

# Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention

January 2009



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

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# 1

# 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 January 21 - February 5, 2009.
- 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	47%
14-15	53%

### Gender of child:

Male	48%
Female	52%

### Child's grade in school

4-8	55%
9 or higher	45%

### Age of Parent:

Under 40	10%
40-49	64%
50 or older	26%

### Gender of Parent:

Male	42%
Female	58%



### Race/Ethnicity:

White	71%
African American or Black	13%
Hispanic	3%
Other	10%

### Income:

Under \$25,000	9%
\$25,000 to under \$50,000	16%
\$50,000 to under \$100,000	31%
\$100,000 or more	34%

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# Key Findings



## Family Meal Frequency: Children who have family meals together more frequently with parents are more likely initiate talks with their parents about drugs

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- In 2009, 76% of parents report having family meals with their children at five days a week or more – generally the same frequency as previous waves.
- Those parents who have more frequent family meals with their children report their children have started discussions about drugs and alcohol at a significantly higher level than parents of families who infrequently have meals together (68% vs. 58%).
  - Interestingly, the frequency of shared family meals does not have an impact on parents talking to their children about drugs; nearly all parents report that they have had conversations with their children about drugs.
- These findings can be interpreted to say that parents who eat meals with their children frequently have created an atmosphere that allows their child to feel comfortable talking to them about drugs and alcohol, whereas children of families who eat together less frequently feel less comfortable initiating the conversation.





Parents who eat meals with their kids often during the week feel that their opinion is very important to their child when they are making the decision to drink alcohol.

9

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

- A significant difference occurs between parents of families who have 5-7 meals per week together and those parents of families that have meals together 4 times or less per week. More than nine in ten parents who have frequent meals with their families feel that they have a lot of influence on their child's attitudes towards alcohol as compared to those parents who have infrequent meals with their families (95% vs. 72%).



Parents who more frequently eat meals with their child are more likely to monitor youngster's activities, engage in activities with children.

10

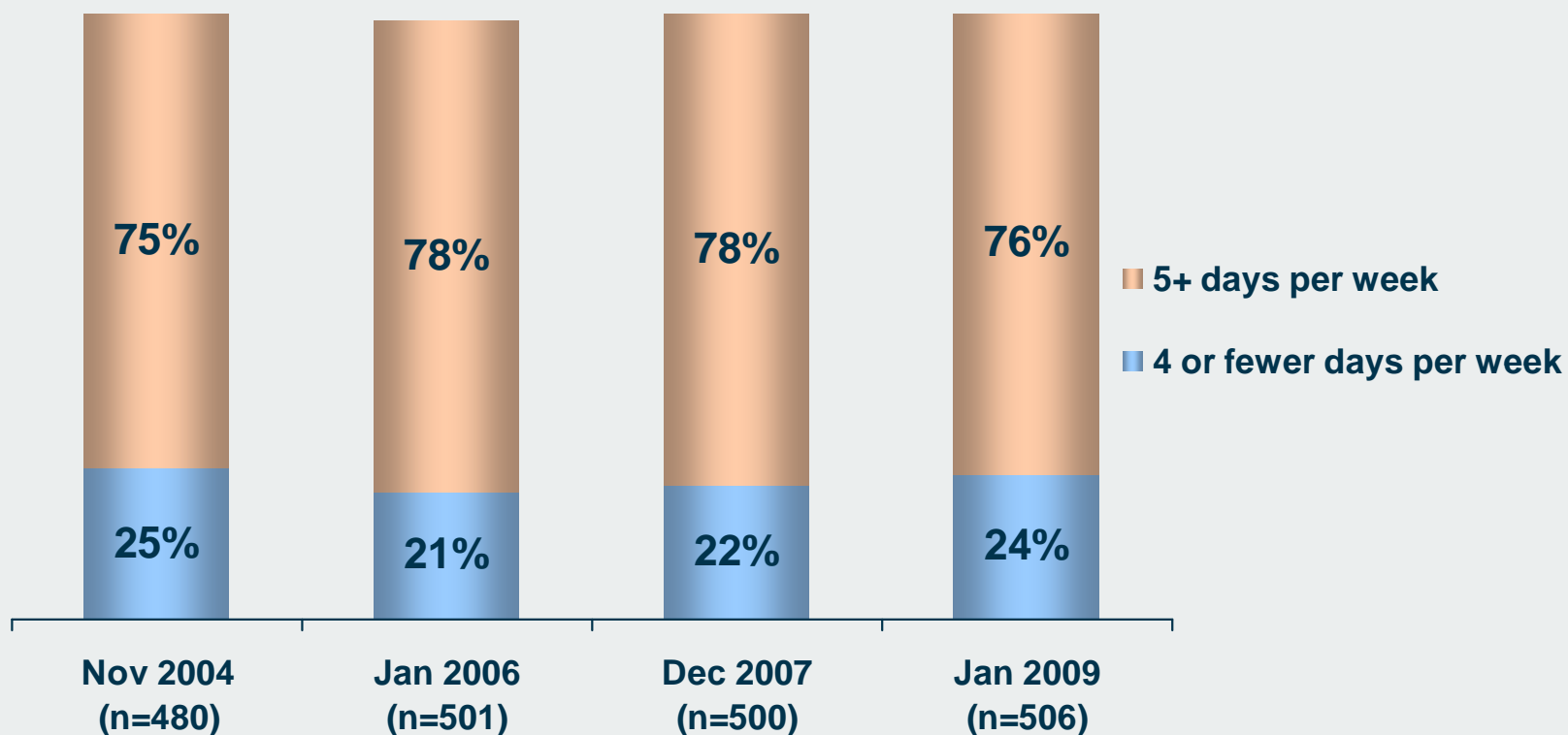
- Those parents who frequently have meals with their children are much more likely to monitor their child's daily activities (94% vs. 81% infrequent family meals).
- These parents are also more likely than parents who less frequently have meals with their children, to engage in various activities with their child often.
  - Parents who have more family meals more frequently with their child are also more likely to go on vacation together, 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*

11



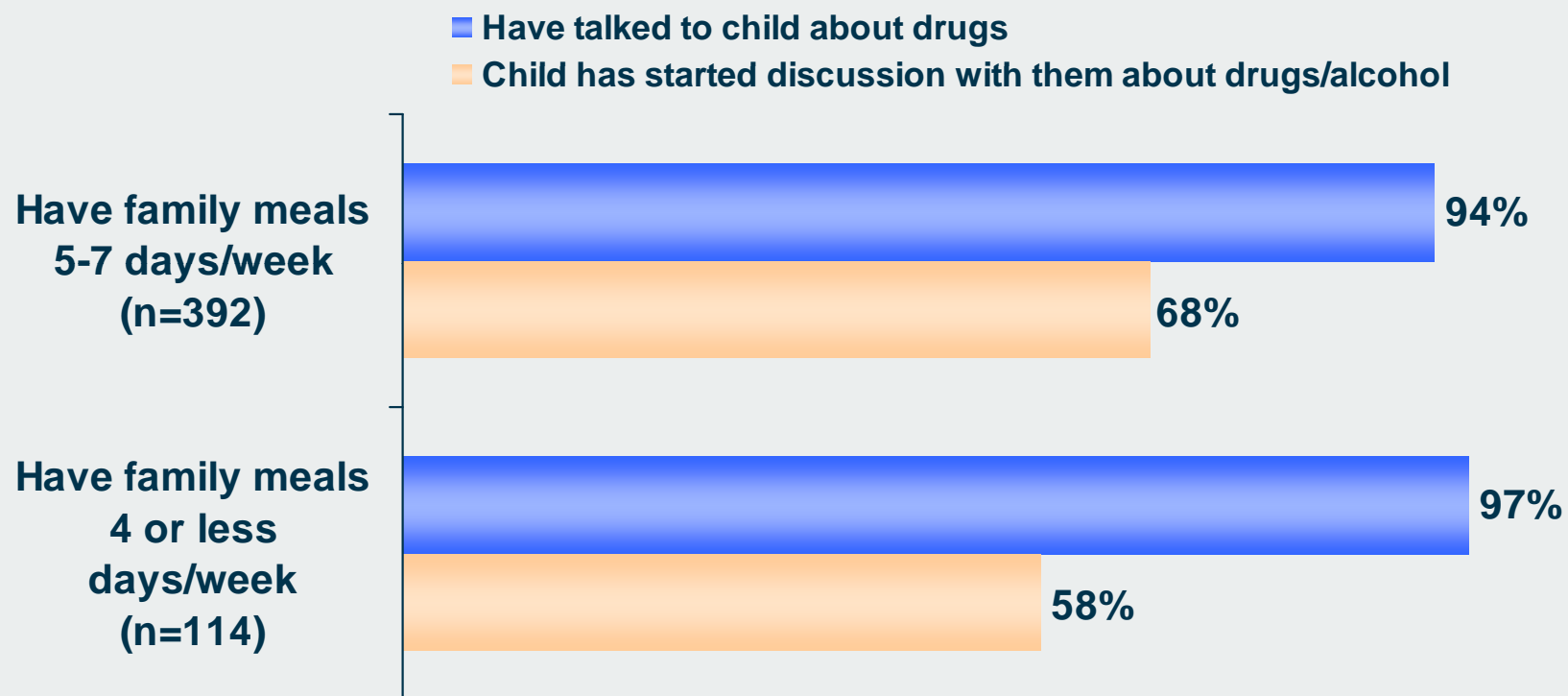
*Q9 "About how many days per week do you have at least one family meal with this child?"*

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# 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*

12



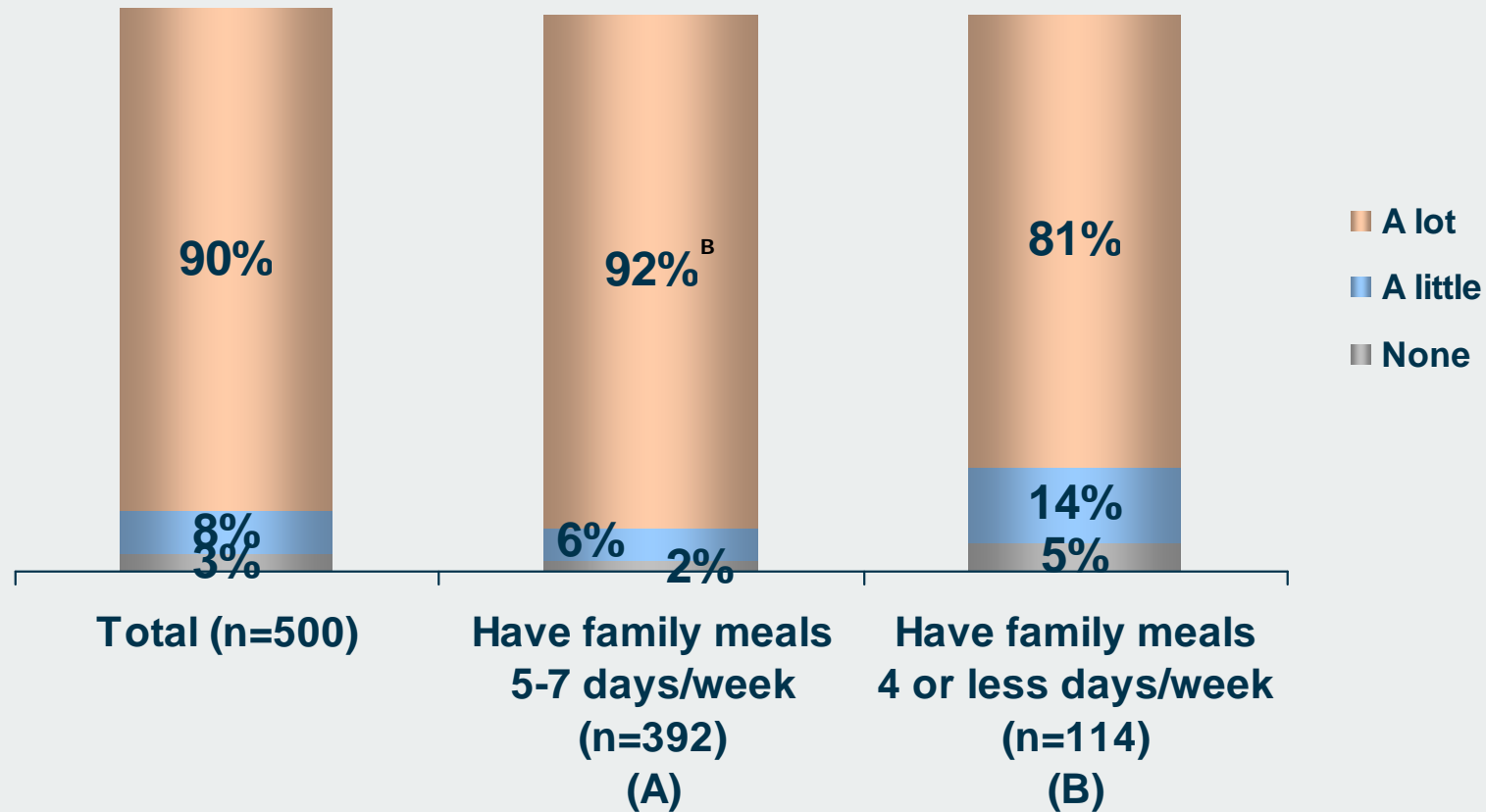
Q10 "Have you ever talked to this child about drugs?"

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

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Parents of Families Who Eat 5-7 Meals Together Are Significantly 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  
*Among all parents with a 12-15 year old child*

13



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

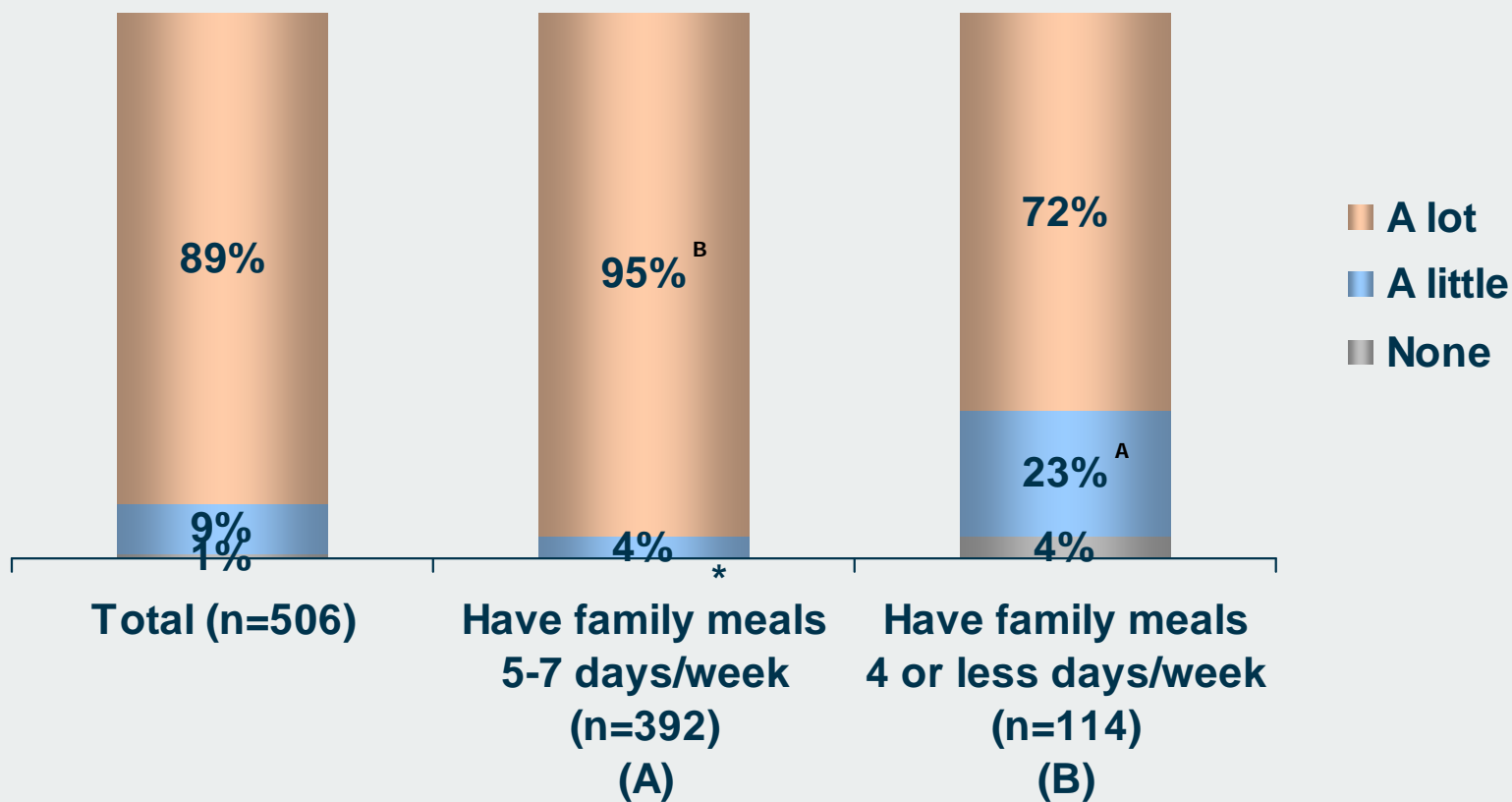
A,B - significant difference at the 95% confidence level

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# Parents Who Eat Together Frequently Are Significantly More Likely Than Those Parents Who Don't to Feel They Have Great Influence Over Their Child's Attitudes Towards Alcohol

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

14



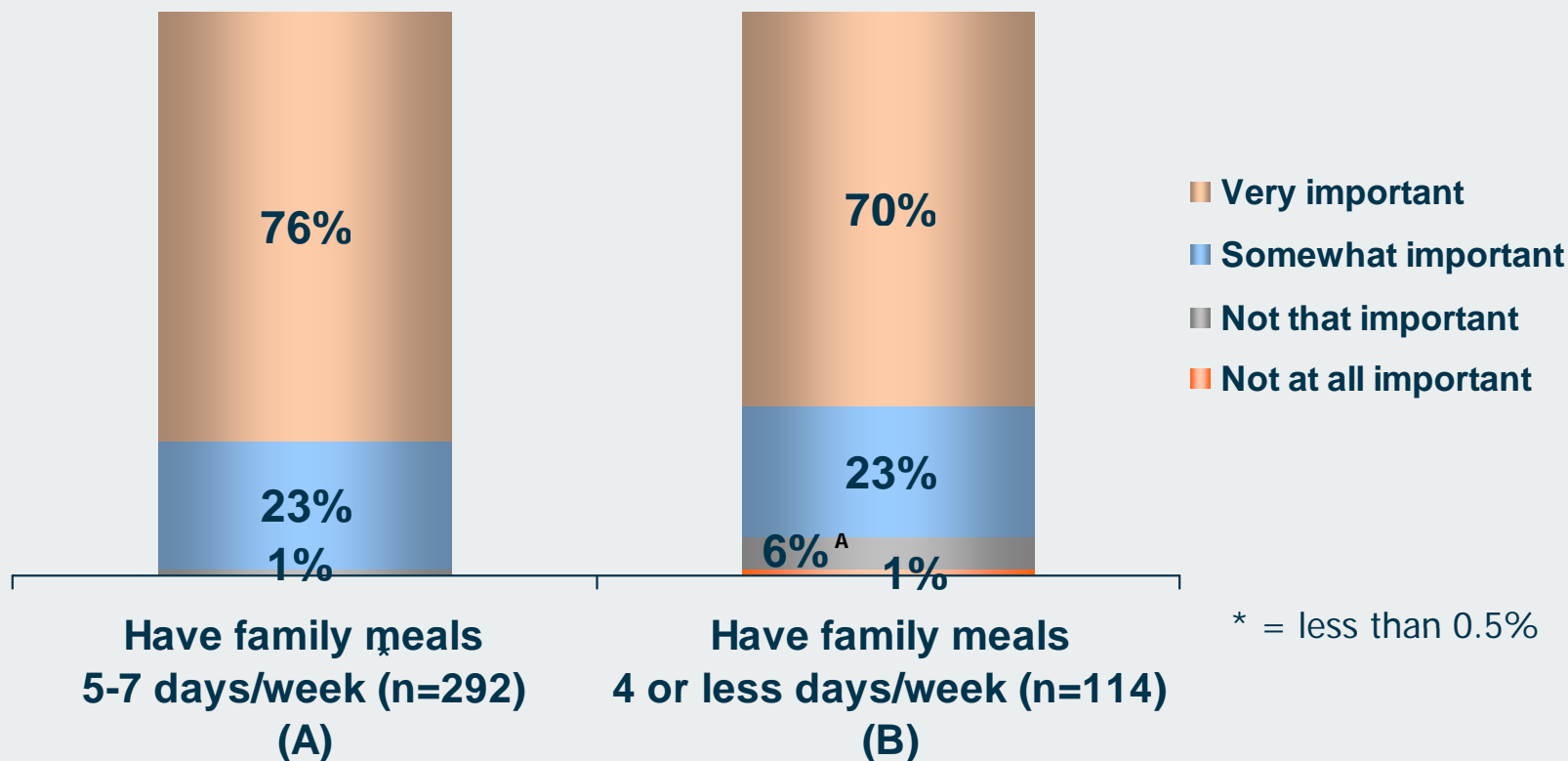
Q24 "How much influence do you feel you have had on your child's attitudes towards alcohol?"  
A,B - significant difference at the 95% confidence level

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## Parents of Families Who Eat Frequently Together With Their Child Are 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*

15



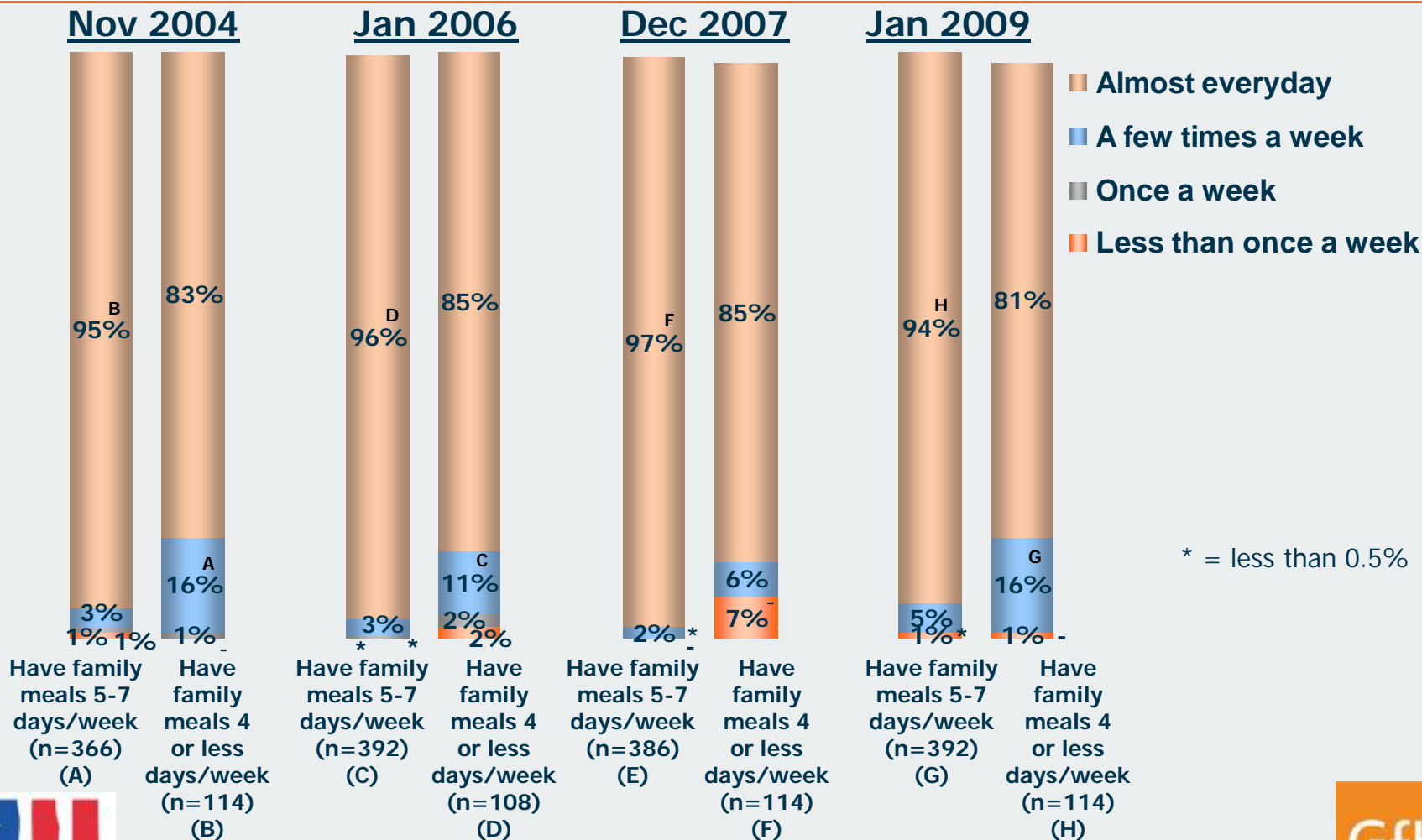
Q27 "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"

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

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# Parents Who Eat Frequently With Their Children Are Significantly More Likely to Monitor Their Daily Activities Than Parents Who Do Not Have Family Meals Frequently

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



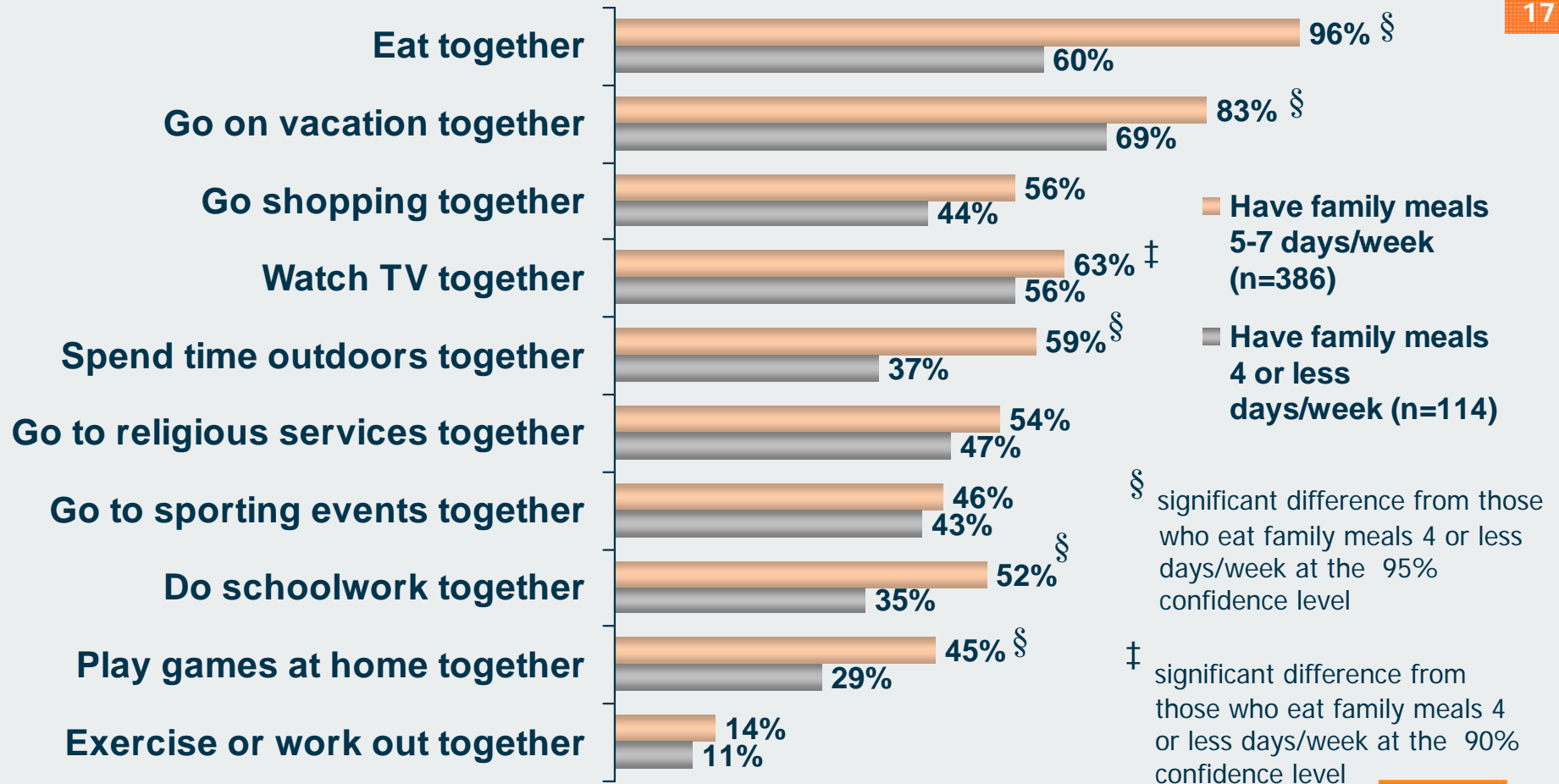
Q7 "How often do you talk to this child about what he/she has done during the day?"  
 A,B,C,D,E,F,G,H - significant difference at the 95% confidence level





# 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*

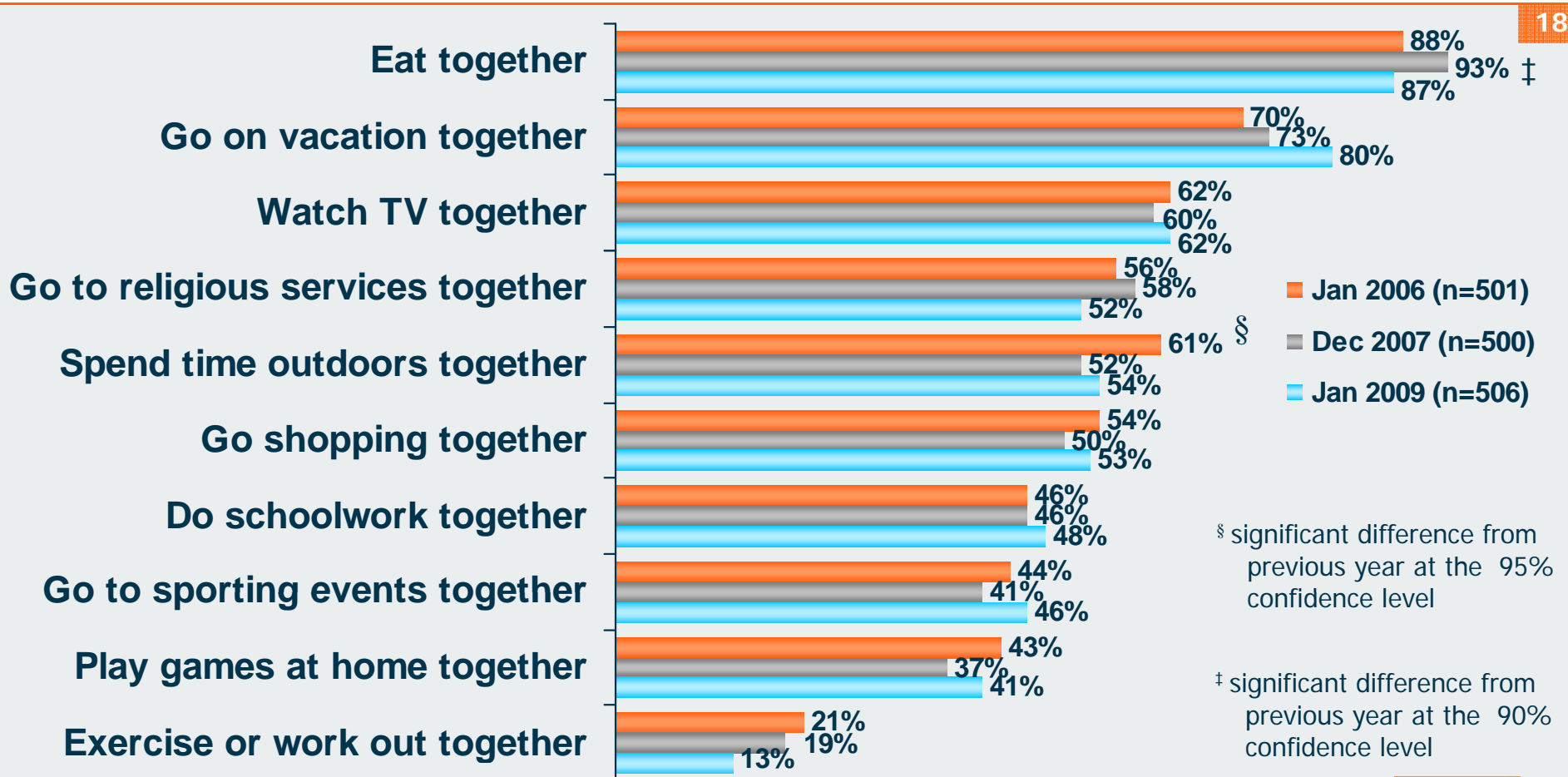


Q8 "How often do you or your spouse do each of the following with this child – often, sometimes, rarely, or never?"



# The Majority of Parents Continue to Do Various Activities With Their Child Often

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

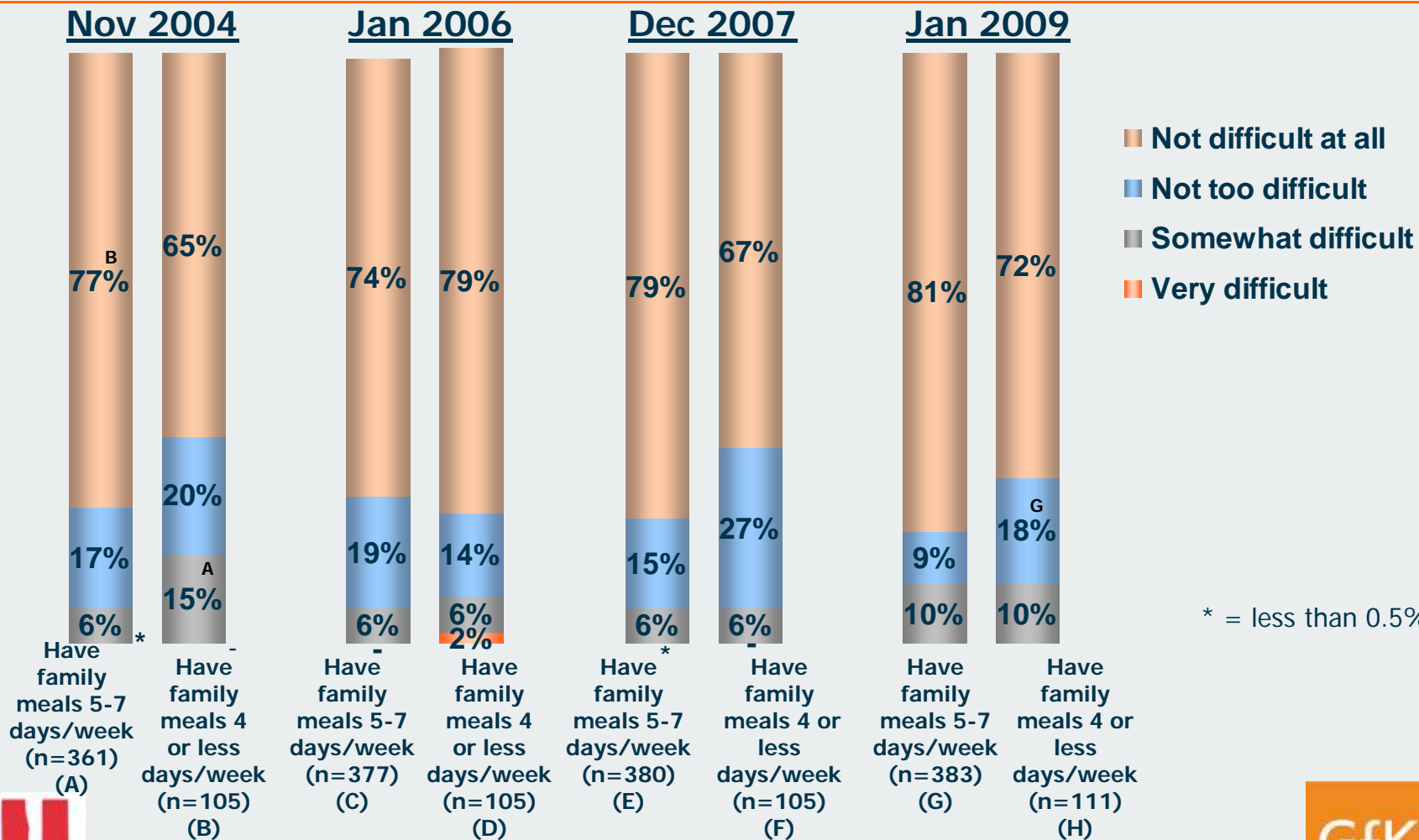


Q8 "How often do you or your spouse do each of the following with this child – often, sometimes, rarely, or never?"



# Similar to Prior Years, 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*



\* = less than 0.5%

Q16 "Do you find talking to your child about drugs to be very difficult, somewhat difficult, not too difficult, or not difficult at all?"  
 A,B,C,D,E,F,G,H - significant difference at the 95% confidence level



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

20

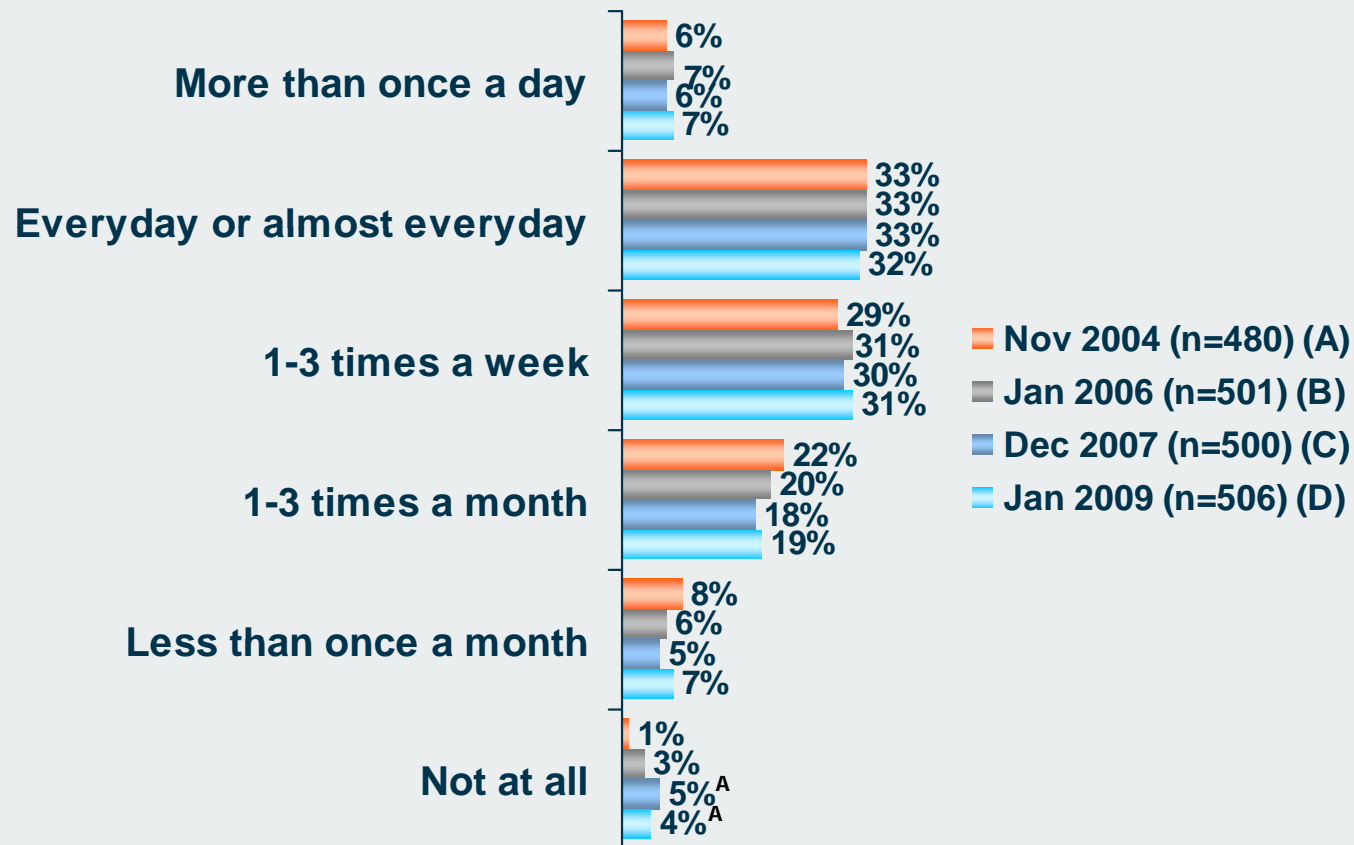
- This year seven in ten (70%) of New Jersey parents see or hear commercials or ads about the risks of drugs or alcohol one or more times per week. This level of exposure is consistent with previous waves: 69% in December 2007, 70% in January 2006 and 67% in November 2004.
  - However, in 2009 and 2007 vs. 2004 and 2006, parents may be incrementally more likely to report they have seen "no ads at all" (4%, 2009, 5%, 2007 vs. 3%, 2006, 1%, 2004).



# Exposure to Anti-Drug or Anti-Alcohol Ads At Least Weekly is Reported by Seven in 10 New Jersey Parents

*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 - 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

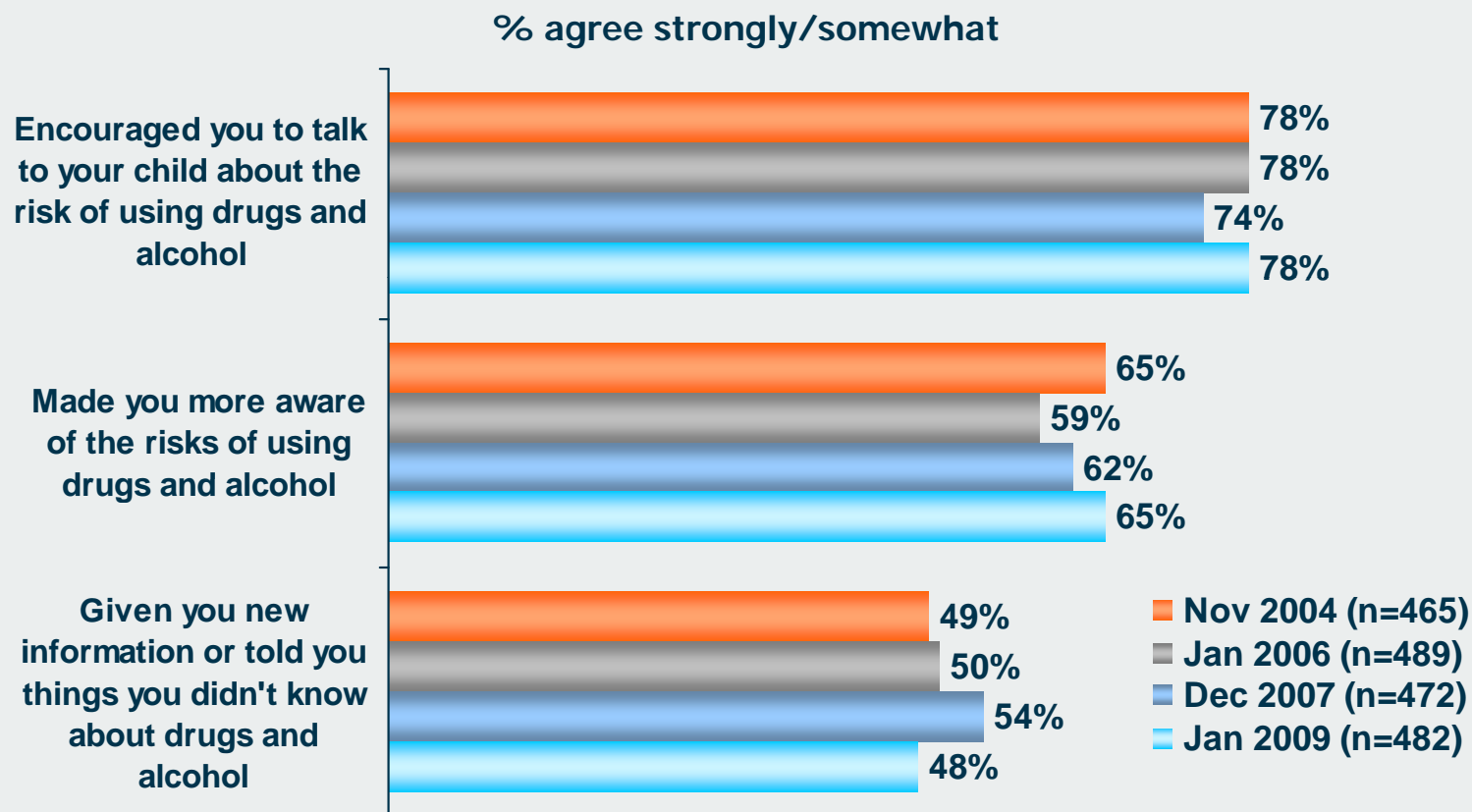
- Anti-drug commercials continue to encourage parents to talk to their child or children about the risks of using drugs and alcohol (78% in 2009; 74% in 2007; 78% in 2006 and 2004).
  - As we saw in previous waves, parents who see anti-drug ads almost everyday or more often (vs. parents who see anti-drug ads less than almost every day) are just as likely to agree that the ads encouraged them to talk to their child about the risks of using drugs and alcohol (80% each).
  - As seen in prior waves, awareness of risks increase with more exposure to anti-drug ads. In January 2009 more parents feel that seeing anti-drug ads have made them more aware of the risks of using drugs and alcohol than in December 2007 (65% vs. 52%).
  - In 2009, fewer parents feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol (48% vs. 54% in 2007).



## Parents Who Have Seen Anti-Drug or Alcohol Ads Feel The Ads Encouraged Them 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*

23



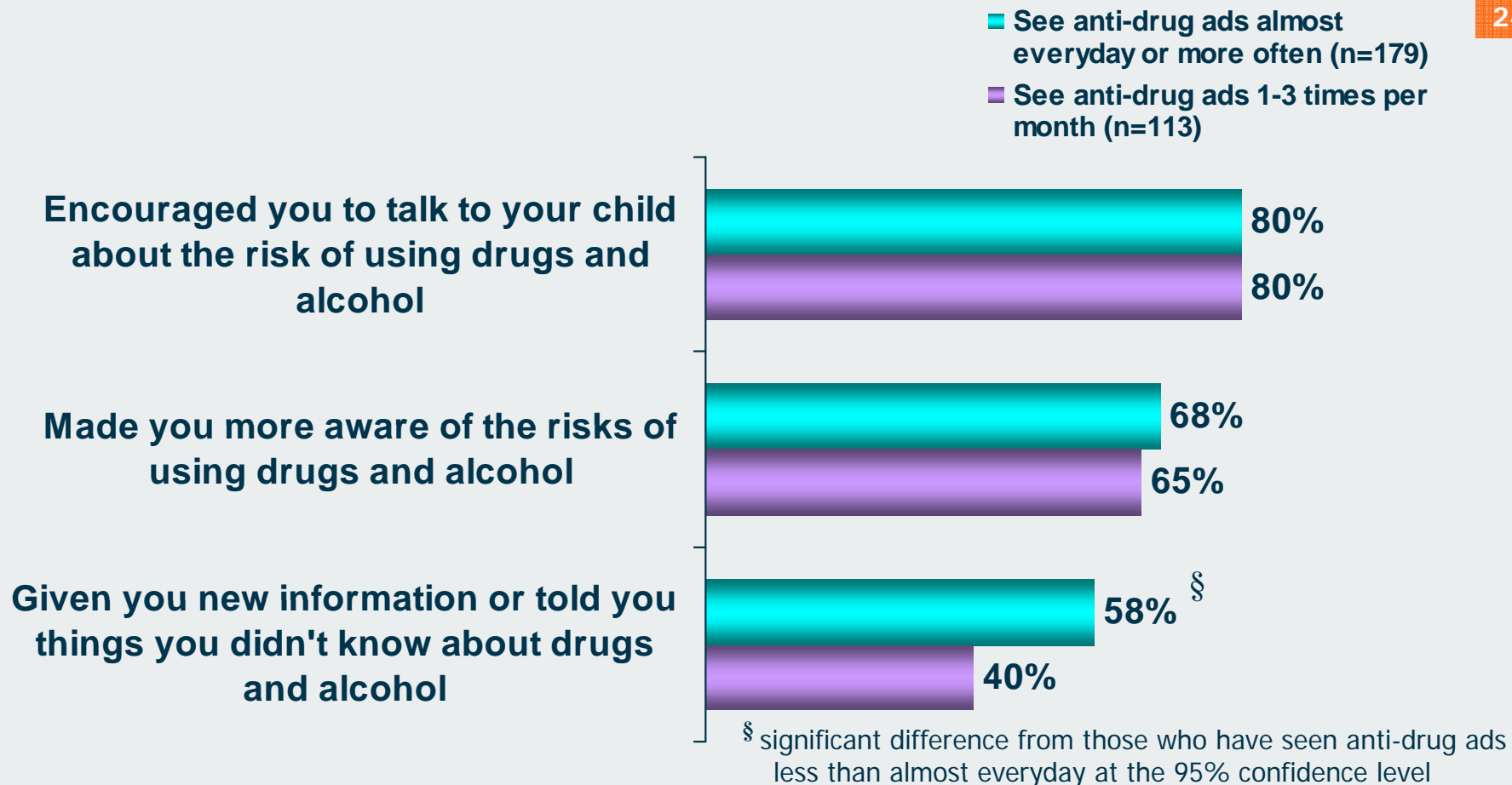
*Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."*

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## Awareness of the Risks of Drugs and Alcohol is Increased By More Frequent Exposure to Ads

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

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

25

- Parents continue to report that they talk to their kids about drugs and are well prepared to do so.
  - Nearly all New Jersey parents have spoken to their child about drugs – 95% in 2009, 94% in 2007 and 96% in 2006 and 2004. The median number of times parents have spoken to their child about drugs in the past year is ten (the median was 9 in 2007, and 10 for the 2006 and 2004 studies).
  - Parents who have seen anti-drug ads almost every day or more often are significantly more likely than parents who have seen ads less than almost every day to have talked to their child about drugs (100% vs. 92%, respectively).



## Discussions About Drugs (cont'd)

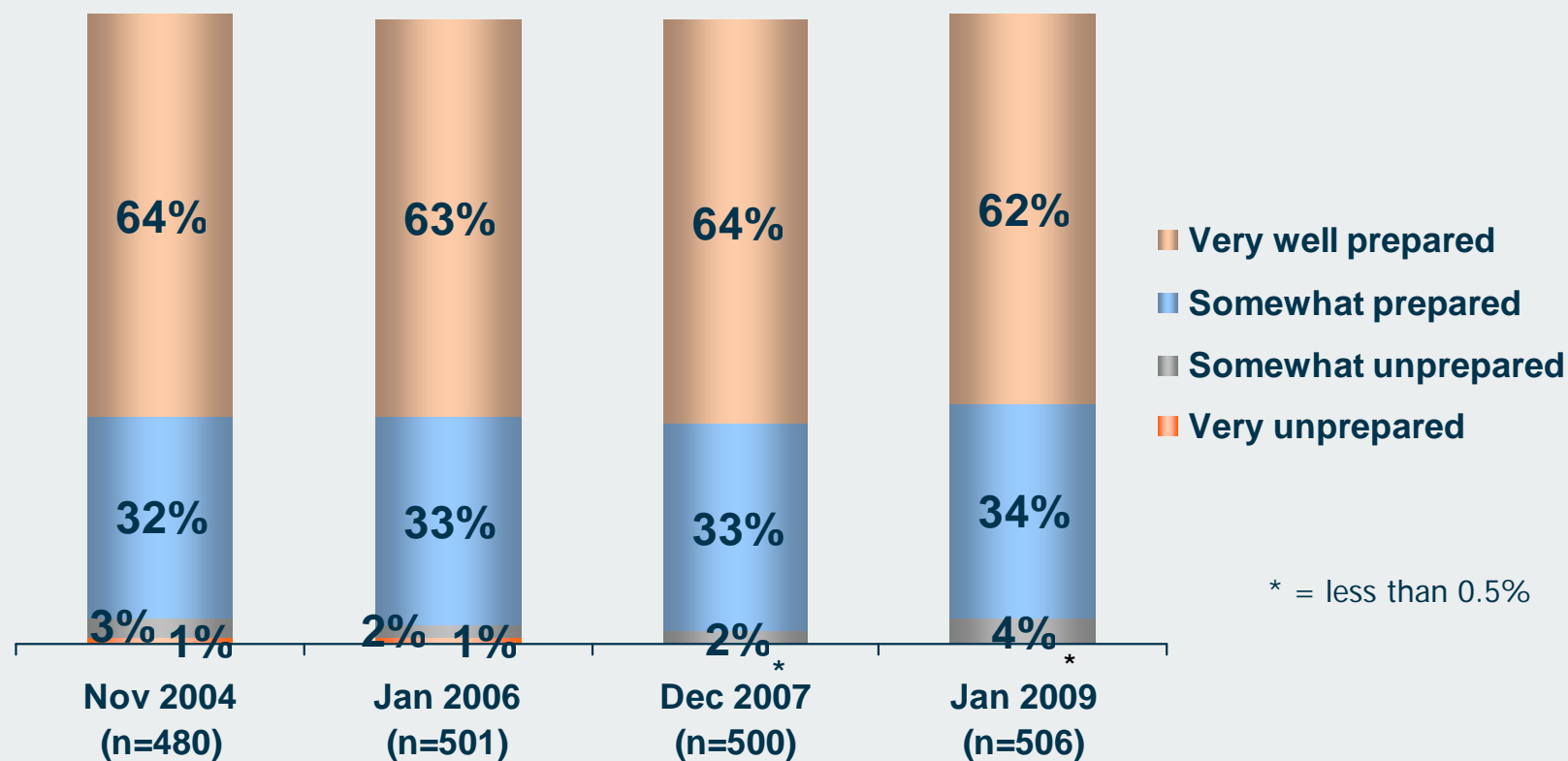
- New Jersey parents are prepared to talk to their child about drugs. 96% are very well or somewhat prepared – 62% say they are very well prepared.
  - Few parents who have spoken to their child about drugs say they find it difficult to talk to them about it (10% vs. 6% in 2007, 7% in 2006 and 9% in 2004). Nearly three in five (79%) say it is not difficult at all (vs. 76% in 2007, 75% in 2006 and 74% in 2004).
  - As mentioned in 2007, this finding should be thought of in context with the earlier finding that many parents are not knowledgeable about many drugs that are posing threats to young people.
  - In 2009 nearly four in ten (39%) parents say they would definitely support random drug testing, and 32% say they would probably support such testing. These findings are in line with 2007 (41% definitely would support; 31% probably would support.)



# Nearly All Parents Saying They Feel Very/Somewhat Prepared To Talk To Their Child About Drugs

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

27

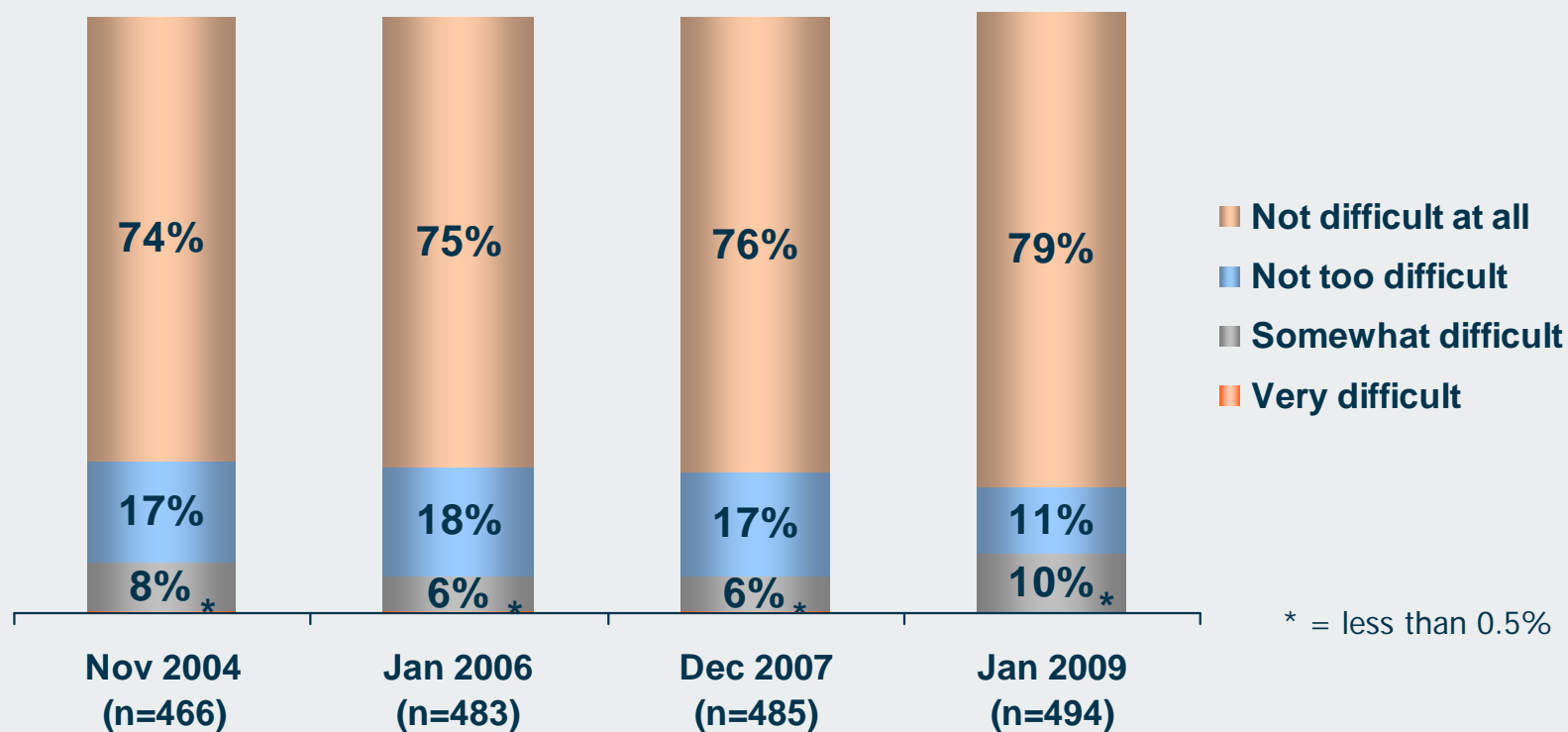


Q17 "How well prepared do you feel you are to talk to this child about drugs?"

# Eight in Ten Parents Find Talking to Their Child About Drugs to Be Not Difficult At All

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

28



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

29

- As seen in past waves, parents feel that their opinions are very important when it comes to their child's decision whether or not to use drugs. Nearly four in five (79%) of the parents in January 2009 feel this was as compared to 82% in 2007, 83% in 2006 and 79% in 2004.
- In 2009 less than 3% of parents feel that their opinions are "not that important" or "not at all important" in their child's decisions whether or not to use drugs. One third (33%) feel that their child's friends' opinions are "not that important" or "not at all important."



## Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Drugs (cont'd)

### Peer Influence Continues to be Underestimated in 2009.

- Parents continue to feel that their opinion is much more important than their child's friends' opinions when it comes to their child's decision whether or not to use drugs.
  - Similar to previous waves, in 2009 parents are much more likely to view their opinion as very important as compared to their child's friends' opinion (79% vs. 28%).
  - Nearly all parents this year (97%) feel their opinion is "very" or "somewhat important" in their child's decision whether or not to use drugs; two-thirds feel that their child's friends' opinions are "very" or "somewhat important." This is consistent with findings in prior years.

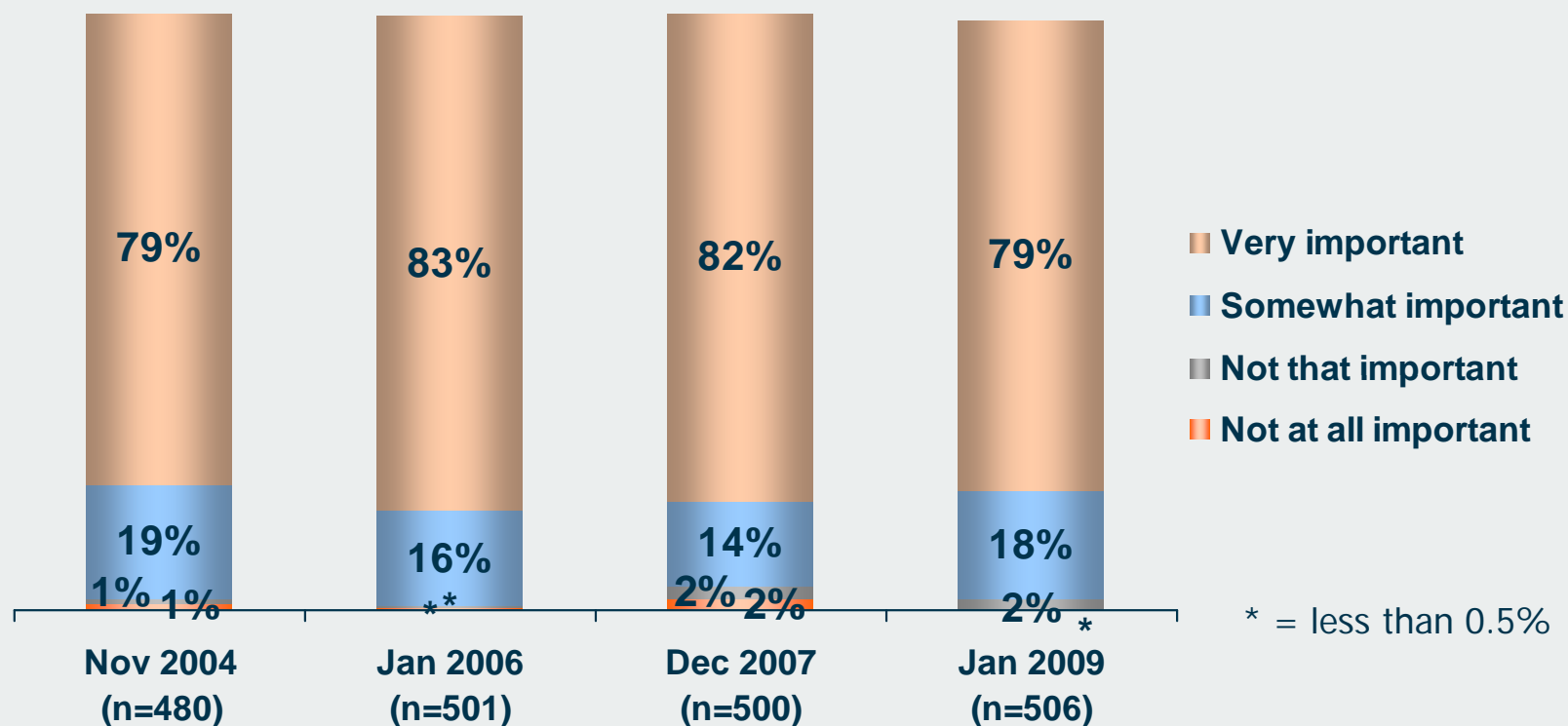
30



## Similar To Prior Waves, Parents 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*

31

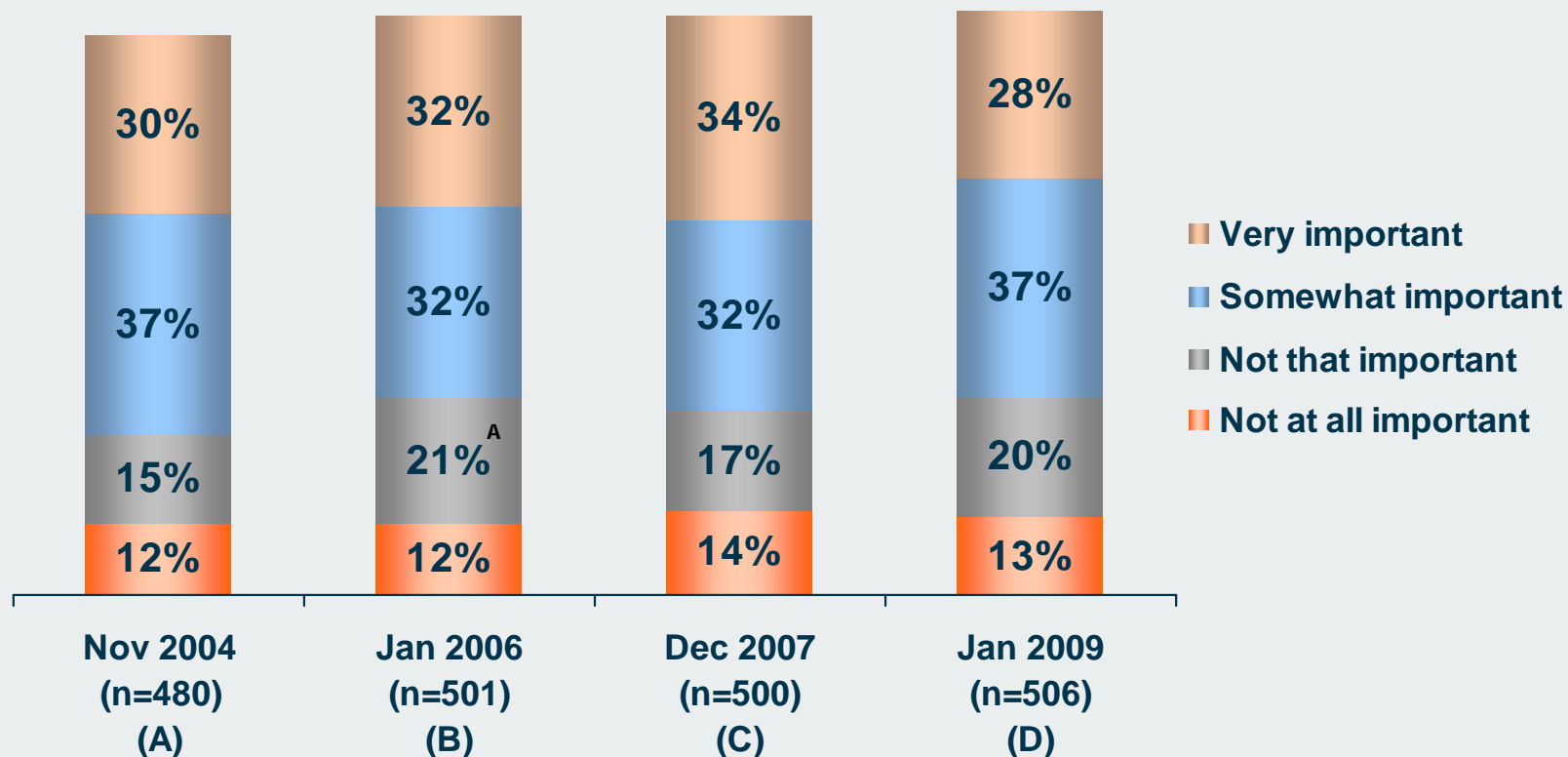


Q25 "How important do you feel your opinions are when it comes to your child's decision whether or not to use drugs?"

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

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

32



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?"

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

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

33

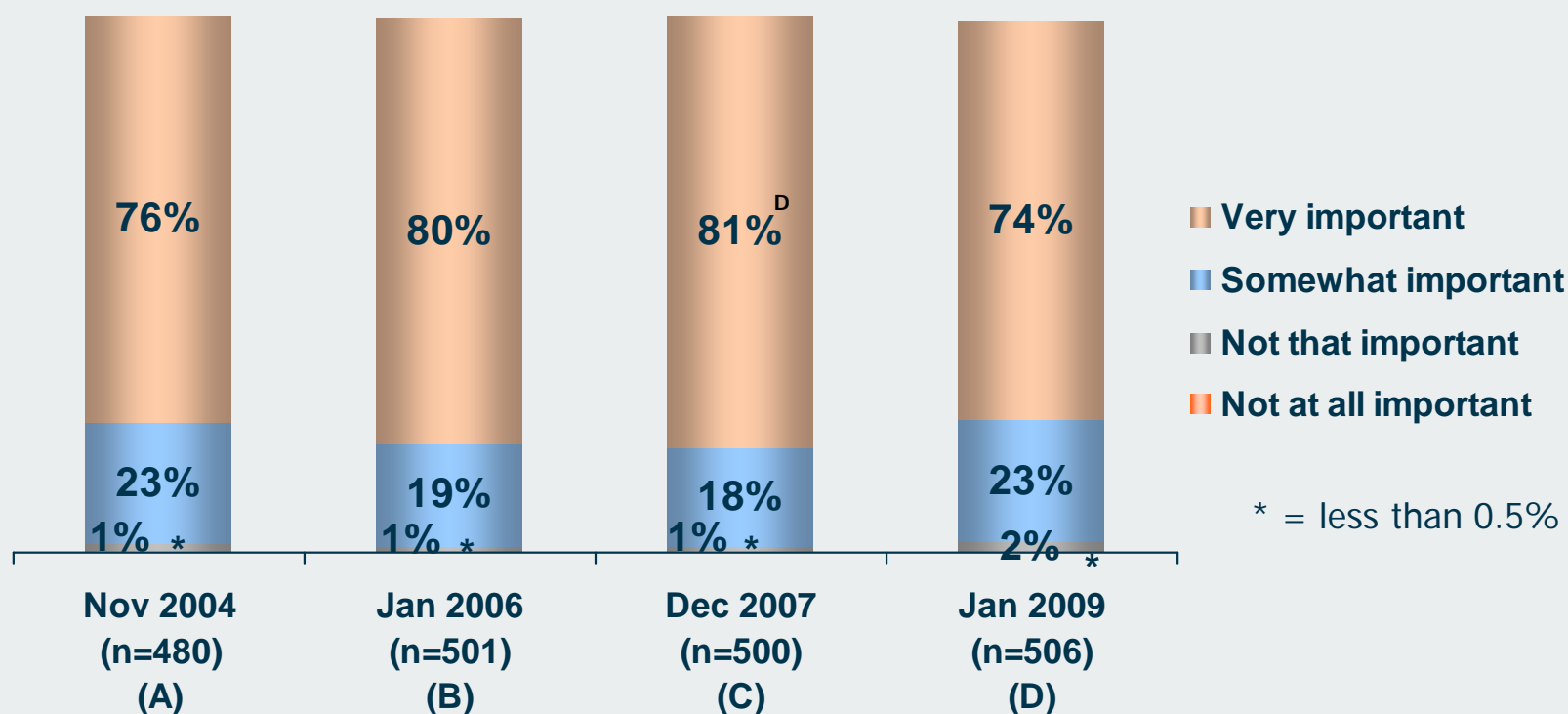
- Peer influence may continue to be underestimated by parents.
  - In 2009 nearly three quarters (74%) of parents feel that their opinion is **very important** in their child's decision whether or not to drink alcohol. This compares to a significantly higher number of parents with the same opinion in 2007 (74% vs. 81%). Only one-third (31%) of parents feel that their child's friends' opinions are very important.



# Parents Say That Their Opinions are Very/Somewhat Important in Child's Decisions About Alcohol

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

34



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

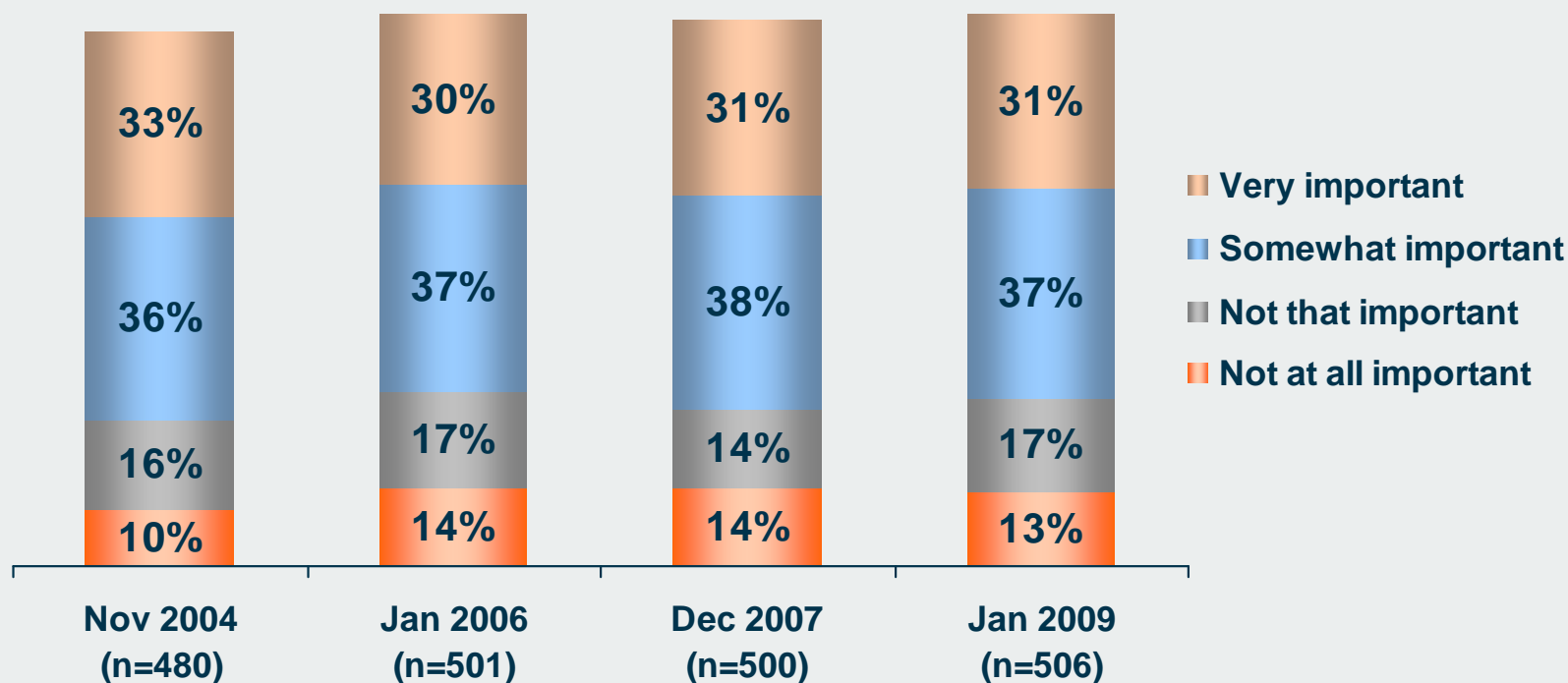
A,B,C,D - significant difference at the 95% confidence level

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## Parents Find That Their Child's Friends' Opinions Are Important in Decisions About Alcohol, But Not as Important as their Parent's Opinion

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

35



*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

- The vast majority of parents continue to feel that they have great influence over their children's attitudes towards drugs.
- Ninety percent of parents in 2009 say that they have **a lot** of influence over their child's attitudes towards drugs. Nearly eight in ten (79%) say their opinions are **very important** to their child when they decide whether or not to use drugs.
  - These findings are comparable to previous waves. In December 2007 88% of parents felt they had a lot of influence on their child's attitudes towards drugs and 82% felt their opinions were very important to the child's decision making process about drugs.
  - In 2006 91% of parents 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.

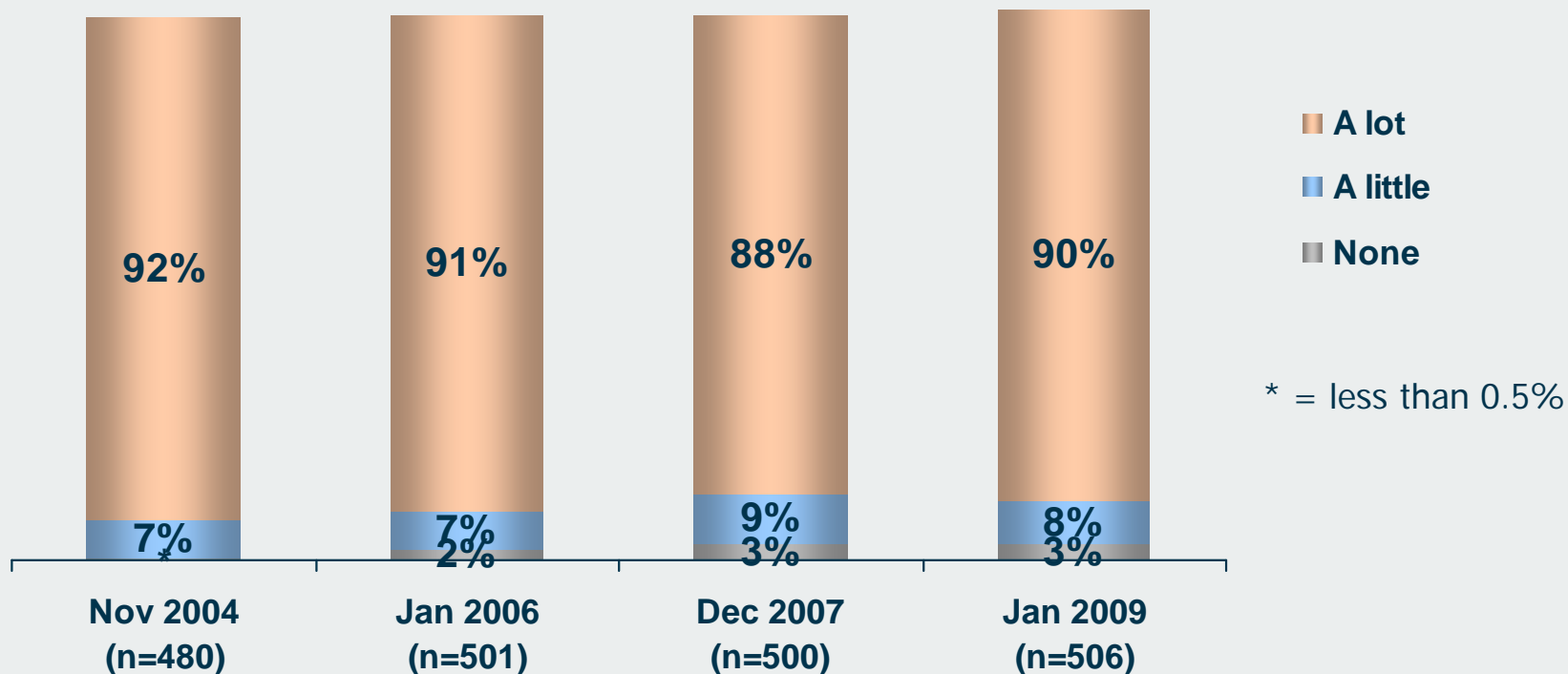
36



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

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

37



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

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## Parental Influence on Attitudes Towards Alcohol

- Similar to previous waves, parents feel that they have a lot of influence over their children's attitudes towards alcohol.
  - In 2009 nearly nine in ten (89%) parents say that they have **a lot** of influence over their child's attitudes towards alcohol. Three quarters (74%) say their opinions are **very important** to their child when they decide whether or not to drink alcohol.

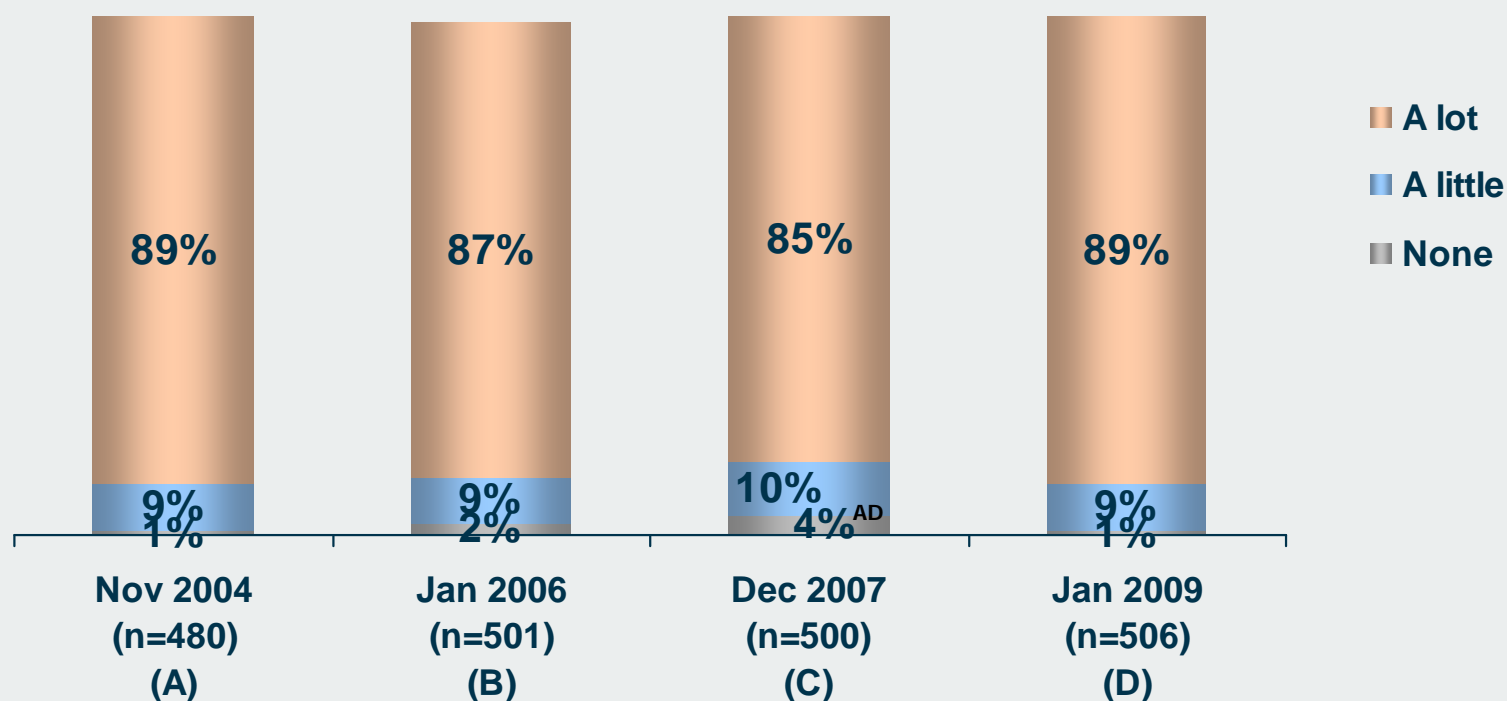
38



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

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

39



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

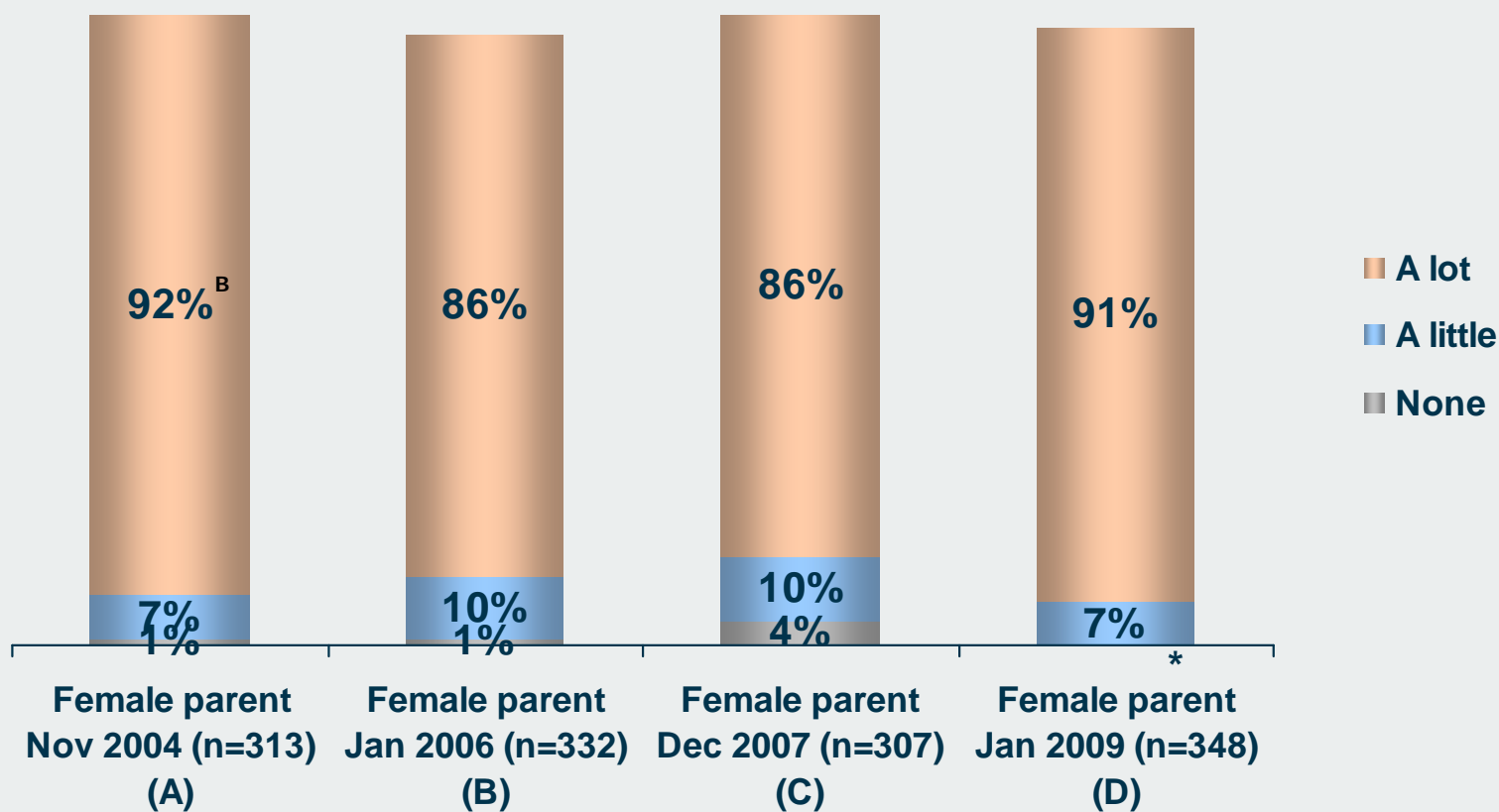
A,B,C,D - significant difference at the 95% confidence level



## Mothers Are More Likely Now, As Compared to 2007, 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*

40



Q24 "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

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## Perceived Health Risks of Marijuana and Alcohol Remain Stable

41

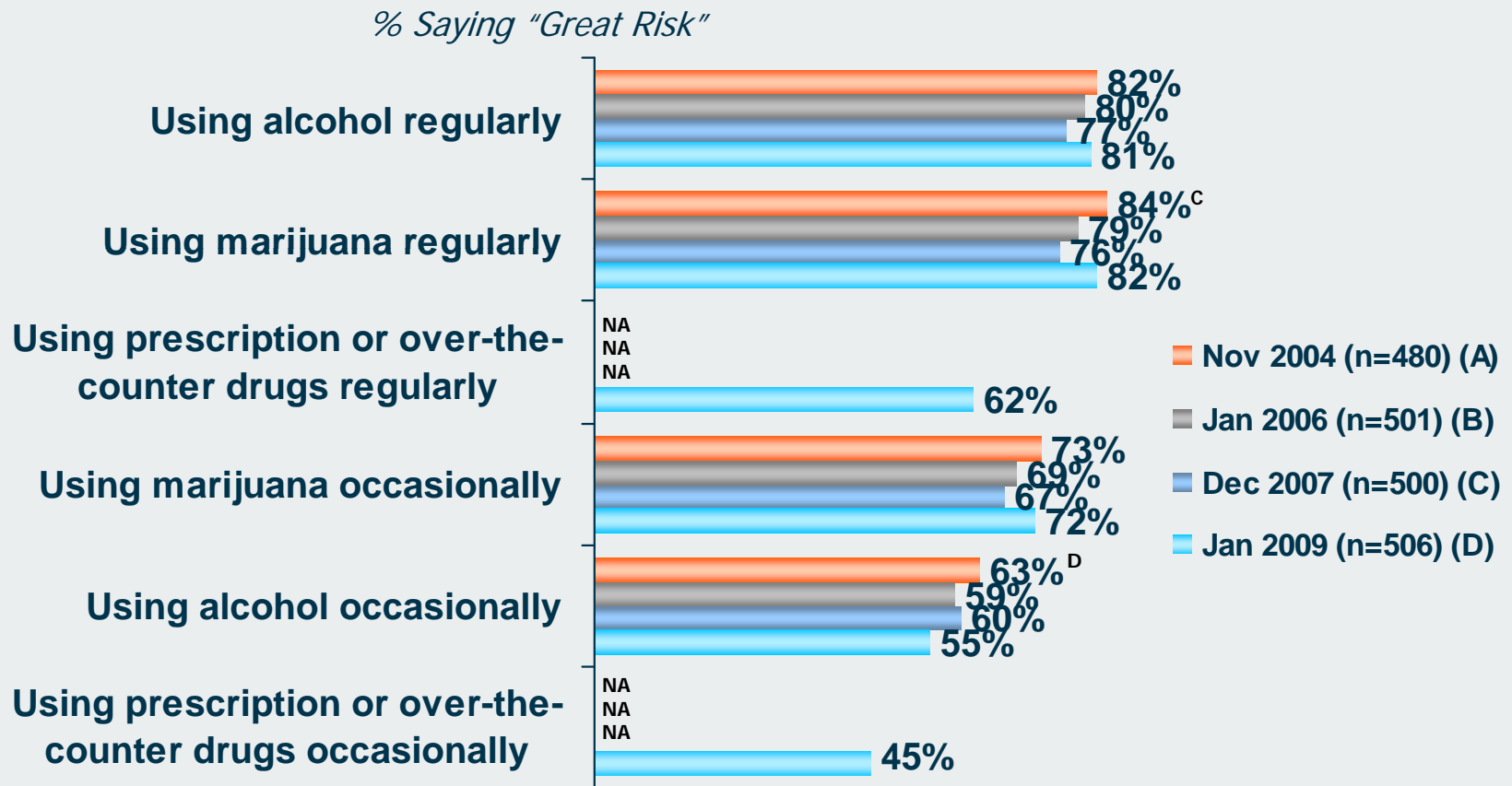
- This wave parents continue to feel that regular or occasional marijuana and alcohol use would be a "great risk" to their child's health. Fewer parents find that regular or occasional use of prescription or over-the-counter drugs are a "great risk."
  - Four in five parents feel that regular use of alcohol or marijuana is a great risk to their child's health (81%, 82% respectively). Three in five parents (62%) feel that regular use of prescription or over-the-counter drugs is a "great risk" to their child.
  - Less than half (45%) feel that occasional use of prescription or over-the-counter drugs would be a great risk.
  - Nearly one in five parents (18%) feel that regular use of prescription or over-the-counter drugs is no risk at all to their child. Fewer parents find regular usage of alcohol or marijuana to be of no risk to their child (11% each).



# In 2009 Parents Continue to 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*

42



*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?"*

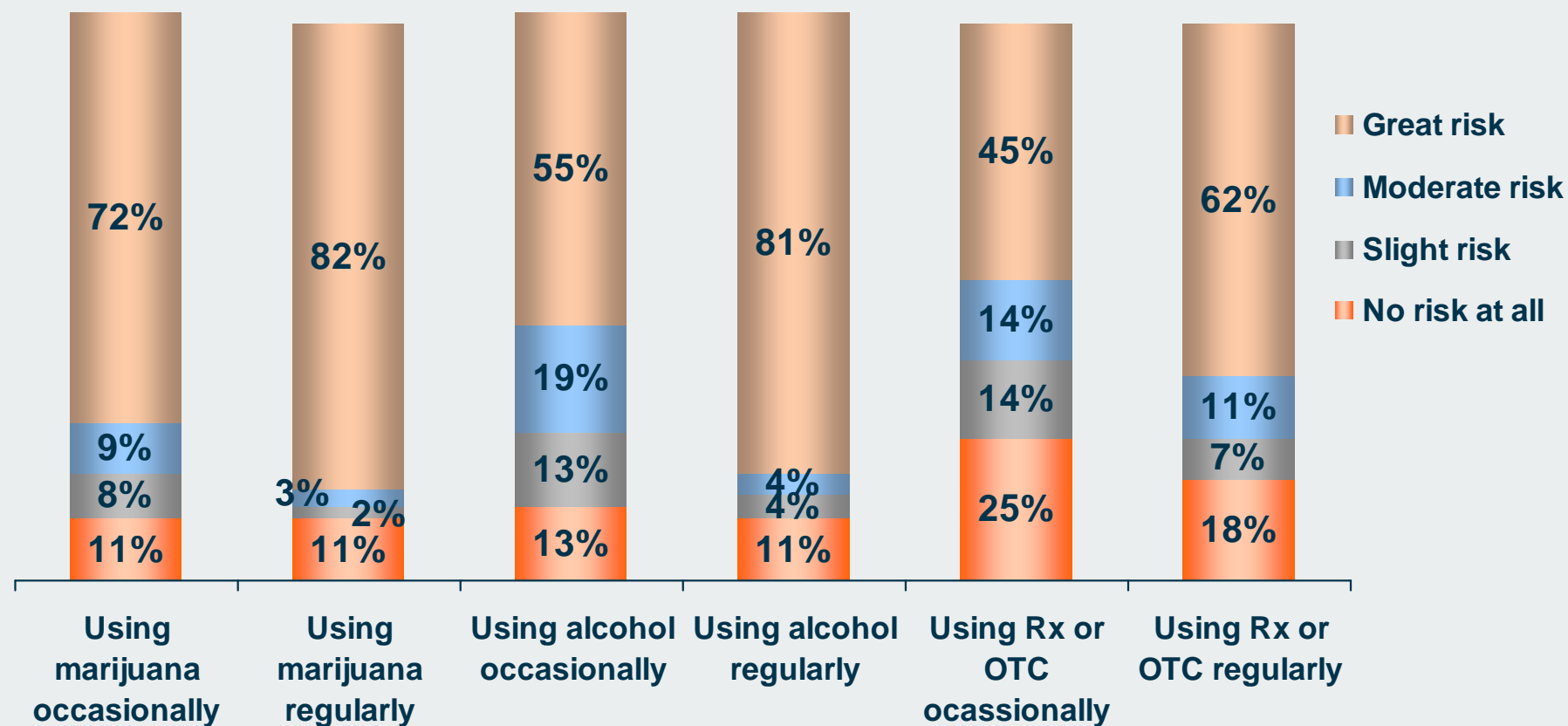
*A,B,C,D - significant difference at the 95% confidence level*



## Marijuana and Alcohol Use Reported to Be a "Great Risk" to Their Child's Health. Fewer Parents Find Using Rx or OTC Drugs to Be As Much of A Risk.

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

43



*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

44

- In 2009 nearly all New Jersey parents have talked to their child about both alcohol (93%) and drugs (95%).
  - This is comparable to the number of parents who have talked to their children about drugs and alcohol over the past few waves. In December, 2007, 92% of parents talked to their child about alcohol and 94% talked to their child about drugs (2006 - 93%, alcohol, 96%, drugs; 2004 - 91% alcohol, 96% drugs).
  - Two thirds of parents (66%) have talked to their children about the proper use of prescription or over-the-counter drugs such cough syrup or pain relievers. This is similar to the findings in the 2007 wave with a much higher proportion reporting speaking to their child about drugs or alcohol.



## First Discussion About Drugs and Alcohol

45

Parents who have talked to their child about drugs or alcohol first discussed them when their child was a young age. In 2009 New Jersey parents recall speaking to their child about drugs and alcohol around age 9, this is similar to the age cited in 2007 (9.2 vs. 9.1).

On average, parents say they first spoke to their child about alcohol at age 9.6.

- One quarter (25%) of parents say that they first spoke to their child about alcohol at age 10, nearly one in five (19%) spoke to them at age 12.



## First Discussion About Prescription or Over-the-Counter Drugs

46

In 2009 parents who have spoken to their child about the proper use of prescription or over-the-counter drugs (66% of the total) say that they did so for the first time at age 10.2, on average. This is similar to the age parents mention in 2007 (10.1).

- Nearly one quarter (24%) recall speaking to their child about prescription and over-the-counter drugs for the first time at age 12. More than one in five had the discussion for the first time when their child was age 10.
- These ages for first time discussions with their child are comparable to the findings in the December 2007 wave.



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

47

- In January 2009, a significantly higher number of parents estimate that middle school students are abusing prescription or over-the-counter drugs as compared to December 2007 (2009: 27% vs. 2007: 23%). Nearly one in five parents say they don't know or prefer not to give an estimate.
- There has been a considerable amount of attention to the dangers of over-the-counter drugs in the past year. This may explain why there is more of an intense emphasis in 2009.



## First Discussion About Drugs

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	Jan 2009 (n=494) D
	%	%	%	%
5 and Under	13	8	9	8
6	7	7	7	6
7	7	9	6	7
8	13	12	11	10
9	9	12	12	10
10	22	21	21	30 <sup>AB</sup>
11	8	11	14 <sup>A</sup>	9
12	12	11	8	11
13	4	2	4	4
14	1	1	1	1
Don't Know	4	5	6	3
<b>Mean</b>	<b>8.9</b>	<b>9.0</b>	<b>9.1</b>	<b>9.2</b>

48

\* 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?"





## First Discussion About Alcohol

49

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	Jan 2009 (n=485) D
	%	%	%	%
5 and Under	13 <sup>B</sup>	7	8	10
6	5	6	3	3
7	8	7	5	6
8	12	13	11	11
9	8	9	11	7
10	22	24	26	25
11	8	12 <sup>D</sup>	11	7
12	11	13	12	19 <sup>A</sup>
13	8	4	4	8
14	3	3	4	2
15+	-	*	*	*
Don't Know	3	2	4	3
<b>Mean</b>	<b>9.2</b>	<b>9.4</b>	<b>9.6</b>	<b>9.6</b>

\* 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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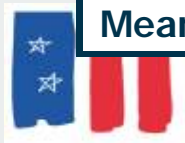
## First Discussion About Prescription and Over-the-Counter Drugs

50

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
	%	%
5 and Under	10	7
6	3	1
7	5	6
8	6	7
9	3	7
10	22	22
11	16	10
12	21	24
13	7	9
14	5	5
15	3	*
Don't Know	5	-
<b>Mean</b>	<b>10.1</b>	<b>10.2</b>

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

\* Less than 0.5%



Note: 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?"

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

51

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

Notes:

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

Lettering indicate significant difference at 95% level of confidence

\* Less than 0.5%



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



## Incidents That Prompted Discussions About Drugs

52

- In 2009, similar to previous years, four in 10 (41%) parents say something specific or some incident prompted them to have a first discussion with their child about drugs. This compares to 39% in 2007, 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 (31%) and
    - (2) a news story, anti-drug ad, or commercial (29%)



## Various Incidents Have Prompted Discussions About Drugs

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

53

Incident	Nov 2004 (n=204)	Jan 2006 (n=204)	Dec 2007 (n=193)	Jan 2009 (n=212)
	%	%	%	%
News story/Anti-drug ad/Something on TV	19	27	27	29
School substance abuse program including DARE	20	25	28	31
Friend/family member has/had a substance abuse problem	20	15	15	12
An incident at school	15	10	14	11
Incidents in the neighborhood	NA	5	8	8
Suspect child's friends may be taking drugs	3	3	2	4
Other	20	23	16	*



*Q14 "What prompted you to have the discussion?"*

## Children Starting the Conversation

54

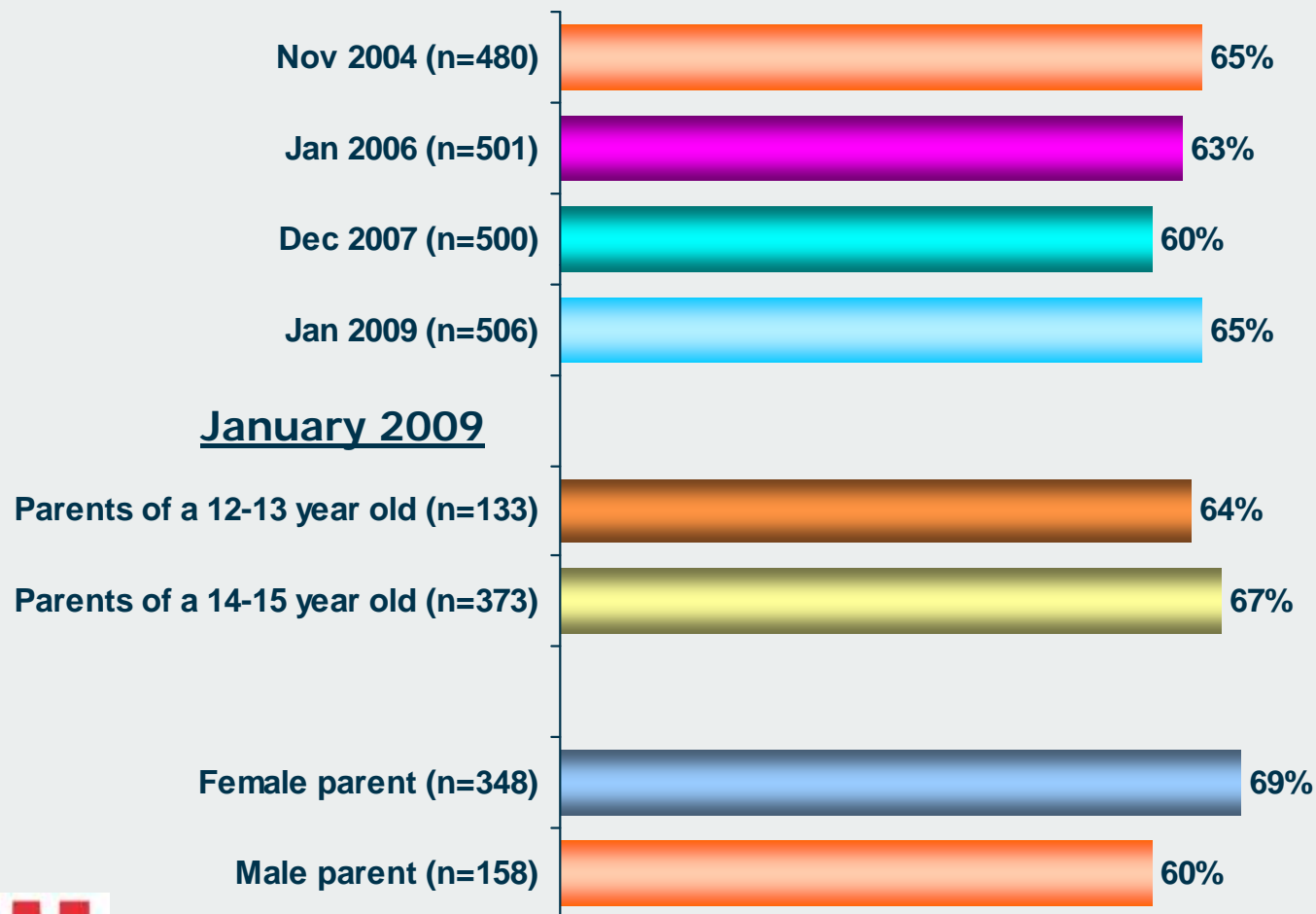
- Two thirds of parents in 2009 (65%) say their child has started a discussion with them about drugs or alcohol. This is up 5 points since 2007 and close to the 2006 and (63%) and 2004 (65%) studies.
- Mothers are particularly likely to say their child has started a discussion with them.
  - Mothers are still significantly more likely than fathers to say kids come to them to discuss drugs or alcohol, but fathers are making progress. Seven in 10 (69%) mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol vs. only 60 of fathers, up 12 points since 2007.



# In 2009 Parents Continue to Say Children Have Come to Them to Discuss Drugs or Alcohol

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

55



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

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## Parents' Alcohol Policies

56

- New Jersey parents' alcohol policies appear somewhat less stringent in 2009 than in 2007, continuing the trend since 2006.
  - In 2009 77% 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. 79% in 2007, 83% in 2006 and 82% in 2004.
  - In 2009 75% of parents of a 14 to 15 year old say their child is never allowed to drink – vs. 79% in 2007, 80% in 2006 and 76% in 2004.
  - In 2009 When it comes to parents of 12 to 13 year olds saying their child is never allowed to drink, the numbers are equal to those in 2007 (80%), which are somewhat lower than in 2006 (86%) and 2004 (87%).
  - As the above suggests, parents appear more lenient in permitting drinking as children reach their later teens.
- 5% of parents say they currently have no policy on their 12 to 15 year old drinking alcohol, this is incrementally higher than in 2004 and 2006.



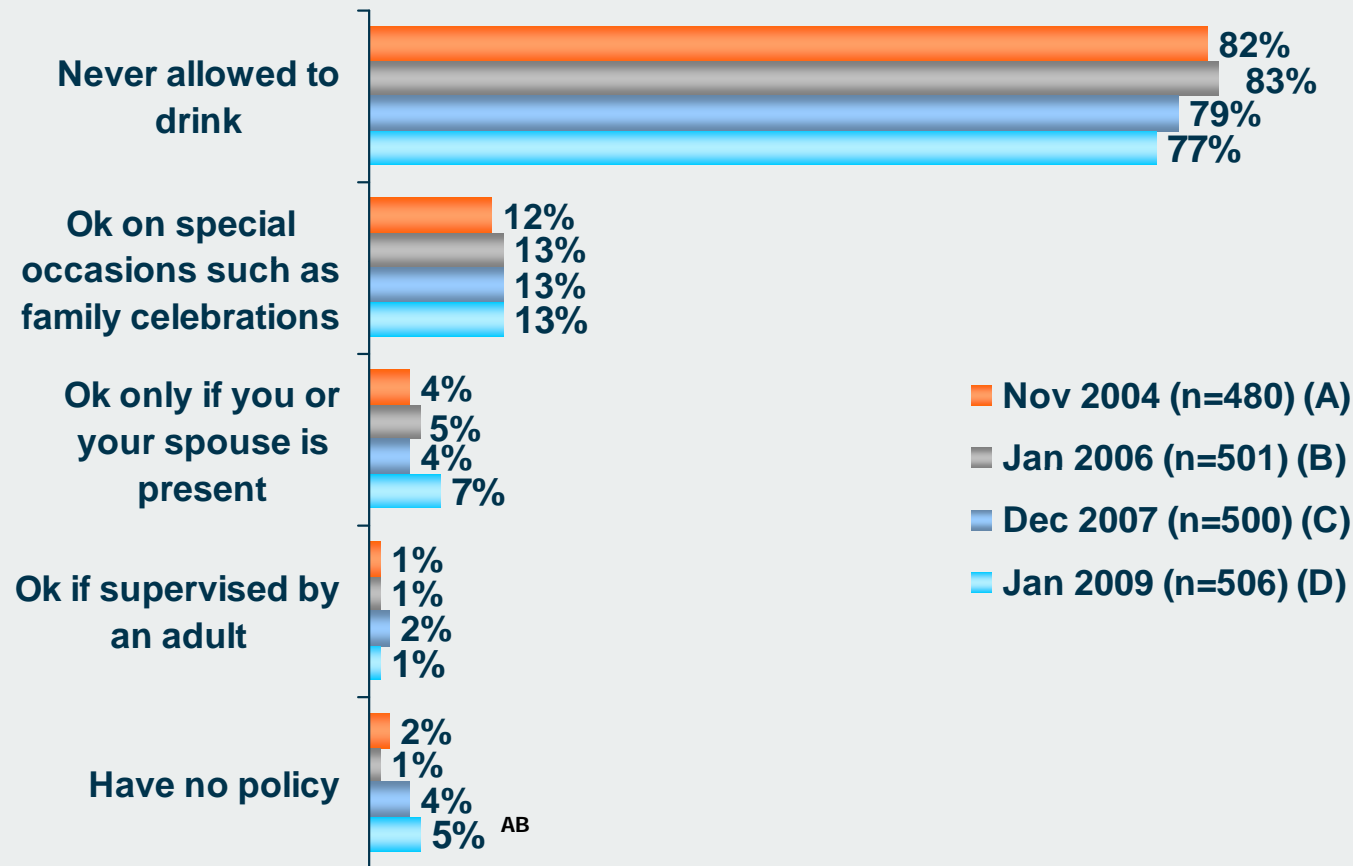
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# Parents Becoming Slightly Less Likely to Say Their 12 to 15 Year Old is Never Allowed to Drink

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

57

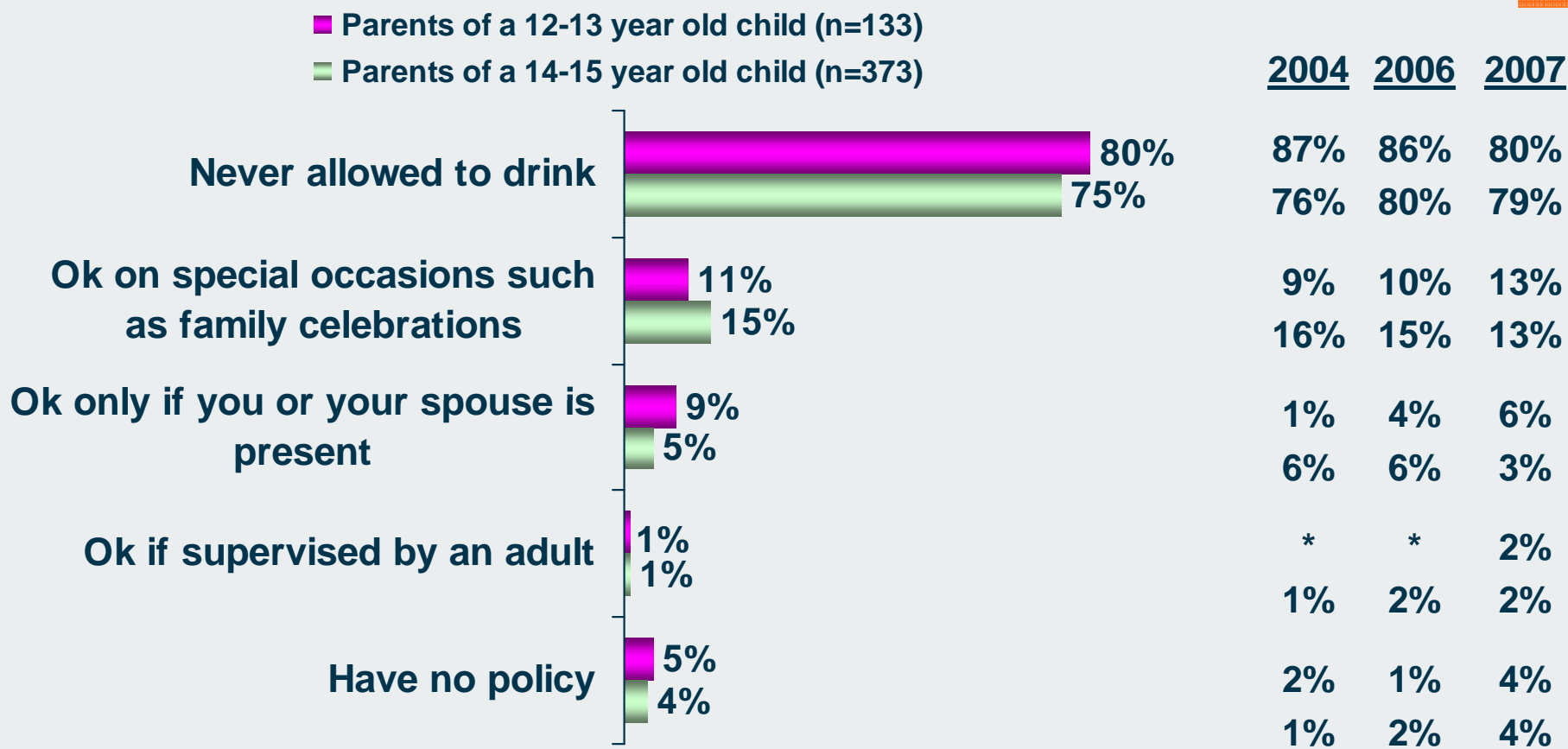


Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

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

# Parents of 12 to 13 Year Olds Continue to be Somewhat More Lenient in Their Drinking Policies

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



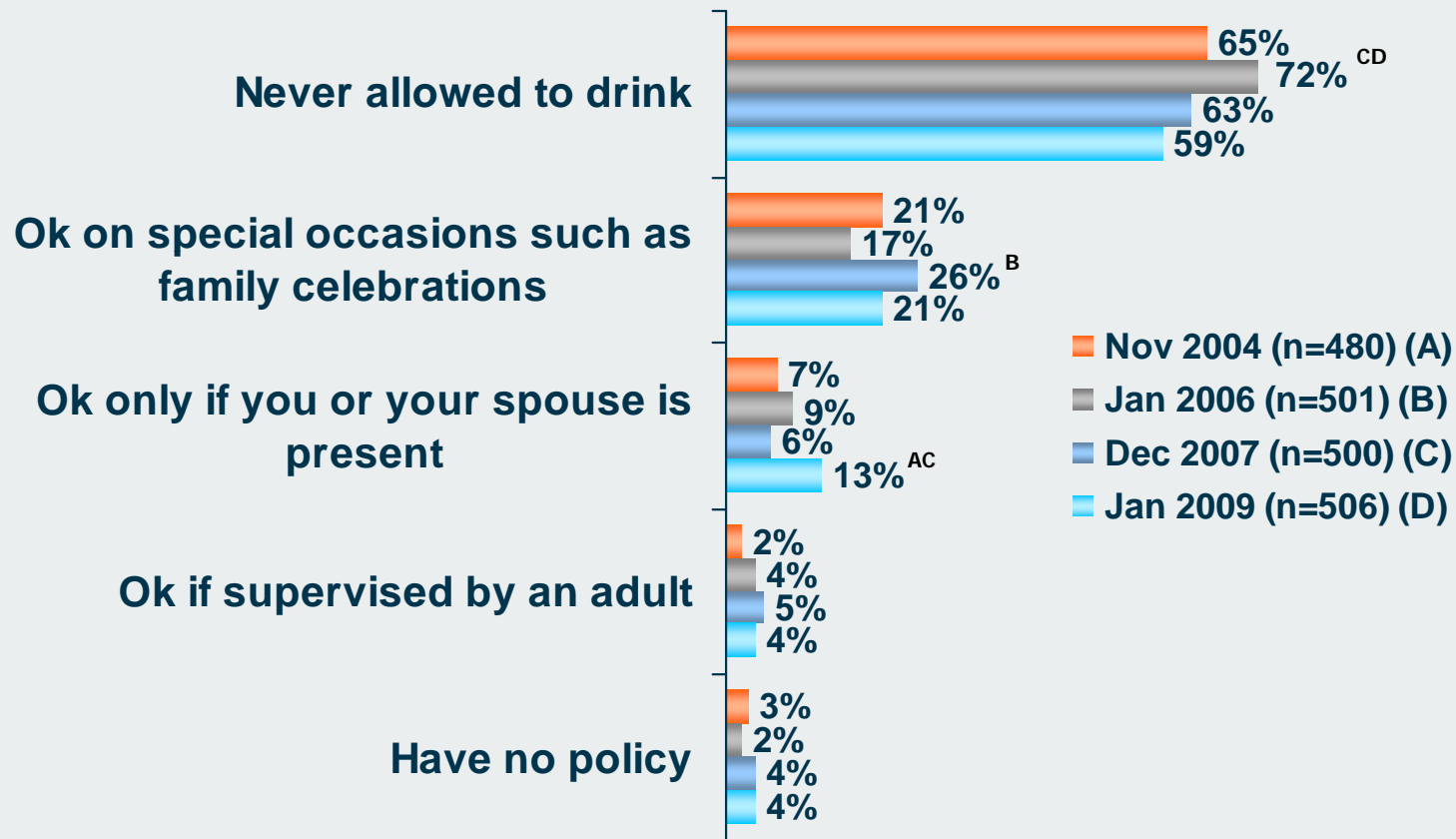
Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"



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

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

59



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 - significant difference at the 95% confidence level

## Drug Abuse in Community and Family

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

60

- In 2009 seven in ten (71%) parents of a 12 to 15 year old child in New Jersey agree that drugs are a serious problem in their community – 37% **strongly agree**. (The proportion of parents of a 12 to 15 year old child who said the same in 2007 was 78% and 33% respectively and 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 is unchanged since 2007 and was 5% in 2006.



## Drug Abuse in Community and Family (cont'd)

61

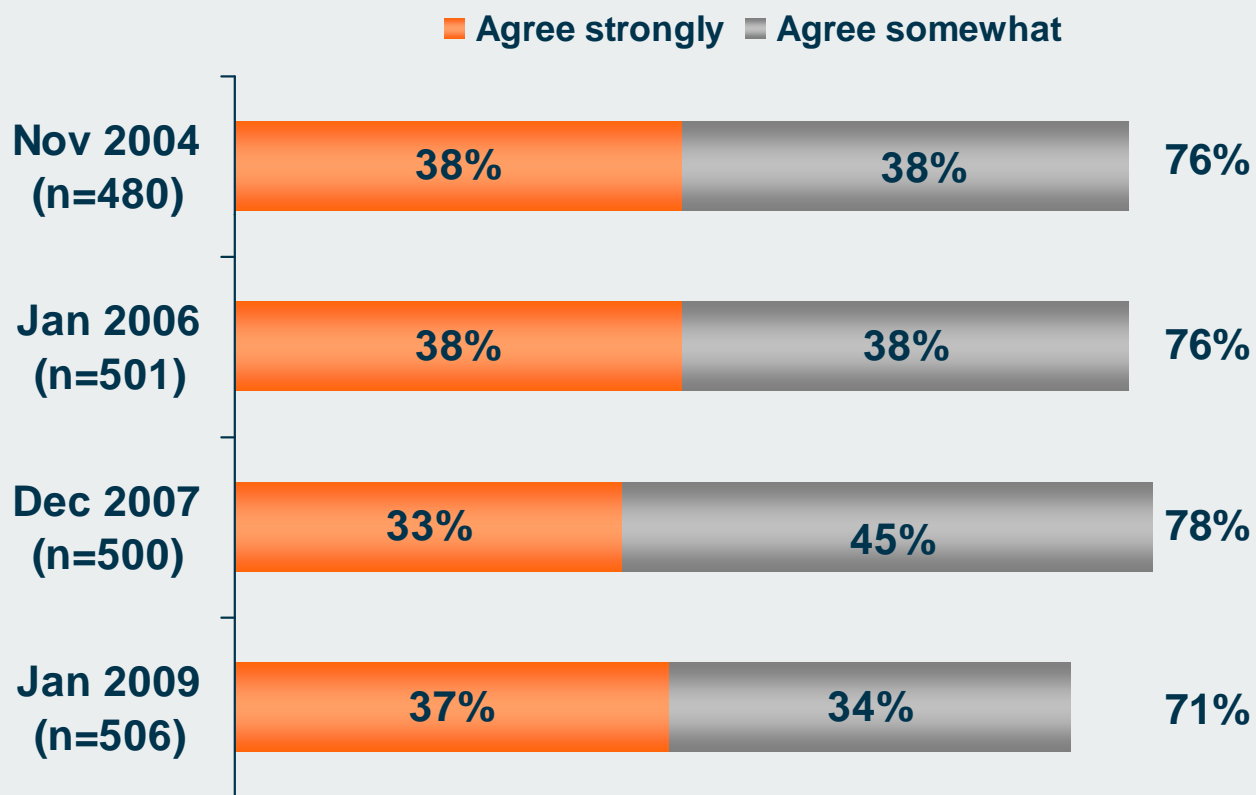
- Four in 10 (44%) say they have had instances of alcohol or drug abuse in their own family in the past year. This is significantly higher than the 2007 proportions, and about the same as in 2006 and 2004 proportions (both 43%).
  - Nearly eight in ten parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (79%). This is significantly fewer than in 2004 (88%); 84% in 2006 and 86% in 2007.



# Fewer New Jersey Parents Continue To Feel Drugs Are a Serious Problem in Their Communities As Compared to Earlier Years

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

62



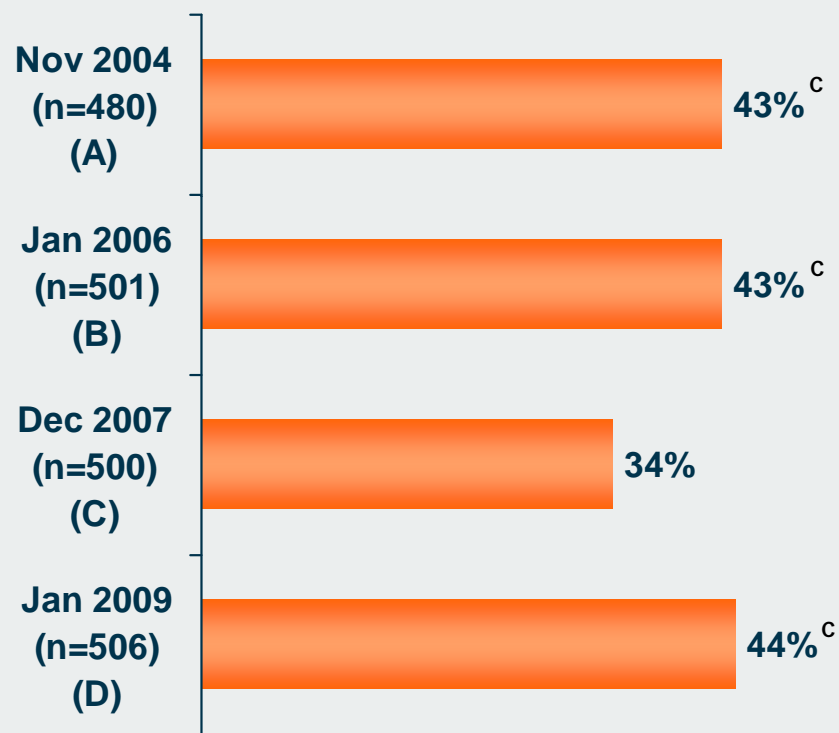
Q31 "How much do you agree with the following statement: 'Drugs are a serious problem in my community.?'"

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

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

63



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

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

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## Drugs and Alcohol in Community and Family

Parents believe that their behavior with drugs and alcohol influences their child's behavior.

64

- Nearly all New Jersey parents (95%) feel that their children's behavior is influenced by their own behavior with drugs and alcohol. More than eight in ten (83%) agree strongly that their behavior influences their child.
- More than seven in ten parents (72%) feel that drugs are a serious problem for the young people in their community. Of that 72%, nearly four in ten (38%) agree strongly that it is a problem.





## Drugs and Alcohol in Community and Family (cont'd)

65

- When asked their level of agreement with the statement "it is ok for your child or children to drink at their friend's home," nearly all parents disagreed strongly or somewhat (97%, of that 93% disagree strongly).

Parents feel that they should be liable for actions and consequences of their children's friends if they drink at the parent's home.

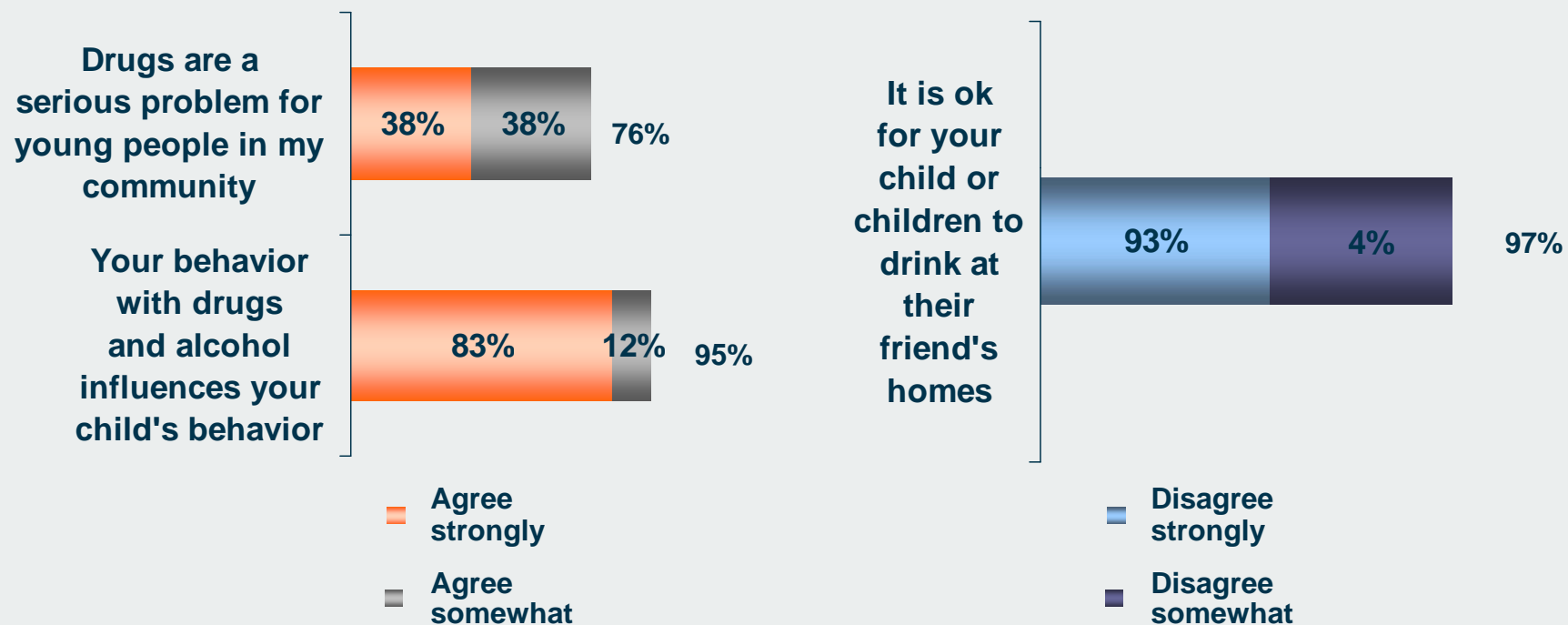
- 95% of parents feel that parents should be liable if a child's friend drink's at the parent's home.



# Parents Feel That Their Behavior With Drugs and Alcohol Influences Their Child's Behavior

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

66



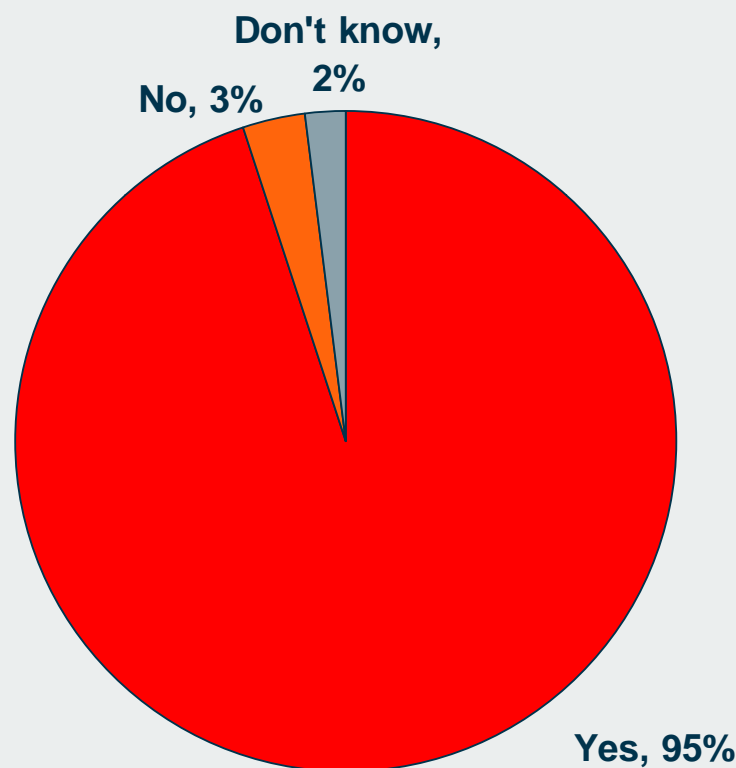
Q31.1 "Now I'd like to read you a few statements. For each one I read please tell me how much you agree or disagree with each one:"

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# Parents Should Be Liable For Actions and Consequences of Their Children's Friends if They Drink at the Parent's Home

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

67



*Q.31.2 "Do you think that parents are liable for actions and consequences of their children's friends if they drink at the parent's home?"*

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## Drug Prevention Education

68

- In 2009 about one-third (31%) of parents have attended a drug prevention parent education class, seminar, or workshop. This is somewhat lower than in 2007 (3%), but the same as in 2005 (31%) and is comparable to the proportion in 2004 (36%).
  - Four in ten (39%) 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 one percentage point from 2007, four percentage points from 2006's 36% and down nine percentage points from 2004's 49%.



## Discussions About Drugs - Summary

69

	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%	91%	98%	94% <sup>E</sup>	97%	100%	92%
Median # of times (past year)	10	5	11	10	7	10	9
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.2	9.6	8.9	9.1	9.5	9.3	9.1

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



## Discussions About Alcohol - Summary

70

	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)
<b>Talked to child about alcohol</b>	<b>93%</b>	<b>87%<sup>B</sup></b>	<b>97%</b>	<b>94%</b>	<b>89%</b>	<b>96%</b>	<b>91%</b>
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.6	10.0	9.4	9.6	9.7	9.6	9.6

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



## Parents See Different Substances Coming From Different Sources

71

Classmates and friends are where parents think kids are getting drugs from. More than one-third of parents think that children are getting drugs from their classmates and friends (48%, 36% respectively).

- More than four in ten parents (44%) think kids are getting alcohol at home. One quarter think that the kid's friends or friend/relative's liquor cabinet are where they get it from (25%, 23% respectively).
- Nearly two-thirds of parents (62%) feel that kids get prescription and over-the-counter drugs from their own home medicine cabinet.



## Parents See Different Substances Coming From Different Sources (cont'd)

The majority of parents think that kids trying to look cool is a major reason they use drugs.

72

- Almost three quarters (72%) of parents feel that a major reason kids use drugs is to look cool. More than half feel that they use drugs to help them feel better about themselves or to deal with problems at home (56%, 53% respectively).

When parents were asked if they are in favor of leaving the drinking age at 21 or lowering it to 18, three quarters (76%) said they favor leaving it at 21. Less than two in ten (16%) are in favor of lowering it to 18.





# Some Parents Think That Kids Are Getting Drugs From Classmates

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

73

	Drugs (n=506)	Alcohol (n=506)	Prescription and Over-The- Counter Drugs (n=506)
	%	%	%
Classmates	48	3	8
Friends	36	25	13
Dealers	14	*	3
Home liquor	NA	44	NA
Home medicine cabinet	NA	NA	62
Friend/relative liquor cabinet	NA	23	NA
Friend/relative medicine cabinet	NA	NA	11

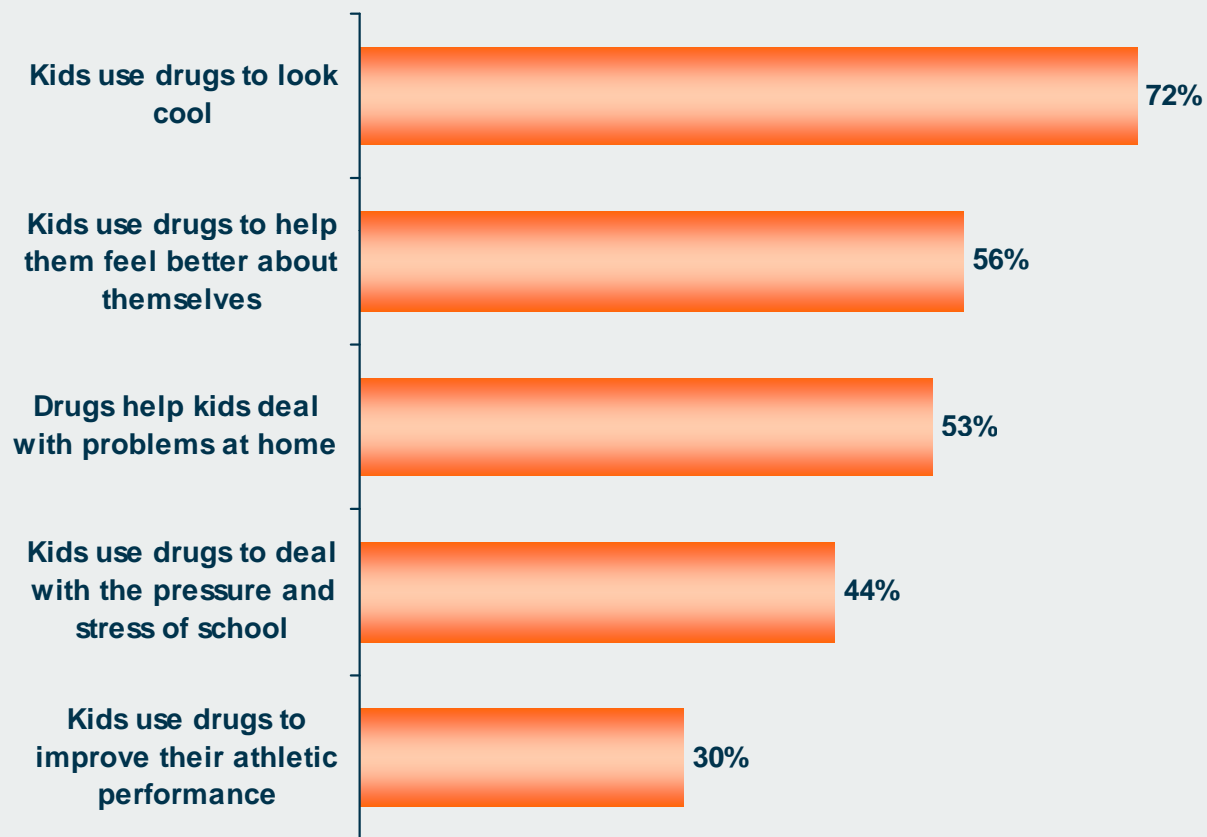


Q42 "Where do you think kids are getting . . .?"

# Parents Feel That the Major Reason Kids Use Drugs is to Look Cool

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

74



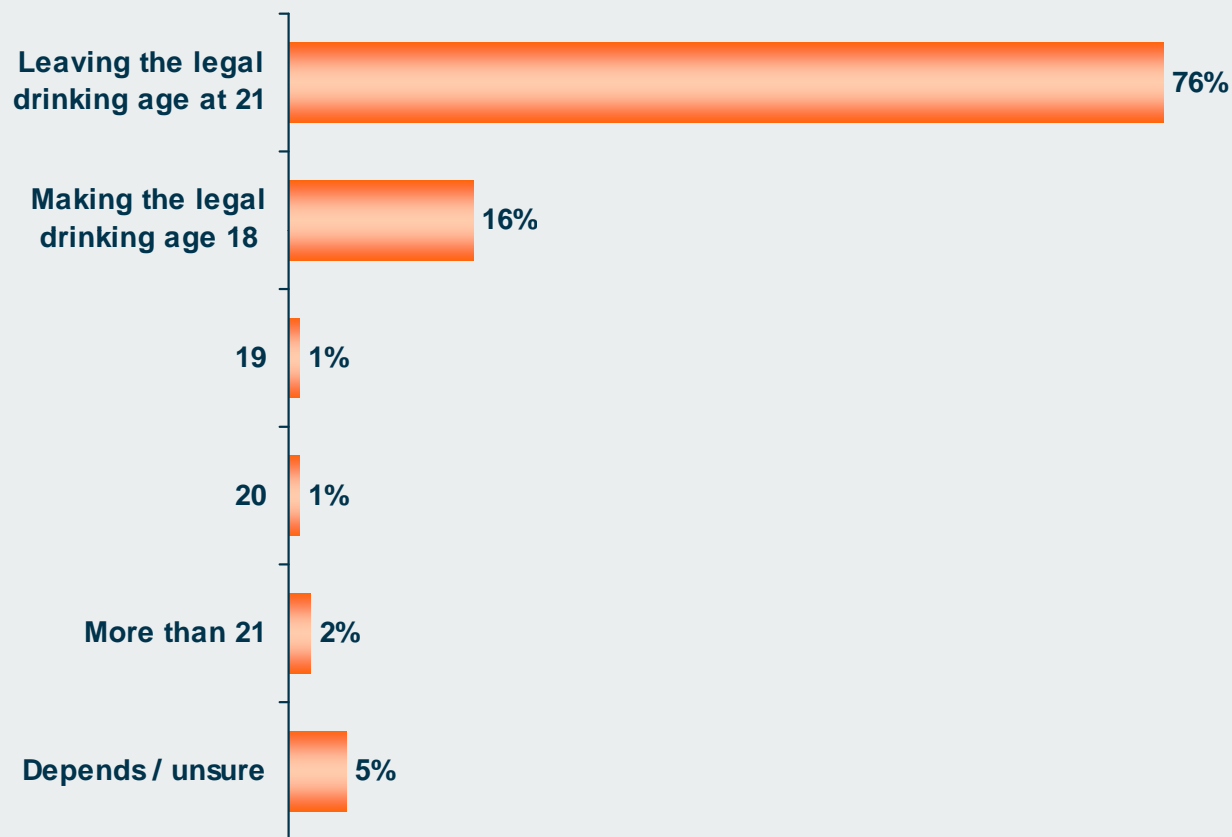
*Q44 "Now I'd like to read you some reasons that have been given as to why kids use drugs. As I read each one please tell me whether or not you feel that it is a major reason, a minor reason or not a reason at all."*

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# The Majority of Parents Favor Leaving the Drinking Age at 21

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

75



Q43 "Recently, the debate over the legal drinking age has come up again. Do you favor (making the legal drinking age 18/leaving the legal drinking age at 21) or (leaving the legal drinking age at 21/making the legal drinking age 18) . . .?"

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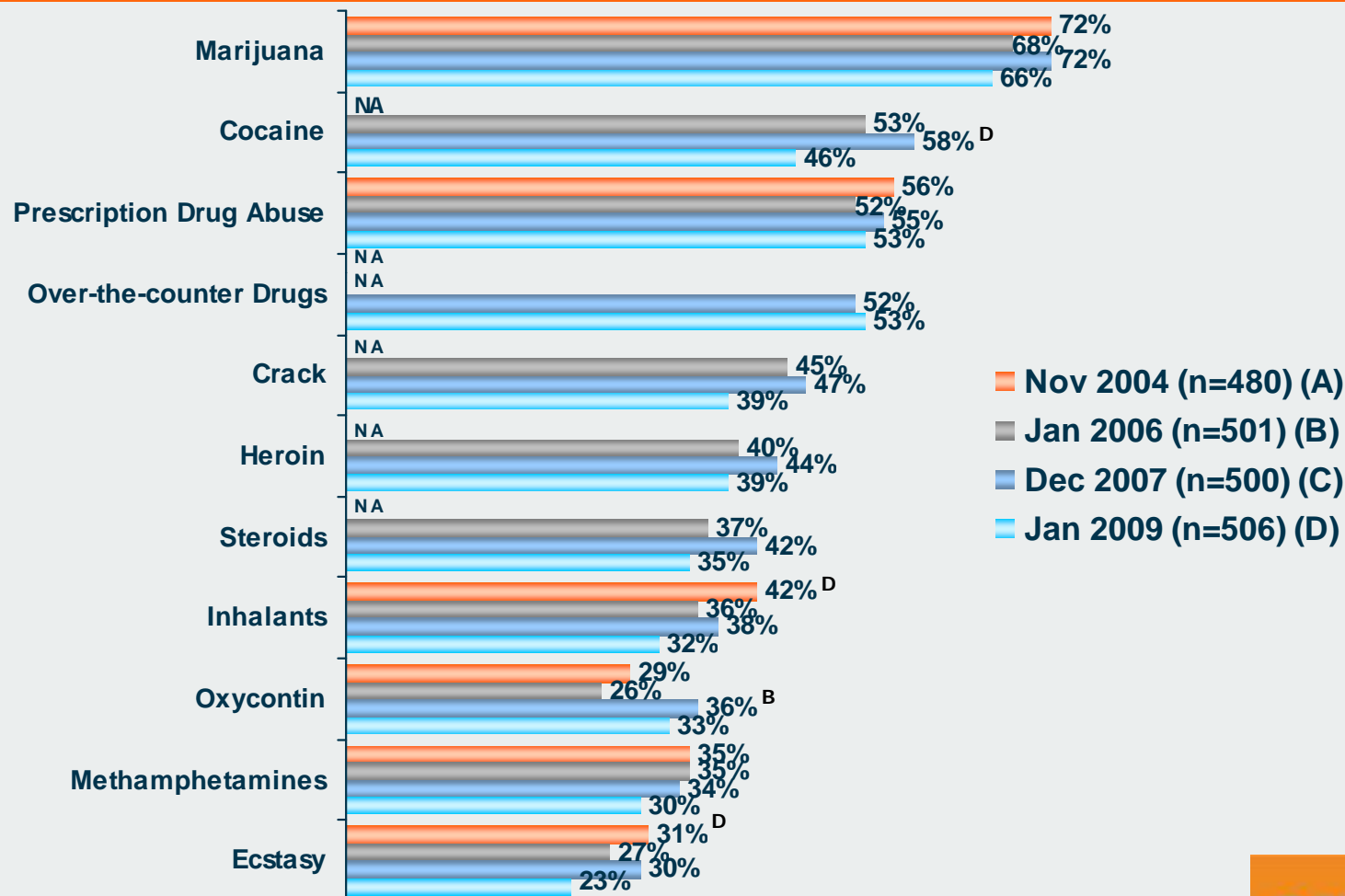
## New Jersey Parents Know Less About Marijuana, Cocaine, Crack, Heroin, Steroids, Inhalants, Ecstasy in 2009; Many Are Lacking in Knowledge When It Comes to OTC, Oxycontin and Methamphetamines

76

- Fewer parents in January 2009 say that they know "a lot" about many drugs as compared to 2007. Specifically, marijuana (66%, 2009 vs. 72%, 2007), cocaine (46% vs. 58%), crack (39% vs. 47%), heroin (39% vs. 44%), steroids (35% vs. 42%), inhalants (32% vs. 38%) and ecstasy (23% vs. 30%).
  - In 2009 more than half feel that they know a lot about prescription drug abuse and over-the-counter drugs (53% each).
  - Nearly three in ten parents in 2009 know "just about nothing" about ecstasy (28%), Oxycontin and methamphetamines (27% each).
  - It is possible that the drugs parents don't know anything about are less available at this time or not as newsworthy as prior years.



Although Parents Say They Are Very Knowledgeable About Many Drugs, They Claim Less Knowledge About Some of the Non-Traditional Drugs in 2009. % 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



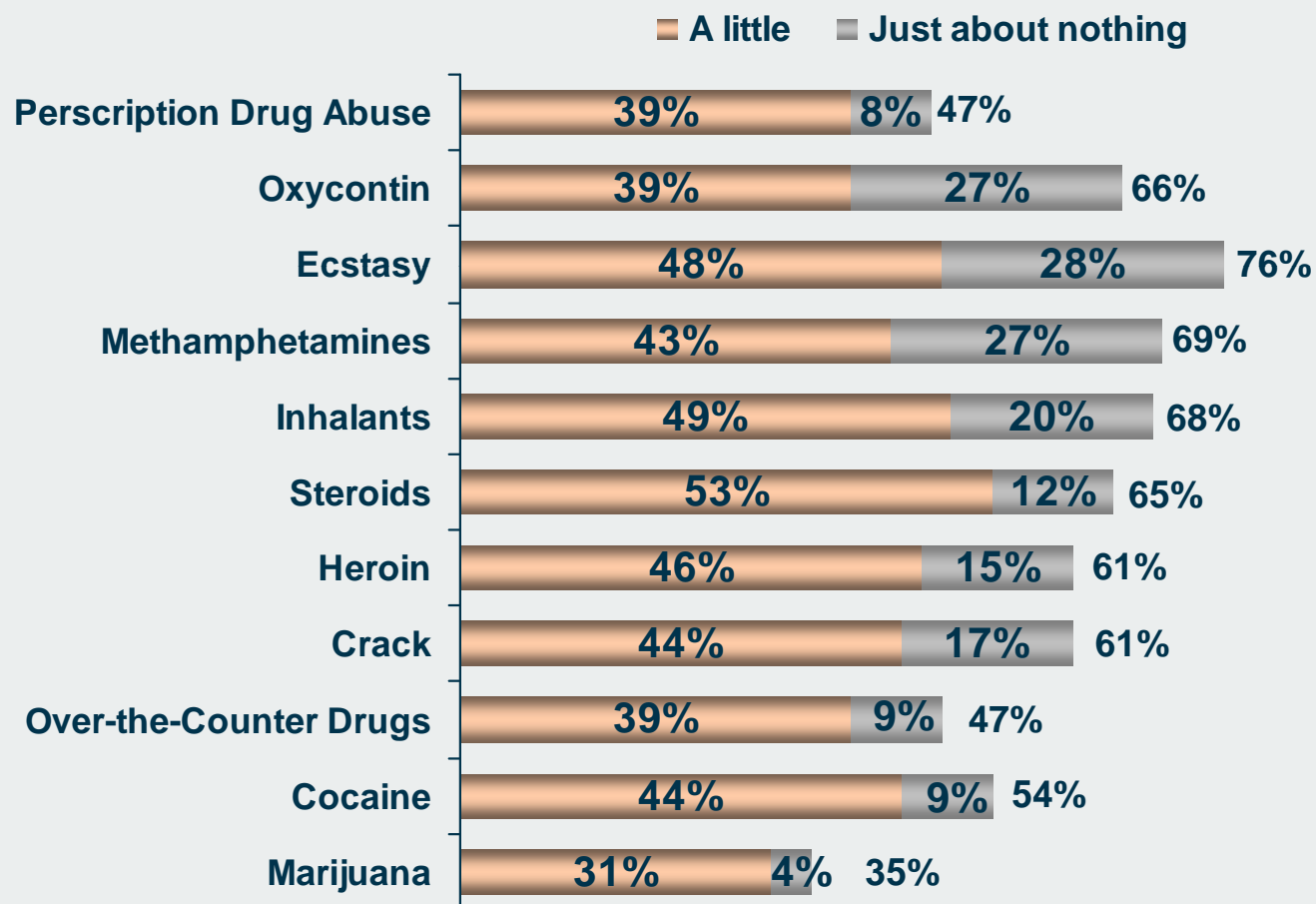
Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"

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

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## 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*

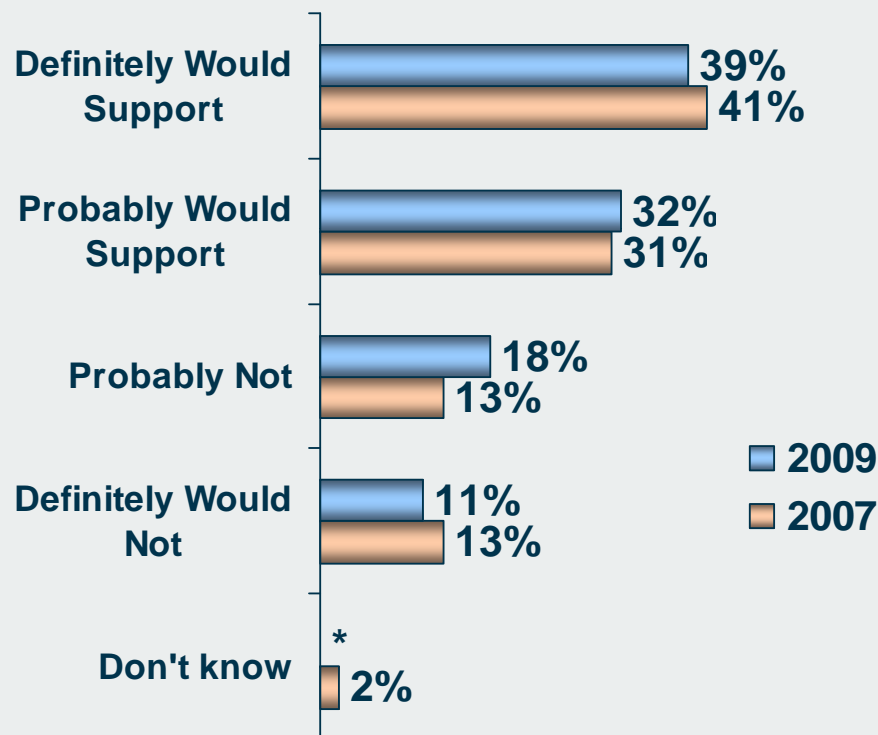


Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"

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

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

79



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..."

\* = less than 0.5%



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