

The Partnership for Drug-Free New Jersey: Parents' Attitudes & Behaviors Toward Drug and Alcohol Abuse Prevention Study, 2014

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

This document has been prepared for limited distribution within Partnership for a Drug Free New Jersey. This document contains material which GfK Public Affairs & Corporate Communications considers confidential and significant for the protection of GfK Public Affairs & Corporate Communication's business. Distribution of this document is limited to employees of Partnership for a Drug Free New Jersey and its advertising agencies involved in this research.



TABLE OF CONTENTS

- Introduction.....3
- Key Findings.....5
- Detailed Findings9
- Sample Profile.....58





Introduction



Introduction

4

- GfK Roper Public Affairs & Corporate Communications was commissioned by The Partnership for a Drug Free New Jersey to conduct a telephone survey among a sample of 500 parents with children ages 12-15 in New Jersey. This is the seventh time this study has been conducted since 2006.
- The sample was randomly drawn from listed sample purchased from American Student Lists and Dunhill.
- Interviews for this wave were conducted from January 16 - February 3, 2014.
- 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.





Key Findings



Key Findings

Anti-Drug and Anti-Alcohol Commercials/Advertisements Play a Role in Encouraging Many Parents to Speak with Their Children About the Risks.

6

More than eight in ten parents (82%) say the ads encouraged them to talk to their children about drug or alcohol use. This represents a significant 12 point increase since 2012 and the highest level ever recorded. Moreover, seven in ten (71%) say the ads made them more aware of the risks of using drugs and alcohol (up 11 points since 2012 and again, the highest level, over all of the waves).

The study finds a significant increase in the number of parents who have talked to their children about the proper use of prescription or over-the-counter drugs such cough syrup or pain relievers -- (74% up from 65%).

An overwhelming majority feel well prepared to talk to their child about the misuse of prescription drugs, with two-thirds (63%) saying they are "very well" prepared, and 31% saying they are "somewhat" prepared.



Key Findings

7

The majority of New Jersey Parents See Rising Levels of Prescription Drug and Heroin Abuse, and Understand Causes. Three-quarters of parents (73%) believe that prescription drug abuse is on the increase in New Jersey, while over half (52%) feel that heroin use is on the increase. A majority recognize that a variety of factors are contributing to the increase in heroin use in New Jersey: the abuse of prescription narcotics (62%); that heroin is less expensive than illegal prescription drugs (58%); and that illegal prescription drugs are getting harder to obtain (50%).

Parents Believe Their Opinions Are "Very Important" When It Comes To Their Child's Decision Whether Or Not To Use Drugs. Eight in ten (83%) feel their opinion is very important. The number of parents who feel their opinion is "not that important" or "not at all important" is virtually non-existent.



Key Findings

Pressure and Stress Are Increasingly Seen as a Reason Parents Think Kids Use Drugs. Two-thirds of parents think major a reason kids use drugs is to help them feel better about themselves, representing an increase of seven points (64% up from 57%). About the same number of parents think that a major reason kids use drugs is to look cool (63%, basically unchanged from last wave). However, a significant increase is seen in the number citing the pressure and stress of school as a major reason (60%, up steadily from 54% last wave, and 49% in 2011).

Parents See Their Own Home Being A Top Source For Both Alcohol and, to a Lesser Extent, Prescription/OTC Drugs. The number of parents who feel that kids get prescription and over-the-counter drugs out of home medicine cabinets has dropped a significant 19 points (49% versus 68% in 2012). When it comes to getting alcohol, a majority of parents believe kids are getting alcohol at home (27% up five points from 2012). The perceived influence of friends as an alcohol source has increased significantly. About one in three parents mention kids' friends as a source for alcohol (31%, up from 22%), and believe kids are getting alcohol from their friend/relative's liquor cabinet (32% up from 18%).





Detailed Findings



A Majority of New Jersey Parents Report Frequent Exposure to Anti-Drug and Alcohol Ads, Including Daily for One-Quarter

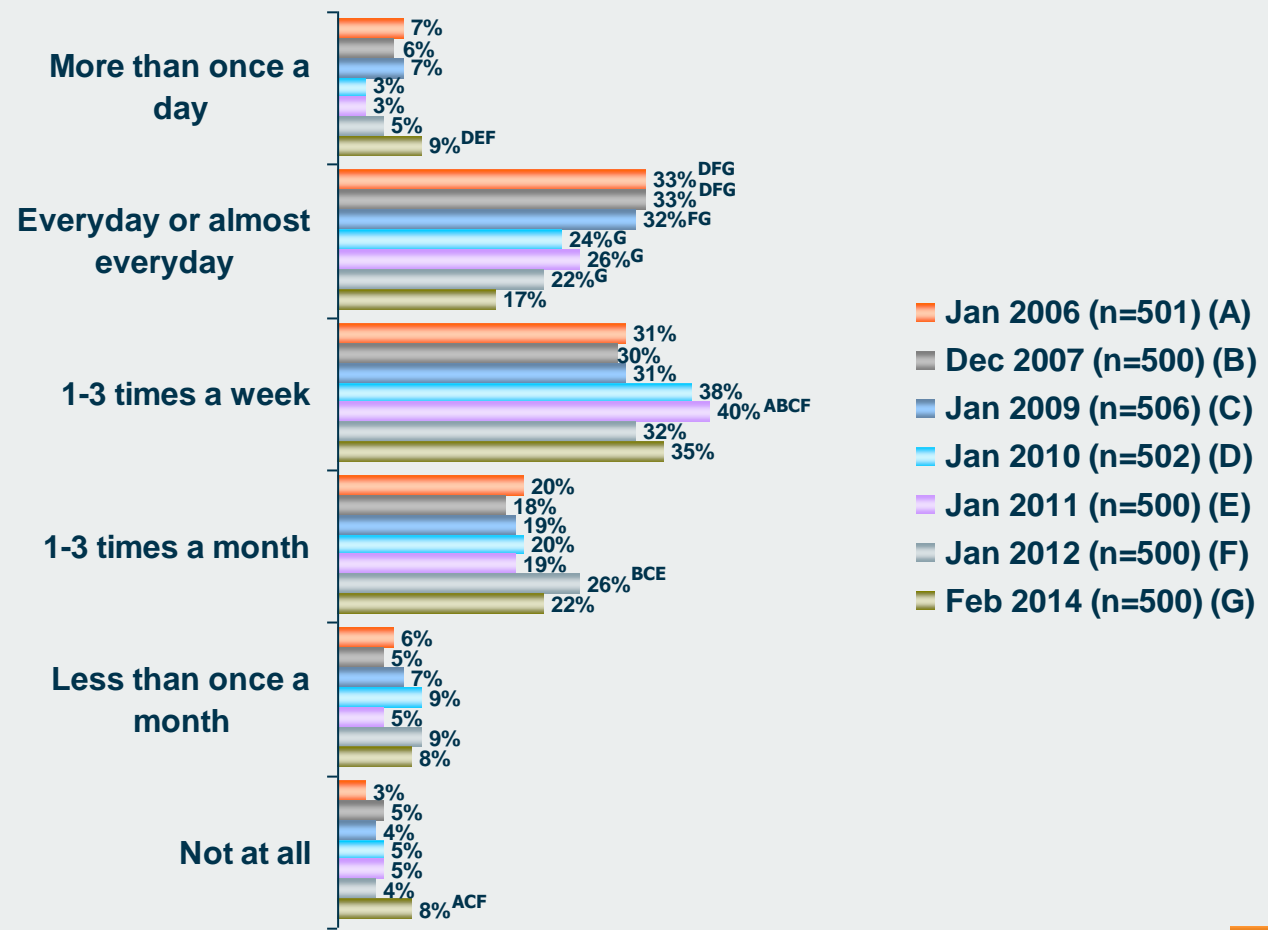
10

- Six in ten (61%) 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 about the level reported in 2012 (59%), which is considerably lower than previous waves : 69% in 2011, 65% in 2010, 70% in 2009, 69% in 2007 and 71% in 2006.
 - The number of parents reporting daily exposure now stands at 26%, up four points, with about one in ten seeing them multiple times a day (9%).
 - Those who have seen no ads at all increased this year to 8%.



Six In Ten Parents Have Been Exposed To Anti-Drug or Anti-Alcohol Ads At Least Weekly, With About 1 in 10 Saying They See or Hear Ads More Than Once A Day

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,F,G - significant difference at the 95% confidence level



Anti-Drug and Anti-Alcohol Commercials/Advertisements Play a Role in Encouraging Many Parents to Speak with Their Children About the Risks

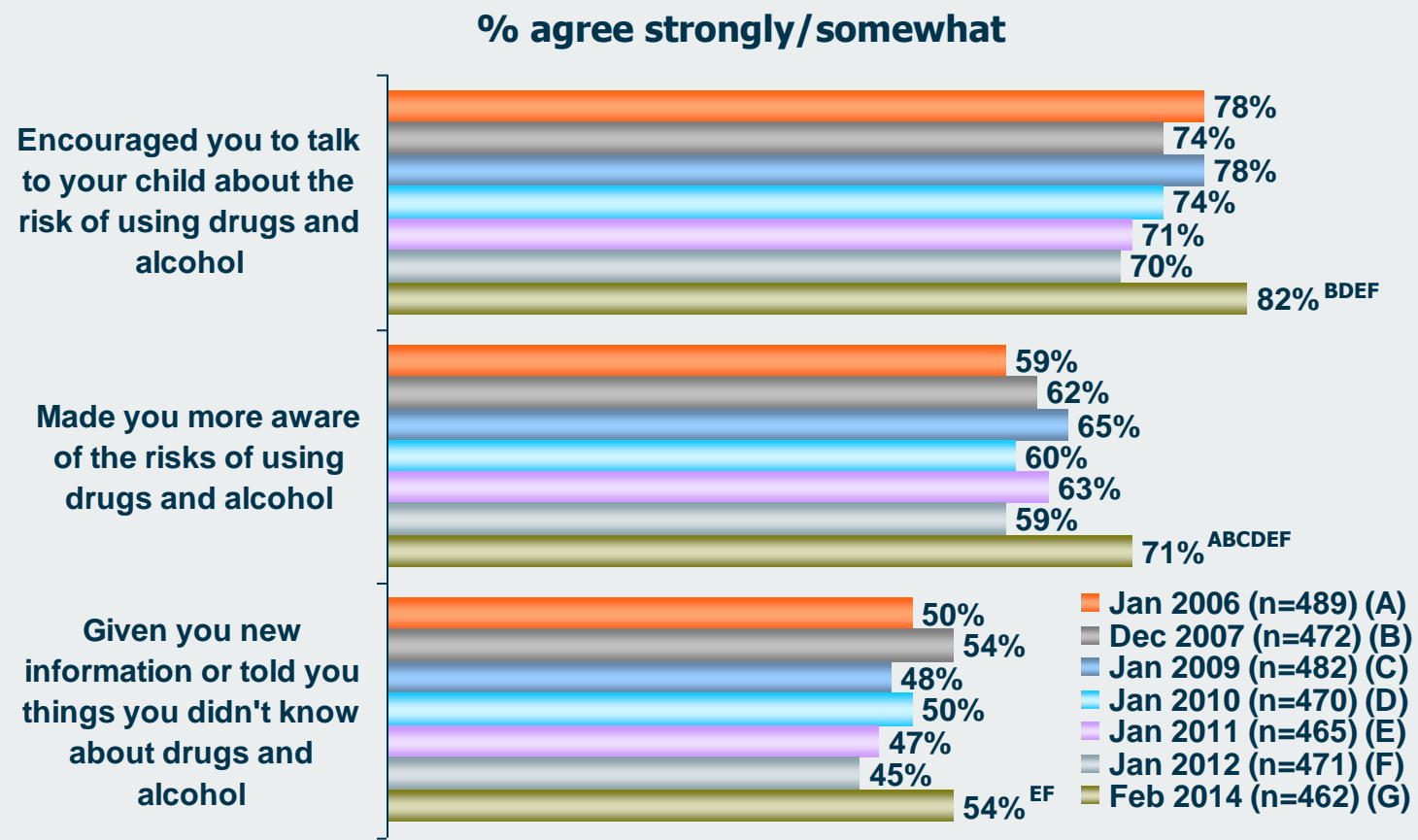
12

- More than eight in ten parents (82%) say the ads encouraged them to talk to their children about using drugs or alcohol. This represents a significant 12 point increase since 2012 and the highest level ever recorded. Seven in ten say the ads made them more aware of the risks of using drugs and alcohol (up 12 points since 2012 and again, the highest level, over all of the waves).
- A majority of parents (54%) feel that the anti-drug ads have given them new information or told them things they didn't know about drugs or alcohol. This represents an increase of nine points from 2012.
- Importantly, the more frequent the exposure to anti-drug ads, the greater the likelihood that a parent was: encouraged to talk to their children about the risk of using drugs and alcohol (85% who see anti-drug ads almost everyday vs. 82% who see them 1-3 times per month); made more aware of the risks of using drugs and alcohol (76% among those who saw ads almost every day vs. 69% among those who saw ads 1-3 times per month); and felt the ads had given them new information (62% among those who saw ads almost every day vs. 50% among those who saw ads 1-3 times per month).



Parents Are Encouraged by Anti-Drug or Anti-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



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."

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

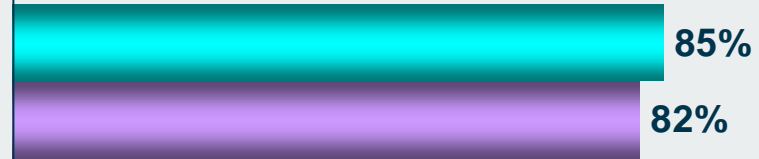


The More Frequent the Exposure To Anti-Drug Ads, the More Parents Are Talking With Kids About The Risk of Using Drugs/Alcohol

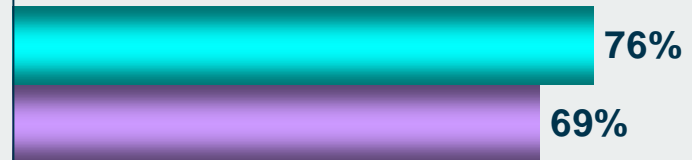
% who strongly/somewhat agree with the following statements about ads about the risk of drugs or alcohol and who have seen anti-drug ads

- See anti-drug ads almost everyday or more often (n=111)
- See anti-drug ads 1-3 times per month (n=119)

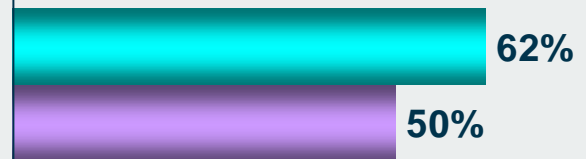
Encouraged you to talk to your child about the risk of using drugs and alcohol



Made you more aware of the risks of using drugs and alcohol



Given you new information or told you things you didn't know about drugs and alcohol



§ significant difference from those who have seen anti-drug ads less than almost everyday at the 95% confidence level



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



Parents Who More Frequently Eat Meals With Their Child Continue To Be More Likely To Talk About What Their Child Has Done During The Day

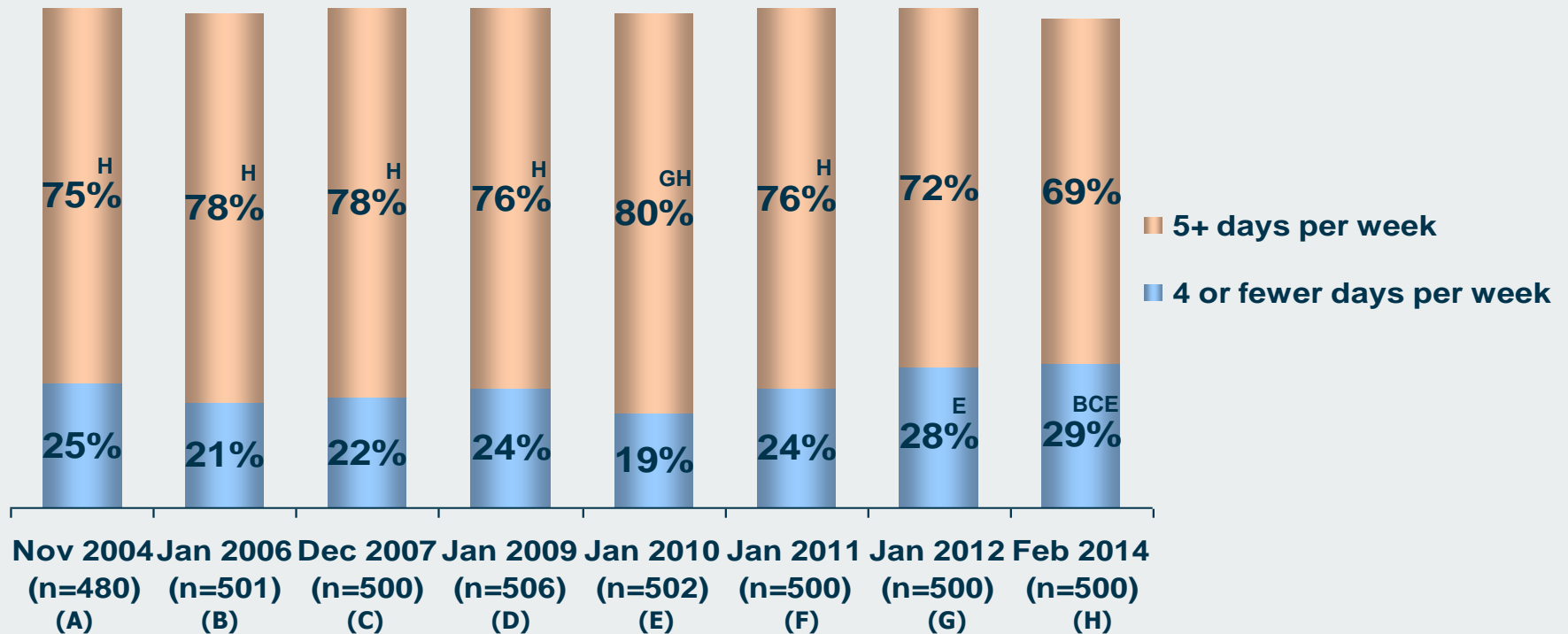
15

- About seven in ten parents (69%) report having family meals with their children *at least* five days a week *or more*. This marks the lowest level over all of the waves.
- Parents who have family meals five or more times per week are more likely than those who have fewer meals together to talk to their child each day about what they have done (97% versus 81%).



Frequency of Eating Family Meals

Among all parents with a 12-15 year old child



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

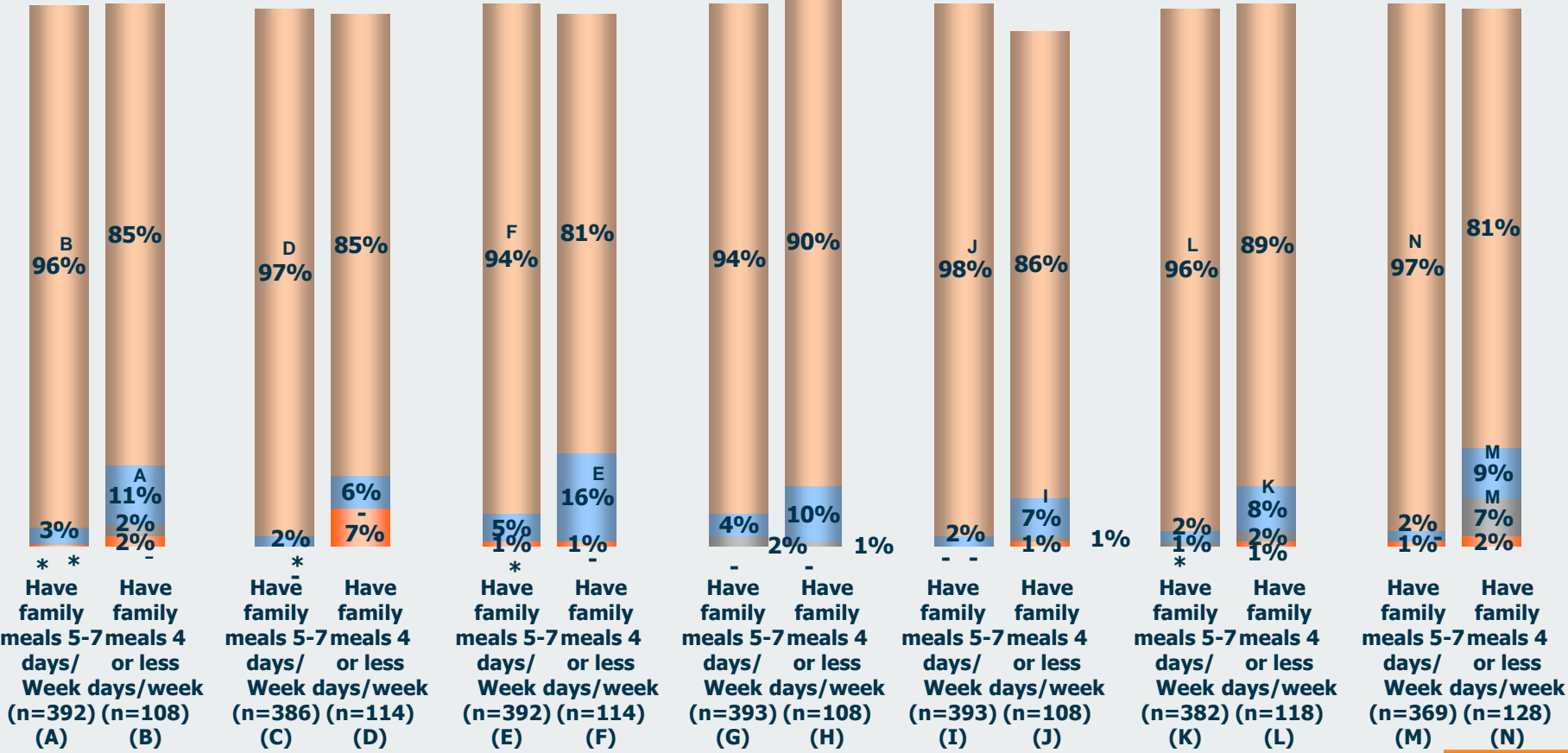
A,B,C,D,E,F,G,H - significant difference at the 95% confidence level



Parents Who Eat Frequently Together With Their Families Are Much More Likely To Talk To Their Child About What They Are Doing Almost Everyday

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

Jan 2006 Dec 2007 Jan 2009 Jan 2010 Jan 2011 Jan 2012 Feb 2014 17



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

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/K,L/M,N - significant difference at the 95% confidence level * = less than 0.5%



Discussions About Drugs: Parents in New Jersey Talk to Their Children About Drugs and Most Feel Very Well-prepared

18

Regardless of how frequently parents have seen anti-drug ads, they are equally as likely to have talked to their child about drugs.

- Virtually all parents consistently report that they have spoken to their child about drugs – 96% in 2014, 93% in 2012, 95% in 2011, 96% in 2010, 95% in 2009, 94% in 2007 and 96% in 2006. The average age of their child when they first discussed drugs was between 9-10 years old.
- Three-quarters of parents (74%) report that they are “very well prepared” to talk to their kids about drugs, the highest level over all of the waves. Another one-quarter (24%) say they are “somewhat prepared.” Virtually none say they are “very unprepared” (1%).



Discussions About Drugs - Summary

19

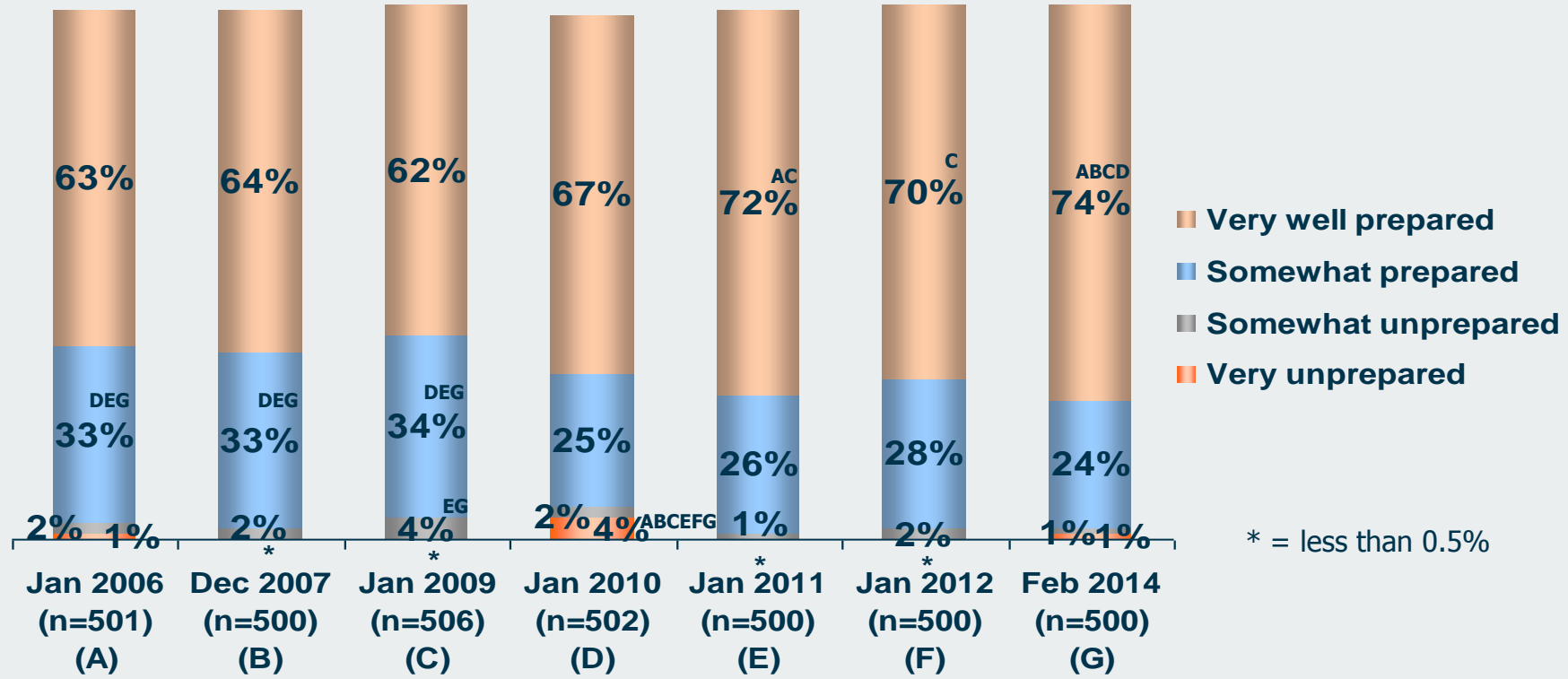
	Total (A)	Male Parent (B)	Female Parent (C)	Eat family meals 5-7 days/week (D)	Eat family meals 4 or less days/week (E)	See anti-drug ads almost everyday or more often (F)	See anti-drug ads less than almost everyday (G)
Talked to child about drugs	96%	94%	98%	97%	94%	98%	96%
Mean age first talked to child about drugs (Among those who have talked to their child about drugs)	9.7	9.7	9.8	9.7	9.9	9.7	9.7

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



Virtually All Parents Feel Prepared to Talk To Their Child About Drugs

Among all parents with a 12-15 year old child



Q17 "How well prepared do you feel you are to talk to this child about drugs?"
 A,B,C,D,E,F,G - significant difference at the 95% confidence level



Parents' Perceptions: Importance of Parents' Opinions About Drugs

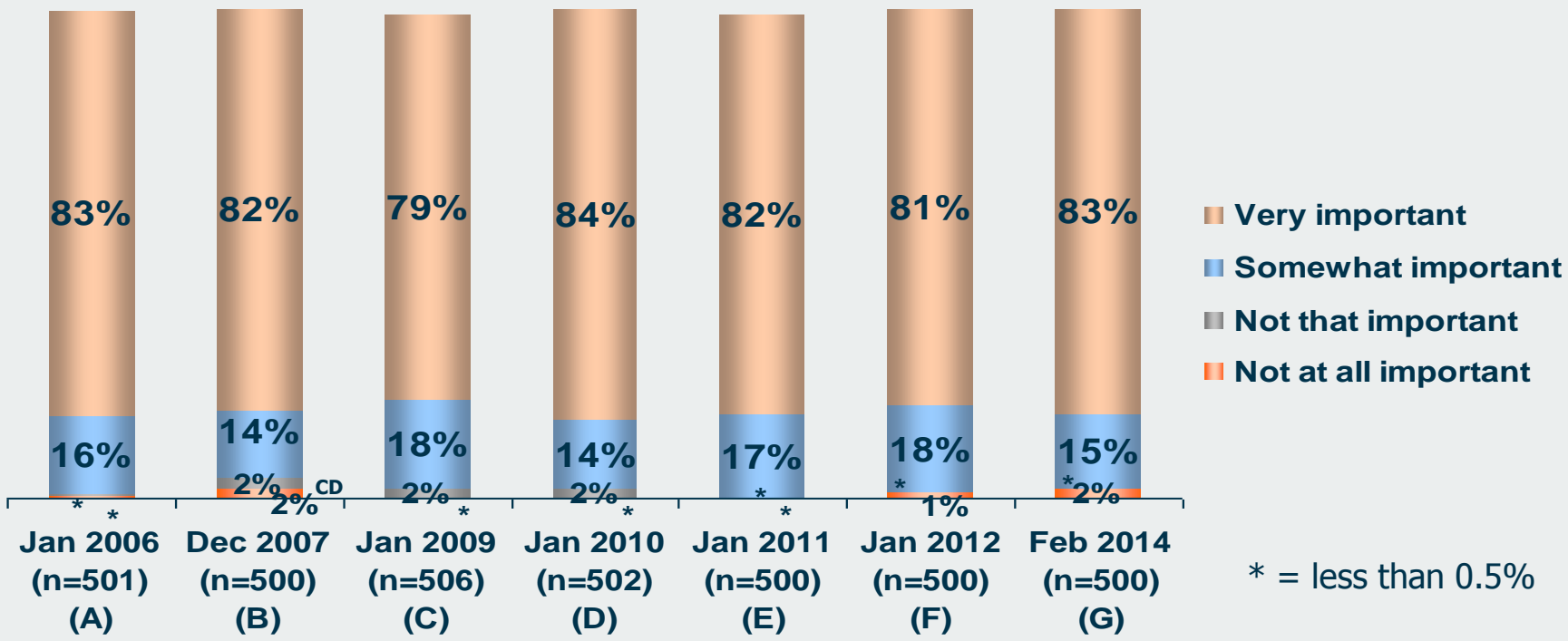
21

- Most parents feel their opinions are "very important" when it comes to their child's decision whether or not to use drugs. The trend shows little change over the waves (83% in 2014, 81% in 2012, 82% in 2011, 84% in 2010, 79% in 2009, 82% in 2007 and 83% in 2006).
- The number of parents who feel their opinion is "not that important" or "not at all important" is virtually non-existent.



Parents Continue To Feel That Their Opinions Are Important in a Child's Decision Whether Or Not To Use Drugs. Little Change Has Occurred Over Time

Among all parents with a 12-15 year old child



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

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



Parents Recognize The Importance Of Peer Influence In Their Child's Decision To Use Drugs

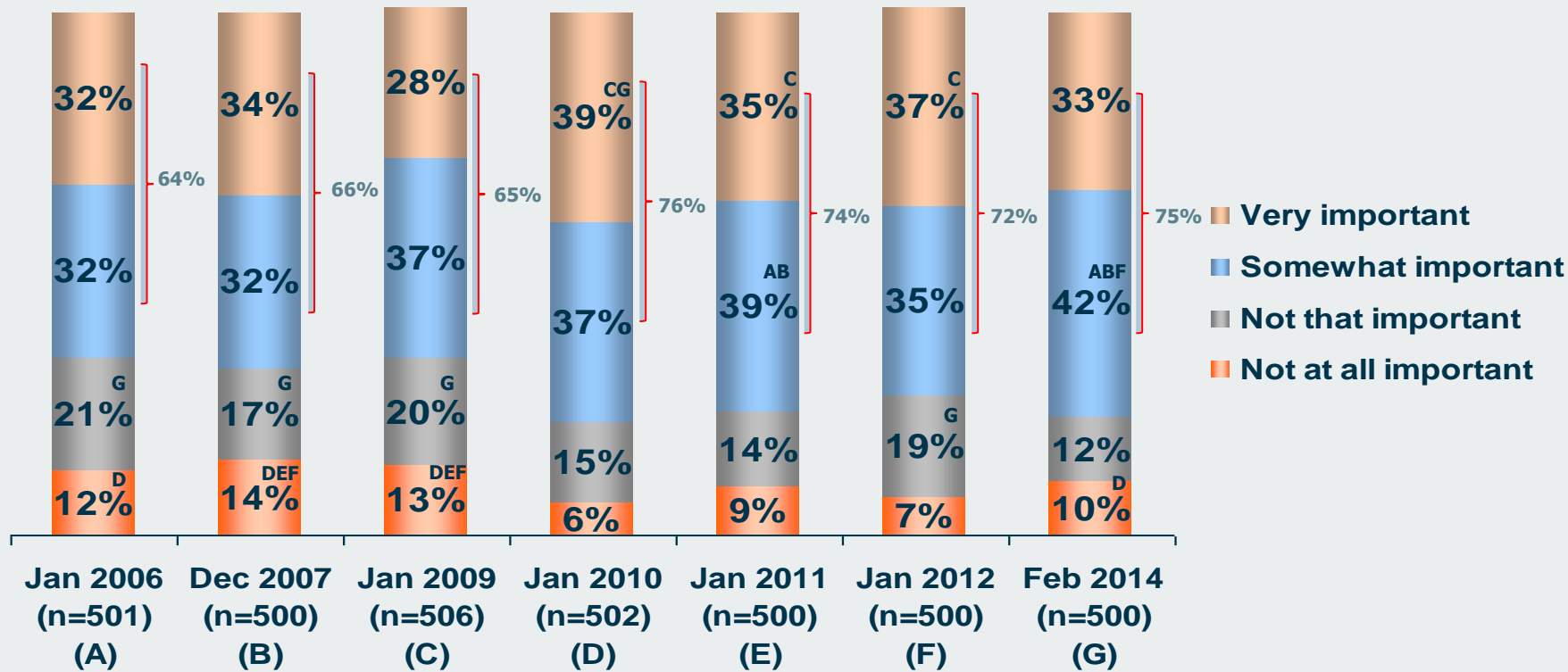
- Parents continue to recognize the role of peers in their child's decision making process about whether or not to use drugs.
 - Three-quarters of parents (75%) say friends play a "very" or "somewhat" important role their child's decision whether or not to use drugs.
 - One-third feel their child's friends' opinions are "very important" when it comes to them making decisions about drugs (33%, down from 37%).
 - Relatively fewer feel that their child's friends' opinions are "not that" or "not at all important" -- (22% in 2014, 26% in 2012, 23% in 2011, 21% in 2010, 33% in 2009, 31% in 2007 and 33% in 2006)

23



Parents Recognize The Importance Of Peer Influence In Their Child's Decision To Use Drugs

Among all parents with a 12-15 year old child



Q25a "How important do you feel your child's friends' opinions are when it comes to his/her decision whether or not to use drugs?"

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



Parents Talk to Their Kids About Prescription or Over-the-Counter Drug Abuse

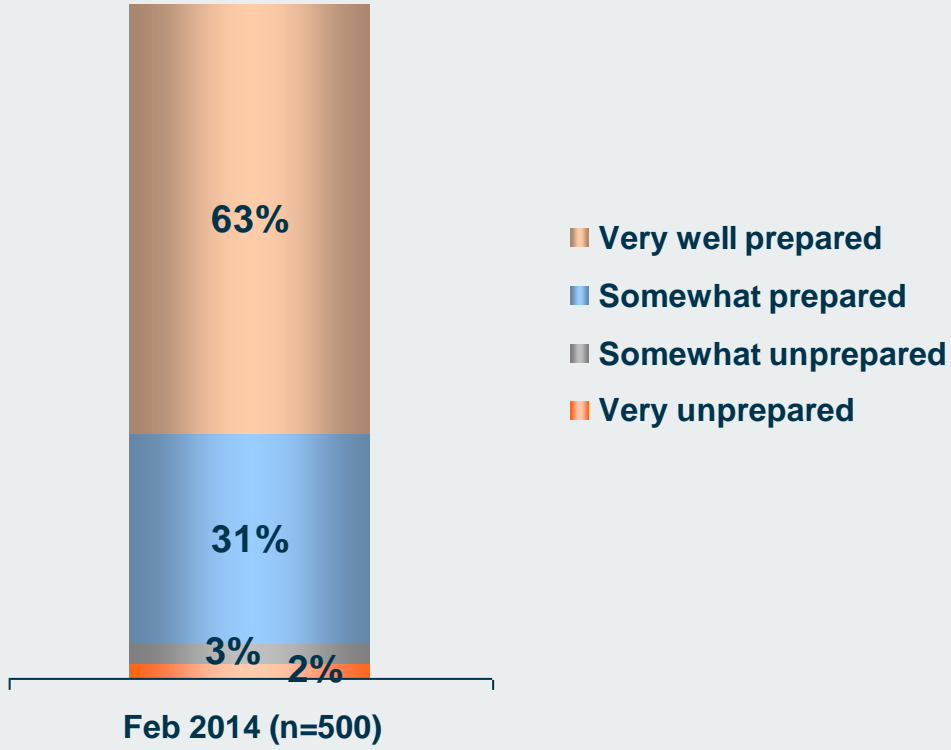
25

- The study finds significant increase -- (74% up from 65%) -- in the number of parents who have talked to their children about the proper use of prescription or over-the-counter drugs such cough syrup or pain relievers.
- Parents who have spoken to their child about the proper use of prescription or over-the-counter drugs say that they did so for the first time at age 10.2, on average.
- An overwhelming majority feel well prepared to talk to their child about the misuse of prescription drugs, with two-thirds (63%) saying they are "very well" prepared, and 31% saying they are "somewhat" prepared.



Most Parents Feel Prepared to Talk to Kids About Misuse of Prescription Drugs

Among all parents with a 12-15 year old child



Q39_4 How well prepared do you feel you are to talk to this child about this misuse of prescription drug abuse?



The Majority of New Jersey Parents See Rising Levels of Prescription Drug and Heroin Abuse, and Understand Causes

27

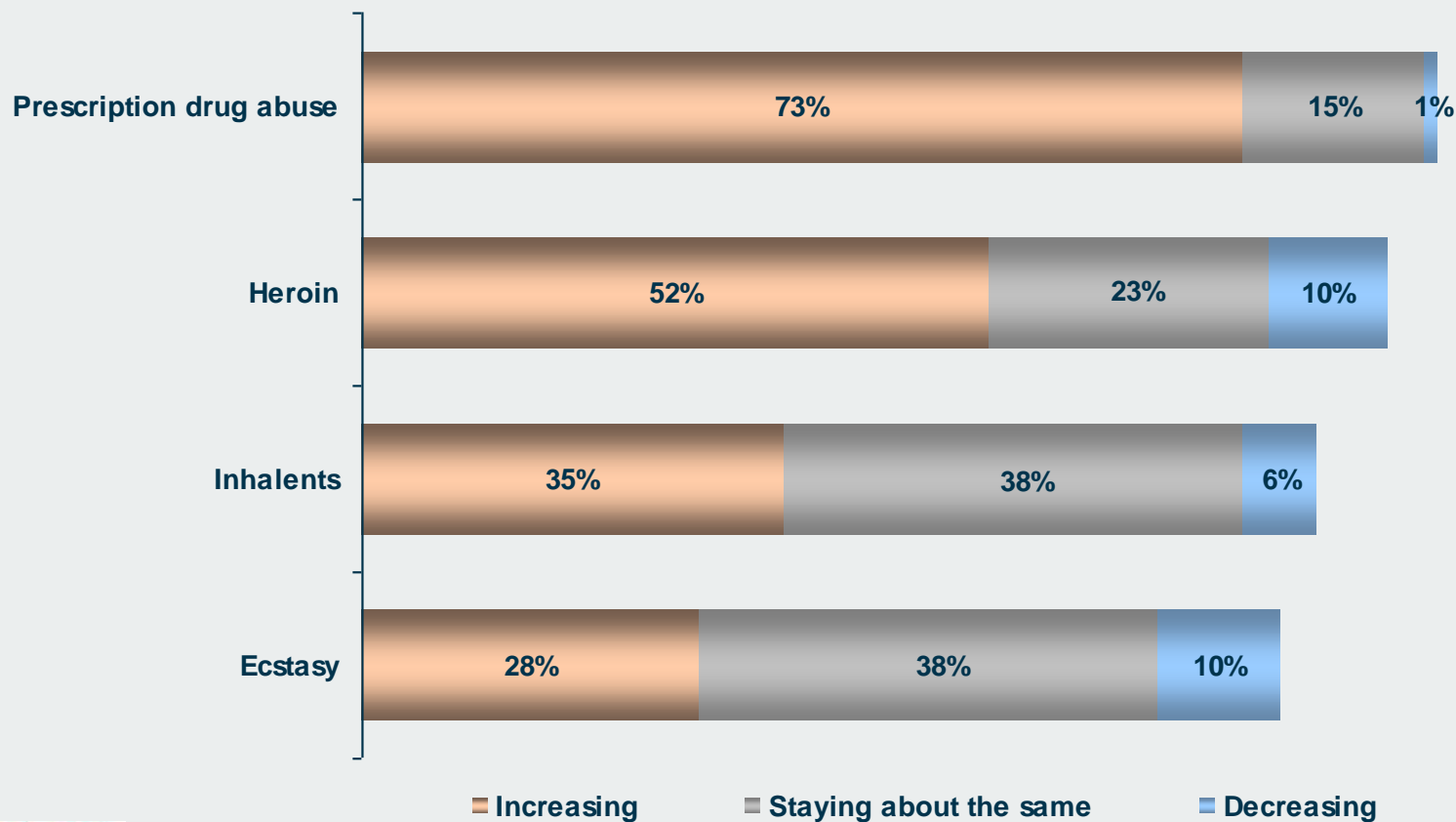
- Three-quarters of parents (73%) believe that prescription drug abuse is on the increase in New Jersey, while over half (52%) feel that heroin use is on the increase.
- A majority recognize that a variety of factors are contributing to the increase in heroin use in New Jersey: the abuse of prescription narcotics (62%); that heroin is less expensive than illegal prescription drugs (58%); and that illegal prescription drugs are getting harder to get (50%).



Majority of New Jersey Parents See Rising Levels of Prescription Drug and Heroin Abuse

Among all parents with a 12-15 year old child

28



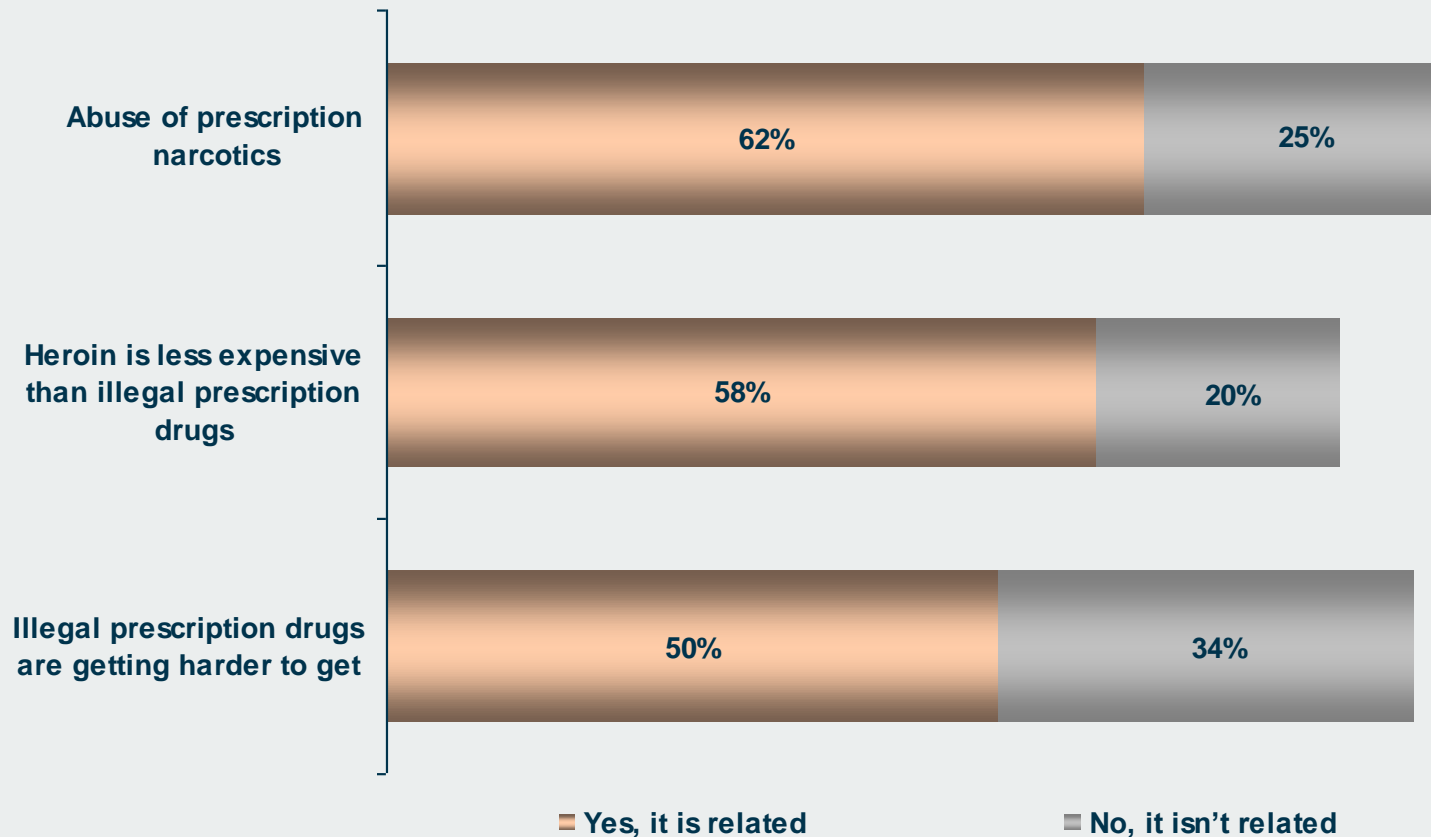
Q.34a From what you know, is the use of the following increasing in New Jersey, decreasing, or staying at about the same rate?



Majority of Parent Understand the Causes Contributing to Rising Heroin Use

Among all parents with a 12-15 year old child

29



Q.34b Please tell me whether you think each of the following is related to the rising trend in heroin use in NJ

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

- Virtually all parents (95%) report that they have spoken to their child about alcohol.
- The average age of their child when they discussed alcohol was about 10 years old.

30



Discussions About Alcohol - Summary

31

	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%	92%	97%	96%	93%	97%	94%
Mean age first talked to child about alcohol (Among those who have talked to their child about alcohol)	9.8	9.7	9.9	9.7	10.2	9.8	9.8

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



Parents' Perceptions: Importance of Parents' Opinions About Alcohol Continues to Outweigh Peer Influence

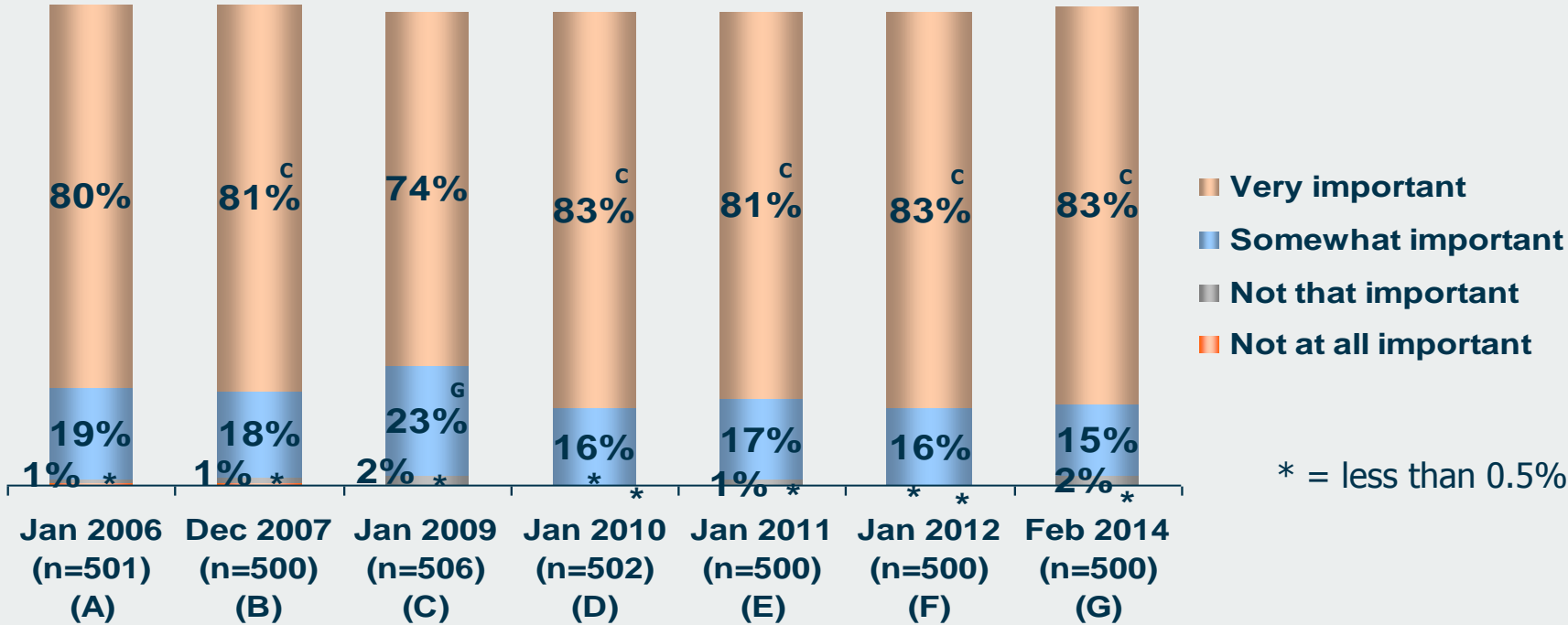
32

- More than eight in ten parents feel that their opinion is "very important" when it comes to their child deciding whether or not to drink alcohol" (83%, unchanged from 2012).
- Parents continue to rate peer influence much lower than their own opinion. Just over one-third of parents feel the opinions of their children's friends are "very" important to their decision to use alcohol (35%).



Parents Continue To Feel That Their Opinions Are Important In Their Child's Decisions About Alcohol

Among all parents with a 12-15 year old child



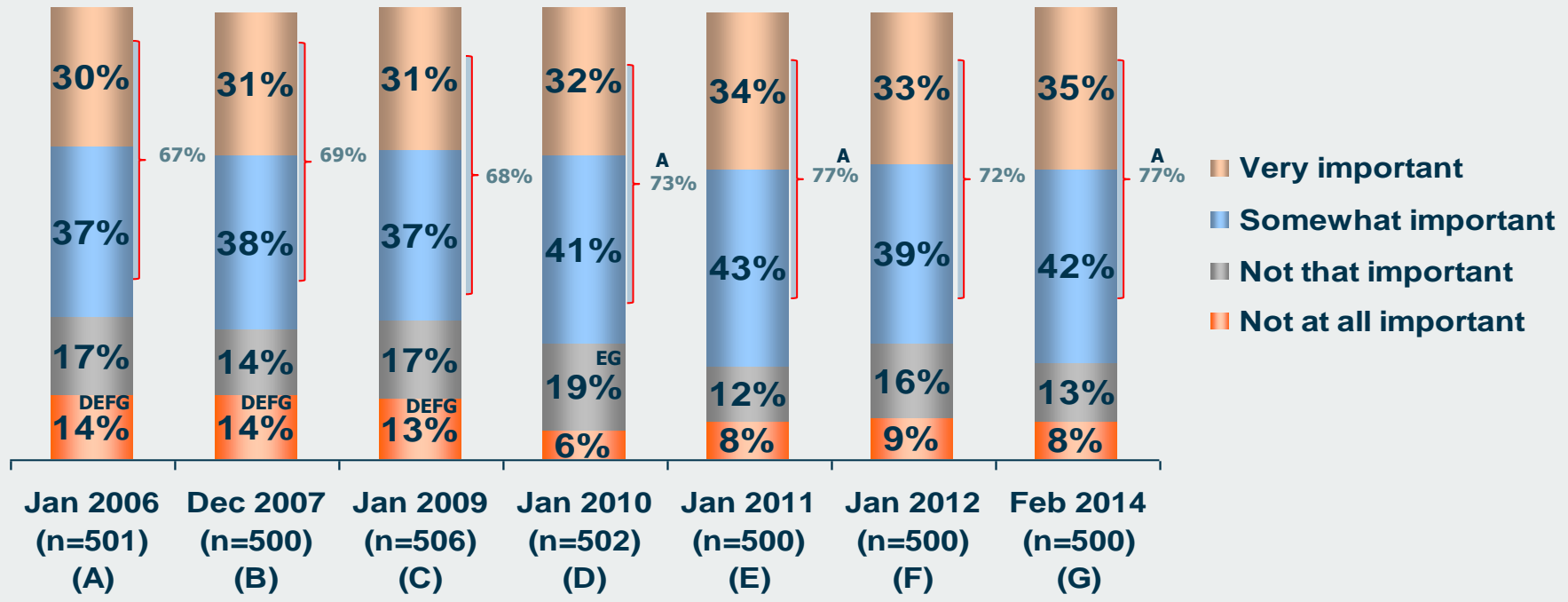
Q28a "How important do you feel your opinions are when it comes to your child's decision whether or not to drink alcohol?"

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



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

Among all parents with a 12-15 year old child



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,F,G - significant difference at the 95% confidence level



Incidents That Prompted Discussions About Drugs

35

- There have been some significant changes this year related to the top reasons prompting parents to initially talk to their children about drugs:
 - A news story, anti-drug ad, or commercial remains the top reason, and has increased 4 points to 20%;
 - A school substance abuse program such as DARE, a class or school discussion about drugs had historically been the 2nd most cited reason, but it has dropped 9 points to 12% and 3rd place;
 - An incident at school has moved into the 2nd most common reason, now cited by 14%, up 6 points.



Various Incidents Have Prompted Discussions About Drugs

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

36

Incident	Jan 2006 (n=204)	Dec 2007 (n=193)	Jan 2009 (n=212)	Jan 2010* (n=486)	Jan 2011 (n=472)	Jan 2012 (n=474)	Feb 2014 (n=481)
	%	%	%	%	%	%	%
News story/Anti-drug ad/Something on TV	27	27	29	16	23	16	20
School substance abuse program including DARE/Class/School Discussion	25	28	31	25	18	21	12
Friend/family member has/had a substance abuse problem	15	15	12	4	7	7	7
An incident at school	10	14	11	2	6	8	14
Incidents in the neighborhood	5	8	8	1	5	2	*
Suspect child's friends may be taking drugs	3	2	4	1	2	3	4
Other	23	16	*	*	1	1	2



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

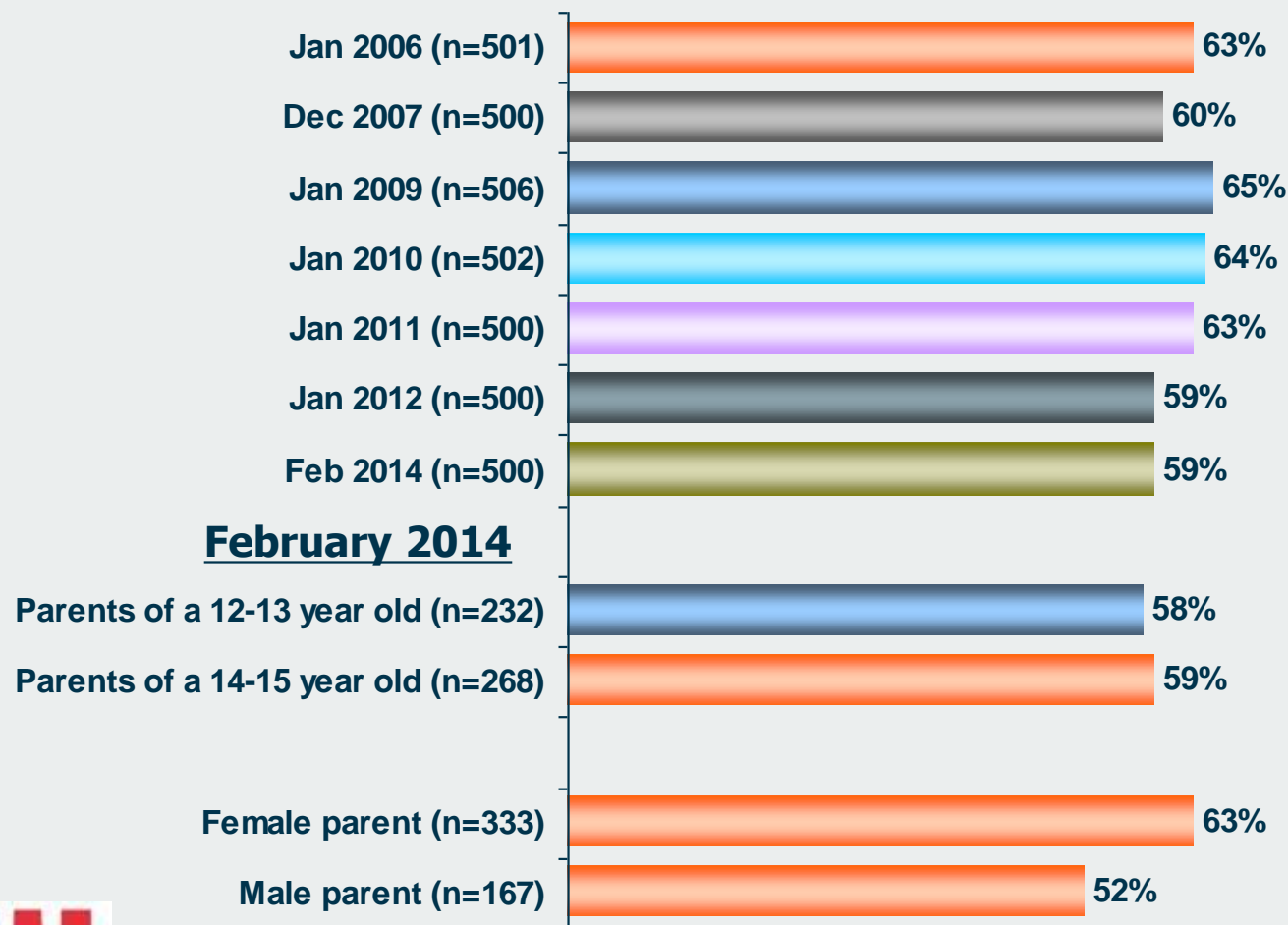
- About six in ten parents (59% and unchanged from 2012) say their child has started a discussion with them about drugs or alcohol. 37
 - Mothers are still significantly more likely than fathers to say kids come to them to discuss drugs or alcohol. Almost two-thirds (63%) of mothers say their 12 to 15 year old child has started a discussion about drugs or alcohol compared to 52% of fathers (up from 47% last wave).
- Parents with older children aged 18-24 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. Seven in ten (72%) felt that expressing their opinions in these conversations had a very important impact on their child's future decisions, up 4 points from last wave.



A Majority of Children Are Initiating Discussions With Their Parents About Drugs or Alcohol, Though Numbers Have Declined From Past Years

Among all parents with a 12-15 year old child

38

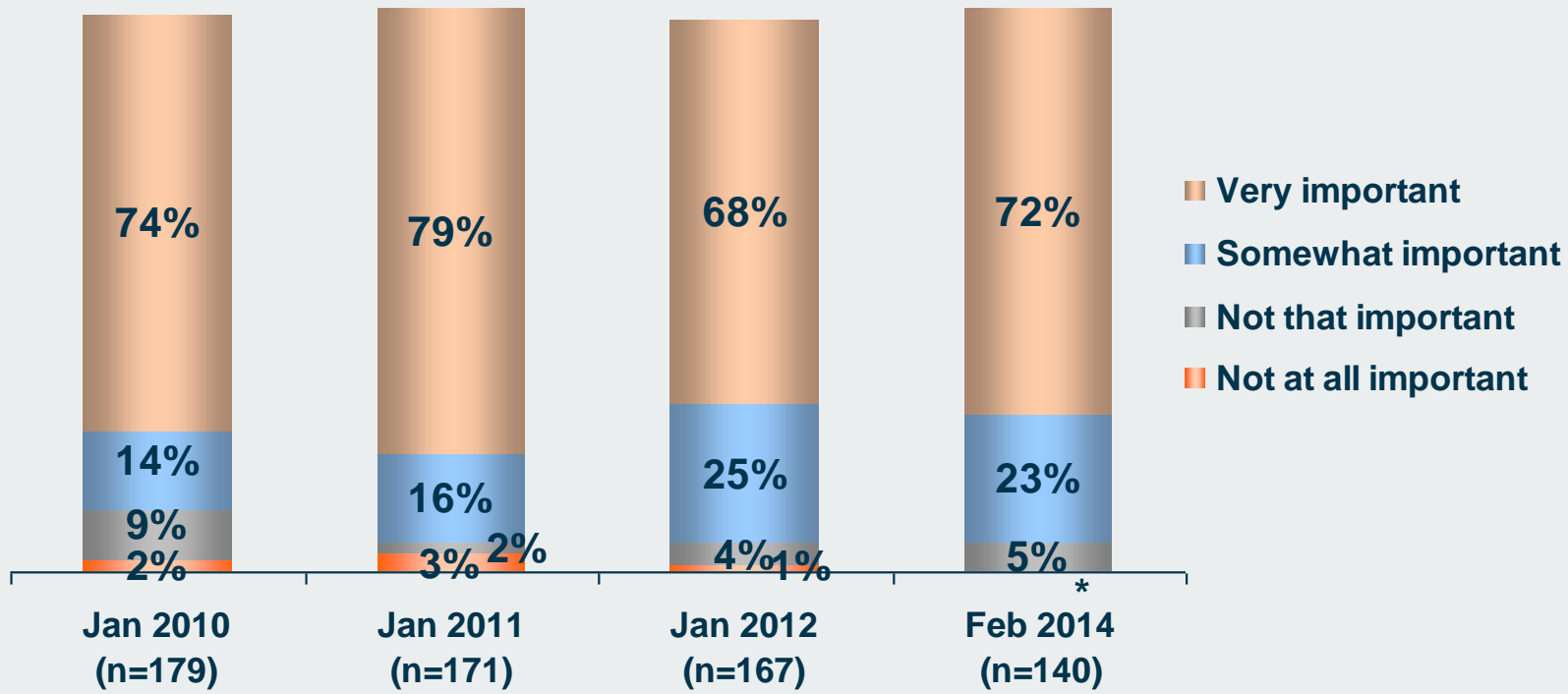


Q29 "Has your child ever started a discussion with you about drugs or alcohol?"



Parents Believe The Conversations They Have With Their Children About Drugs/Alcohol When They Are Younger Have An Impact As They Age

Among all parents with a child 18-24 years old



Q.45 "Do you have any children between the ages of 18 and 24 who either live at home or have already moved out of the house?"



Q46 "Please think about conversations you might have had with this child(ren) when they were younger about drugs and/or alcohol. How important do you feel your opinions are when it comes to your older child's current decision whether or not to use drugs or alcohol?"



Parents See Different Substances Coming From Different Sources, With Their Own Home Being A Top Source For Both Alcohol and Prescription/OTC Drugs

About half think that children are getting drugs from their classmates (49% up from 42% in 2012) and from their friends (40% similar to 42% of last wave). The number of parents citing drug dealers remained fairly low this year (12%, same as last wave).

- When it comes to getting alcohol, a majority of parents believe kids are getting alcohol at home (27% up five points from 2012).
- The perceived influence of friends has increased significantly. About one in three parents mention kids' friends as a source for alcohol (31%, up from 22%), and believe kids are getting alcohol from their friend/relative's liquor cabinet (32% up from 18%).
- The number of parents who feel that kids get prescription and over-the-counter drugs out of home medicine cabinets has dropped a significant 19 points (49% versus 68% in 2012), while those citing friend's medicine cabinet has remained fairly steady (14% versus 11%).



Parents Most Likely to Think Kids Are Getting Drugs From Peers But That They Are Getting Alcohol And Prescription OTC Drugs From Within Their Own Home

Among all parents with a 12-15 year old child

41

	Drugs (n=500)	Alcohol (n=500)	Prescription and Over-The- Counter Drugs (n=500)
	%	%	%
Classmates	49	10	13
Friends	40	31	20
Dealers	12	*	4
Home liquor	-	27	-
Home medicine cabinet	-	-	49
Friend/relative liquor cabinet	-	32	-
Friend/relative medicine cabinet	-	-	14



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



Top Reason Parents Think Kids Use Drugs: To Feel Better About Themselves and To Look Cool

42

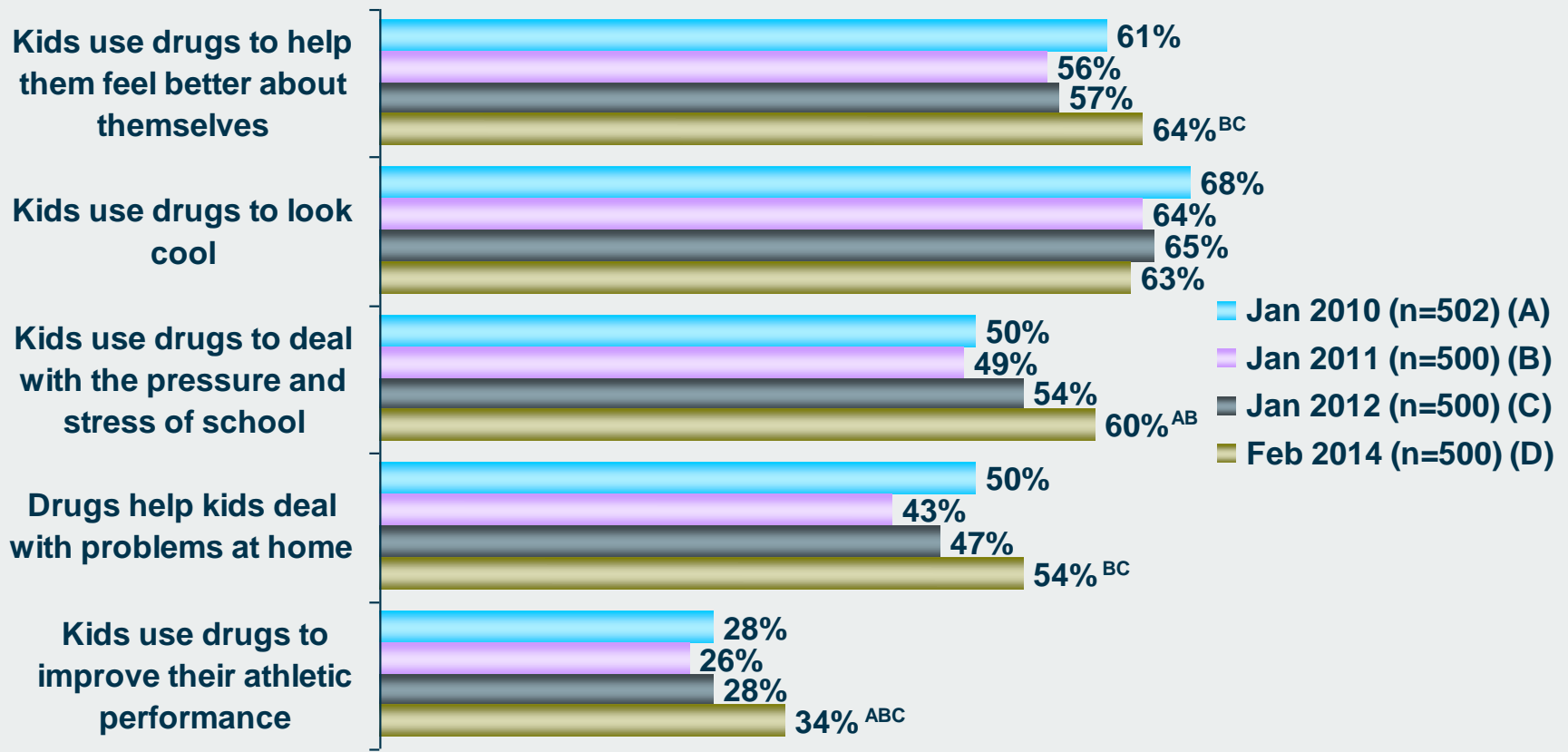
Two-thirds of parents think a major reason kids use drugs is to help them feel better about themselves, representing an increase of seven points (64% up from 57%). About the same number of parents think that a major reason kids use drugs is to look cool (63%, basically unchanged from last wave).

- A significant increase is seen in the number citing the pressure and stress of school as a major reason (60%, up steadily from 54% last wave, and 49% in 2011).
- A majority of parents now feel that kids are using drugs to help them deal with problems at home (54%, up from 47%). Improving their athletic performance is also a major reasons kids 12 to 15 are using drugs, up from 28% in 2012 to 34% currently.



Parents Feel That the Main Reason Kids Use Drugs is to Look Cool. Two-thirds Believe Kids Use Drugs To Feel Better About Themselves

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



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."

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



Parents reporting that Expired Medicine Is In Their Home Remains Steady

44

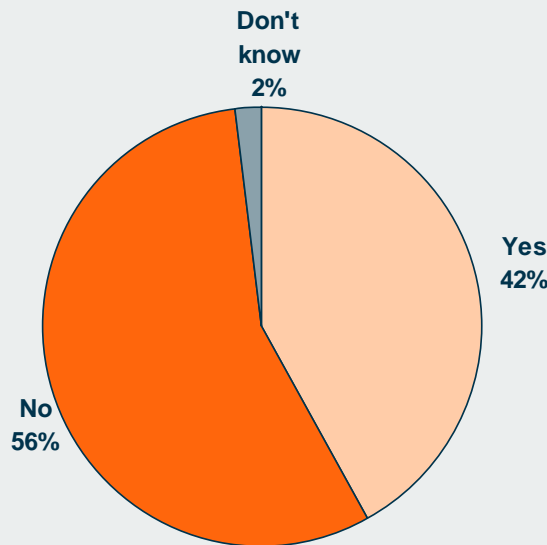
- The study finds that the number who report having expired medicines in their home has remained fairly steady at 39% (compared to 35% last wave)., suggesting perhaps that the campaign to safely disposed of unused, unwanted or expired medicine in home has had some effect.
- As noted earlier, the number of parents who feel that kids get prescription and over-the-counter drugs out of home medicine cabinets has dropped significantly—down 19 points (49% versus 68% in 2012).



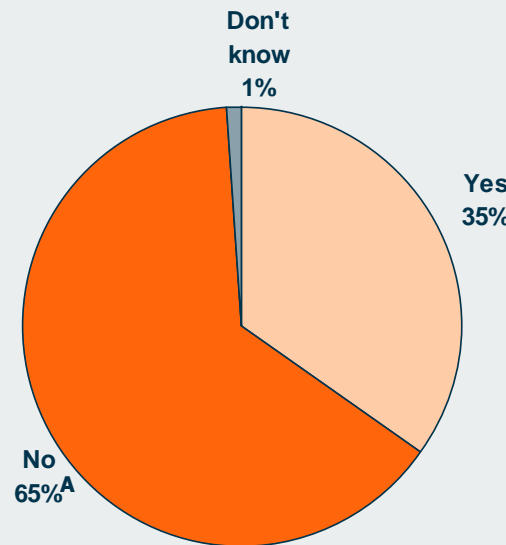
About 4 in 10 Say They Currently Have Unused, Unwanted Or Expired Prescription/OTC Medicine Stored In Their Homes. This is up from 2012 (35%) but Down from 42% in 2011

Among all parents with a 12-15 year old child

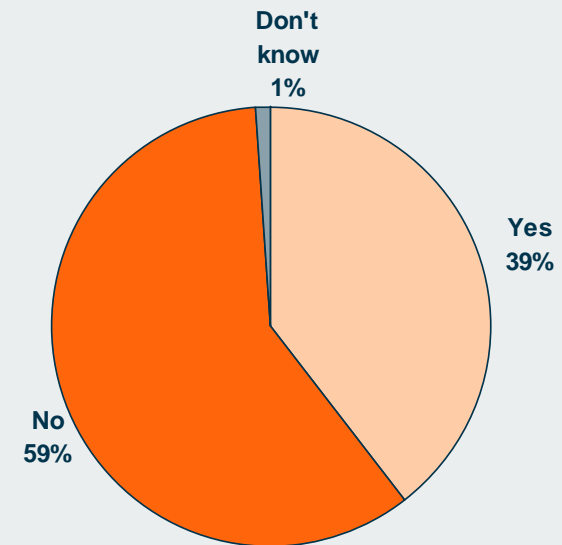
**Jan 2011
(n=500) (A)**



**Jan 2012
(n=500) (B)**



**Feb 2014
(n=500) (C)**



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

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



Steps To Limit Child's Exposure To Unused, Unwanted Or Expired Prescription/OTC Medications

Parents' behaviors toward managing unused, unwanted and expired medication have changed little since last wave:

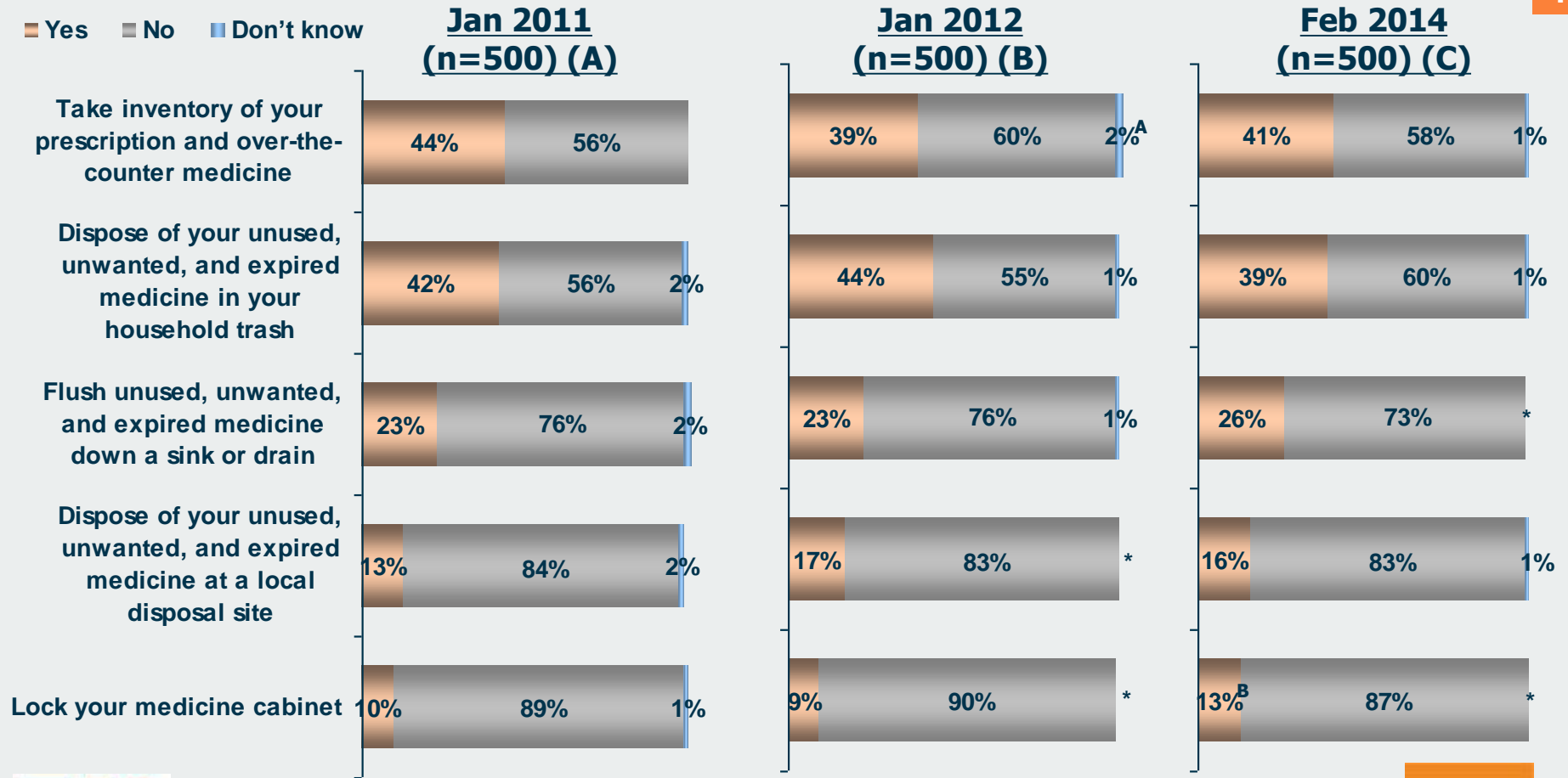
46

- Four in ten (41% compared to 39% last wave) have taken an inventory of their prescription and OTC medicine in the past two months, with the majority (58%) not having done so.
- The numbers of parents saying they have disposed of unused, unwanted, and expired medicine has remained steady (16% compared to 17% in 2012). 13% (up from 9%) lock their medicine cabinet.
- One in four (39%, down from 44%) have disposed of their unused, unwanted and expired medicine in their household trash.
- One in four (26% versus 23% last wave) have flushed unwanted/expired medicine down a sink or drain.



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

Among all parents with a 12-15 year old child



Q.33.6 "In the two months, please tell me which of the following actions, you took regarding your unused, unwanted, and expired prescription and over-the-counter medicine?"
 A,B,C - significant difference at the 95% confidence level



Parents' Views Toward Alcohol Leniency

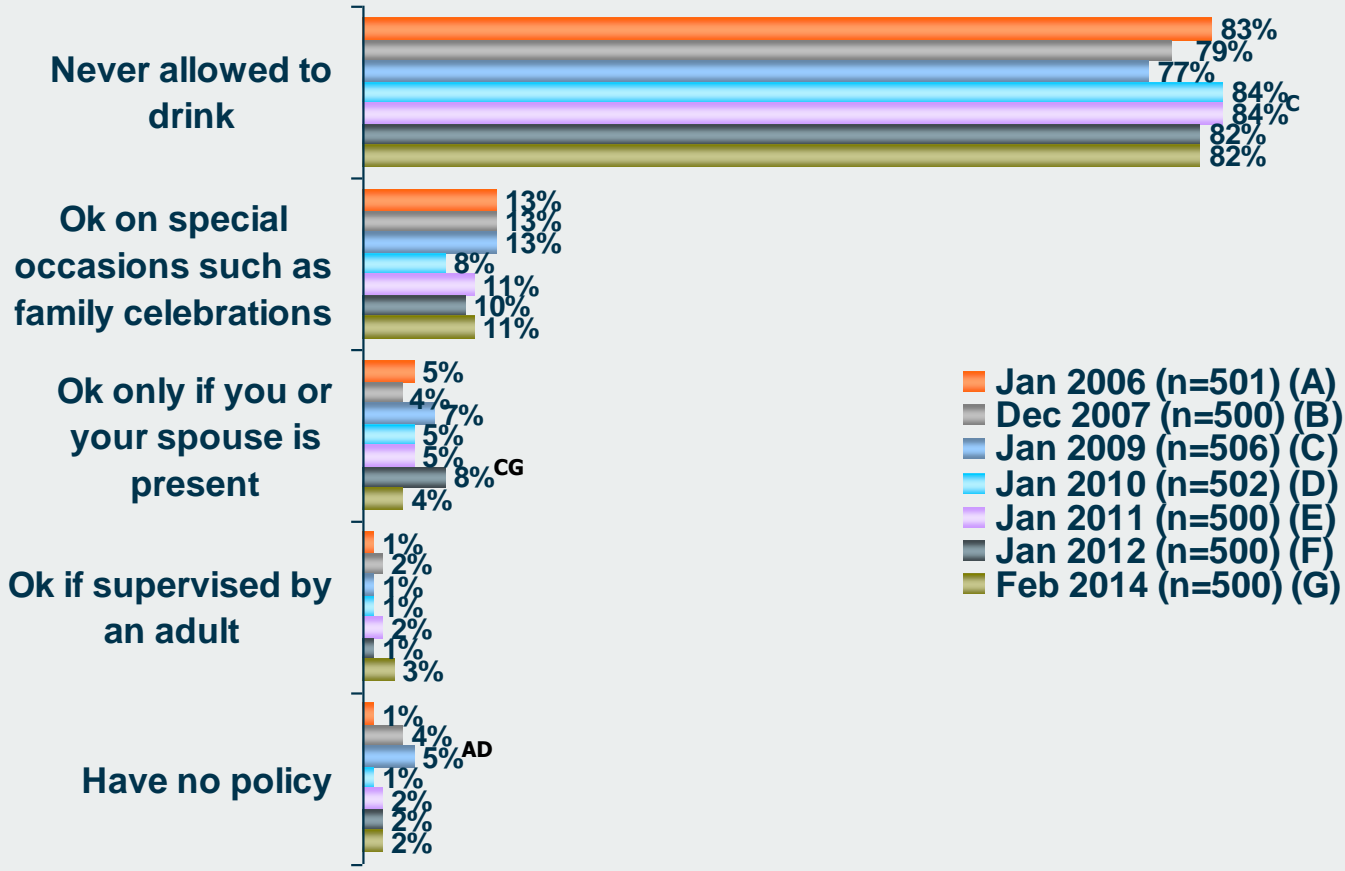
48

- New Jersey parents' alcohol policies are also basically unchanged from last wave.
- More than eight in ten (82%) parents of a 12 to 15 year old child said their child would never be allowed to drink.
- Parents of those 14 to 15 years of age adhere to the same alcohol policies as parents of younger children: 83% of parents of children 12 to 13 year old do not allow them to ever drink; 80% of children 14 to 15 say the same.
- Thinking ahead to when their child reaches the ages of 16 to 17, seven in ten parents said their child would never be allowed to drink (70%, basically unchanged from 68%).



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

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?"

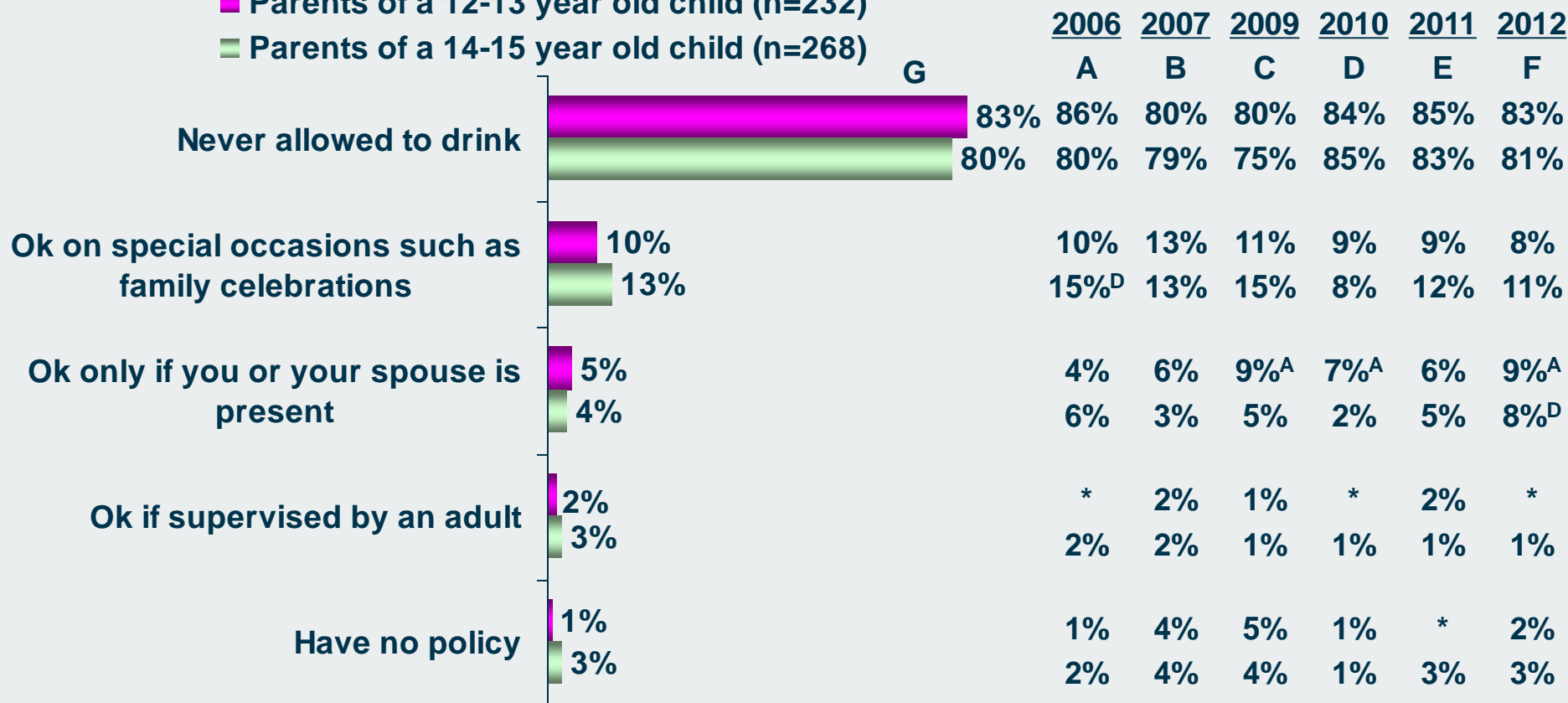
A,B,C,D,E,F,G - significant difference at the 95% confidence level



Drinking Policies Do Not Differ By Age of Child

Among all parents with a 12-15 year old child

■ Parents of a 12-13 year old child (n=232)
 ■ Parents of a 14-15 year old child (n=268)



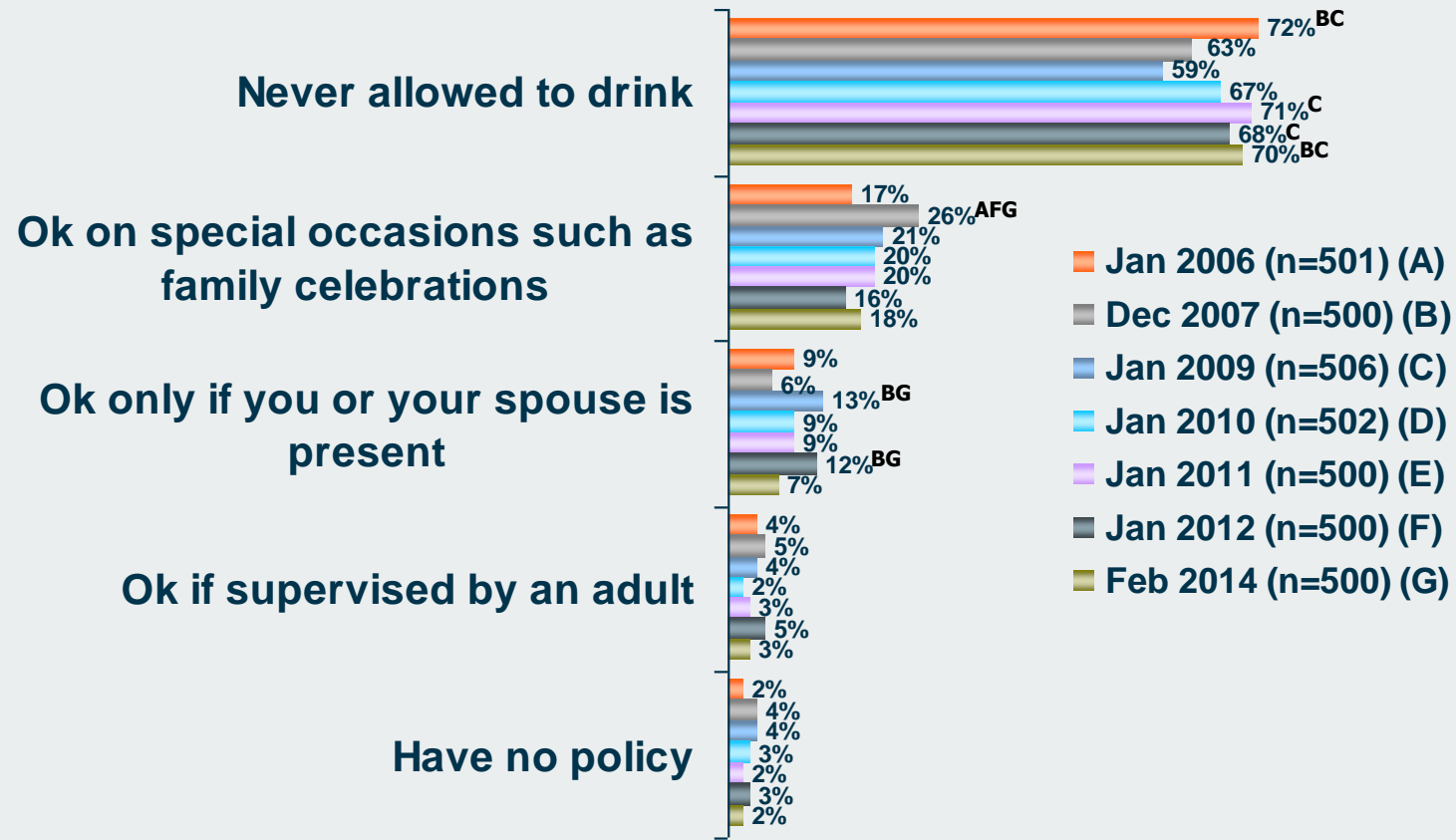
Q35 "Which of the following, if any, is your policy on your [AGE] year old child occasionally drinking alcohol?"

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



Even When Child is 16 or 17 Years Old, Strict Alcohol Policy Envisioned

Among all parents with a 12-15 year old child



Q36 "What about when your child reaches age 16 to 17? Which of the following, if any, will be your policy on your 16 to 17 year old child occasionally drinking alcohol?"

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



Drug and Alcohol Abuse in Family

52

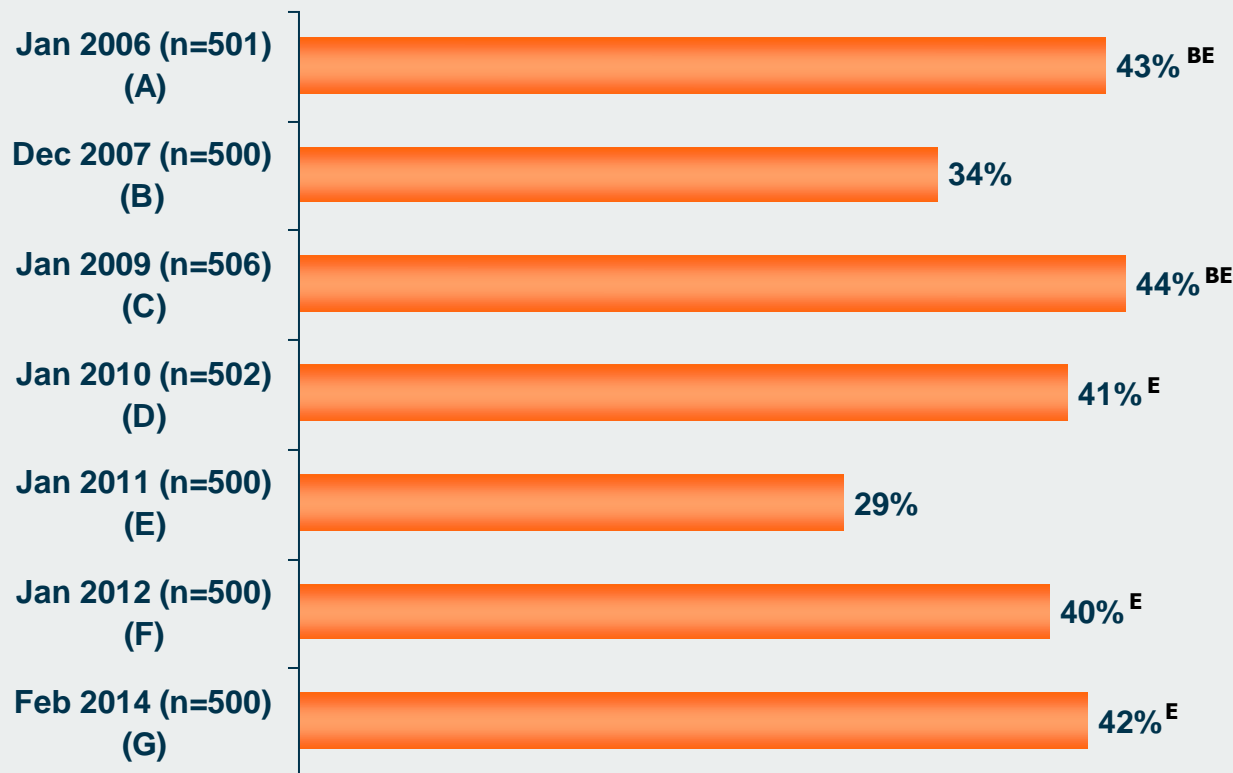
- About four in 10 (42%) parents say they have had instances of alcohol or drug abuse in their own family in the past year.
- Over eight in ten parents who have had an instance of alcohol or drug abuse in their family continue to discuss these incidents with their children (86%).



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

53



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

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



Majority of New Jersey Parents Continue to Feel Most Knowledgeable About Marijuana, Cocaine, Prescription Drug & OTC Drug Abuse

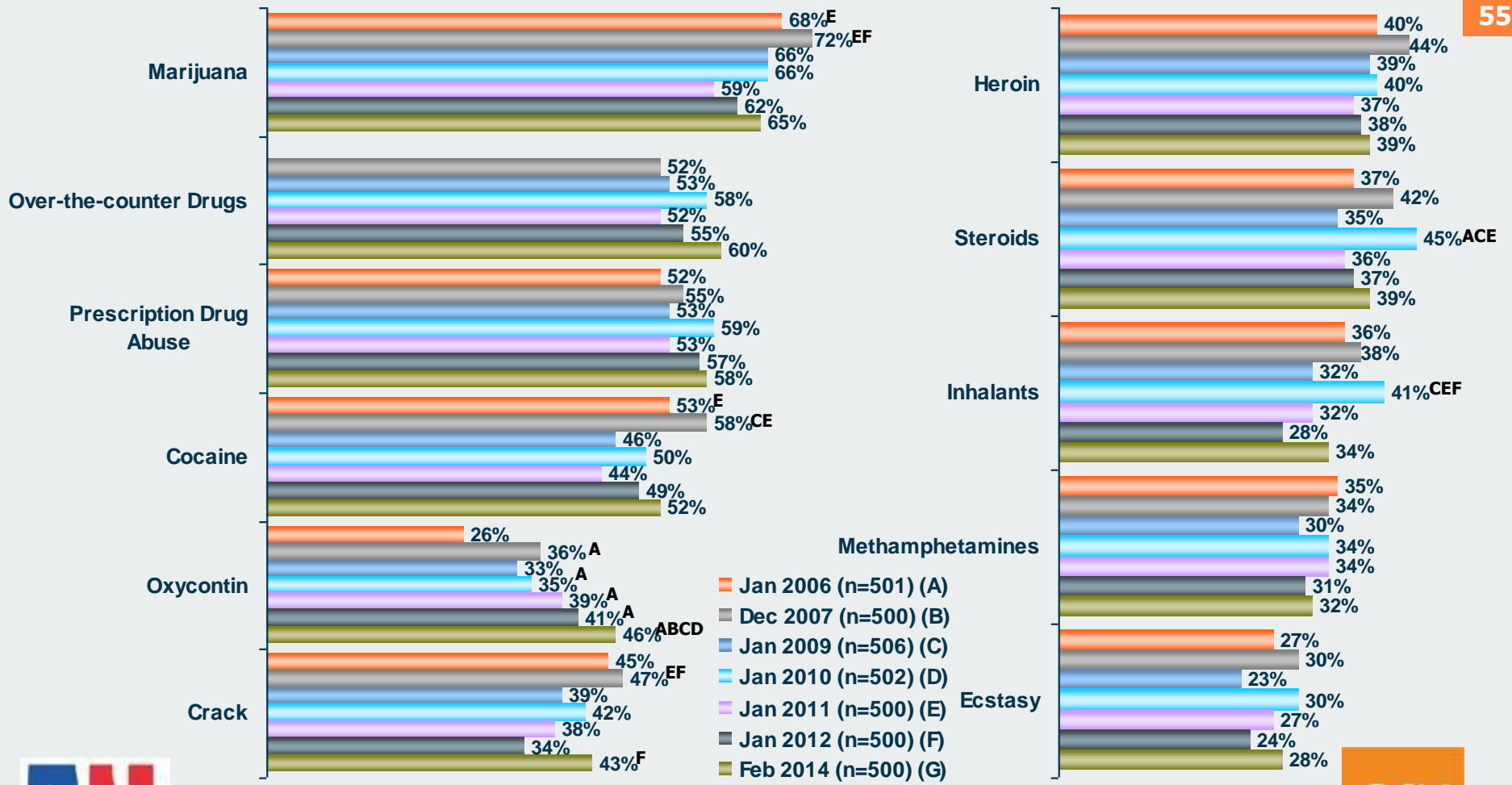
54

- Parents continue to feel most knowledgeable about marijuana, two thirds saying they know "a lot" (65%).
 - Six in ten say they know a lot about prescription drug and over-the-counter drug abuse (60% for OTC and 58% for prescription drugs).
 - Cocaine follows, with 52% saying they know a lot.
 - Parents knowledge of crack has increased significantly since last wave, from 34% to 43%.
- Again this wave, most parents do not believe that the new medical marijuana law will encourage children to experiment with marijuana (86% compared to 87% last wave).



Majority of New Jersey Parents Feel Most Knowledgeable About Marijuana, Cocaine, Prescription Drug & OTC 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

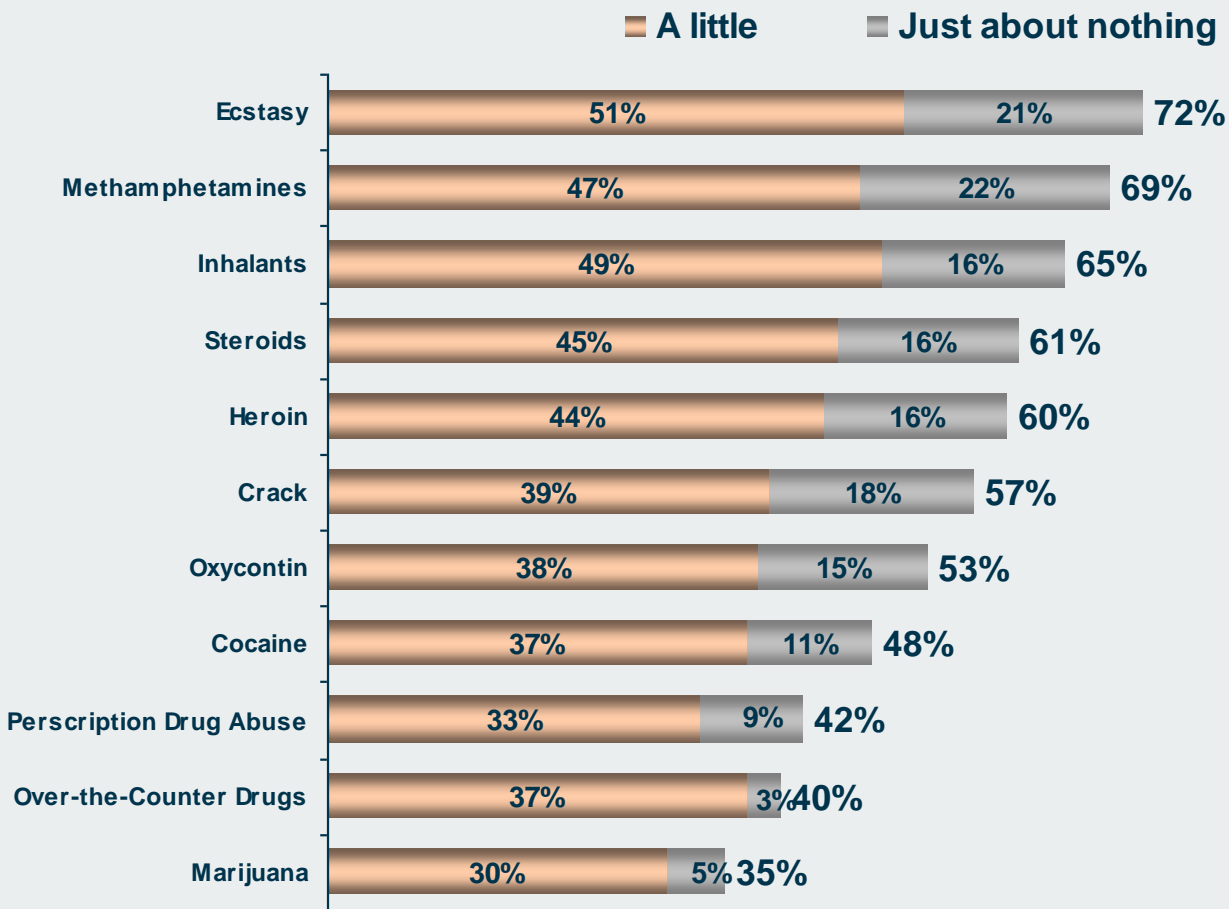


Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"
 A,B,C,D,E,F,G - significant difference at the 95% confidence level



Parents Consider Themselves Least Knowledgeable About Ecstasy, Methamphetamines and Inhalants

% 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



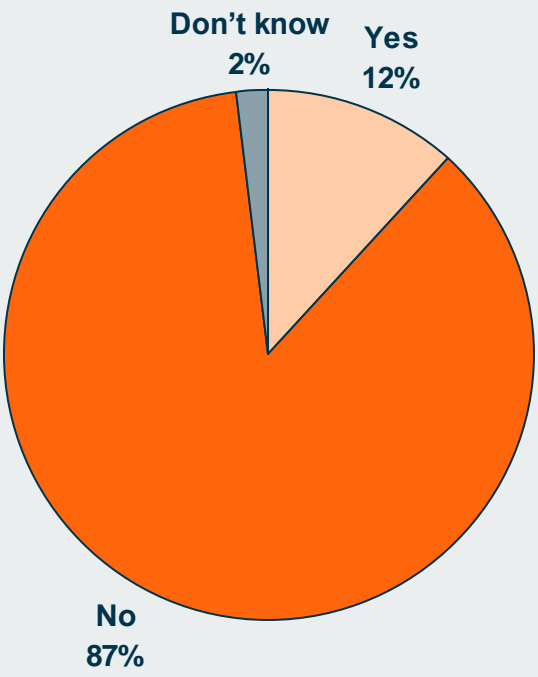
Q34 "How much would you say you know about the following drugs in order to talk to your child about them – a lot, a little, or just about nothing?"



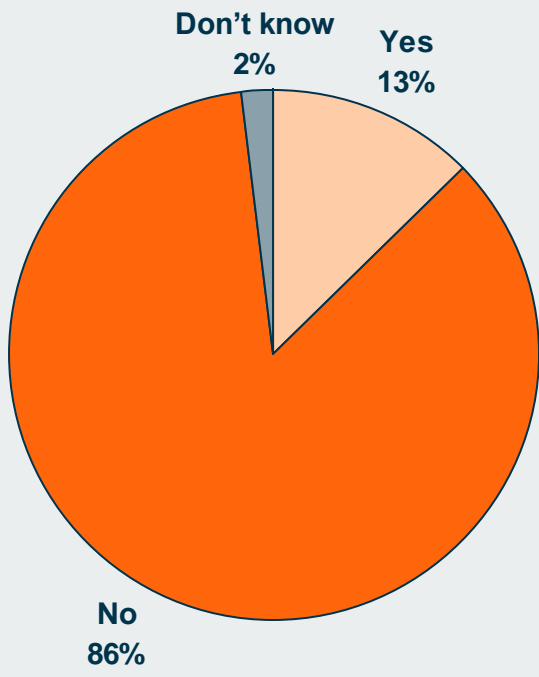
Most Parents Continue to Doubt that Medical Marijuana Law Will Encourage Children to Experiment with Marijuana

Among all parents with a 12-15 year old child

Jan 2012
(n=500)



Feb 2014
(n=500)



Q.44 "As you probably know, New Jersey recently legalized marijuana for medical use. Do you think your child will be more likely to experiment with marijuana as a result of the legalization of medical marijuana in New Jersey?"



Sample Profile

58

Age of 12-15 year old child:

12-13	47%
14-15	53%

Gender of child:

Male	46%
Female	54%

Child's grade in school

4-8	54%
9 or higher	46%

Age of Parent:

Under 40	11%
40-49	53%
50 or older	34%

Gender of Parent:

Male	41%
Female	59%

Race/Ethnicity:

White	62%
African American or Black	20%
Hispanic	-
Other	16%

Income:

Under \$25,000	8%
\$25,000 to under \$50,000	19%
\$50,000 to under \$100,000	22%
\$100,000 or more	39%

