Age Spoke to Child About Prescription and Over-the-Counter Drugs (Among those who spoke)				
	Dec 2007 (n=331) A	Jan 2009 (n=337) B	Jan 2010 (n=362) C	Jan 2011 (n=355) D
	%	%	%	%
5 and Under	10 ^D	7	5	4
6	3	1	1	4
7	5	6	2	2
8	6	7	5	8
9	3	7	9 ^A	6
10	22	22	19	23
11	16	10	15	13
12	21	24	16	21
13	7	9	10	7
14	5	5	8	5
15	3	*	*	*
Don't Know	-	-	8 ^{AB}	6 ^{AB}
Mean	10.1	10.2	10.6	10.3

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

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

* Less than 0.5%

Q39.2 "How old was this child when you first talked to...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

54

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
Estimated Percent	%	%	%	%
0%	1	1	1	1
1-10%	28 ^D	23	27 ^D	19
11-20%	19	13	15	16
21-30%	15	22 ^{AC}	14	17
31-40%	8	9	11	10
41-50%	6	7	10	13 ^{AB}
51-60%	2	3	4	2
61-70%	1	1	1	3
71-80%	*	3 ^{AD}	1	*
81-90%	-	1	1	*
91-100%	*	*	*	*
Don't Know	20	17	16	18
Mean Estimated Percent	23%	27% ^A	26%	28% ^A

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."

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Incidents That Prompted Discussions About Drugs

55

- 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 (23%) and
 - (2) a school substance abuse program such as DARE, a class or school discussion about drugs (18%)
- The number of parents mentioning that a school-related program or class prompted their discussion of drugs declined in 2011 (18% vs. 25% in 2010, 31% in 2009, 28% in 2007 and 25% in 2006).



Various Incidents Have Prompted Discussions About Drugs

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

56

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

- Just under two thirds of parents in 2011 (63%) say their child has started a discussion with them about drugs or alcohol. This is basically unchanged from last year (64%).
- A solid majority of both parents say their child has started a discussion with them.
 - Mothers are still significantly more likely than fathers to say kids come to them to discuss drugs or alcohol. Seven in 10 (68%) mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol compared to 57% of fathers.
- Parents with older children aged 18-24 (34% of parents) 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. Eight in ten (79%) felt that expressing their opinions in these conversations had a very important impact on their child's future decisions. This is up from 2010 (74%).

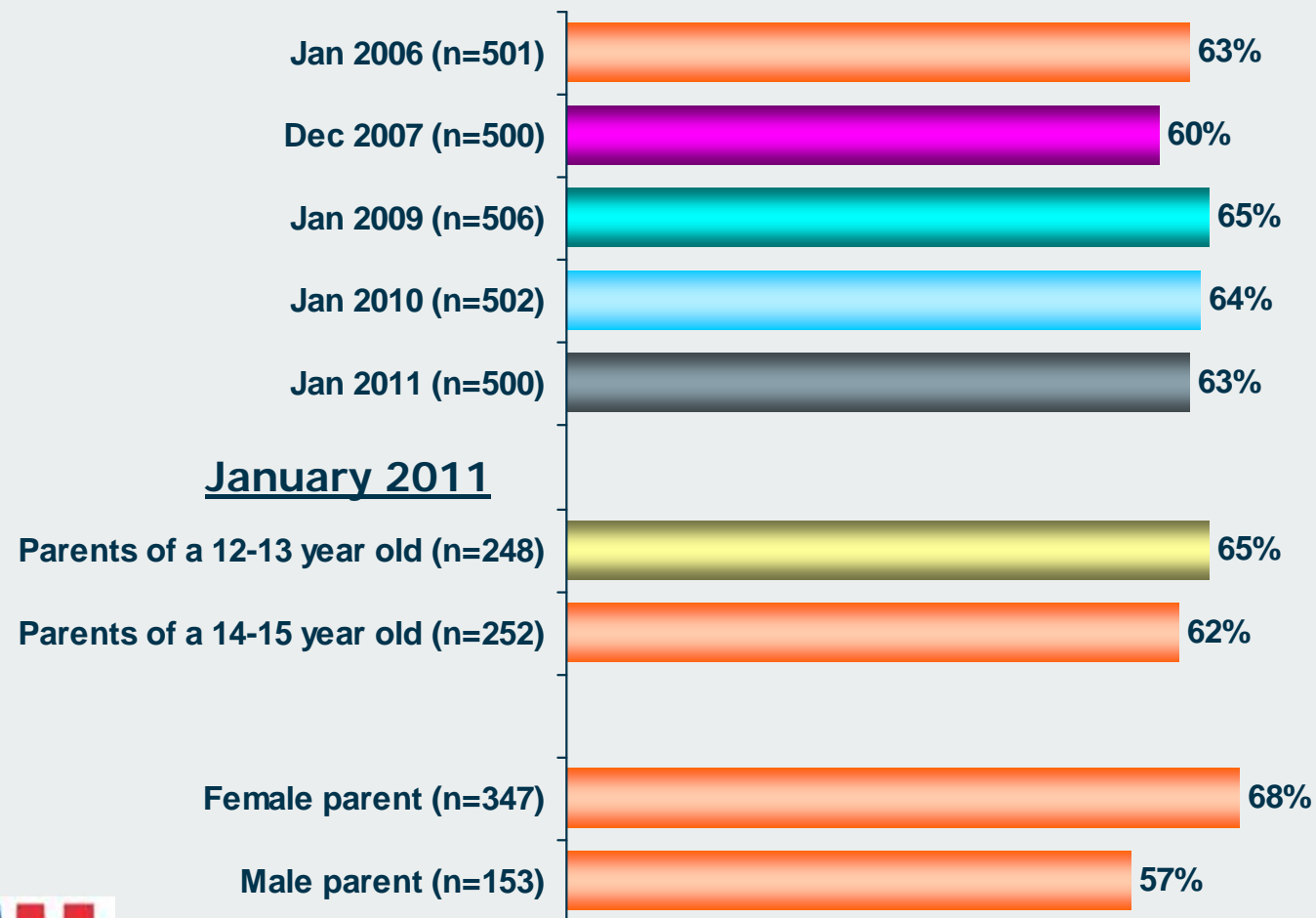
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Children Are Initiating Discussions With Their Parents About Drugs or Alcohol With The Same Regularity As Past Years

Among all parents with a 12-15 year old child

58



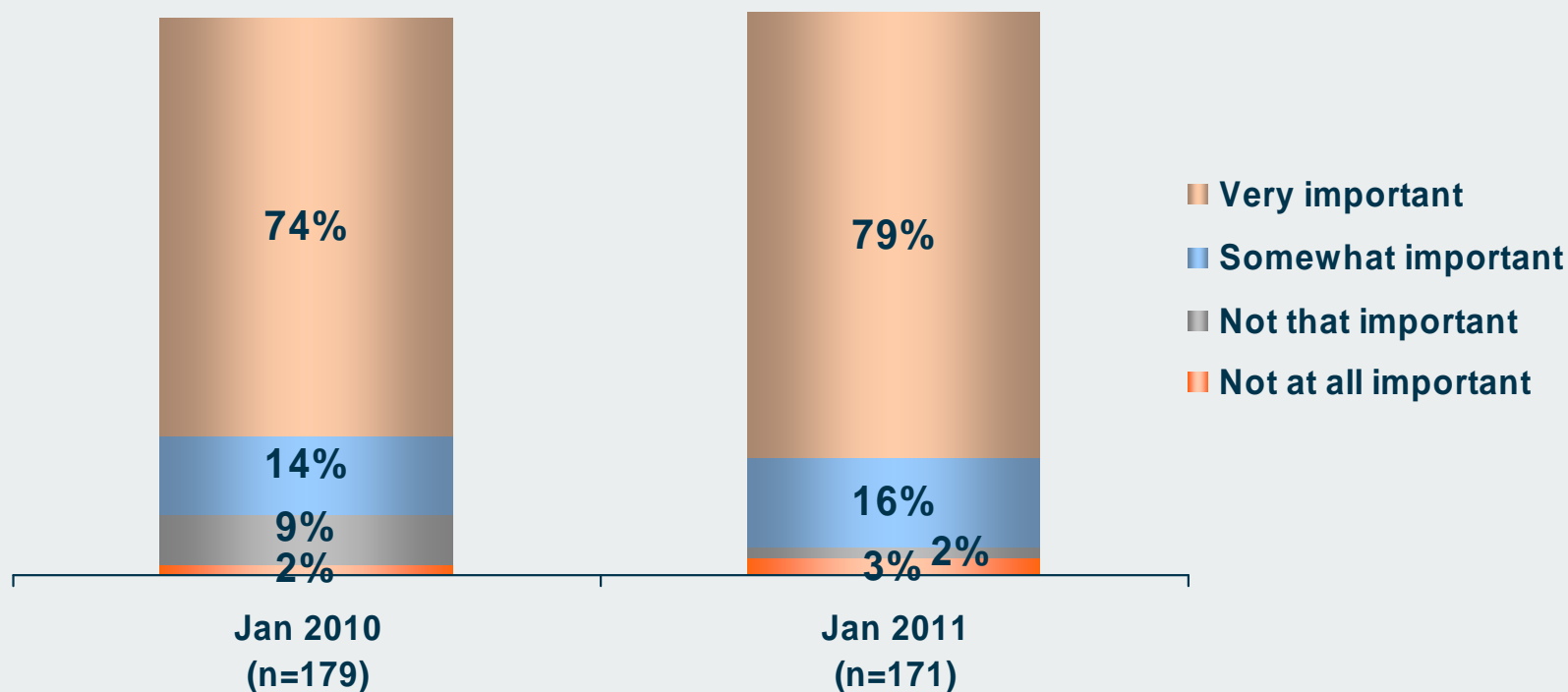
Q29 "Has your child ever started a discussion with you about drugs or alcohol?"

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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

59



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?

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Parents' Views Toward Alcohol Leniency: Strict Policy for Older Teens At Highest Level In 5 Years

60

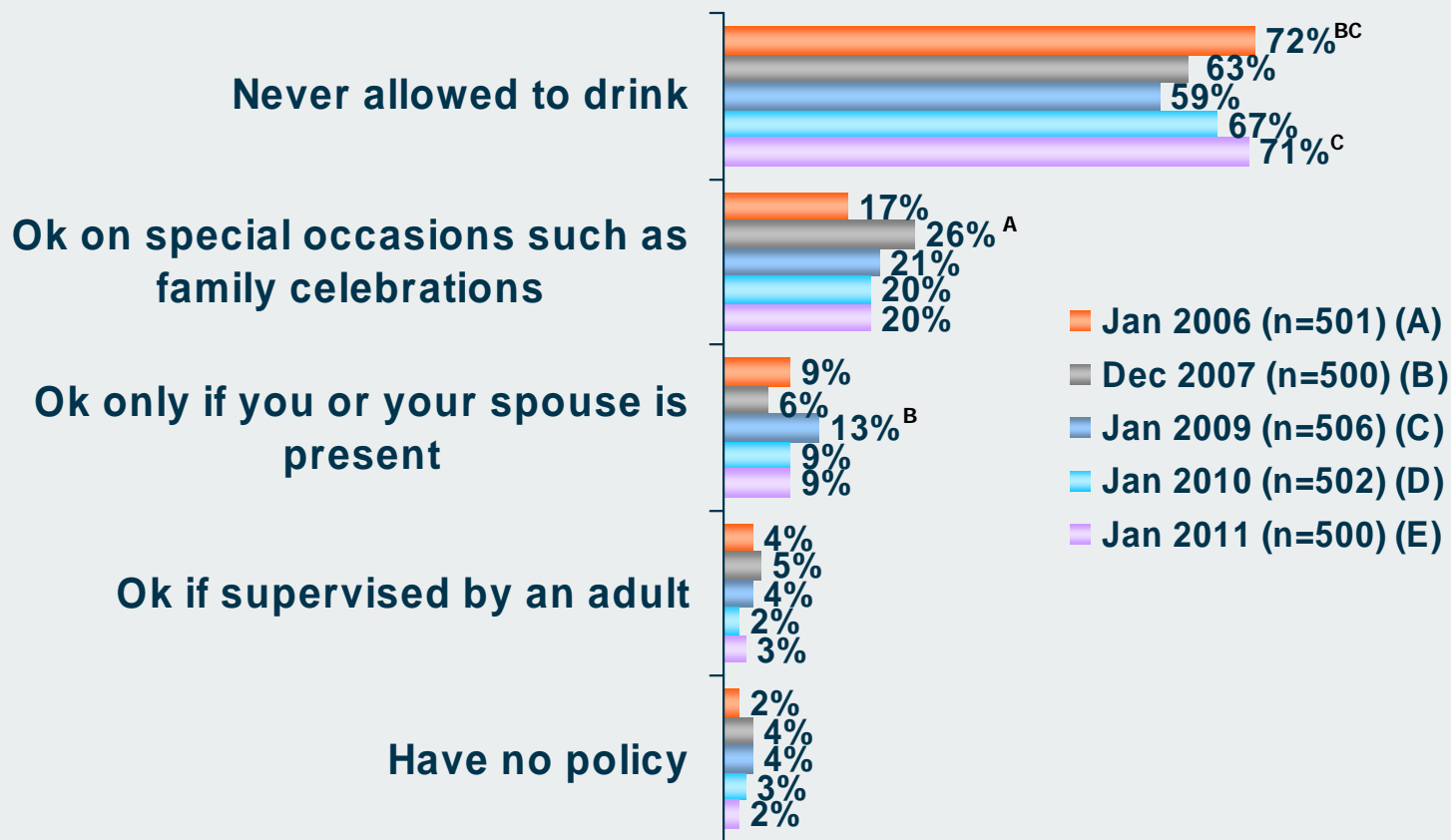
- Thinking about when their child reaches the ages of 16 to 17, seven in ten parents of a 12 to 15 year old child said their child would **never be allowed to drink** when they are older (71%) up from 67% last year, and at the highest level since 2006.
- New Jersey parents' other alcohol policies are unchanged from 2010.
 - In both 2010 and 2011, 84% of parents of a 12 to 15 year old child said their child would **never be allowed to drink**– vs. 77% in 2009, 79% in 2007 and closer to 83% in 2006.
 - Parents of older teens, those 14 to 15 years of age, adhere to the same alcohol policies as parents of younger children. Eight-five percent of parents of children 12 to 13 year old do not allow them to ever drink. Eighty-three percent of children 14 to 15 say the same. Both are unchanged from 2010.
 - 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.



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Strict Policy for Older Teens At Highest Level In 5 Years

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?"

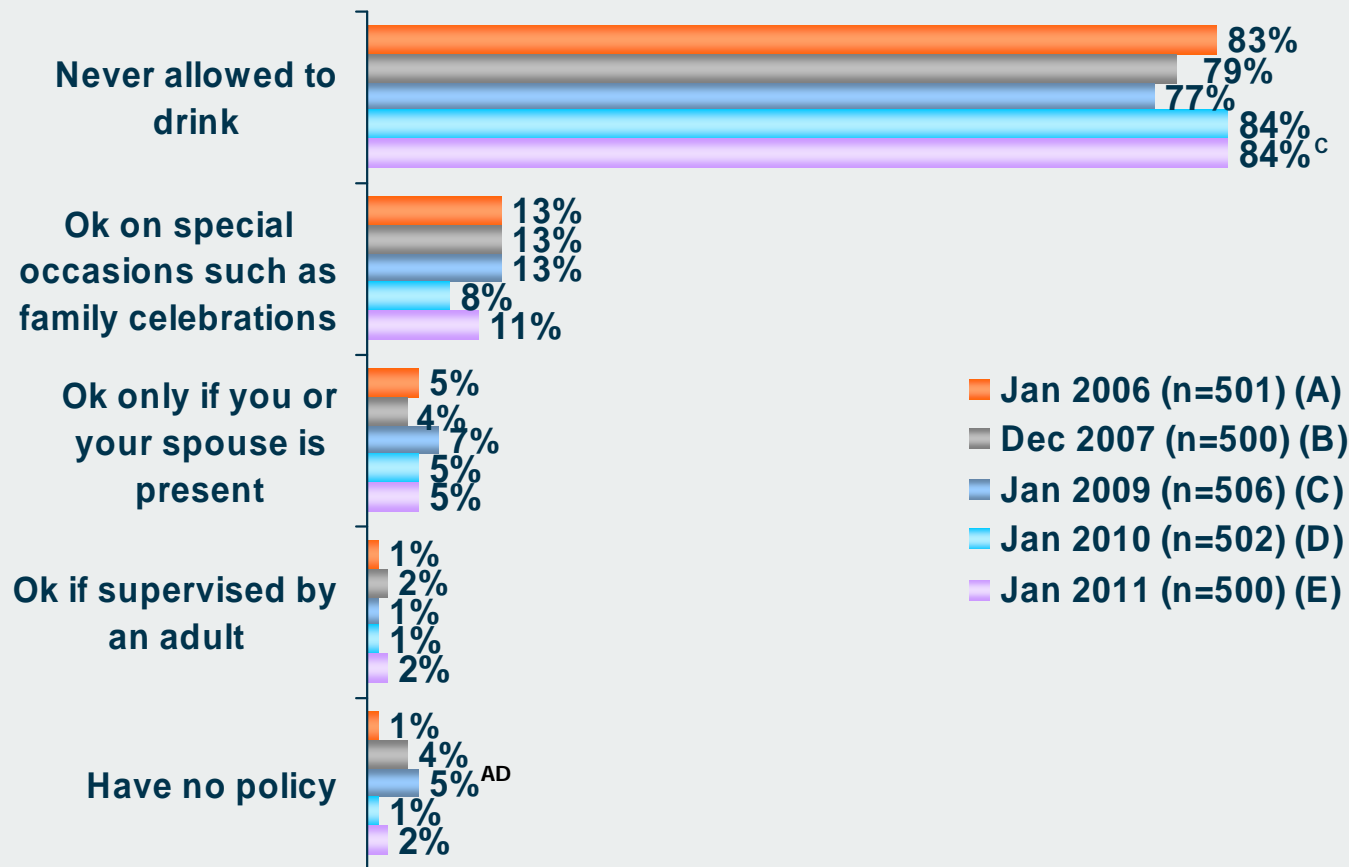
A,B,C,D,E - significant difference at the 95% confidence level



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

Among all parents with a 12-15 year old child

62

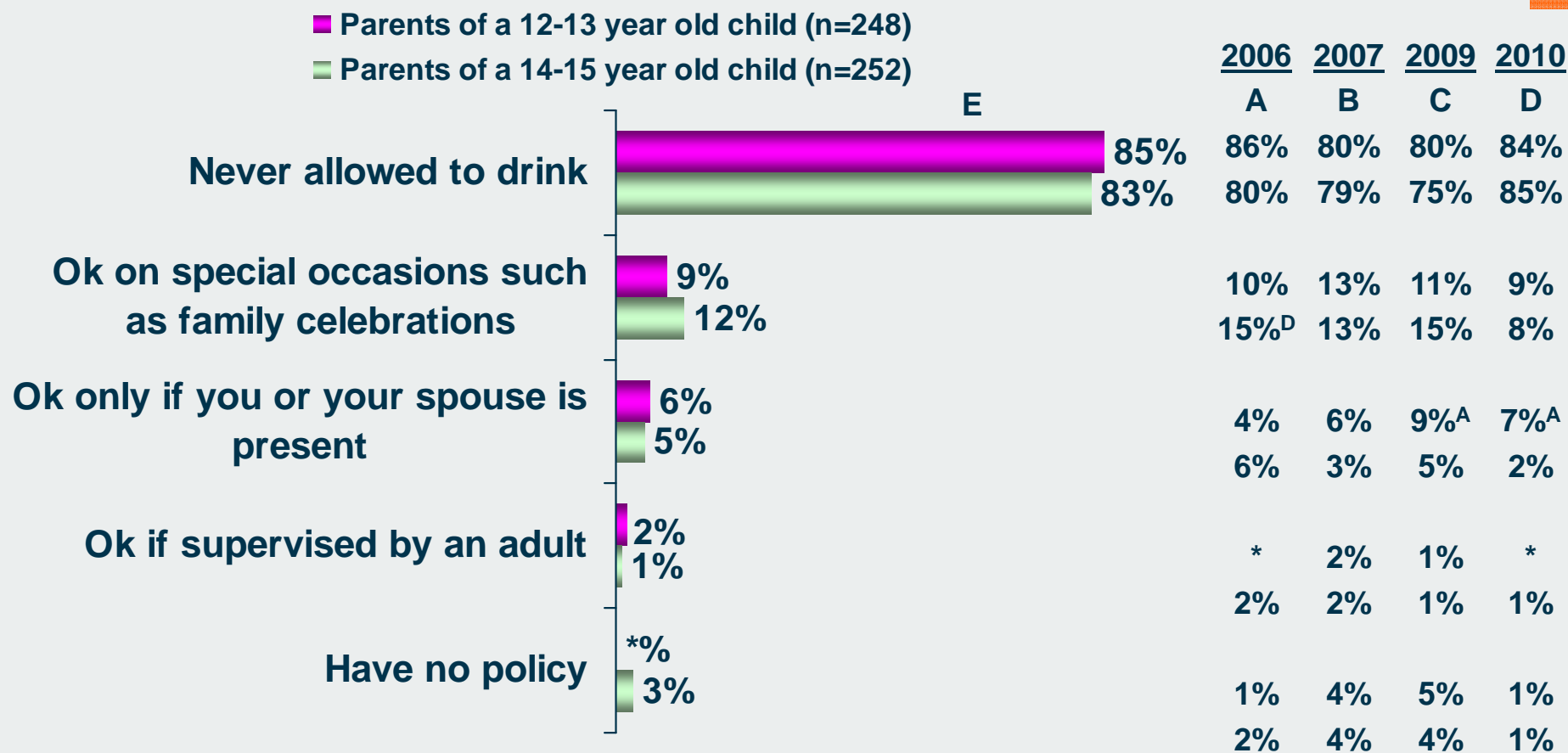


Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

A,B,C,D,E - 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



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

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



Drug Abuse in Community and Family

2011 finds far fewer New Jersey families having experienced any instances of alcohol or drug abuse.

64

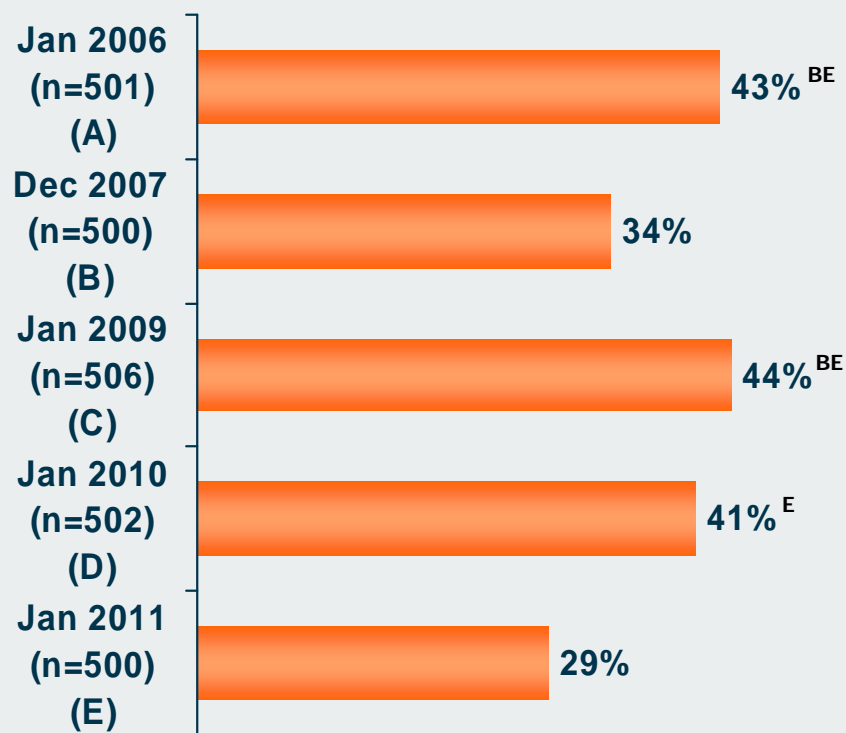
- Three in 10 (29%) say they have had instances of alcohol or drug abuse in their own family in the past year. This is significantly lower than the 41% who said the same in 2010 and to date is the lowest level recorded.
- Over eight in ten parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (83%). This number is virtually unchanged from last year (80%) and appears to be moving back to levels noted in 2006 (84%) and 2007 (86%).



Three in Ten New Jersey Parents Have Had Instances of Alcohol or Drug Abuse in their Own Families. This Has Been On A Steady Decline Over The Past Few Years

Among all parents with a 12-15 year old child

65



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

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

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

66

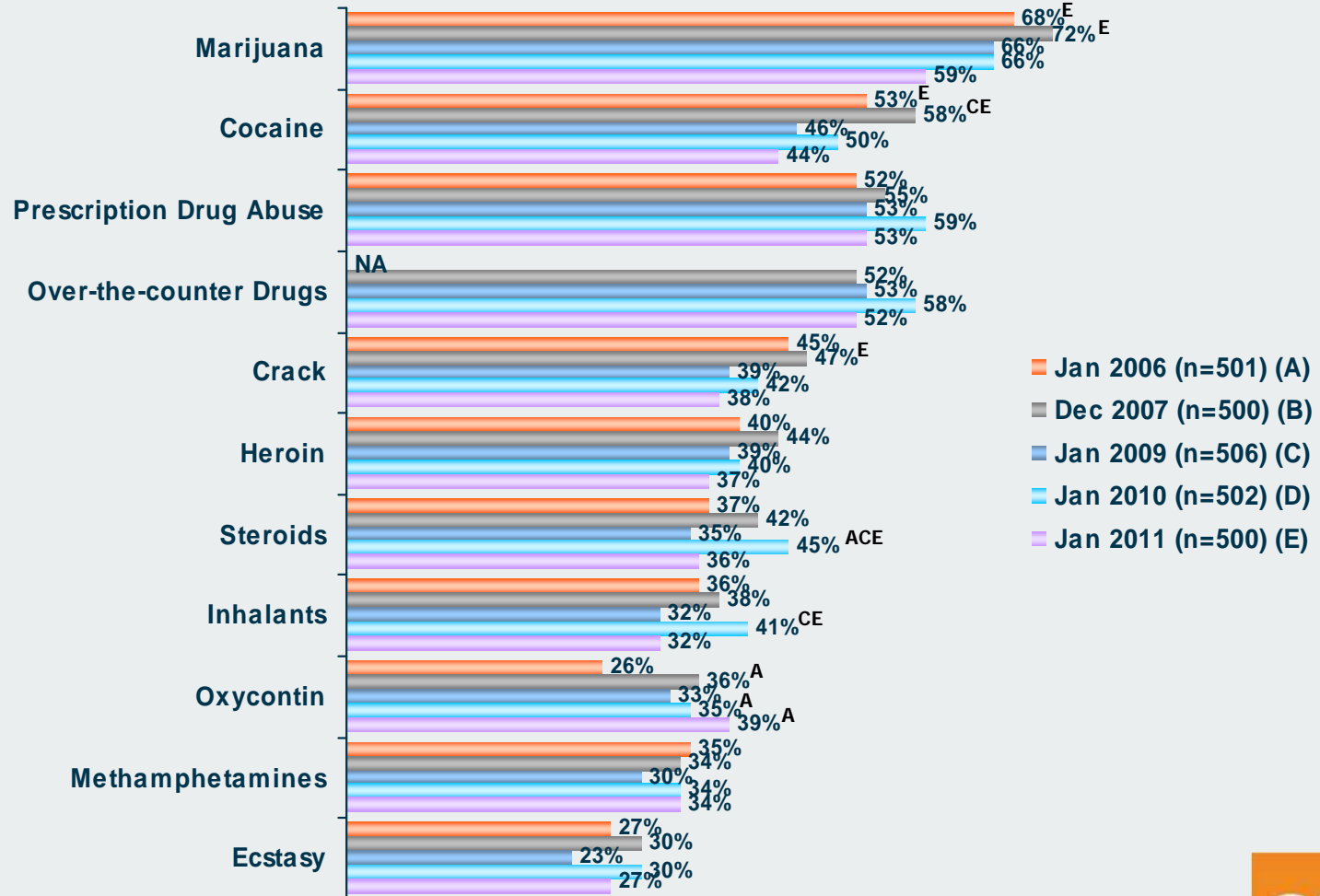
- Parents continue to feel most knowledgeable about marijuana, with six in ten parents saying they know "a lot" (59% down from 66%, 2010). It should be noted that this is the lowest level of knowledge recorded over the five year period.
 - Roughly half of parents say they know a lot about prescription drug and over-the-counter drug abuse, but these two both note a decline from 2010; (53% for prescription drugs, down 6 points and 52% for OTC, down 6 points). Both return to levels observed in 2009.
 - Cocaine follows, with 44% saying they know a lot, also down somewhat from last year (50%).
 - After significant increases recorded in 2010, knowledge of inhalants and steroids has decreased significantly; 36% say they know a lot about steroids (down from 45%) and 32% know a lot about inhalants (down from 41%).
 - Parents' knowledge about Oxycontin has climbed 13 points from 2006 and is up again this year (39%, 35% in 2010, 33% in 2009, 36% in 2007 and 26% in 2006).



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

% 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 - significant difference at the 95% confidence level

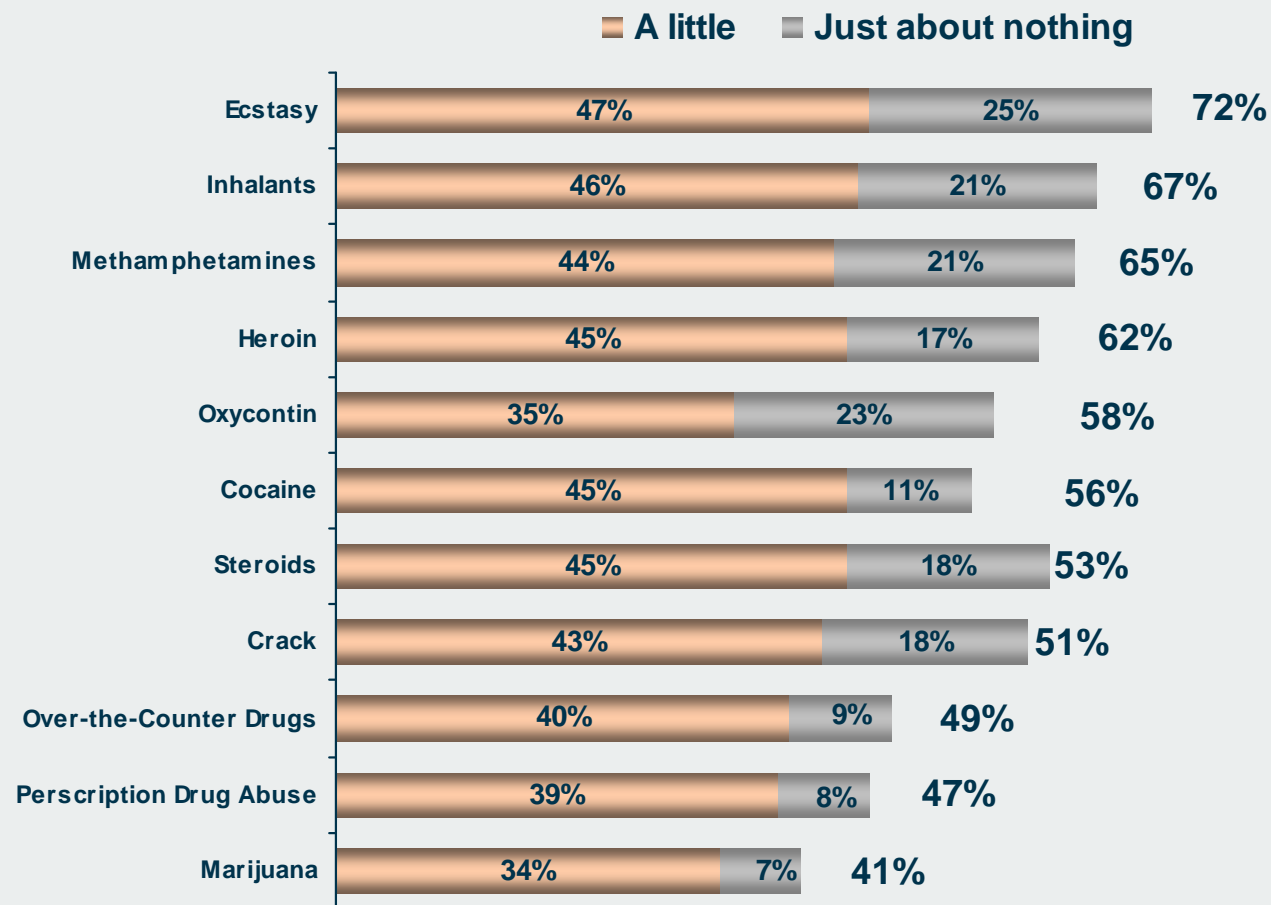
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Parents Consider Themselves Least Knowledgeable About Ecstasy, Inhalants, Methamphetamines and Heroin

% 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

68



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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