

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

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

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# Introduction



## Introduction

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- Roper Public Affairs & Media was commissioned by The Partnership for a Drug Free New Jersey to conduct a telephone survey among a sample of 500 parents with children ages 12-15 in New Jersey.
- The sample was randomly drawn from listed sample purchased from American Student Lists.
- Interviews for this wave were conducted from January 21 - February 4, 2010.
- Data were weighted to New Jersey census data for key demographics of households with children ages 12-15.
- Margin of error at the 95% confidence level is +/- 5 percentage points for the total sample.



## Sample Profile

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### Age of 12-15 year old child:

12-13	50%
14-15	50%

### Gender of child:

Male	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



## Family Meal Frequency: Parents of children who have family meals together often are more likely to report that their children initiate talks with their parents about drugs

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Compared to last year, more parents (80%) report having family meals with their children at least five days a week or more. This is the highest level registered since the start of the study.

- Parents who have family meals with their children 5 or more times per week are more likely than parents who have meals together less frequently to report that their children have started discussions with them about drugs or alcohol. (66% vs. 55%).
  - As seen in previous waves, the frequency that families eat together does not effect parents discussing drugs with their children. Nearly all parents talk to their children about drugs (95%, 96%)
- These findings can be interpreted along the same lines as last year in that the more frequently a family has a meal together the more comfortable children are discussing drugs or alcohol. Children who have family meals together less often may feel uncomfortable discussing drugs or alcohol with their parents.



Parents of families who eat 5-7 meals together per week are more likely to feel they have a lot of influence on their child's attitudes towards drugs and alcohol.

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

- Compared to 2009 a higher number of parents who have family meals together 4 times a week or less feel they have "a lot" of influence on their child's attitudes towards drugs. Parents of children who frequently have meals together still feel more influential than their counterparts but to a lesser degree than last year.

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 (91%, 84%).

- Among parents in 2010 there is an increase in how much of an influence they feel they have in their child's attitude towards alcohol.





Parents who more frequently eat meals with their child are more likely to talk about what their child has done during the day.

9

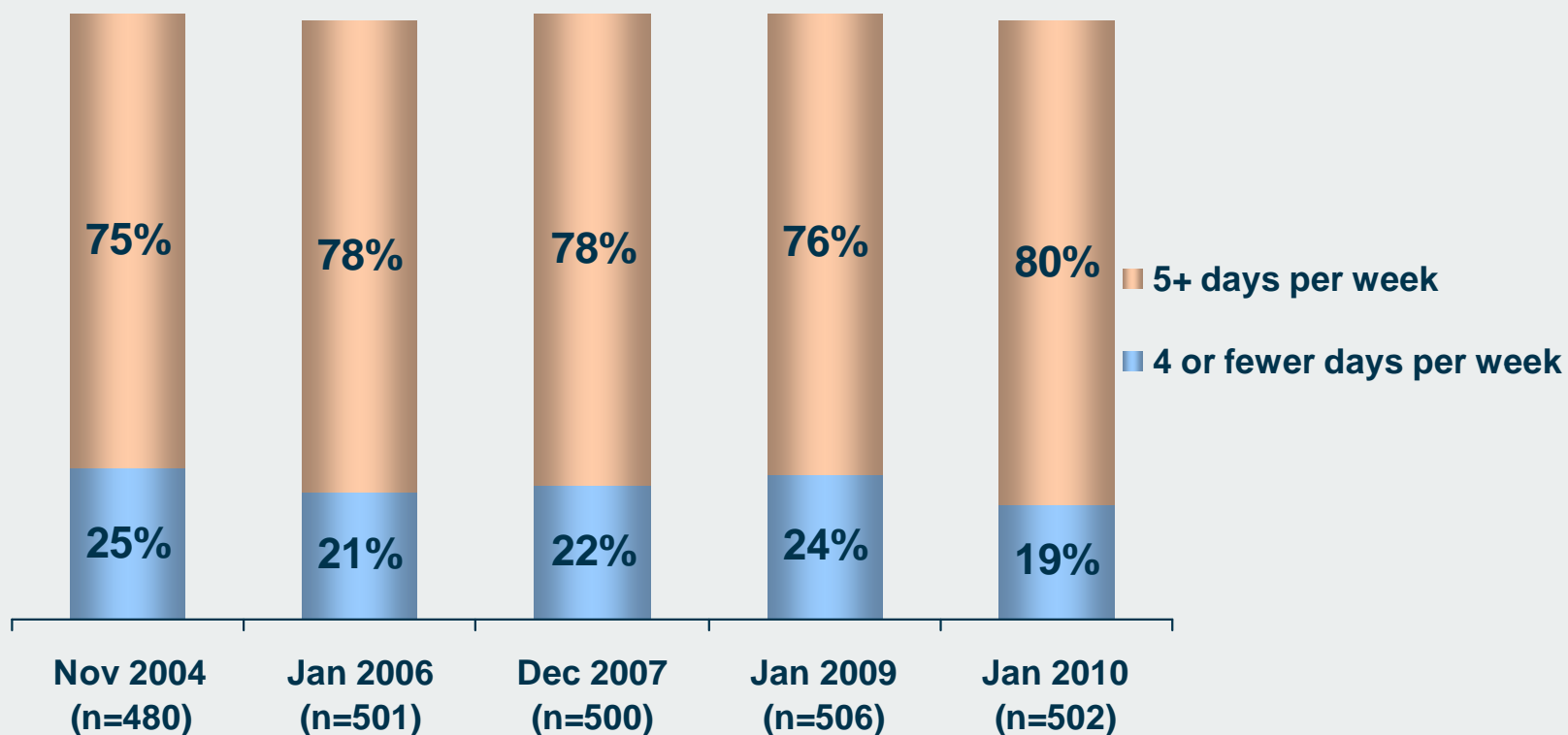
- Parents who eat meals more frequently with their children are significantly more likely than their counterparts to feel their opinions are "very" important when it comes to their child's decision whether or not to drink alcohol (85% vs. 72%). These parents are also more likely than parents who less frequently have meals with their children, to engage in various activities with their child often.
- Parents who have family meals 5 or more times per week are more likely than those who have meals together less frequently to talk to their child each day about what they have done.
  - Although, in 2010 parents who have family meals together 4 times or less per week are much more likely to say they talk to their child "almost everyday" about what the child has done during the day as compared 2009.



## Frequency of Eating Family Meals

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

10

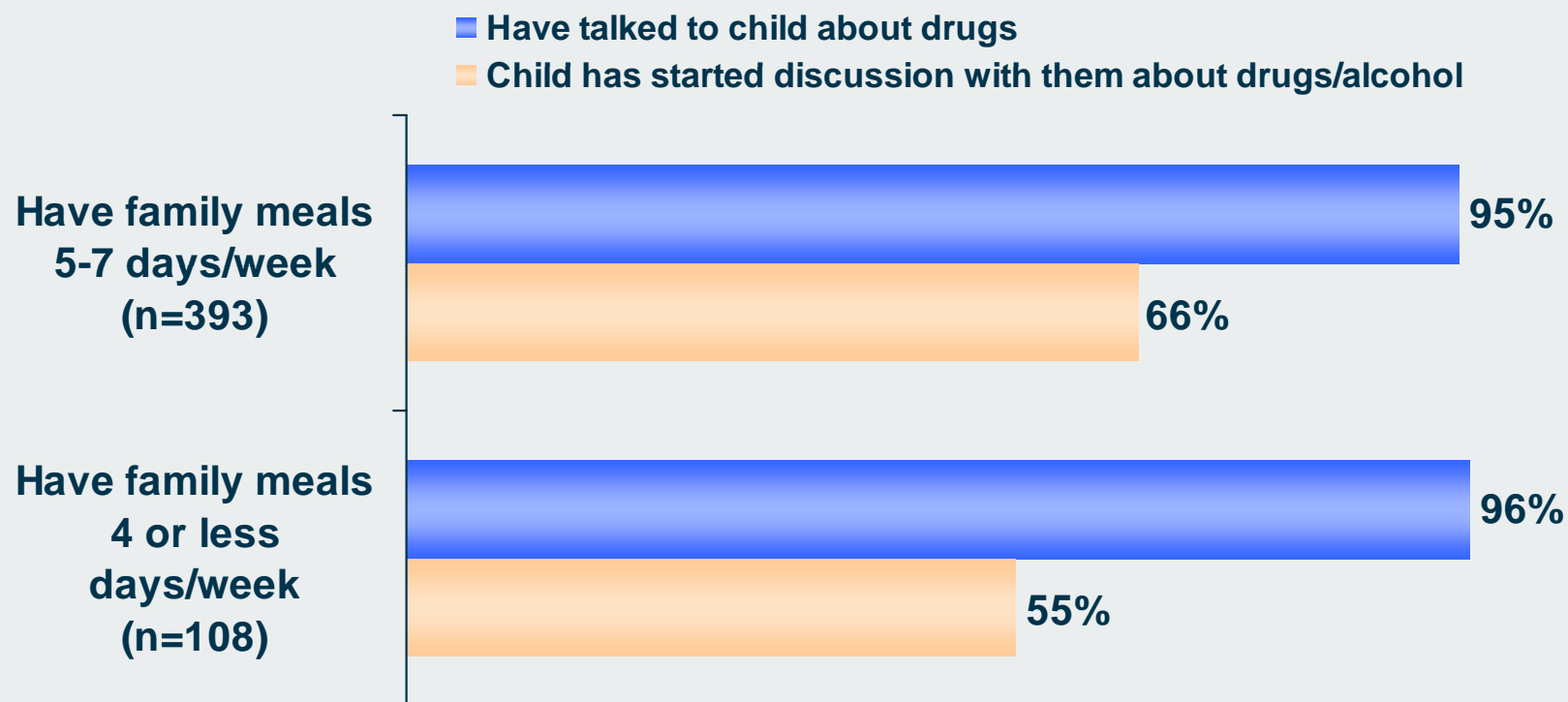


*Q9 "About how many days per week do you have at least one family meal with this child?"*

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# Parents Who Eat Frequently with Their Child Are More Likely to Report That Their Child Talks to Them About Drugs and Alcohol

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



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

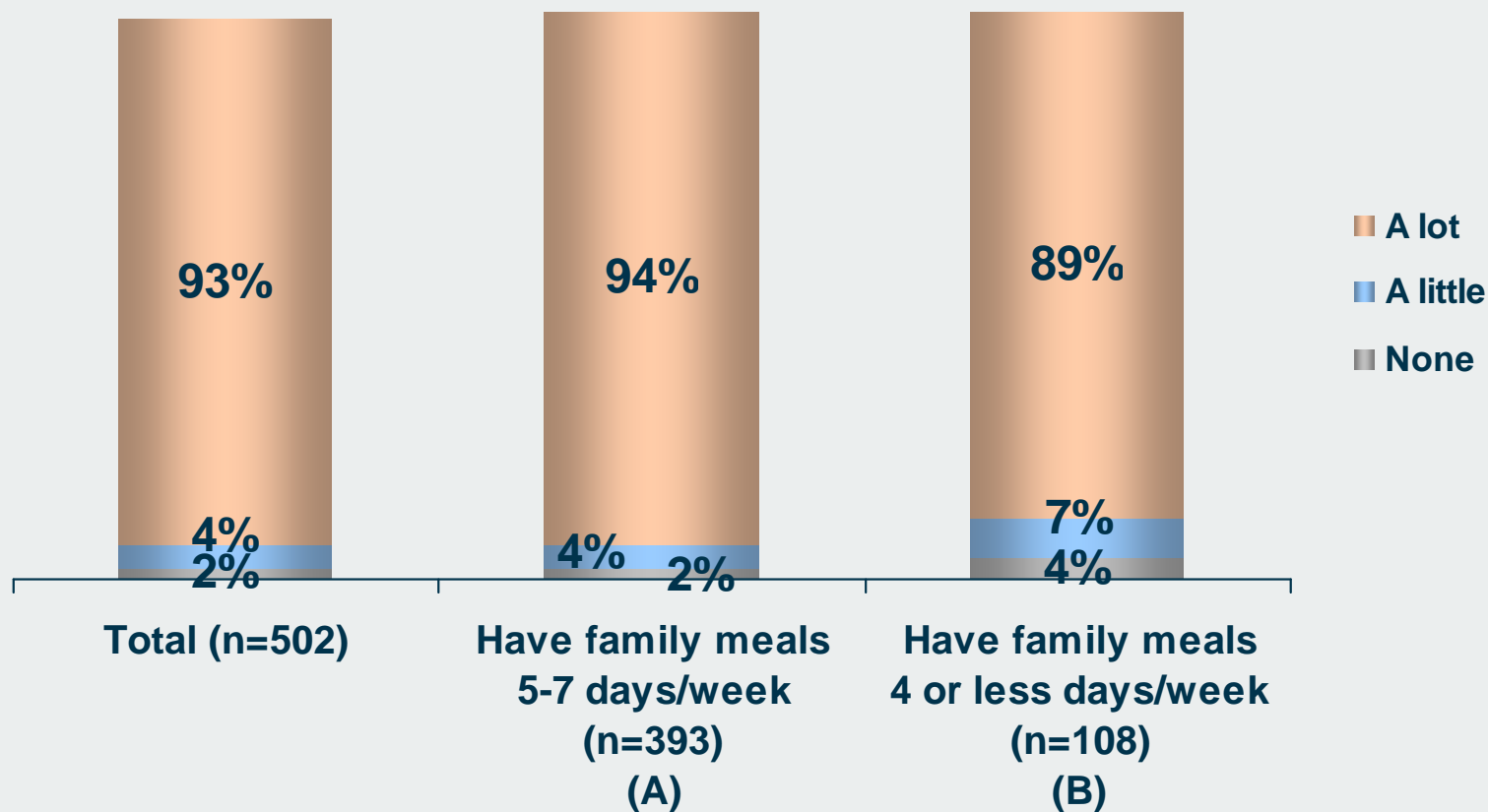
Q29 "Has your child ever started a discussion with you about drugs or alcohol?"

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Parents of Families Who Eat 5-7 Meals Together Continue To Be 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*

12



Q24a "How much influence do you feel you have had on your child's attitudes towards drugs?"

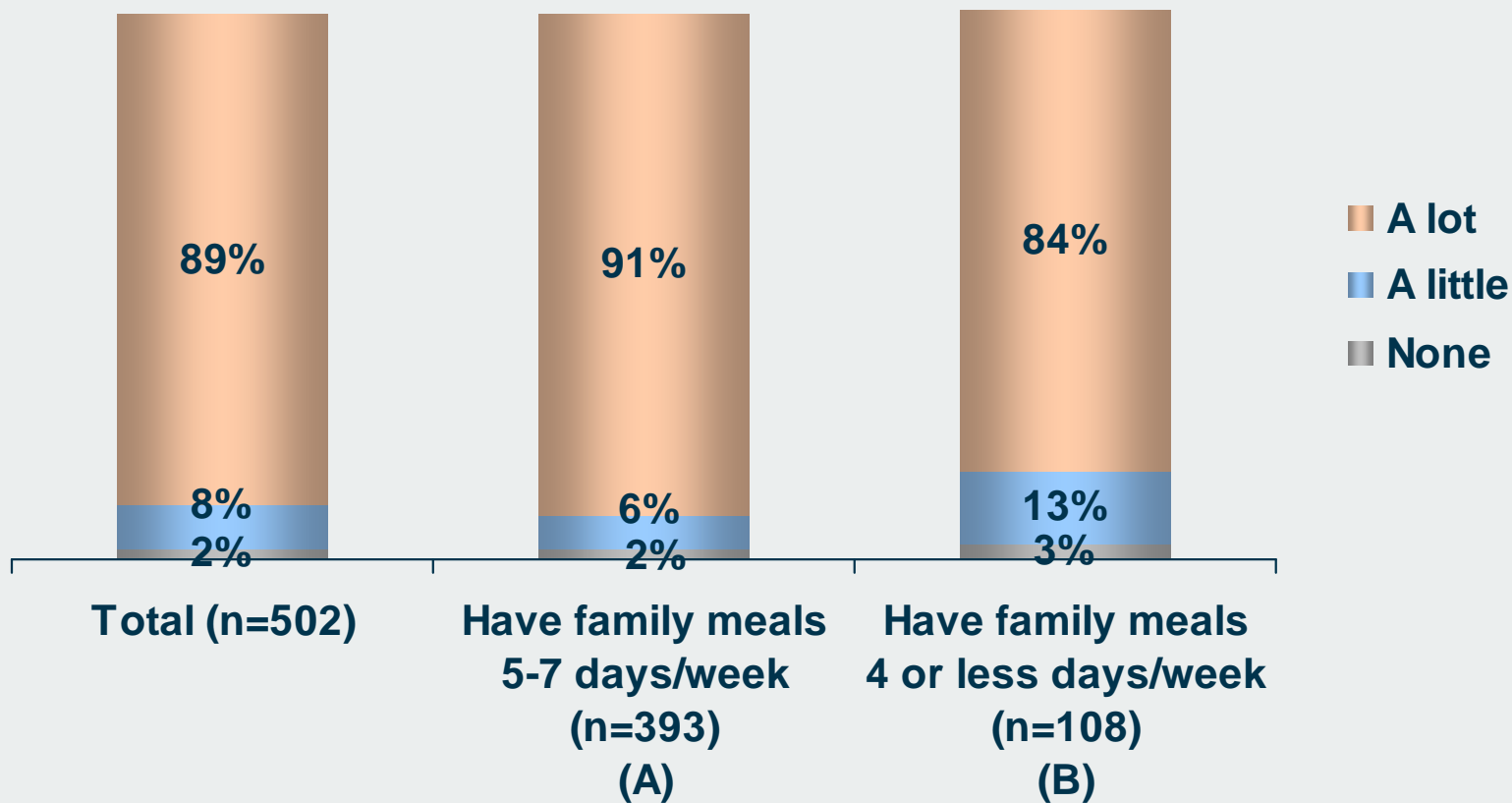
A,B - significant difference at the 95% confidence level

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## Parents Who Eat Meals Together Frequently Are More Likely Than 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*

13



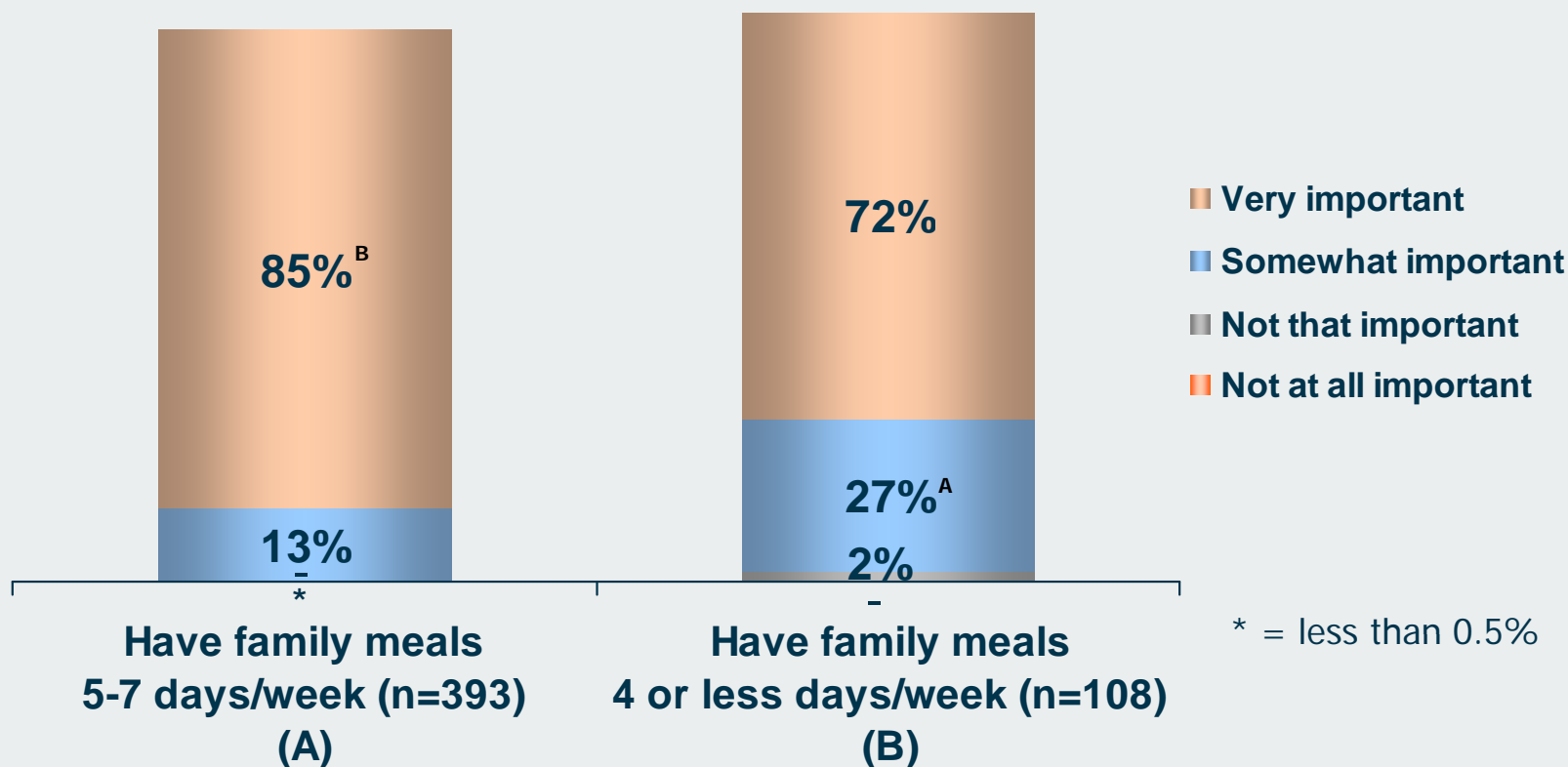
Q24a "How much influence do you feel you have had on your child's attitudes towards alcohol?"  
A,B - significant difference at the 95% confidence level

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## Parents of Families Who Eat Frequently Together Are Significantly More Likely Than Parents Who Don't to Feel Their Opinions Are Very Important in Child's Decisions About Alcohol

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

14



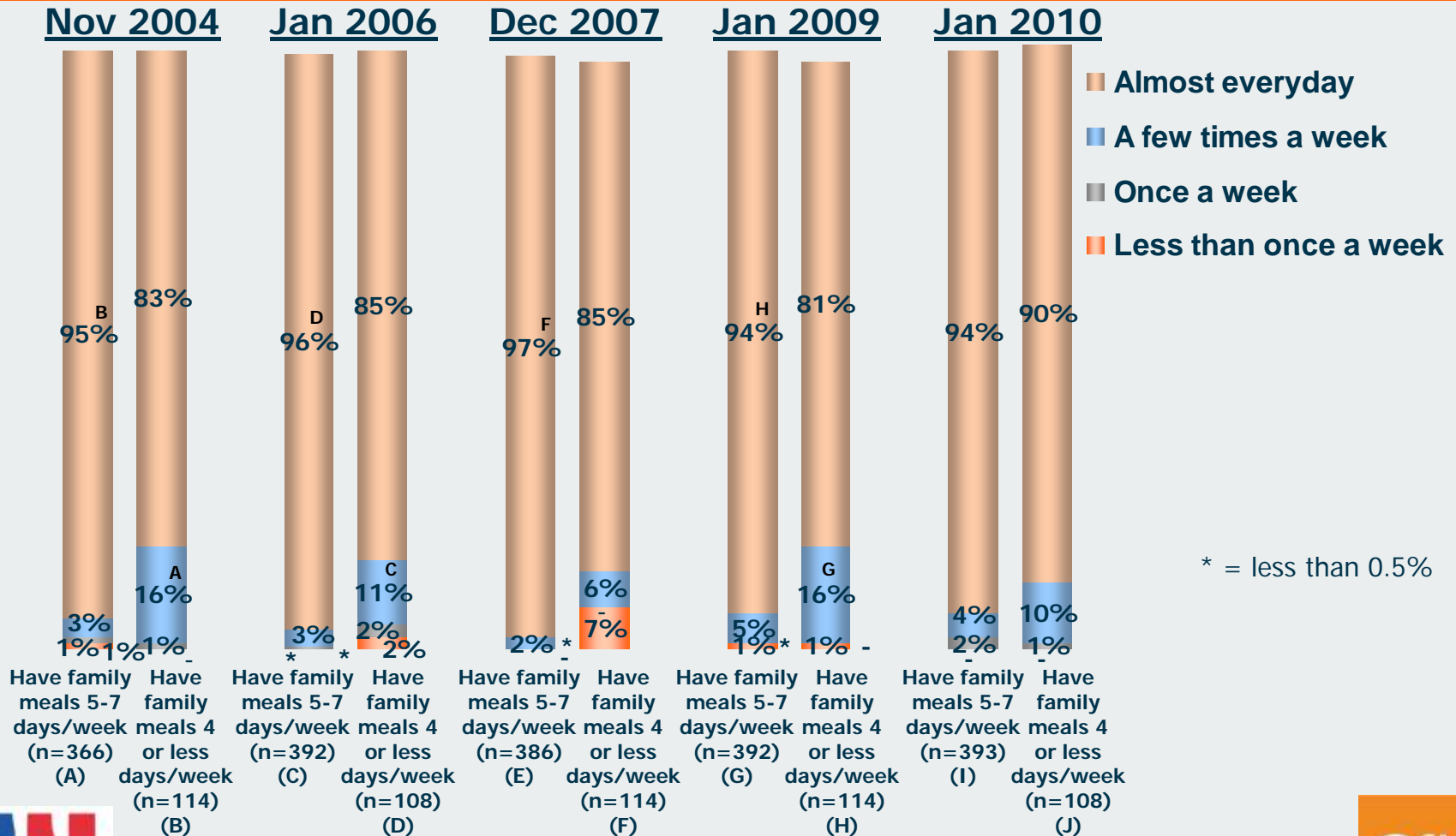
*Q28a "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"*

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

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# The Gap Begins to Close This Year With Both Parents Of Families Who Have Meals Frequently Together And Those Who Don't to Report That They Talk To Their Child About What They've Done During The Day.

*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

16

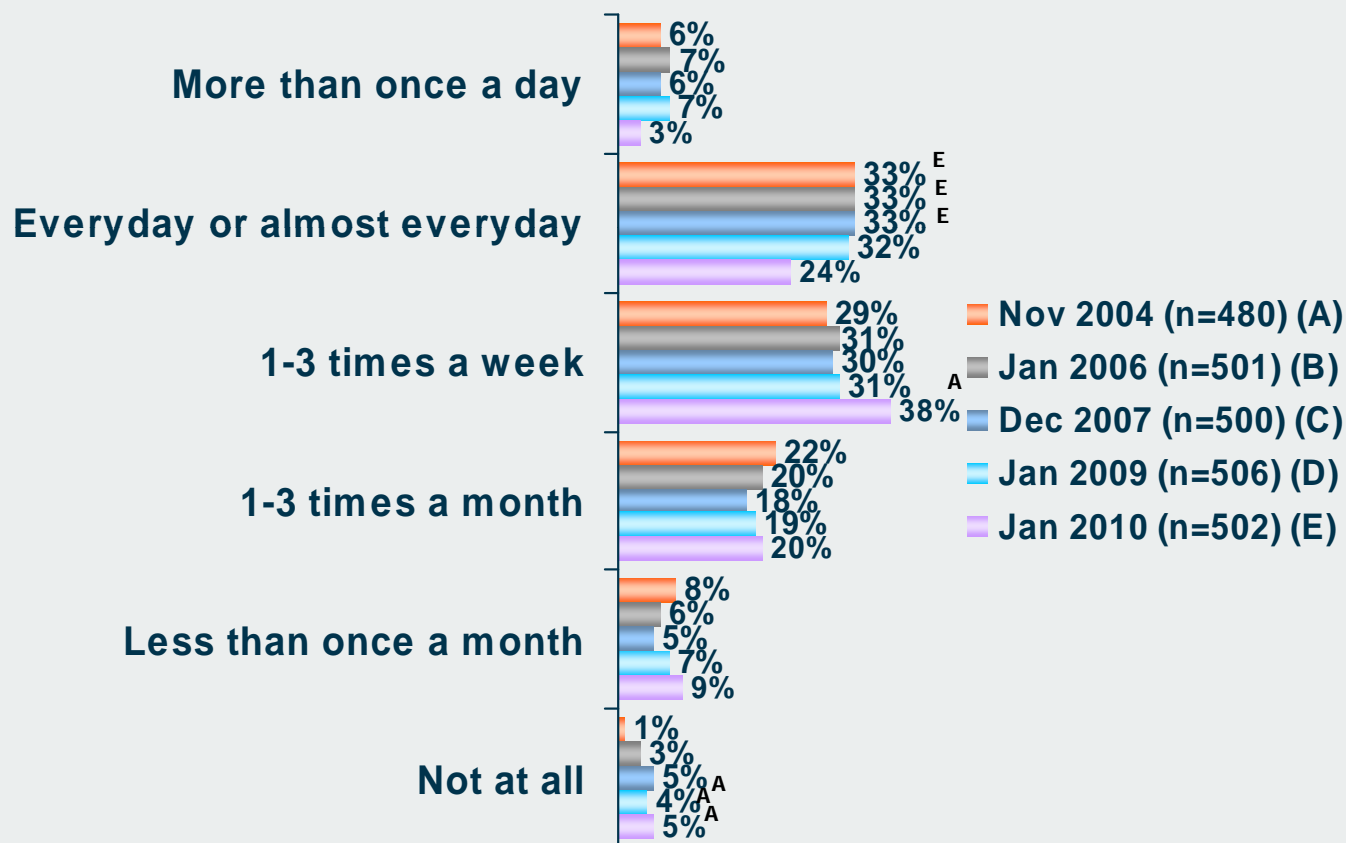
- Two thirds (65%) of parents say they see or hear commercials or ads telling them about the risks of drugs or alcohol at least one time per week. This is in line with previous years: 70% in January 2009, 69% in December 2007, 70% in January 2006 and 67% in November 2004.
  - The number of parents who have seen "no ads at all" continues to increase slightly (5% in 2010, 4% in 2009, 5% in 2007 vs. 3% in 2006, 1% in 2004).





# Two-thirds Of Parents Have Been Exposed To Anti-Drug or Anti-Alcohol Ads At Least Weekly

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



Q32 "How frequently do you see or hear commercials or ads telling you about the risks of drugs or alcohol?"

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

18

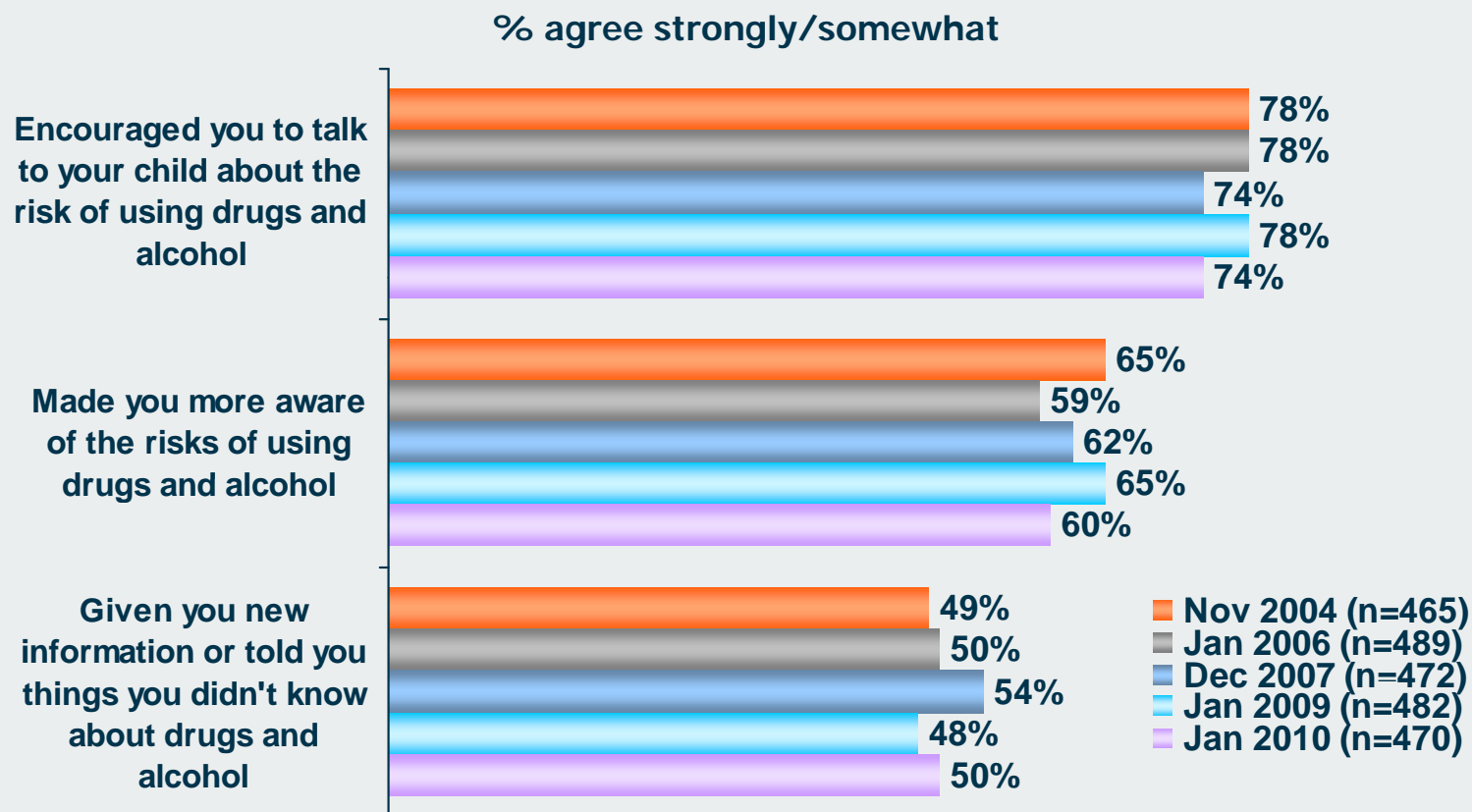
- Anti-drug or alcohol ads/commercials are still encouraging parents to talk to their child or children about the risks of using drugs and alcohol (74% in 2010, 78% in 2009; 74% in 2007; 78% in 2006 and 2004).
  - No matter what the frequency of seeing anti-drug ads is the same number of parents are encouraged to talk to their children about the risk of using drugs and alcohol (78% each).
  - The more frequent the exposure to anti-dug ads, the more aware the parents are of the risks of using drugs and alcohol (70%, saw ads almost every day vs. 53%, saw ads 1-3 times per month).
  - Far more parents feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol, (69% 2010 vs. 58% in 2009).



# 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*

19



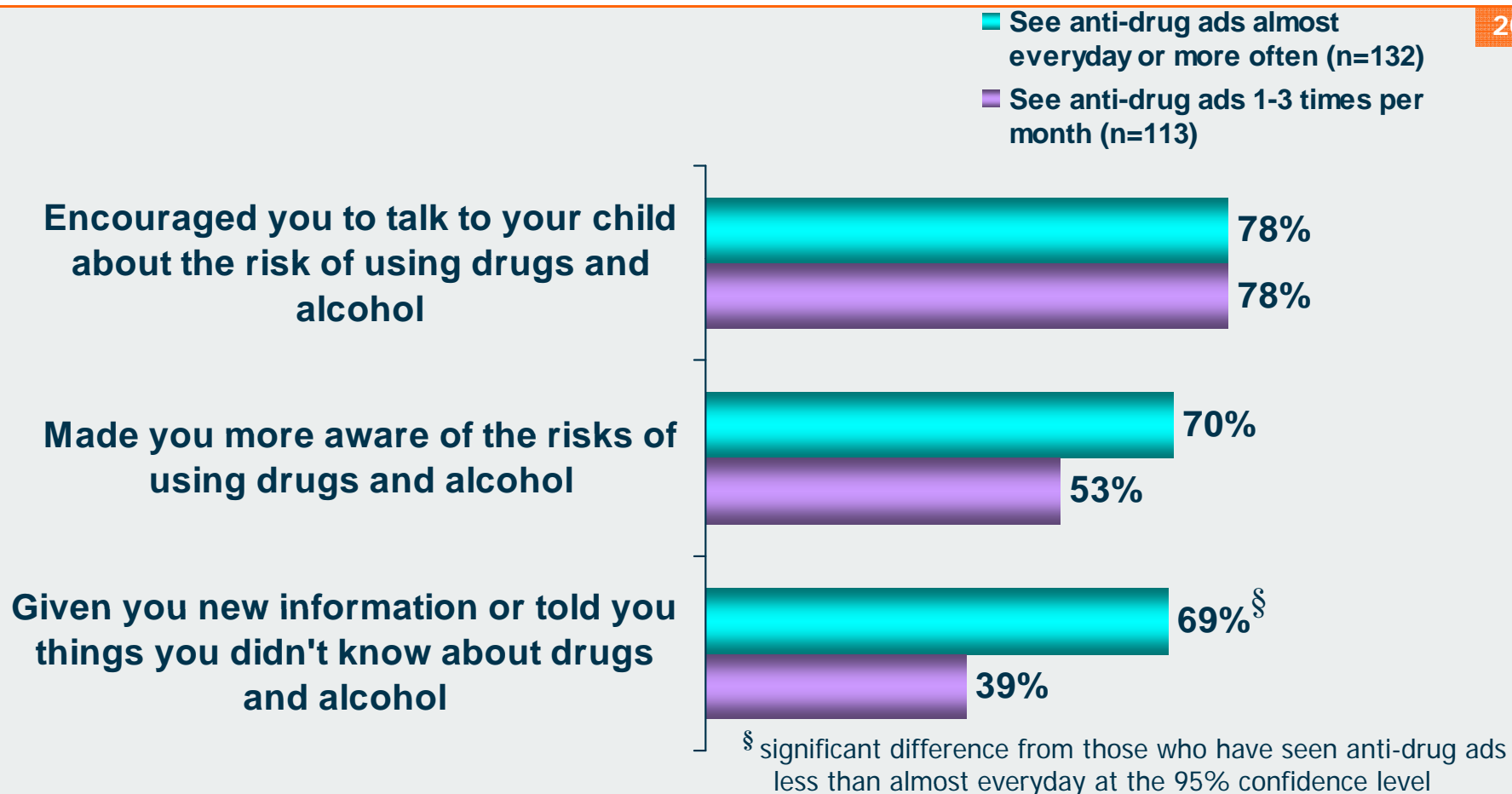
*Q33 "I now want to read you a few statements about these commercials or ads and for each statement would like to know if you agree strongly with the statement, agree somewhat, disagree somewhat or disagree strongly."*

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## Exposure To Anti-Drug Ads Raises Awareness of Risks and Gives New Information To Parents

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

20



*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

21

Parents in New Jersey talk to their children about drugs.

- As in previous years nearly all parents report that they have spoken to their child about drugs - – 96% in 2010, 95% in 2009, 94% in 2007 and 96% in 2006 and 2004.
- Regardless of how frequently parents have seen anti-drug ads, they are equally as likely to have talked to their child about drugs.

In 2010 more parents report that they are “very well prepared” to talk to their kids about drugs as compared to past years (67%, 2010 vs. 62%, 2009, 64%, 2007, 63%, 2006, 64%, 2004).

- Overall, nearly all parents feel that they are either “very well” or “somewhat prepared” to discuss drugs with their child (92%). Few feel that they are “very unprepared” (4%).



## Discussions About Drugs - Summary

22

	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	96%	92%	98% <sup>B</sup>	95%	96%	97%	95%
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.7	10.0	9.5	9.7	9.8	10.2	9.5

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



## Discussions About Alcohol - Summary

23

	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	95%	91%	99% <sup>B</sup>	96%	94%	99%	94%
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.9	9.9	9.9	9.8	10.1	10.0	9.8

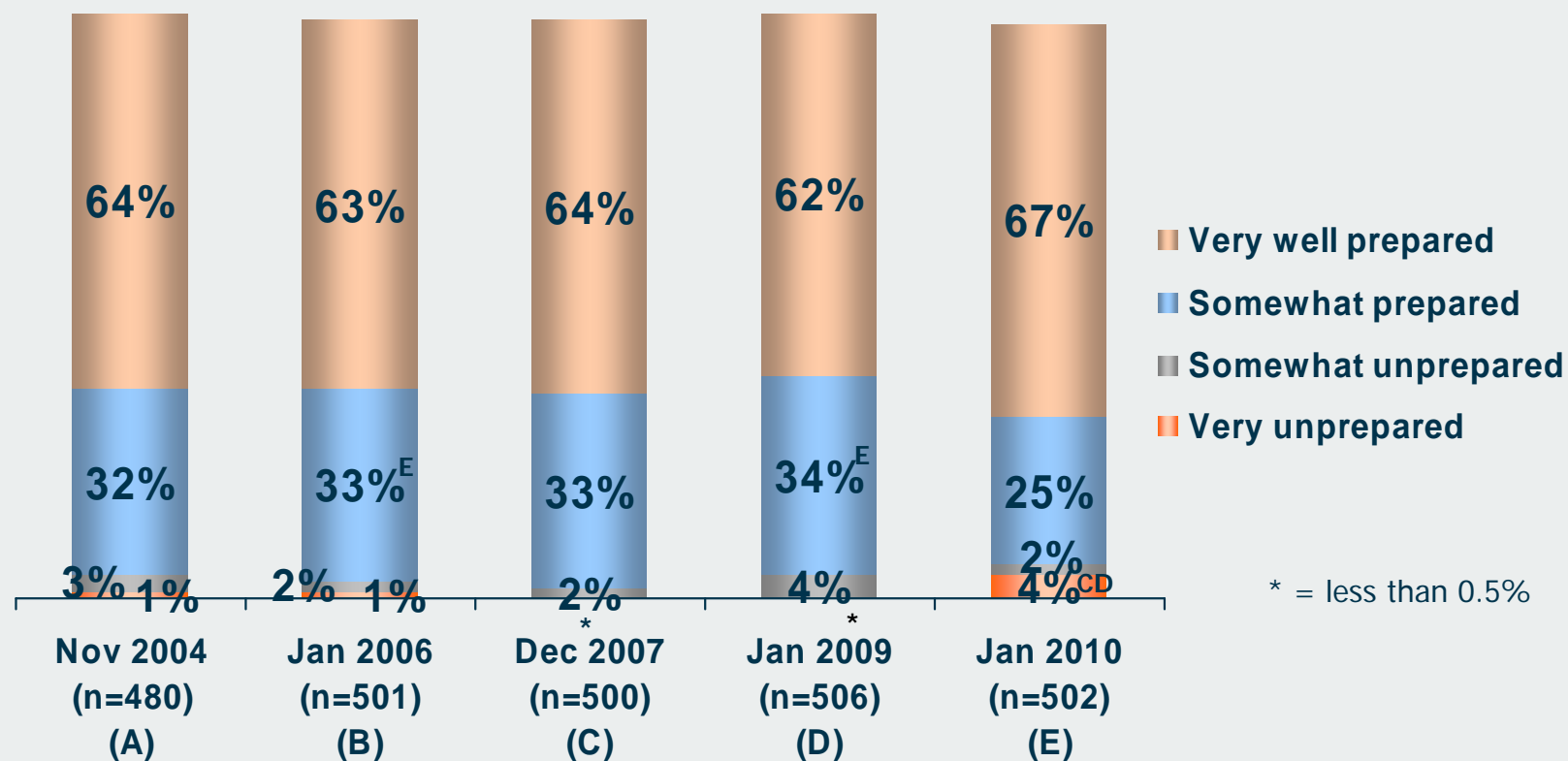
B/C, D/E, F/G - significant difference at the 95% confidence level



# More Than Nine in Ten Parents Feel Prepared to Talk To Their Child About Drugs

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

24



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

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

- In 2010 more parents feel that their opinions are very important when it comes to their child's decision whether or not to use drugs. Since 2009 more parents are likely to feel their opinion is very important (84% vs. 79%, 2009).
- Over the past several years few parents feel that their opinion is "not that important" or "not at all important" (less than 4% since November of 2004).

25



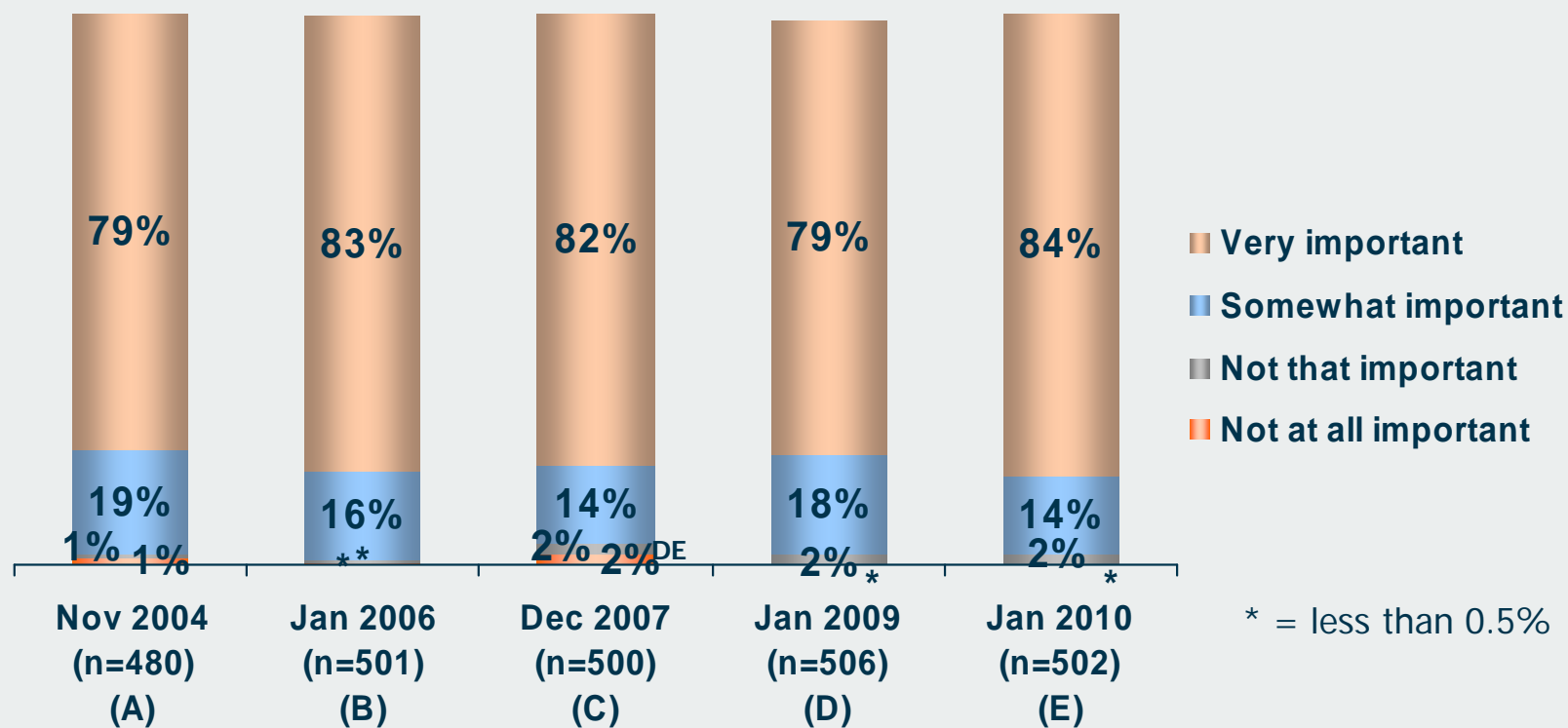
## Parents' Perceptions: Importance of Parents' and Child's Friends' Opinions About Drugs (cont'd)

- Many parents believe that peer influence impacts their child's decision making process, with close to four in ten feeling \ their child's friends' opinions are "very important" when it comes to them making decisions about drugs.
  - A significantly higher number of parents this year feel that their child's friends' opinions are "very important" to their child's decision whether or not to use drugs (39% vs. 28%, 2009).
  - For the first time over the past few years parents are beginning to see how much peer influence impacts their children. Fewer feel that their child's friends' opinions are "not that" or "not at all important" (21%, 2010, 33%, 2009, 31%, 2007, 33%, 2006, 27%, 2004)



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

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



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

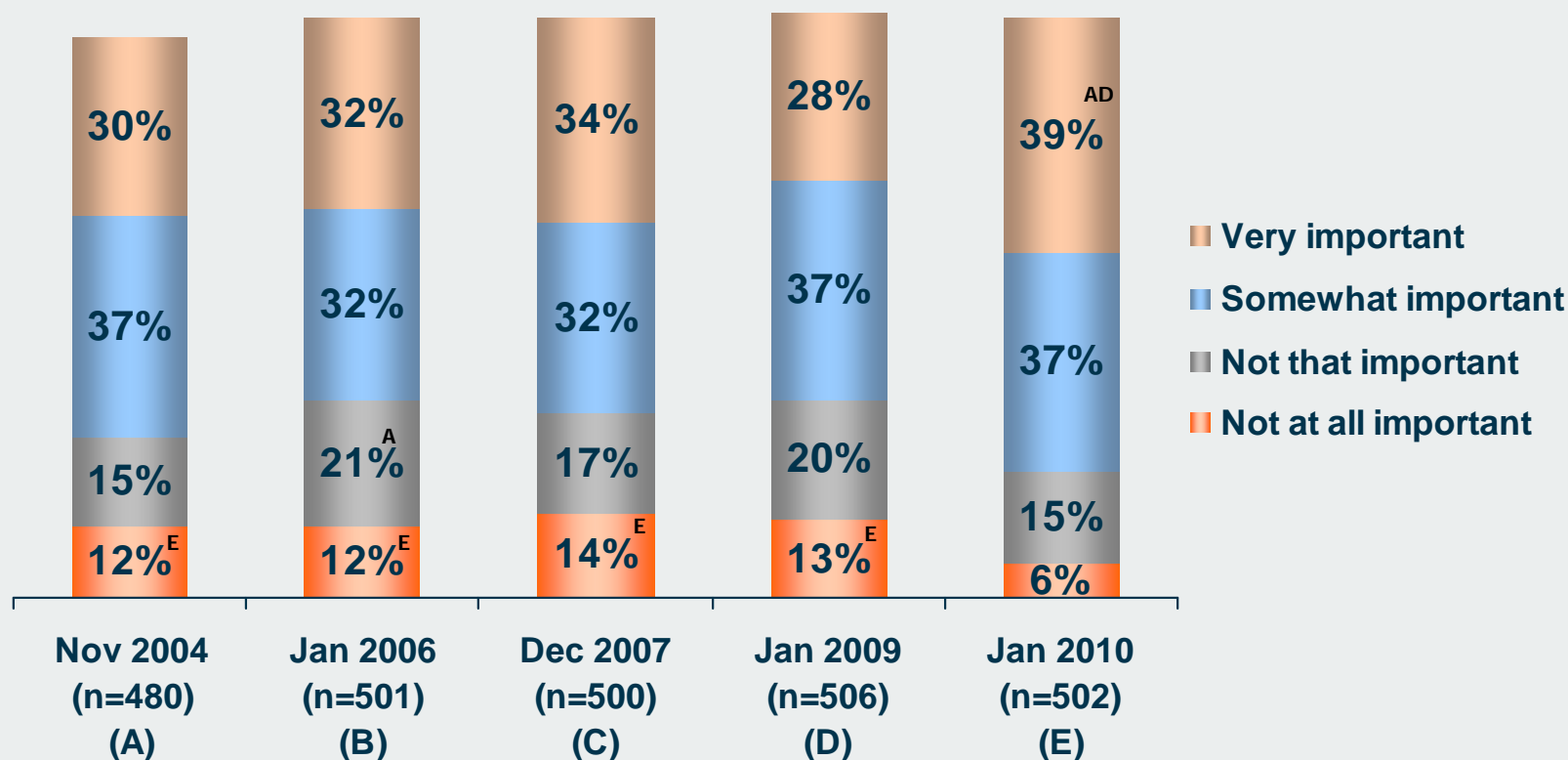
A,B,C,D,E - significant difference at the 95% confidence level



## Although Parents Feel Child's Friends' Opinions Are Less Important Than Their Own, They Are Starting To See How Important Peer Influence Is In Their Child's Decision To Use Drugs

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

28



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

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

29

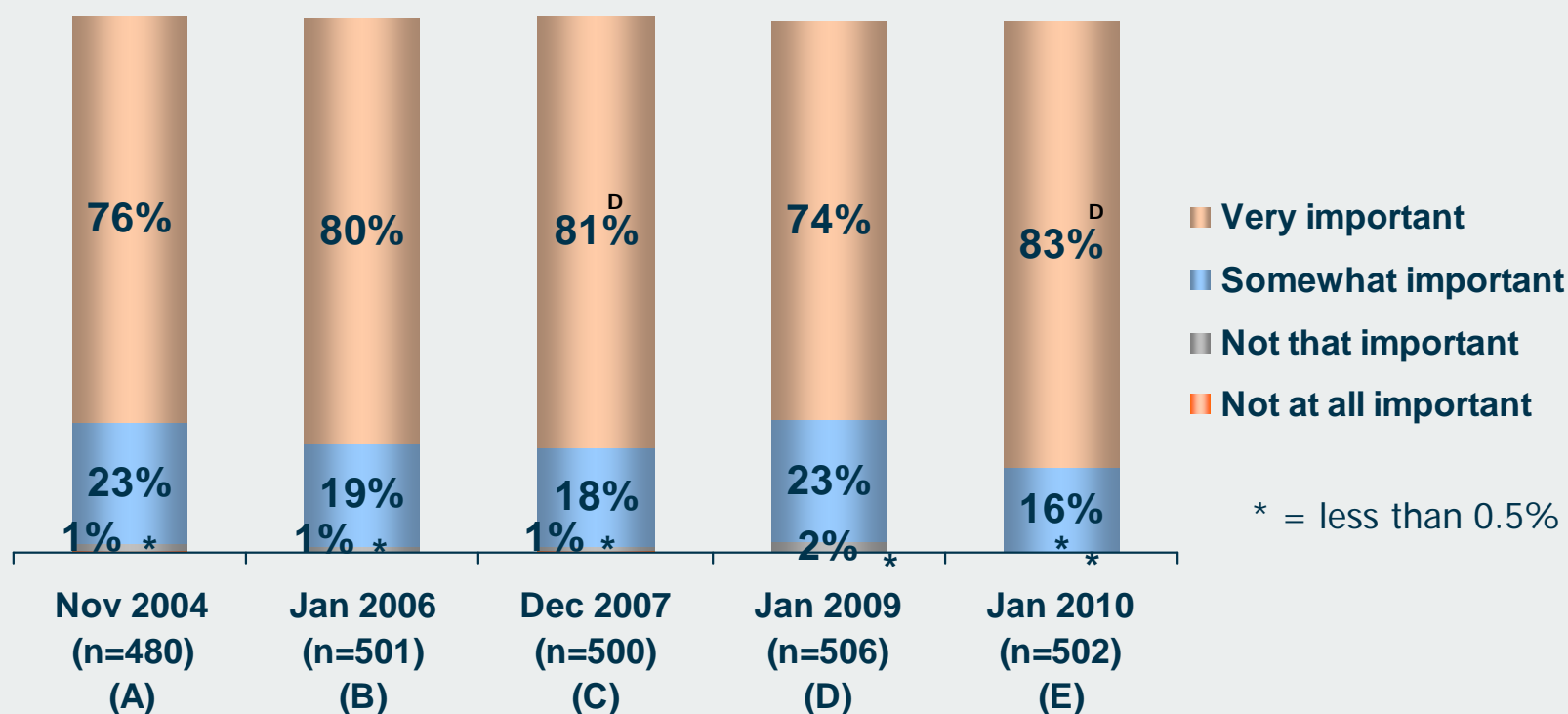
- Parents feel that their opinion is "very important" when it comes to their child deciding whether or not to drink alcohol" (83%). Parents continue to rate peer influence much lower than their own opinion (32%).
  - Parents are significantly more likely to feel that their opinion is "very important" when their child is making a decision whether or not to drink alcohol as compared to 2009 (83% vs. 74%).



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

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

30



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

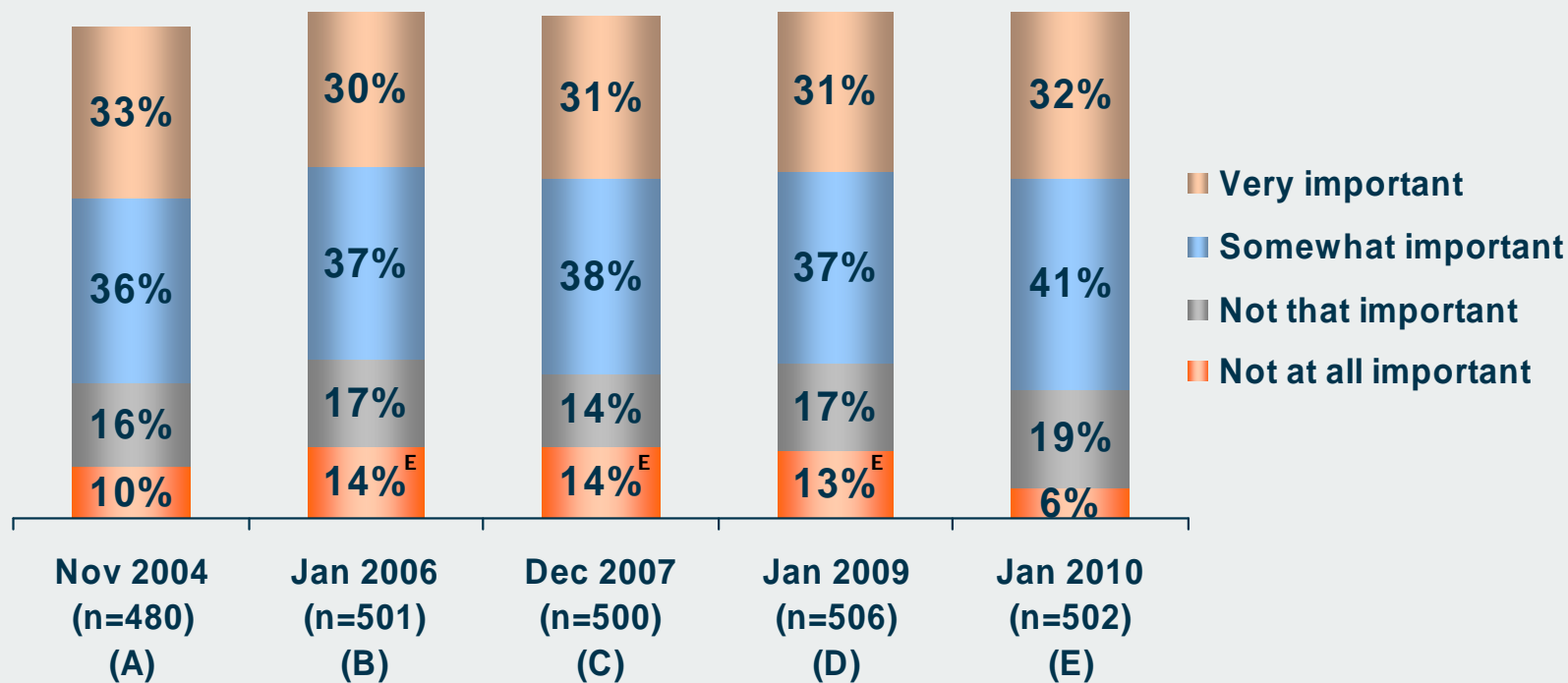
A,B,C,D,E - significant difference at the 95% confidence level

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# Parents Feel That Their Opinion Is More Important Than Their Child's Friends' Opinions in Decisions About Alcohol

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

31



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

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## Parental Influence on Attitudes Towards Drugs

- Parents continue to feel that they have great influence over their children's attitudes towards drugs.
- Nearly all parents (93%), in 2010, feel that they have **a lot** of influence over their child's attitudes towards drugs. This year more than eight in ten (84%) say their opinions are **very important** to their child when they decide whether or not to use drugs.
  - In 2010 more parents feel that they have "a lot" of influence over their child's attitudes towards drugs and that their opinions is "very important" to their child deciding whether or not to do drugs ("a lot of influence" – 93%, 2010, 90%, 2009, "very important" – 84%, 2010, 79%, 2009).
  - Over time the number of parents who feel they have "a lot" of influence on their child continues to increase.

32

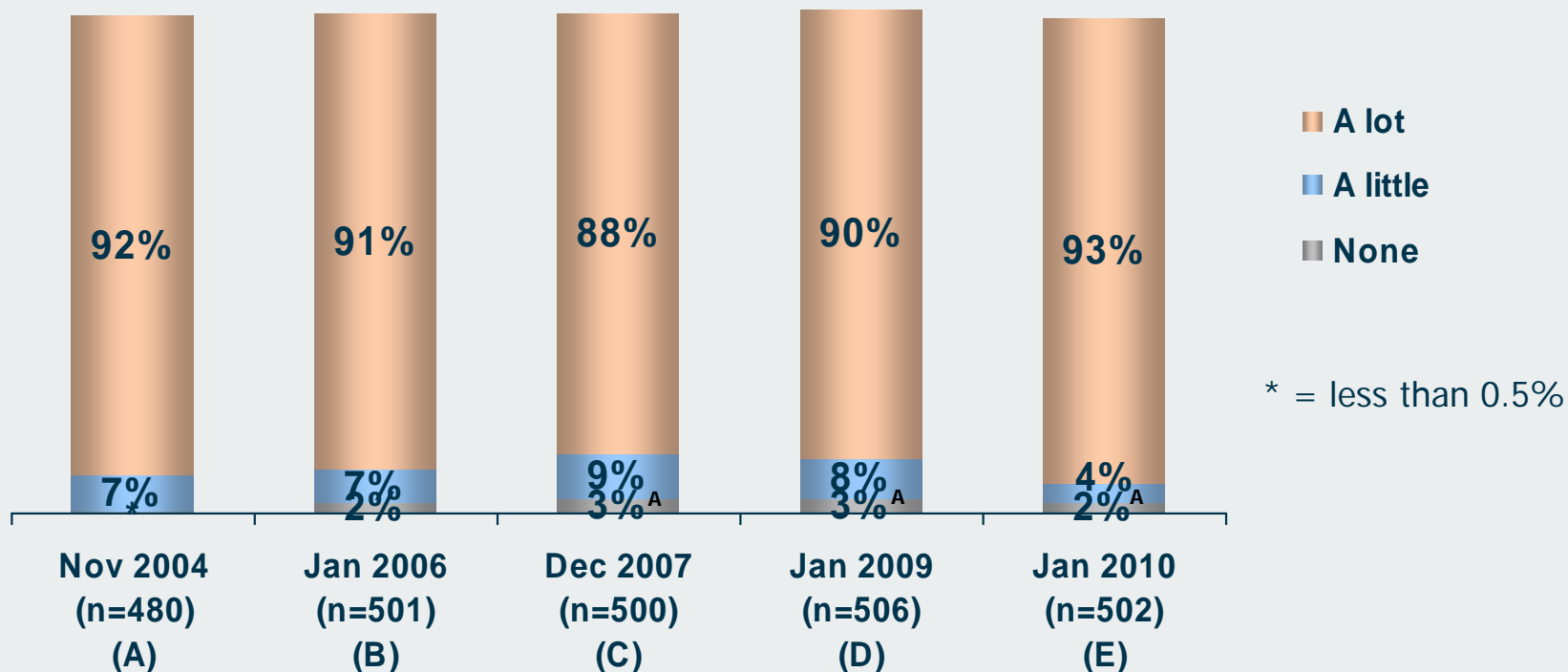




## The Number of Parents Who Feel They Have Influence Over Their Child's Attitudes Towards Drugs Increases Slightly This Year

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

33



Q24a "How much influence do you feel you have had on your child's attitudes towards drugs?"

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

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## Parental Influence on Attitudes Towards Alcohol

- Parents continue to feel that they have a lot of influence over their children's attitudes towards alcohol.
  - In 2010 an equal number of parents (89%, 2010 & 2009) feel that they have "a lot" of influence on their child's attitudes towards alcohol. Few (2%) feel that they have no influence.

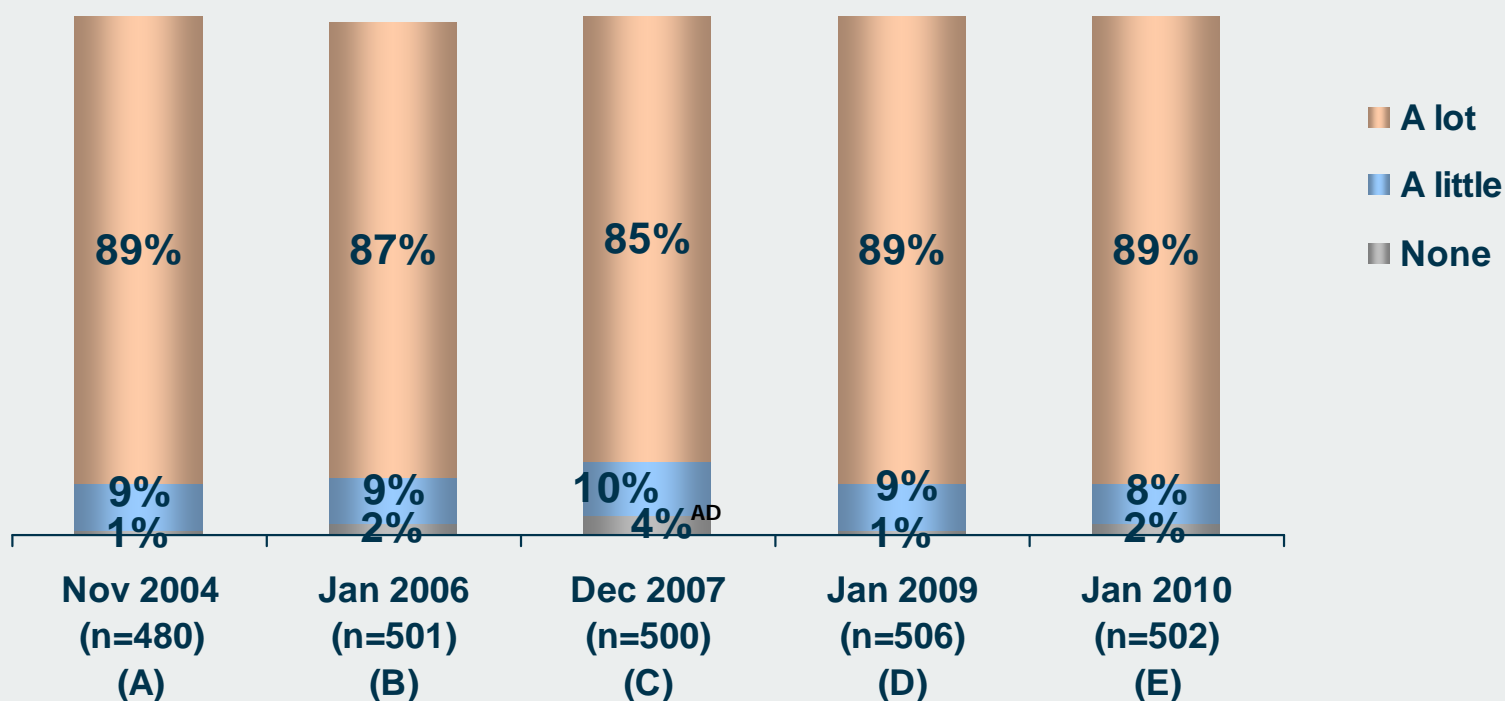
34



# As In Previous Years Parents Feel They Have A Lot Of Influence Over Their Children's Attitudes Towards Alcohol

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

35



Q24a "How much influence do you feel you have had on your child's attitudes towards alcohol?"

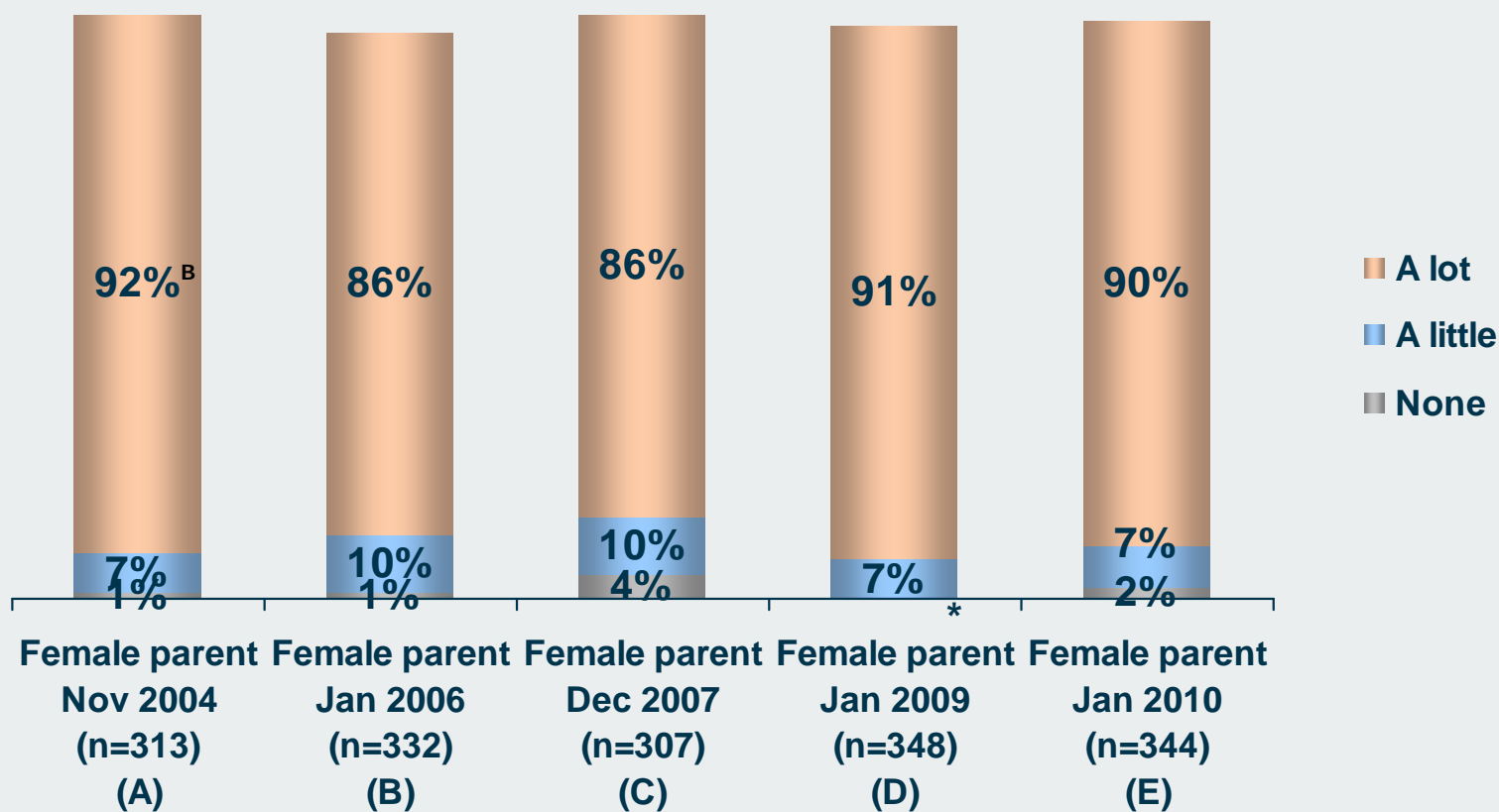
A,B,C,D,E - significant difference at the 95% confidence level



## In 2010, Nearly The Same Number of Mothers 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*

36



Q24a "How much influence do you feel you have had on your child's attitudes towards alcohol?"

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

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## Most Parents Have Discussed Drugs and Alcohol With Children

37

- Nearly all New Jersey parents have talked to their child about both alcohol (95%) and drugs (96%).
  - This is comparable to the number of parents who have talked to their children about drugs and alcohol over the past few waves. For example, in 2009, 93% of parents talked to their child about alcohol and 95% talked to their child about drugs.
  - More than seven in ten parents (72%) 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 higher than last year's study, which found that two thirds of parents (66%) had talked to their children about the proper use of prescription or over-the-counter drugs.



## First Discussion About Drugs and Alcohol

38

Parents who have talked to their child about drugs or alcohol first discussed them when their child was a young age. New Jersey parents recall speaking to their child about drugs and alcohol around age 9 or 10, a number that has held fairly steady across all waves of the study.

- On average, parents say they first spoke to their child about drugs at age 9.7 and about alcohol at age 9.9.
  - One quarter (27%) of parents say that they first spoke to their child about drugs at age 10, and one in five (21%) spoke to them about alcohol at age 10.



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

39

Parents who have spoken to their child about the proper use of prescription or over-the-counter drugs (72% of the total) say that they did so for the first time at age 10.6, on average. This is similar to the age parents mention in 2009 (10.2).

- About one in five (19%) recall speaking to their child about prescription and over-the-counter drugs for the first time at age 10.



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

- New Jersey parents estimate that approximately one-quarter of middle school students are abusing prescription or over-the-counter drugs (26%). This number is basically unchanged from 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 (16%).

40





## 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	Jan 2010 (n=486) E
	%	%	%	%	%
5 and Under	13 <sup>E</sup>	8	9	8	6
6	7 <sup>E</sup>	7 <sup>E</sup>	7 <sup>E</sup>	6	2
7	7	9 <sup>E</sup>	6	7 <sup>E</sup>	3
8	13 <sup>E</sup>	12 <sup>E</sup>	11	10	7
9	9	12	12	10	17 <sup>A</sup>
10	22	21	21	30 <sup>AB</sup>	27
11	8	11	14 <sup>A</sup>	9	14
12	12	11	8	11	10
13	4	2	4	4	6 <sup>B</sup>
14	1	1	1	1	2
Don't Know	4	5	6	3	6
<b>Mean</b>	<b>8.9</b>	<b>9.0</b>	<b>9.1</b>	<b>9.2</b>	<b>9.7<sup>ABCD</sup></b>

41

\* 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

42

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	Jan 2010 (n=484) E
	%	%	%	%	%
5 and Under	13 <sup>BE</sup>	7	8	10 <sup>E</sup>	4
6	5	6	3	3	3
7	8 <sup>E</sup>	7	5	6	4
8	12	13	11	11	10
9	8	9	11	7	17 <sup>ABD</sup>
10	22	24	26	25	21
11	8	12 <sup>D</sup>	11	7	14 <sup>D</sup>
12	11	13	12	19 <sup>AE</sup>	12
13	8	4	4	8	8 <sup>B</sup>
14	3	3	4	2	1
15	-	*	*	*	1
Don't Know	3	2	4	3	6 <sup>B</sup>
<b>Mean</b>	<b>9.2</b>	<b>9.4</b>	<b>9.6</b>	<b>9.6</b>	<b>9.9<sup>AB</sup></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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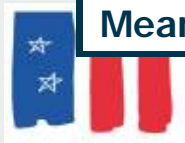
## First Discussion About Prescription and Over-the-Counter Drugs

43

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
	%	%	%
5 and Under	10	7	5
6	3	1	1
7	5	6	2
8	6	7	5
9	3	7	9 <sup>A</sup>
10	22	22	19
11	16	10	15
12	21	24	16
13	7	9	10
14	5	5	8
15	3	*	*
Don't Know	-	-	8 <sup>AB</sup>
<b>Mean</b>	<b>10.1</b>	<b>10.2</b>	<b>10.6</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

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

44

## 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

45

- Similar to previous years, 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 (25%) and
  - (2) a news story, anti-drug ad, or commercial (16%)



## Various Incidents Have Prompted Discussions About Drugs

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

46

Incident	Nov 2004 (n=204)	Jan 2006 (n=204)	Dec 2007 (n=193)	Jan 2009 (n=212)	Jan 2010* (n=486)
	%	%	%	%	%
News story/Anti-drug ad/Something on TV	19	27	27	29	16
School substance abuse program including DARE	20	25	28	31	25
Friend/family member has/had a substance abuse problem	20	15	15	12	4
An incident at school	15	10	14	11	2
Incidents in the neighborhood	NA	5	8	8	1
Suspect child's friends may be taking drugs	3	3	2	4	1
Other	20	23	16	*	*

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

47

- Two thirds of parents in 2010 (64%) say their child has started a discussion with them about drugs or alcohol. This is basically unchanged from last year (65%).
- A strong 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 (69%) mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol compared to 58% of fathers.
- Parents with older children aged 18-24 (35% 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. Three-quarters felt that expressing their opinions in these conversations had a very important impact on their child's future decisions.

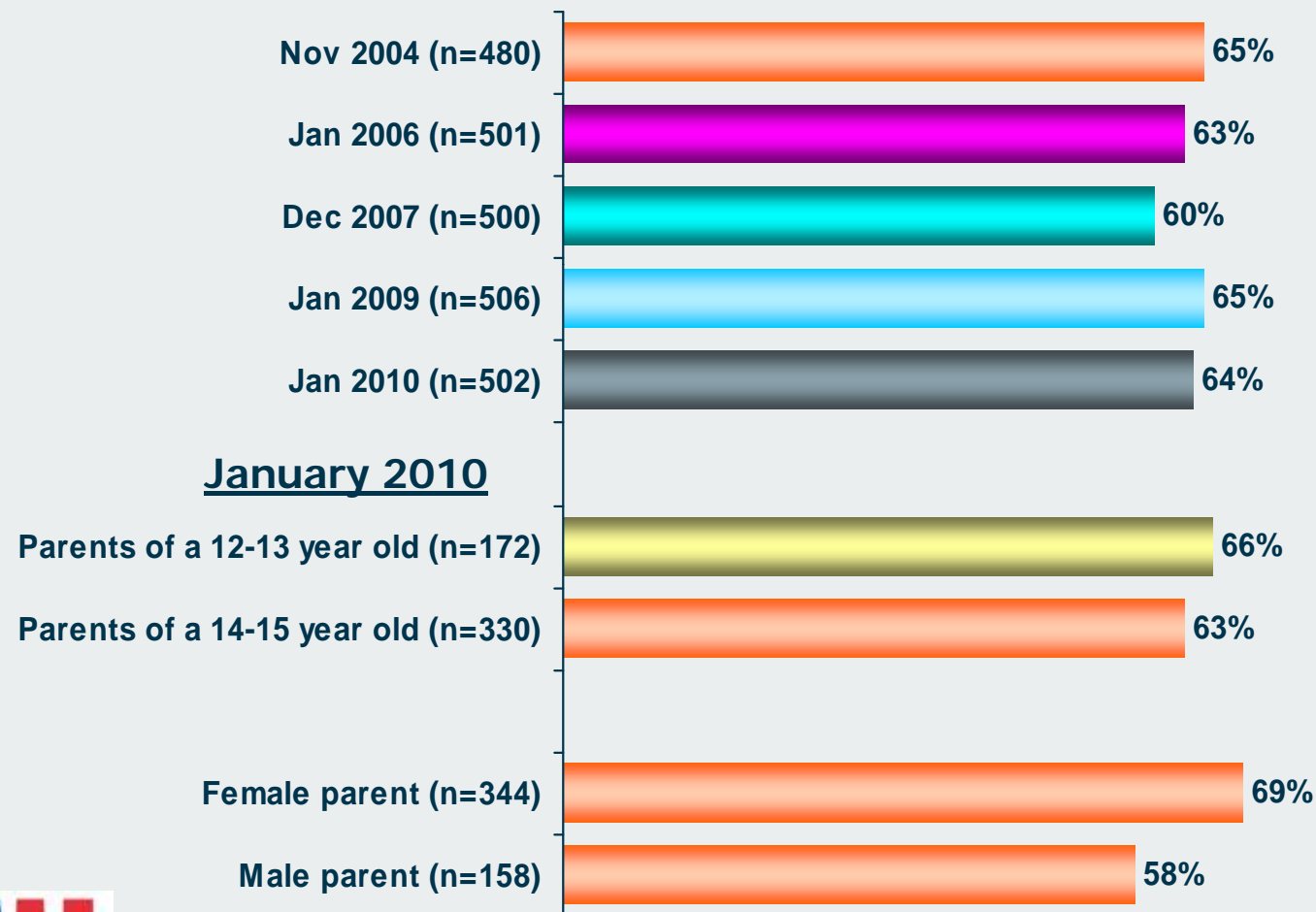


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# Parents Continue to Say Children Have Come to Them to Discuss Drugs or Alcohol

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

48



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

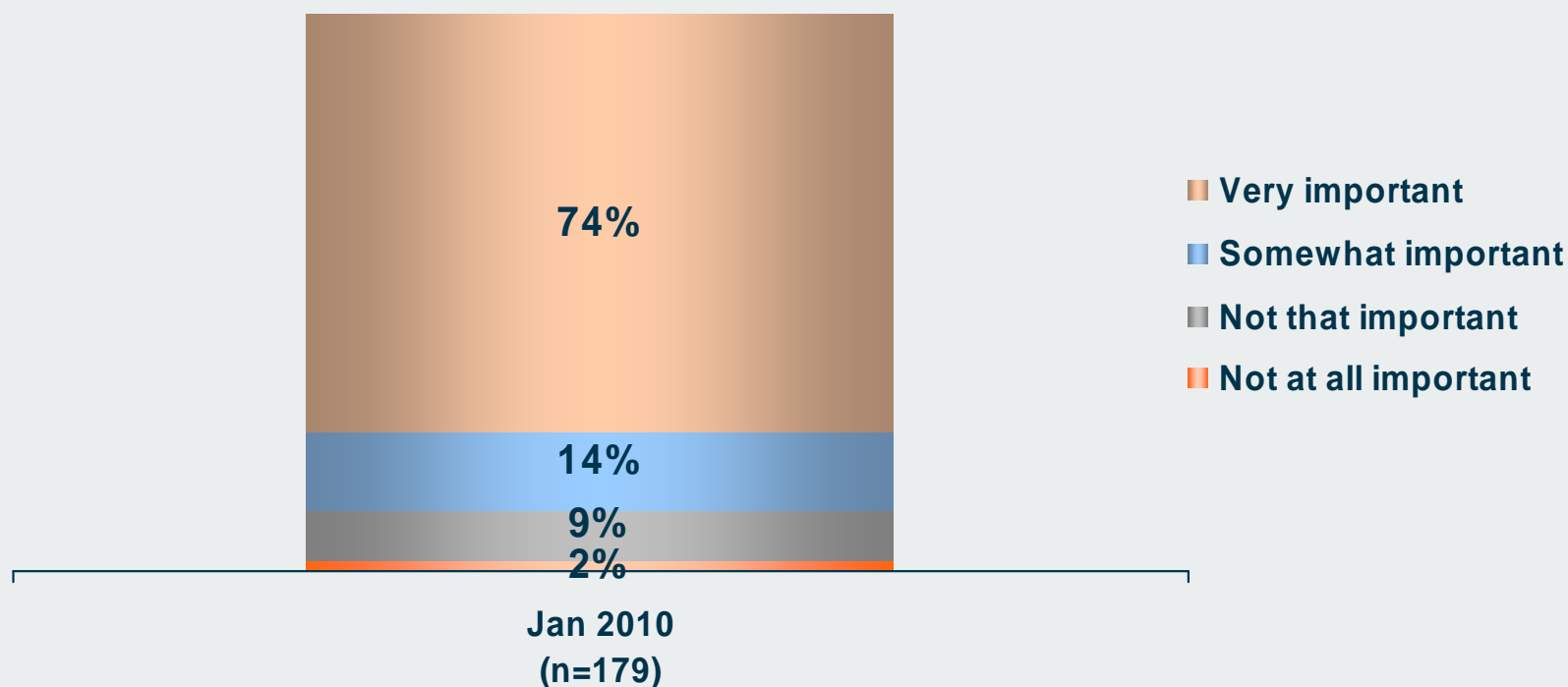
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# Parents Believe Conversations with Children Have Impact Even As Kids Get Older

*Among all parents with a child 18-24 years old*

49



*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?*



*Q.46 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 decision whether or not to use drugs or alcohol?*

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## Parents' Alcohol Policies: Less Lenient in Allowing Their 12 to 15 Year Old to Ever Drink

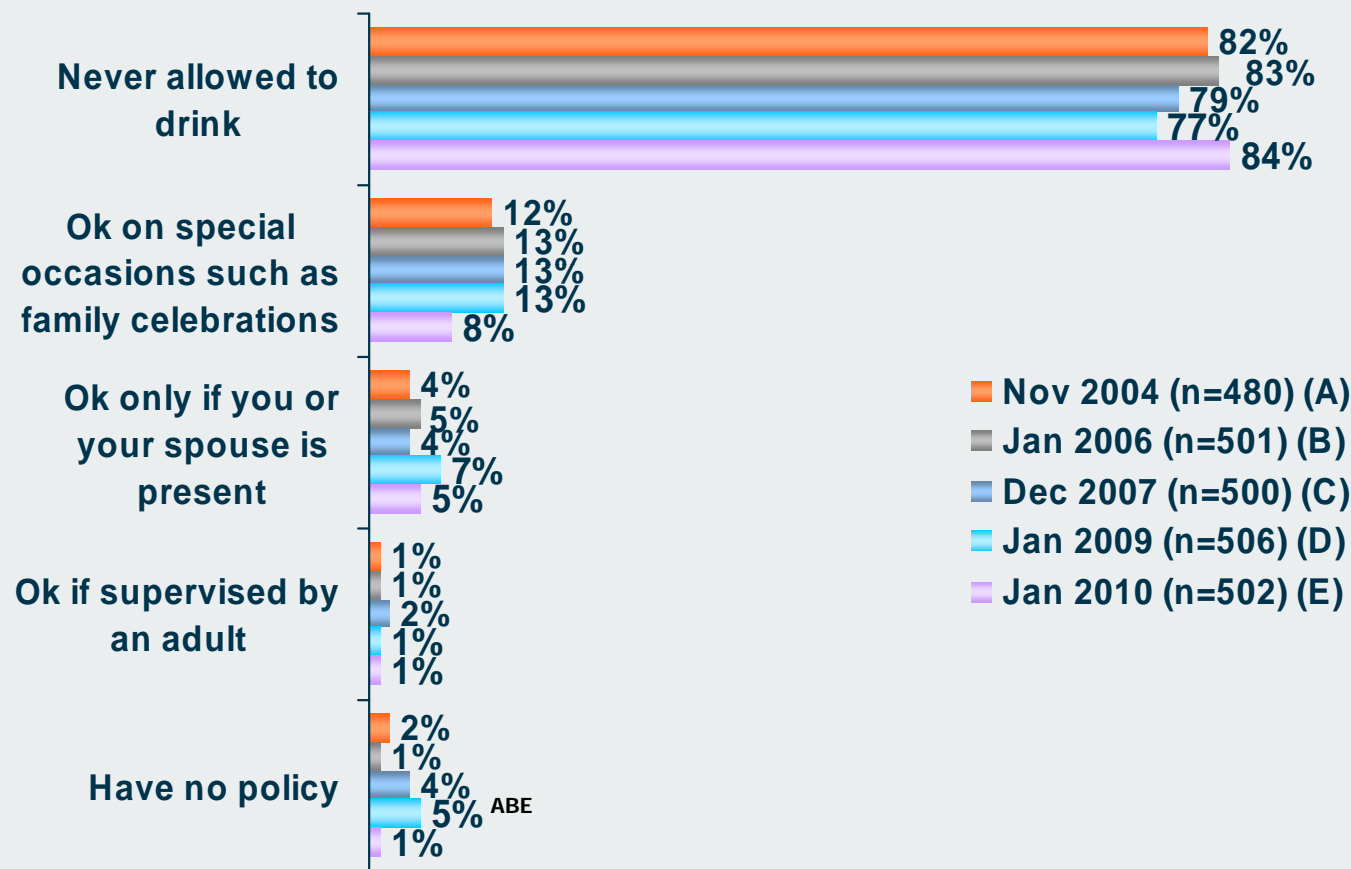
- New Jersey parents' alcohol policies in 2010 register closer to levels noted in 2004 and 2006, a shift back to stricter alcohol policies. 50
  - In 2010, 84% of parents of a 12 to 15 year old child said their child would **never be allowed to drink**– vs. 77% in 2009, 79% in 2007 and closer to 83% in 2006 and 82% in 2004.
  - Looking at children of different ages, this year 85% of parents of a 14 to 15 year old say their child is never allowed to drink, a 10 point increase since last year (75%). Among parents of 12 to 13 year olds, 84% say their child is never allowed to drink, up from 80% last year.
  - Thinking about when their child reaches the ages of 16 to 17, in 2010, two-thirds of parents of a 12 to 15 year old child said their child would **never be allowed to drink** when they are older (67%) up from 59% last year, and closer to 72% in 2006 and 65% in 2004.
  - Just 1% of parents say they currently have no policy on their 12 to 15 year old drinking alcohol, this is back to levels noted in 2004 and 2006.



# Parents Appearing Less Lenient in Allowing Their 12 to 15 Year Old to Ever Drink

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

51

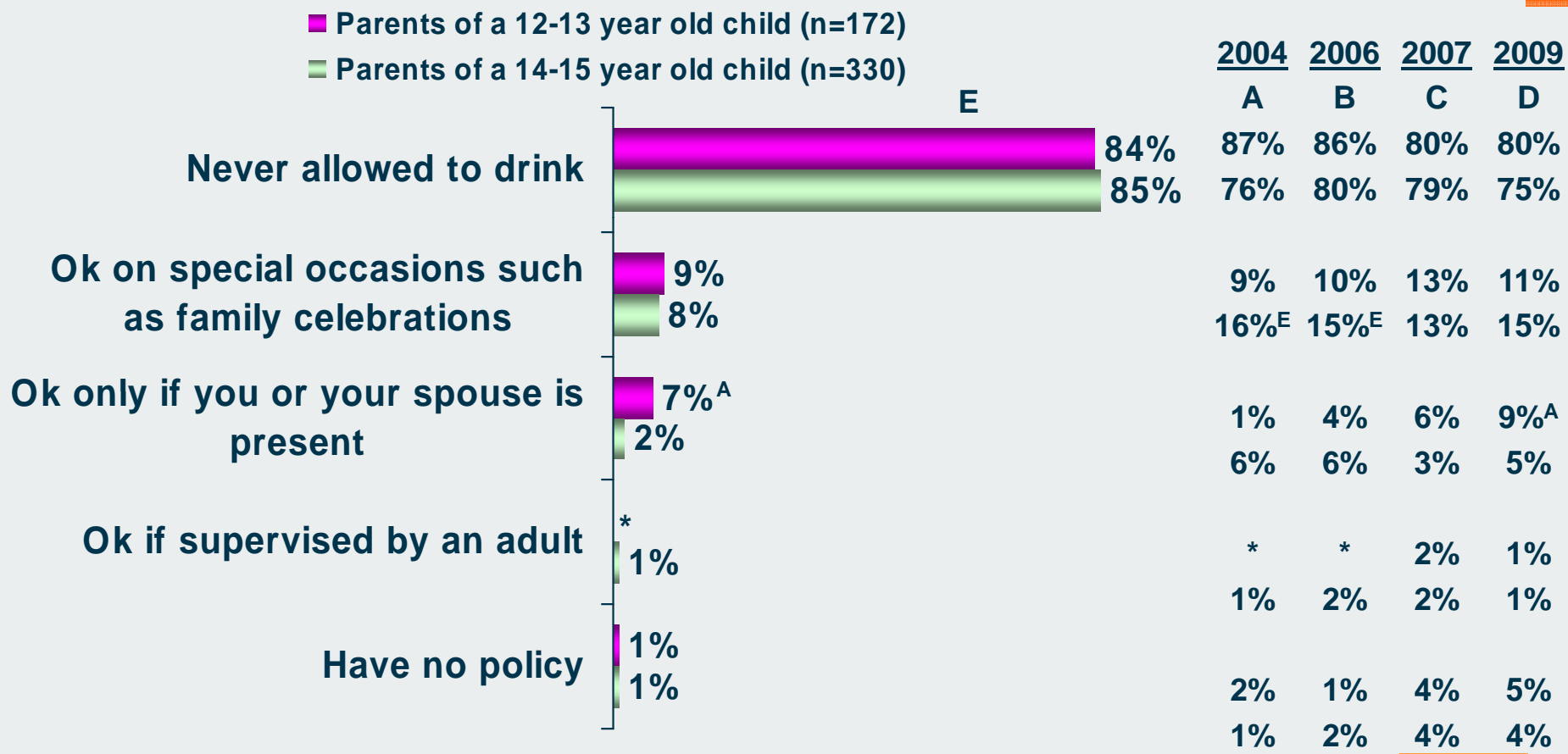


Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

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

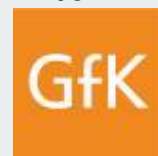
# Parents of 14 to 15 Year Olds Become Less Lenient in Their Drinking Policies

*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?"

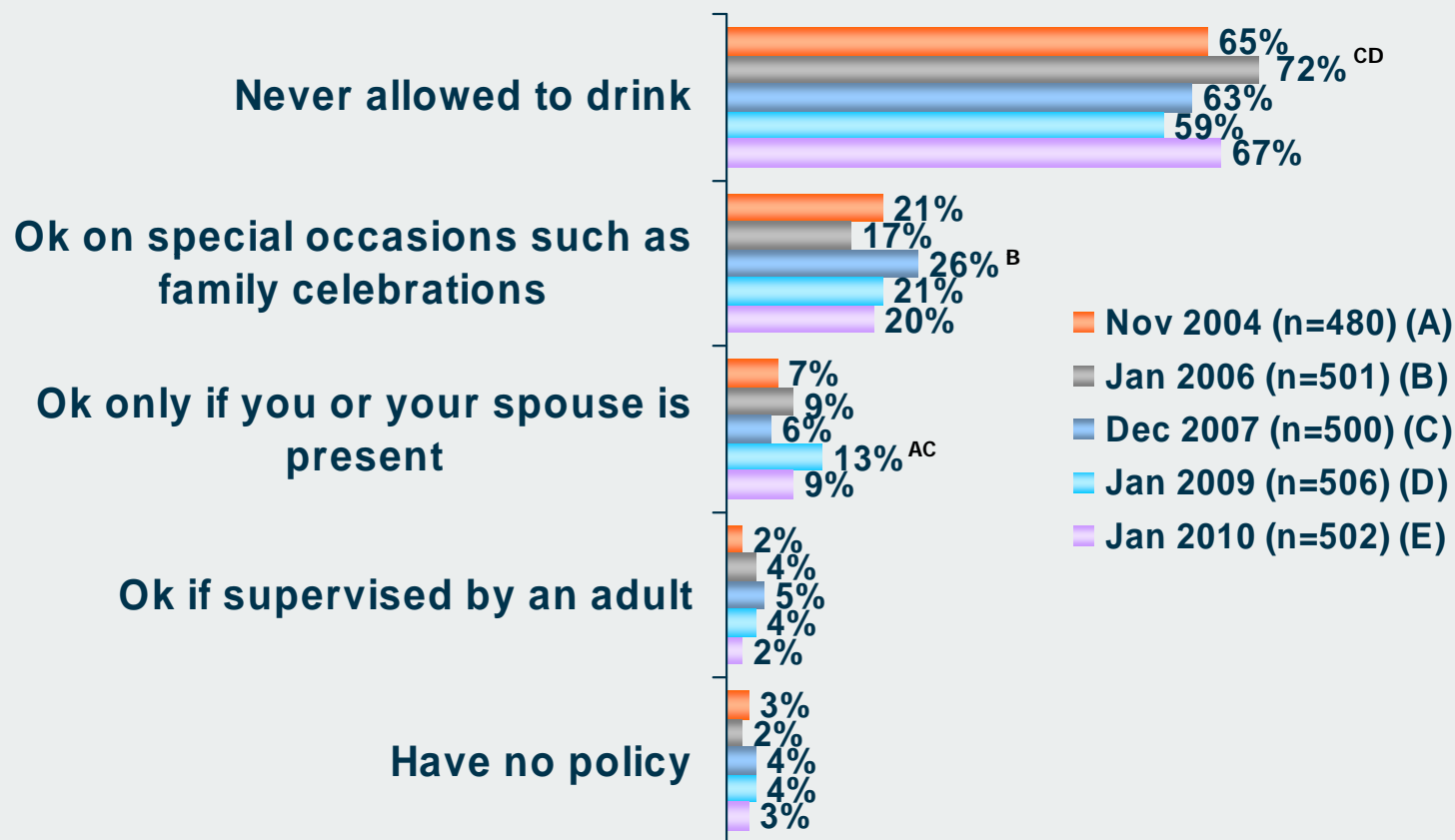
A,B,C,D,E - significant difference at the 95% confidence level



# Drinking Policies Less Lenient as Parents Think of Later Teen Years

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

53



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

## Drug Abuse in Community and Family

54

New Jersey parents assessment of drugs as a serious problem for the young people in their communities is on the rise.

- More than eight in ten parents (82%) feel that drugs are a serious problem for the young people in their community, up from 76% last year. Of that 82%, more than four in ten (45%) agree strongly that it is a problem.
- 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).



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

55

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

- More than eight in ten New Jersey parents (85%) feel that their children's behavior is influenced by their own behavior with drugs and alcohol, though this number is down 10 points from last year. Three-quarters agree strongly that their behavior influences their child.
- Four in 10 (41%) say they have had instances of alcohol or drug abuse in their own family in the past year. This is about the same proportions as seen in previous years.
  - 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 (80%). This number is unchanged from last year (79%) but fewer than in 2004 (88%); 2006 (84%) and 2007 (86%).

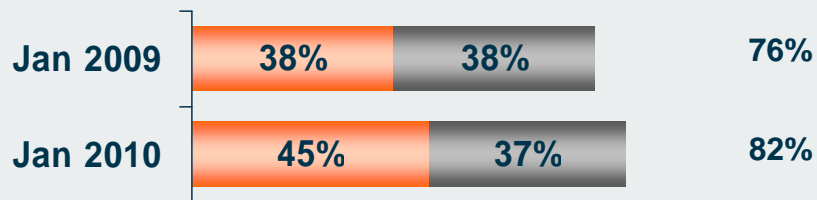


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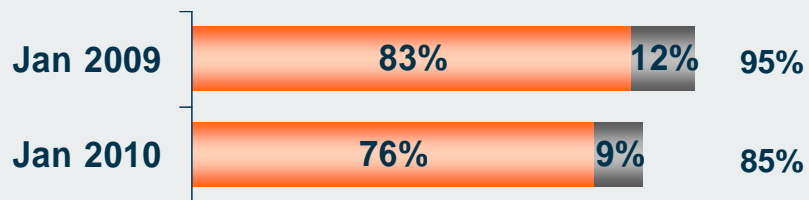
# Parents Feel That Their Behavior With Drugs and Alcohol Influences Their Child's Behavior

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

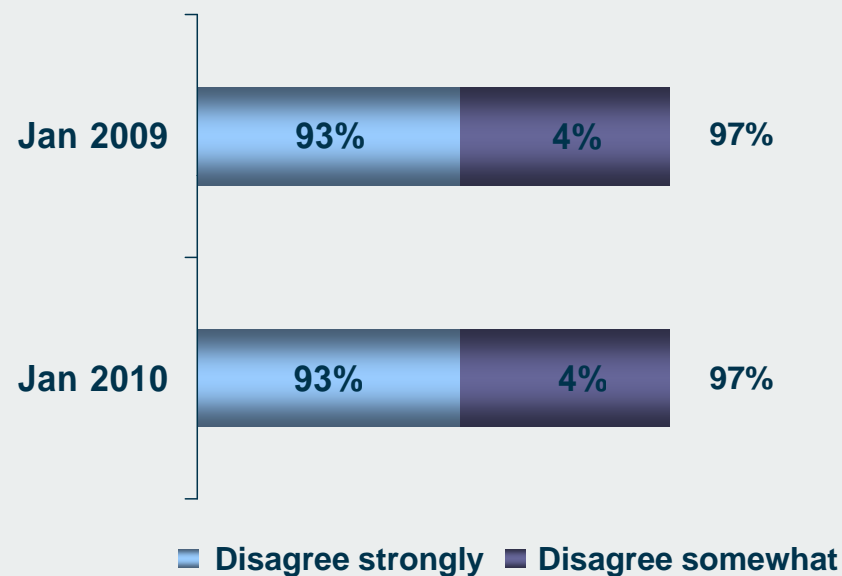
## Drugs are a serious problem for young people in my community



## Your behavior with drugs and alcohol influences your child's behavior



■ Agree strongly ■ Agree somewhat



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:"

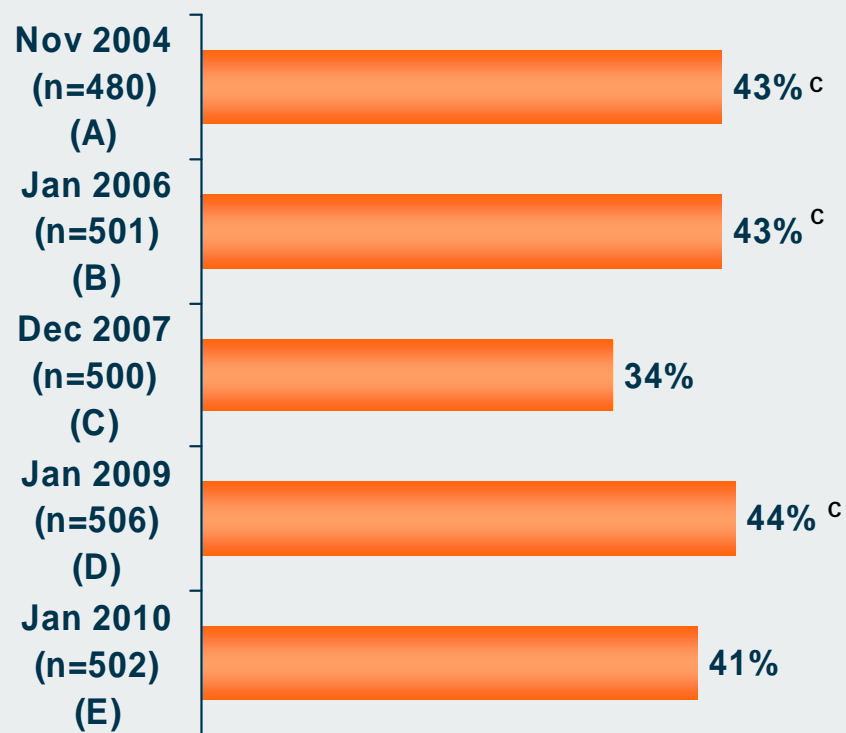




# More Than Four in Ten New Jersey Parents Have Had Instances of Alcohol or Drug Abuse in their Own Families

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

57



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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## Parents See Different Substances Coming From Different Sources

More parents think kids are getting drugs from their peers than from drug dealers. More than four in ten parents think that children are getting drugs from their classmates (43%) and one-third think they are getting them from friends (33%), while fewer than one in five cite dealers (16%).

58

- When it comes to getting alcohol, 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).
- Two-thirds of parents (67%) feel that kids get prescription and over-the-counter drugs from their own home medicine cabinet.



## Parents Take Steps to Secure Home Liquor and Medicine Cabinets; Interested in Safely Disposing of Medicine

Many parents say they have taken steps to secure their home liquor cabinets and medicine cabinets.

59

- More than four in ten parents (41%) say they have taken steps to secure their home medicine cabinet; and nearly four in ten parents (37%) say they have taken steps to secure their home liquor cabinet.
- Half (51%) said they would be interested in a program to help dispose of unused, unwanted, and expired medicine during a local disposal day.



# Parents Most Likely to Think Kids Are Getting Drugs From Peers

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

60

	Drugs (n=502)	Alcohol (n=502)	Prescription and Over-The- Counter Drugs (n=502)
	%	%	%
Classmates	43	2	4
Friends	33	25	9
Dealers	16	*	2
Home liquor	-	44	-
Home medicine cabinet	-	-	67
Friend/relative liquor cabinet	-	23	-
Friend/relative medicine cabinet	-	-	12

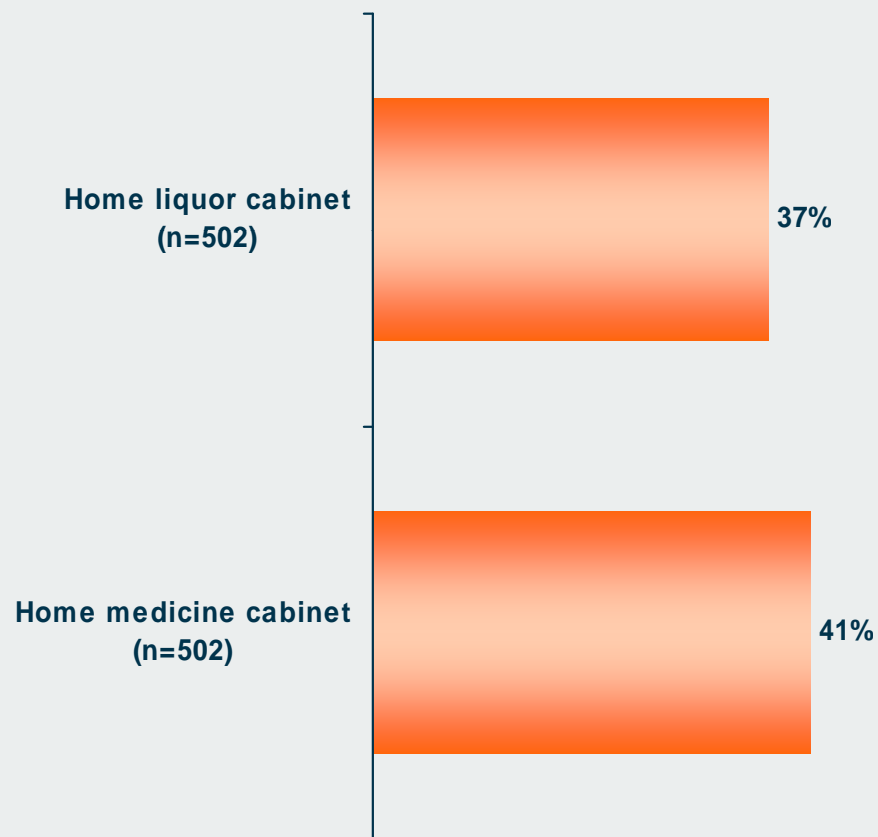


Q42 "Where do you think kids are getting . . .?"

# Securing Home Liquor Cabinet and Medicine Cabinet

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

61



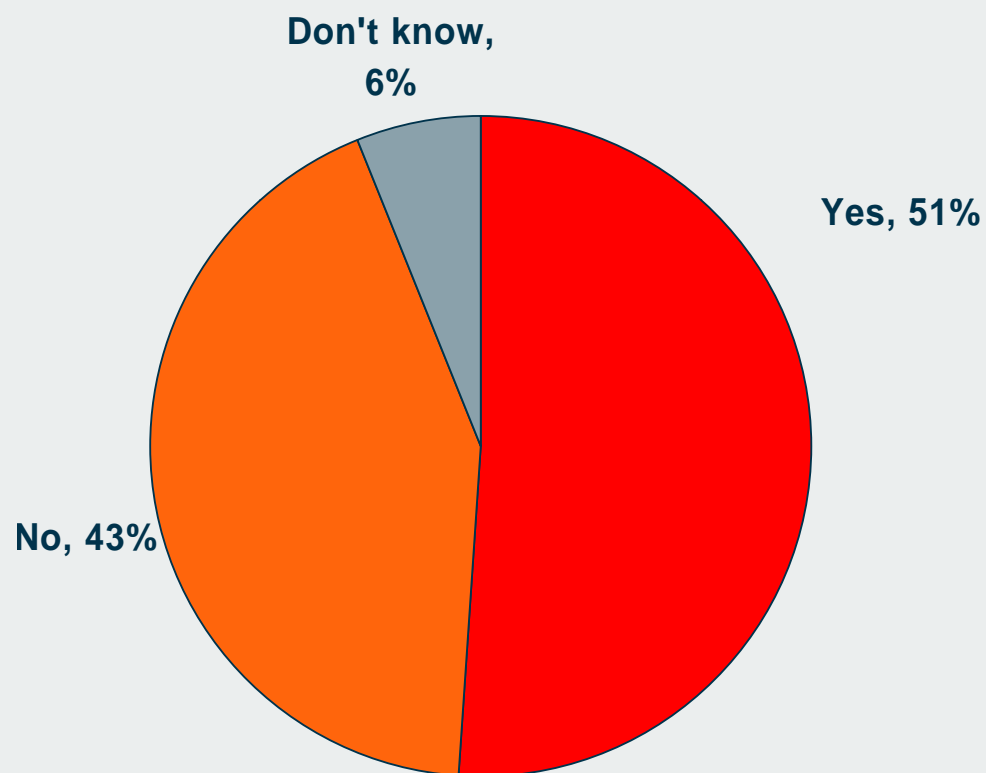
*Q43 Have you taken any steps to secure your...*

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## Interest in Safely Disposing of Unused Medicine

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

62



*Q.33.1 Would you have any interest in disposing your unused, unwanted, and expired medicine during a local disposal day?*

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## Top Reasons Parents Think Kids Use Drugs: To Feel Good and Forget Troubles

63

Three-quarters of parents think that a major reason kids use drugs is because they think that being high feels good (77%). Seven in ten parents think kids use drugs to help them forget their troubles (70%).

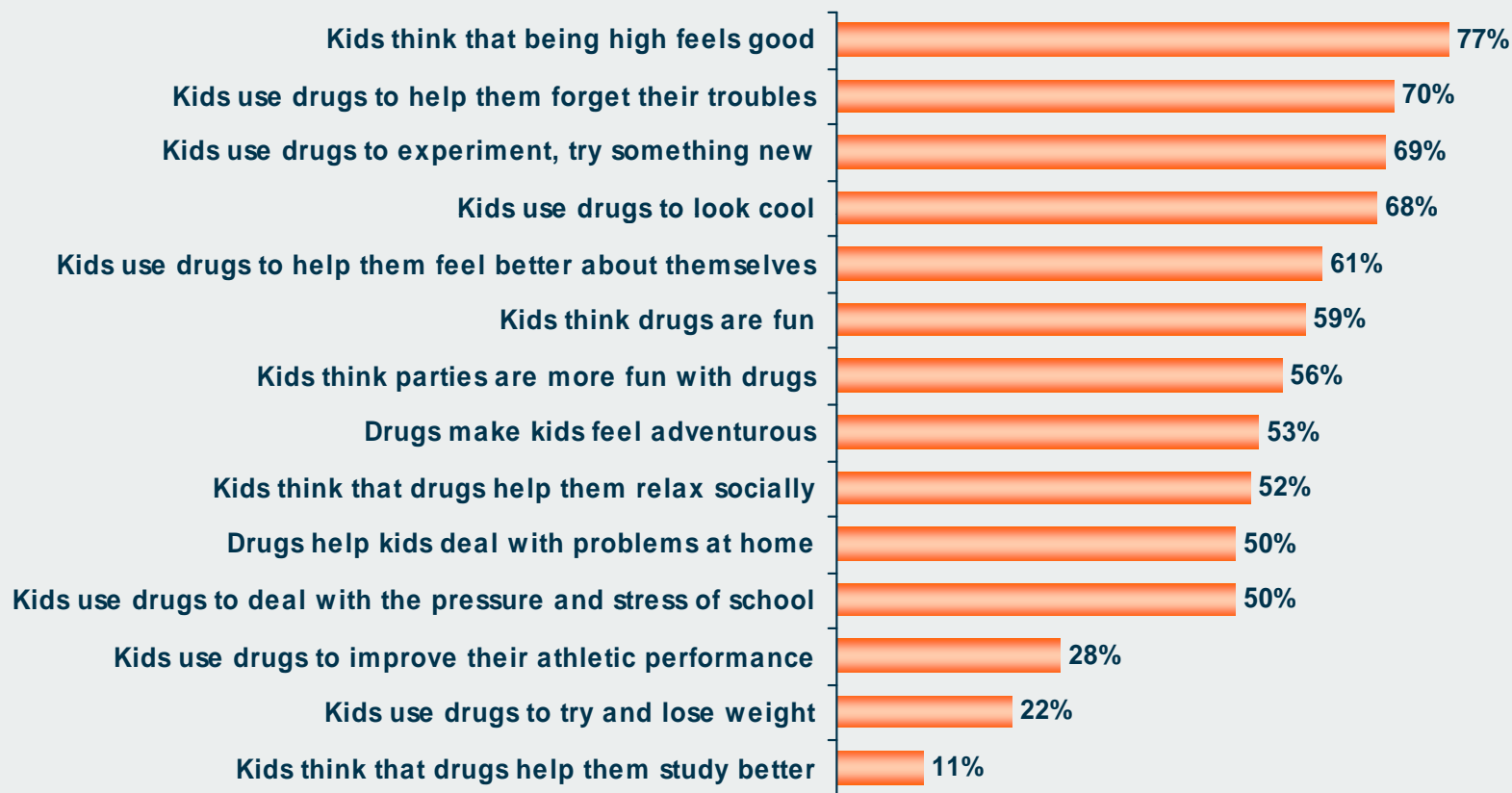
- Experimenting with something new and looking cool is thought to be a major reason by nearly seven in ten (69% and 68%, respectively). of parents feel that a major reason kids use drugs is to look cool. Rounding out the top five reasons, six in ten (61%) think kids use drugs to feel better about themselves.



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

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

64



*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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## Majority of New Jersey Parents Feel Knowledgeable About Marijuana, Cocaine, Prescription Drug & OTC Drug Abuse; Increases from 2009.

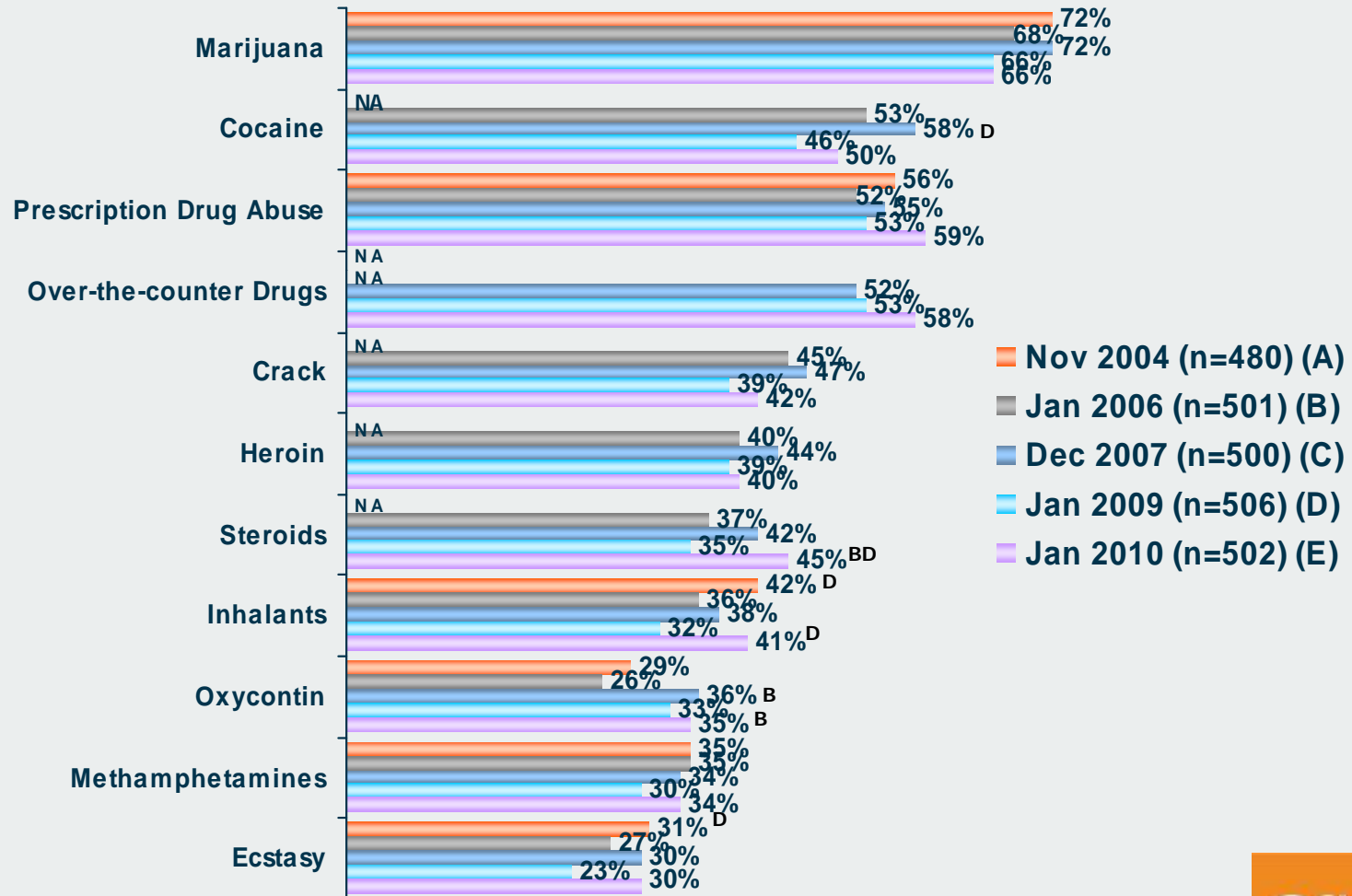
65

- Parents feel most knowledgeable about marijuana, with two-thirds of parents saying they know "a lot" (66%, unchanged from 2009). Cocaine follows, with half saying they know a lot, up somewhat from last year (50% versus 46%).
  - Close to six in ten parents say they know a lot about prescription drug and over-the-counter drug abuse, also representing a slight increase from last year; (59% for prescription drugs, up 6 points and 58% for OTC, up 5 points).
  - Knowledge of inhalants and steroids has increased significantly; 45% say they know a lot about steroids (up from 35%) and 41% know a lot about inhalants (up from 32%).
  - Parents have less knowledge about some other drugs: for example, nearly one in five know "just about nothing" about ecstasy (22%), and Oxycontin (18%).



# Parents Say They Are Very Knowledgeable About Many Drugs; Parents Claim More Knowledge Over 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?"

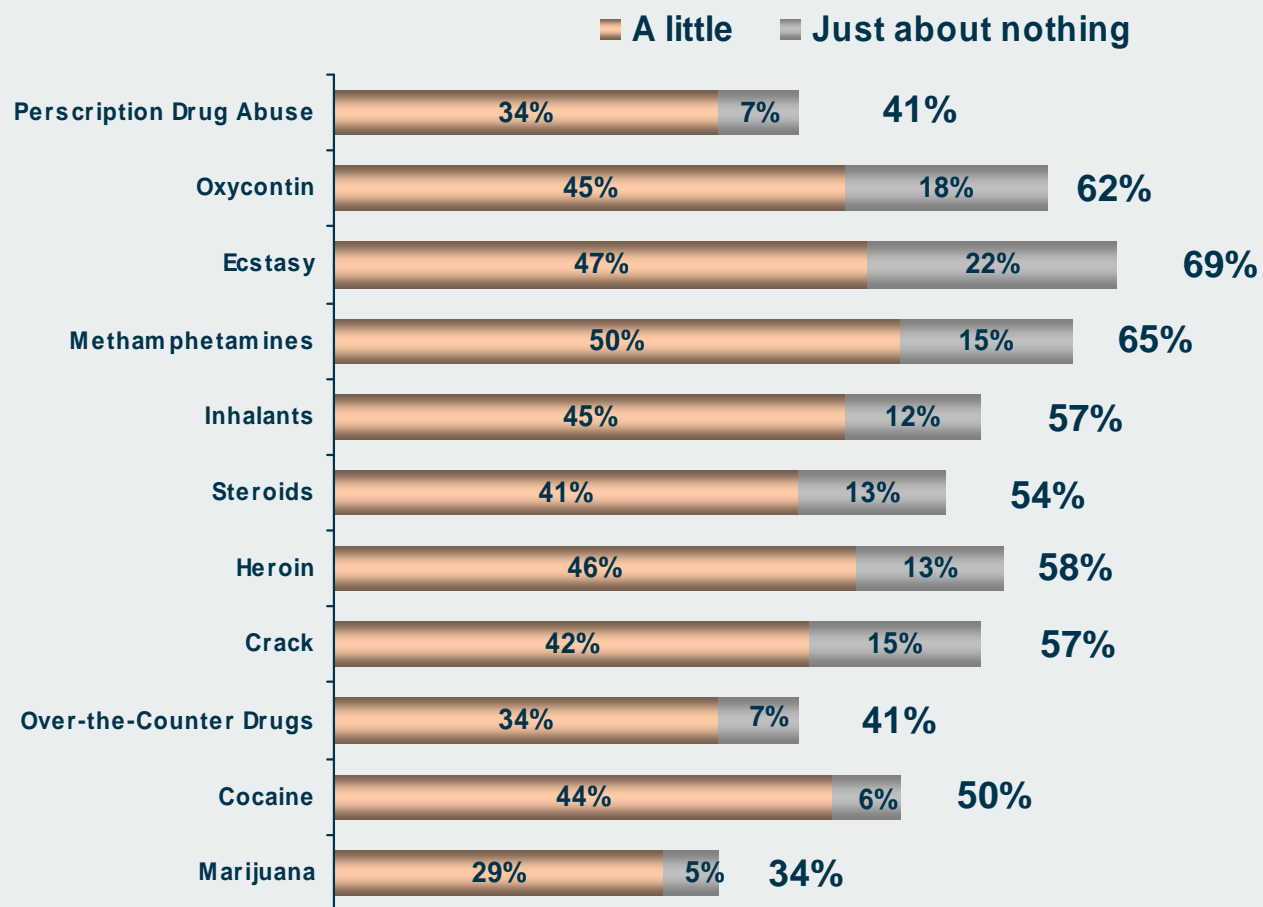
A,B,C,D,E - significant difference at the 95% confidence level

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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*



67



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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