



Parents' Attitudes & Behaviors Toward Drug Prevention

Prepared for: Partnership for a Drug Free New Jersey
December 2004

Summary 1/11/2005

Introduction

- Roper Public Affairs & Media was commissioned by The Partnership for a Drug Free New Jersey to conduct a telephone survey among a sample of 480 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 November 8 – December 6, 2004.
- 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

Age of 12-15 year old child:

12-13	50%
14-15	50%

Gender of child:

Male	54%
Female	46%

Child's grade in school

5-8	56%
9 or higher	43%

Age of Parent:

Under 40	15%
40-49	64%
50 or older	19%

Gender of Parent:

Male	40%
Female	60%

Race/Ethnicity:

White	60%
African American or Black	17%
Hispanic	14%
Other	6%

Income:

Under \$25,000	9%
\$25,000 to under \$50,000	18%
\$50,000 to under \$100,000	32%
\$100,000 or more	33%



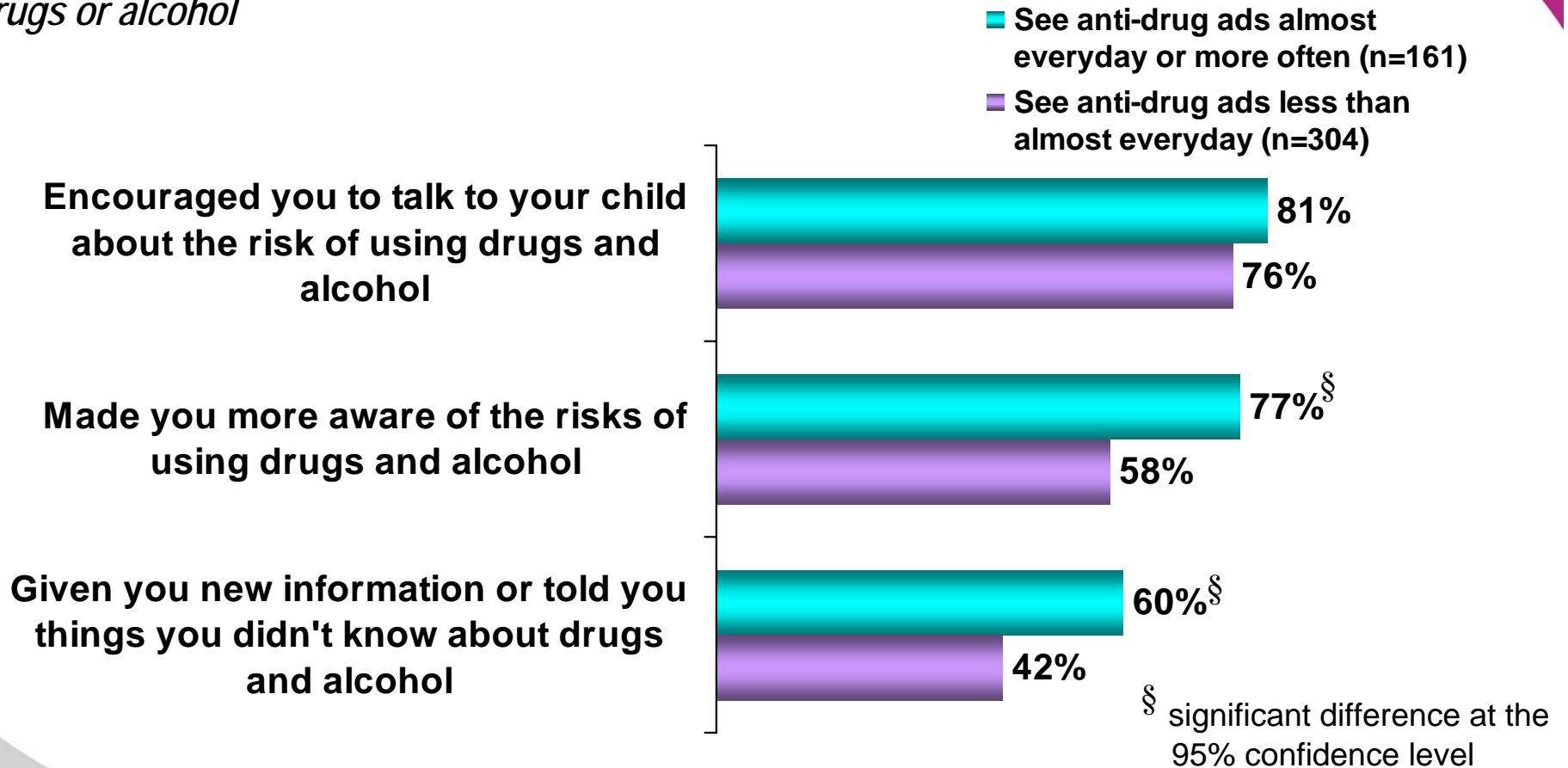
Anti-Drug and Alcohol Commercials and Advertisements

Two-thirds of New Jersey parents see or hear commercials or ads about the risks of drugs or alcohol one or more times per week.

- About four in 10 (39%) see these ads almost everyday or more often.
- 90% see these ads at a minimum of once per month.
- A large majority of those who have seen commercials or ads about the risks of drugs or alcohol agree that it encouraged them to talk to their child about the risk of using drugs and alcohol (78%).
 - ➔ Those parents who report seeing commercials or ads almost everyday or more often are over 1.5 times more likely to actually talk to their kids about drugs than parents who see commercials or ads less often – 32 on average vs. 20 (in the past year).
- Additionally, those parents who report seeing the ads more frequently are 33% more likely to feel the ads made them more aware of the risks of using drugs and alcohol (77% vs. 58% of those who see ads less than almost everyday) and over 40% more likely to say that the ads gave them new information or told them things they didn't know about drugs and alcohol (60% vs. 42%).

More Exposure to Ads Increases Perceived Knowledge of Drugs and Alcohol

% who strongly/somewhat agree with the following statements about ads about the risk of drugs or alcohol



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

The vast majority of parents say they are talking to their kids about drugs and are well prepared to do so.

- Virtually all (96%) parents in New Jersey with 12 to 15 year old children have spoken to them about drugs and they also report talking to them an average of 25 times in the past year alone.
 - ➔ Mothers are slightly more likely than fathers to have spoken to their child about drugs (98% vs. 93%, respectively), but have also spoken to them about twice as often – 31 times on average vs. 16 times (in the past year).
- The same proportion (96%) also say they are prepared to talk to their child about drugs – 64% say they are **very well prepared**.
- Only one in 10 (9%) who have spoken to their child about drugs say they find it difficult to talk to them about it. About three-fourths (74%) say it is not difficult at all.

First Discussion About Drugs and Alcohol

Best Age Parents Feel They Should Speak to Child About Drugs	%*	Best Age Parents Feel They Should Speak to Child About Alcohol	%*
5 and Under	17	5 and Under	13
6	6	6	6
7	7	7	8
8	16	8	11
9	7	9	7
10	23	10	23
11	6	11	4
12	7	12	10
13	3	13	7
14	1	14	4
15+	0	15+	2
Don't Know	7	Don't Know	7
Mean	8.4	Mean	9.1

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



NOP World

United Business Media

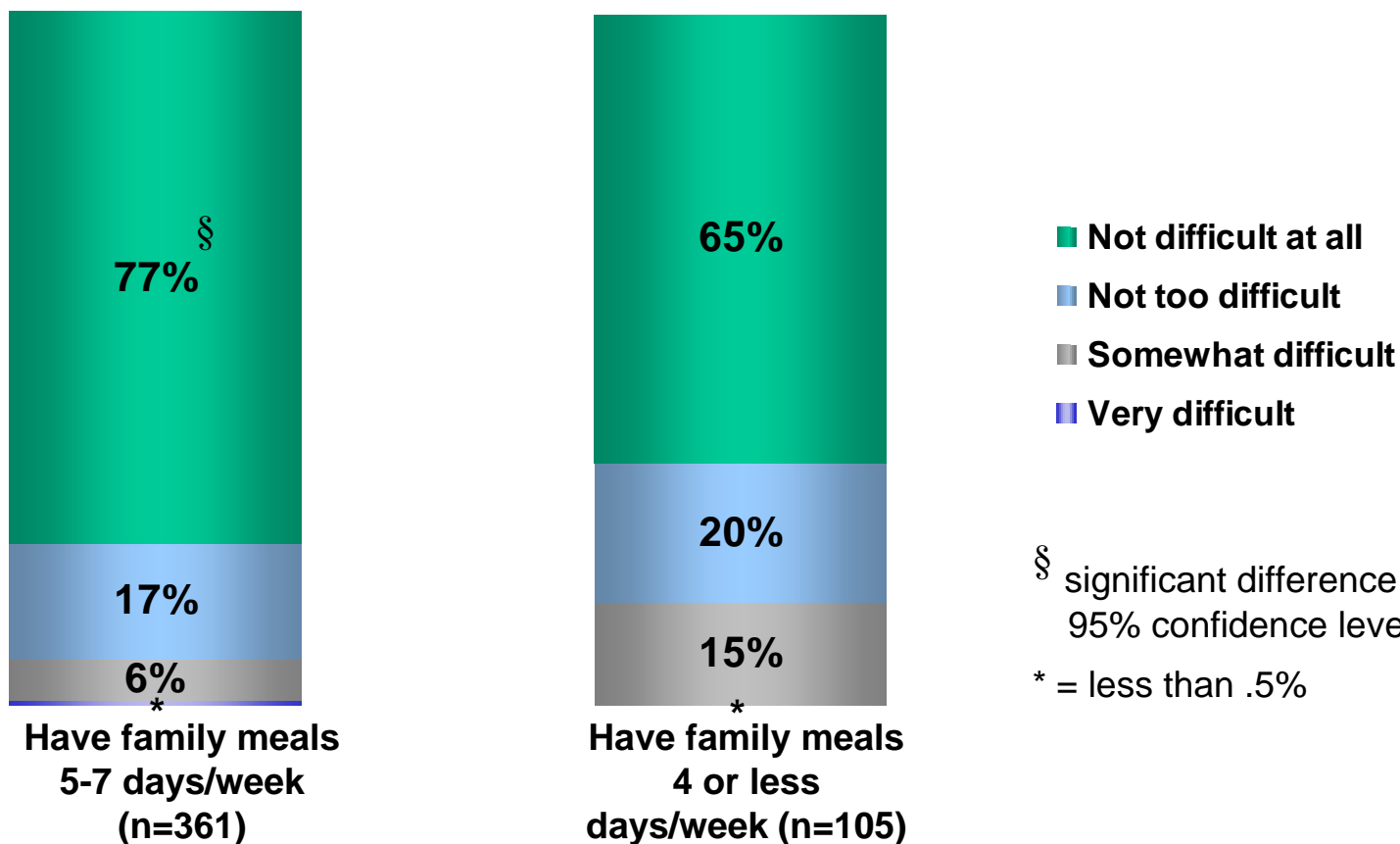
Family Meals and Discussions About Drugs

Parents who eat family meals with their child at least five days a week talk with their child more often and are better able to talk to him or her about drugs.

- Parents who eat family meals with their child five days a week or more often are 14% more likely to talk with their child **almost everyday** about what he or she has done during the day than parents who eat with their kids less frequently (95% vs. 83% of parents who eat family meals with their child four days a week or less often).
- And, parents who eat family meals with their child frequently are 13% more likely to have spoken to their child about drugs – 99% compared with 88% of parents who eat family meals with their child four days a week or less often. In the past year, parents who eat with their child more frequently have spoken to them about drugs 50% more often -- 27 times on average vs. 18 times for those who eat with their child less frequently.
- A similar proportion (98%) of these “frequent” parents say they are well prepared to talk to their child about drugs – 67% say they are **very well prepared**.
 - ➔ This is compared to 92% of parents who eat family meals with their child four days a week or less often – 55% say they are very well prepared.
- More than nine in 10 (93%) of these “frequent” parents say it is not difficult for them to talk to their child about drugs -- 77% say it is **not difficult at all**.
 - ➔ This is compared to 85% of parents who eat family meals with their child less frequently – 65% say it is not difficult at all.

Parents Who Have Family Meals More Frequently Feel It is Less Difficult to Talk to Their Child About Drugs

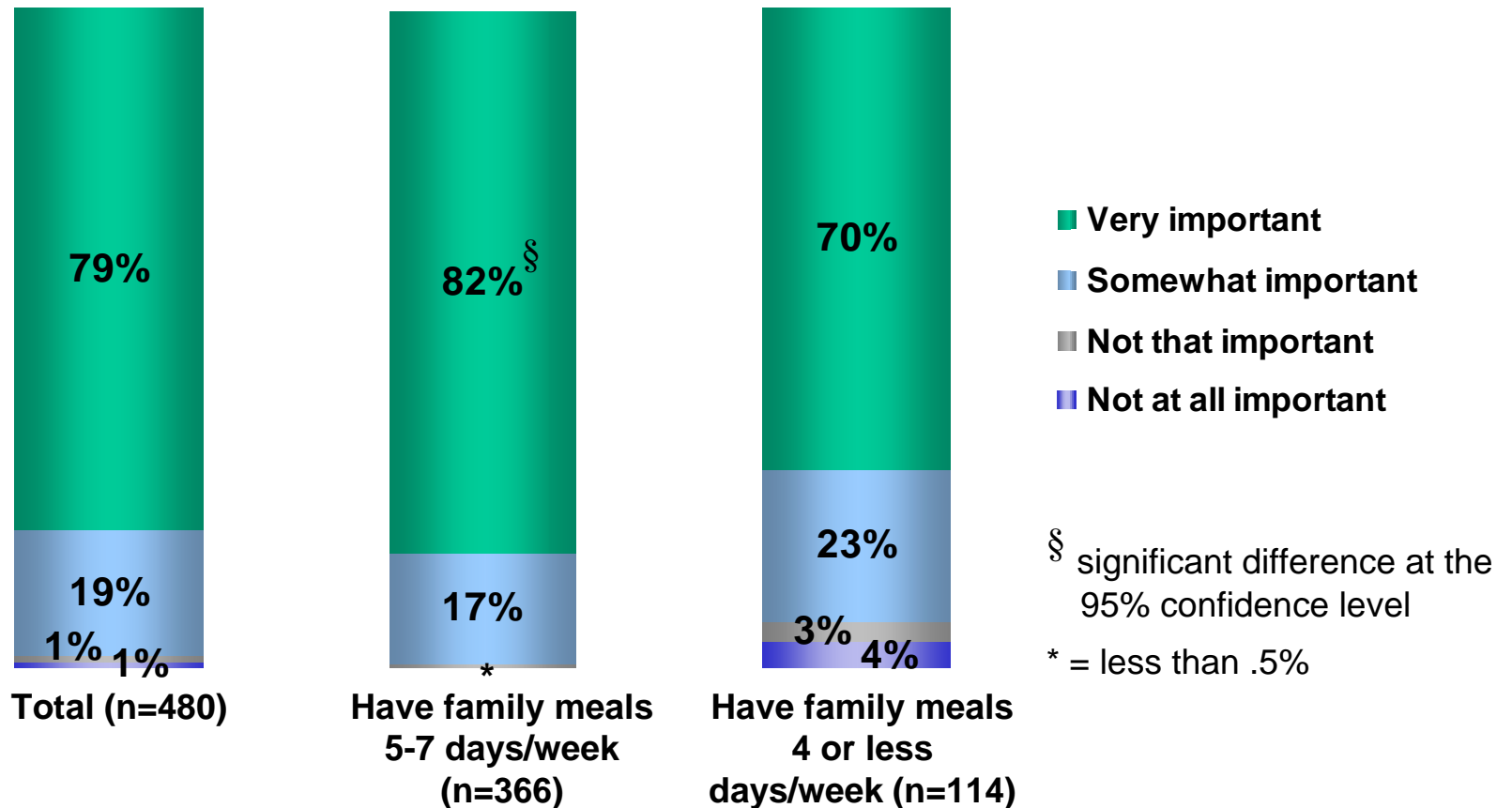
Among parents who have talked to their 12-15 year old child about drugs



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

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

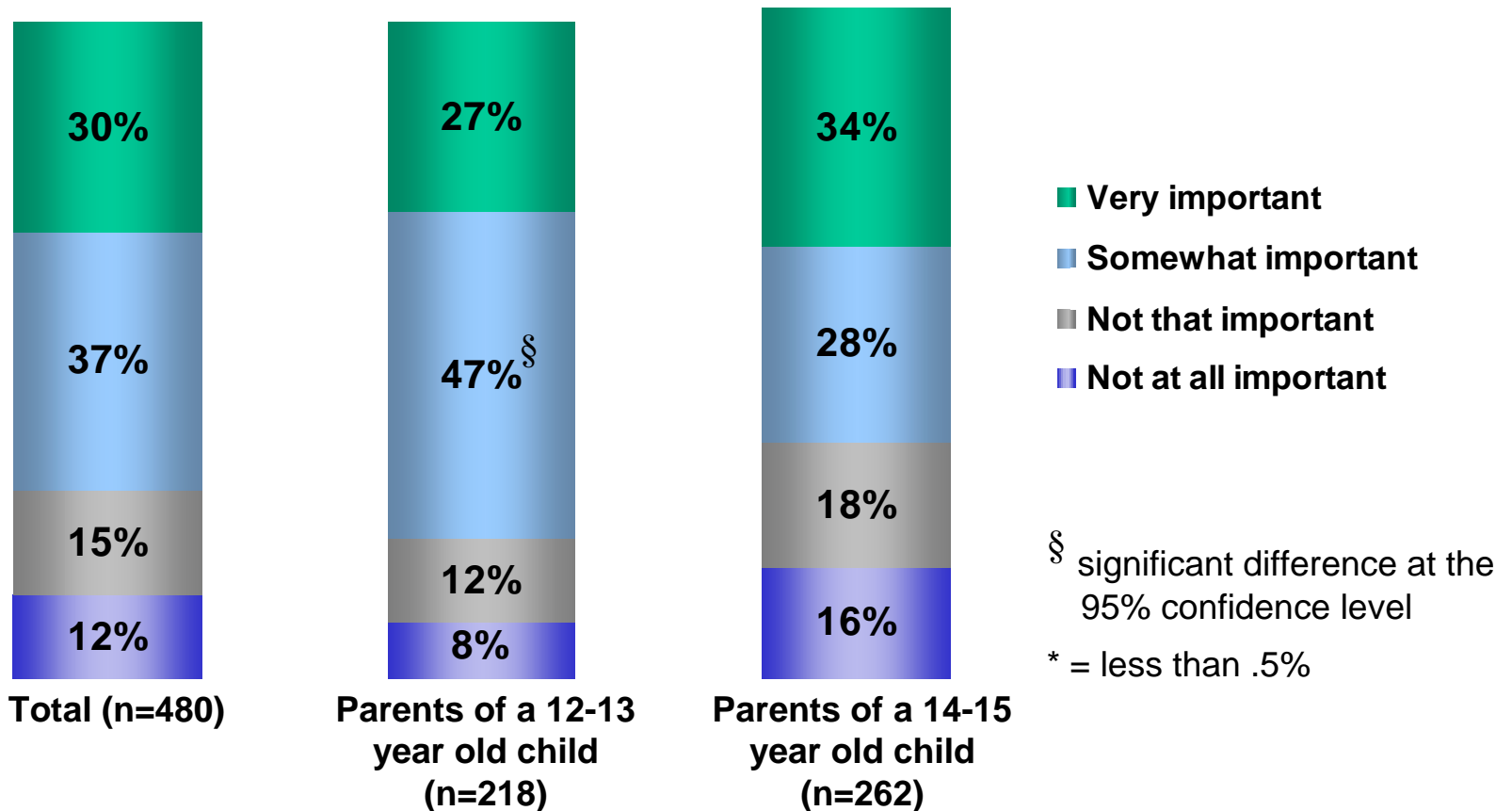
Among all parents with a 12-15 year old child



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

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

Among all parents with a 12-15 year old child



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

Parents of 14 to 15 Year Olds Are More Lenient in Their Drinking Policies

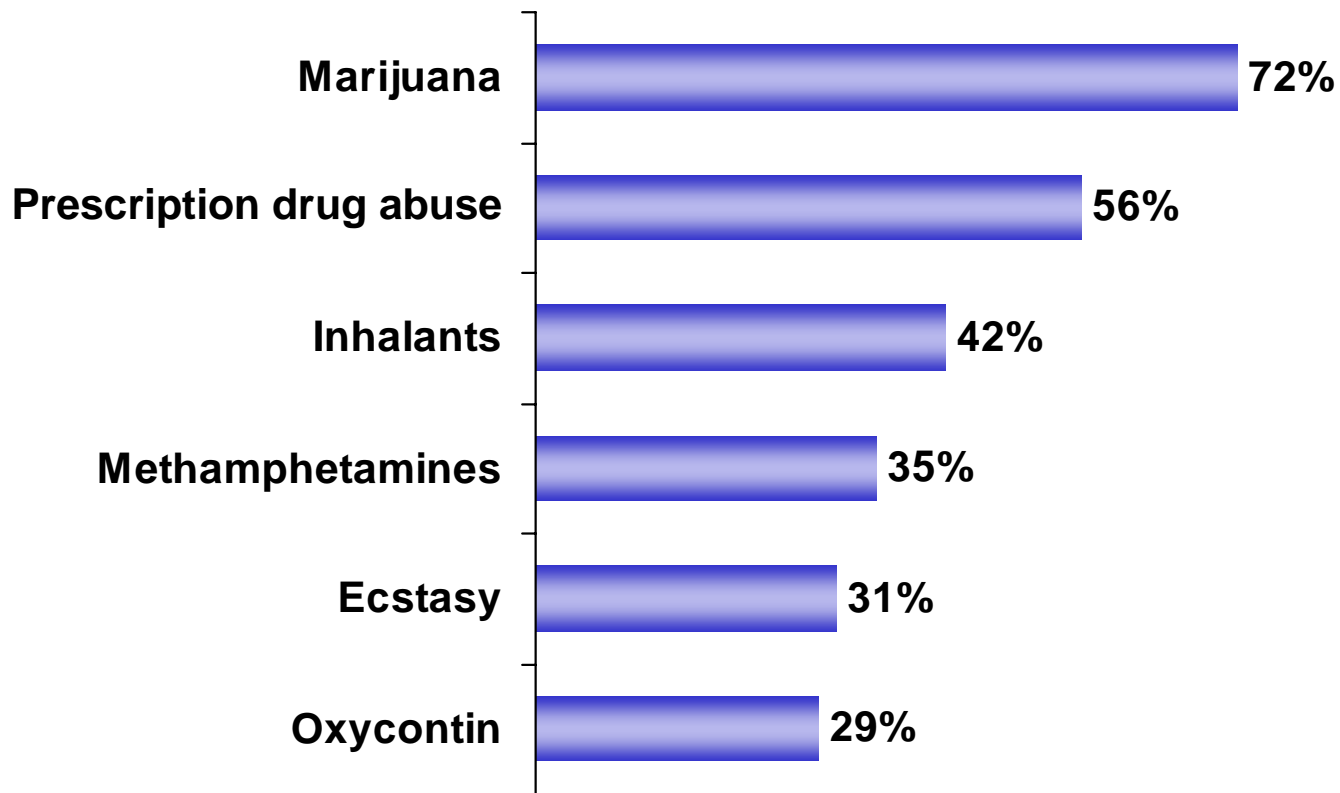
Among all parents with a 12-15 year old child



Q35 "Which of the following, if any, is your policy on your 12-15 year old child occasionally drinking alcohol?"

Parents Say They Are Very Knowledgeable About Marijuana and Prescription Drug Abuse

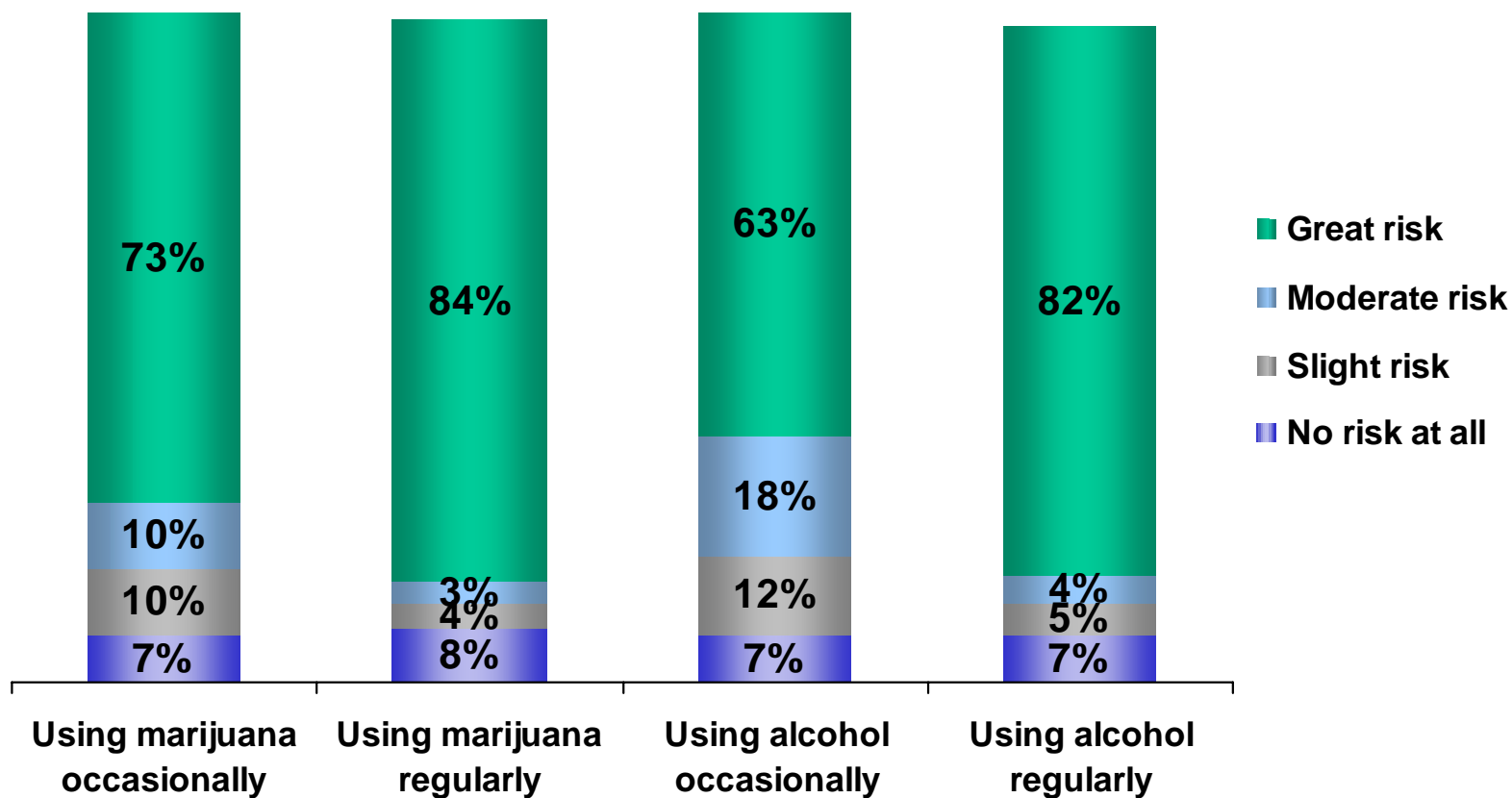
% of parents with children ages 12-15 who say they know a lot about the following drugs in order to talk to their children about them



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

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

Among all parents with a 12-15 year old child



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?"