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> ## Consult with America
> ## A Look at How Americans View the Country's
> ## Drug Problem

Summary Report

Done Under Contract For

The Office of National Drug Control Policy

by

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INTRODUCTION

Background

The Office of National Drug Control Policy (ONDCP) is the lead Federal agency in the fight against the use of illicit drugs. The agency coordinates a range of Federal prevention, treatment, law enforcement and international efforts to address America's drug problem. As part of its efforts, ONDCP assists in the building of the *National Drug Control Strategy* which outlines the nation's plan to reduce illicit drug use and drug trafficking in the United States. As input into this *Strategy*, ONDCP historically solicits the input from drug-use experts throughout the country. In addition to input and support from local, State and other Federal agencies with similar drug reduction supporting missions, the development of the *Strategy* also depends on awareness, knowledge and support from the general public.

To meet this need, The Office of National Drug Control Policy commissioned The Gallup Organization to undertake a study of the American public to assess their views and perceptions of the country's drug problem and of actions and measures that Americans would support in the war on drugs.

Methodology

Gallup conducted telephone surveys with a random, representative sample of 2,016 non-institutionalized adults aged 18 or older living in telephone households in the contiguous continental United States. After interviewing was completed, the data were weighted to match the latest estimates of the demographic characteristics of the adult population available from the U.S. Census Bureau. A detailed description of the methodology can be found in Appendix A.

Gallup worked with ONDCP to design a survey instrument that would provide information which would be the most useful input for *The National Drug Control Strategy*. ONDCP was responsible for identifying topic areas of concern. Gallup was responsible for designing question wordings which would be meaningful and unbiased. A copy of the survey instrument is attached as Appendix C.

All sample surveys are subject to the potential effects of sampling error; that is, a divergence between the survey results based on a selected sample and the results that would be obtained by interviewing the entire population in the same way. The chance that sampling error will affect a percentage based on survey results is mainly dependent upon the number of interviews on which

the percentage is based. In ninety-five out of 100 cases, results based on national samples of 2,000 interviews can be expected to vary by no more than 2.2 percentage points (plus or minus the figure obtained) from the results that would be obtained if all qualified adults were interviewed in the same way. For results based on smaller national samples or subsamples (such as men or person over the age of 55), the chance of sampling error is greater and therefore larger margins of sampling error are necessary in order to be equally confident of survey conclusions. A more detailed explanation of sampling tolerances and guideline in interpreting the survey results can be found in Appendix B.

Report Contents

This report presents the perceptions of the non-institutionalized, American public aged 18 or older regarding the severity of the problem and the effects of illegal drug use, the perceived effectiveness of various drug control measures and the influence of the media and other sources in the decision to use illegal drugs. It should be made clear that these data represent Americans' perceptions on these issues. A perception can be defined as an attitude, belief or impression and not necessarily a reflection of reality. Some of these perceptions may be accurate and some may be genuine misperceptions about the causes, effects, and drug control measures associated with illegal drug use in the United States.

This report presents the key findings of this data. A more detailed analysis can be found in the data cross tabulations which are presented under separate cover.

SUMMARY OF KEY FINDINGS

Perceptions of Drugs as a Concern in the United States

American adults most cherish the freedom that they experience living in the United States today. On the flip side of this, when it comes to concerns, they are most concerned with the crime and violence the country is experiencing, and regard drugs, our current government (along with President Clinton and Congress), and the current Federal deficit as serious problems. Concerns about all four of these issues have increased dramatically since late 1991. While views of these top problems vary by race and sex, they do not vary among adults of different age groups nor of different income levels.

When asked to report the best thing about living in the United States, 86 percent of Americans mentioned something related to freedom. These include freedom of speech, freedom of religion, and political freedom. One in ten (9%) reported the opportunities available to them as the best thing about living in the United States (see Table 1).

Americans were asked to name what they think is the most important problem facing this country today. Crime and violence is reportedly the top national concern among adults, with 16 percent giving it a "top-of-mind" mention and more than one in four (27%) naming it as one of the top two or three problems facing the country today (see Table 2).

"*Drugs*" is mentioned as the "top-of-mind" concern to about one of every ten adults (11%), and mentioned as one of the top two or three concerns by 19 percent of American adults. "*Drugs*" is viewed as a concern by nearly twice as many adults as was found on a similar question asked in late 1991 and early 1993 (10% and 6% respectively) (see Table 3). The Federal budget rivals drugs as the most important problem facing the country, with 15 percent of adults naming it this year as one of the top two or three greatest problems.

The economy is reported as the most important problem by only one-third as many Americans today (11%) as it was in late 1991 or early 1993 when about one-third of Americans felt it was a top concern (32% and 35% respectively). Top-of-mind concern over unemployment has also declined in recent years (to 9% from 23% in 1991).

Other problems mentioned this year by more than 5 percent of Americans include ethical, moral, and religious decline (12%), poverty and homelessness (12%), unemployment (9%), education (7%), healthcare (6%) and race relations (6%).

Table 4 shows that Caucasian American respondents are about twice as likely to name the Federal budget/Federal debt problem and problems with the current government/President Clinton/Congress as a most important problem facing the country today than nonwhite respondents (18% of whites mention government and 16% mention the Federal budget compared with 10% and 7% of nonwhites respectively). In contrast, nonwhite Americans report drugs as a more important problem facing the country today (26% of nonwhites compared with 18% of white respondents). Women view both crime/violence and drugs to be a much greater problem than do men.

Where Tax Dollars Should be Spent

When asked to consider the importance of eight issues and rate the importance of each in terms of where tax dollars should be spent, Americans provide further support for many of the issues they name as top of mind concerns in the nation. Reducing violent crime, reducing illegal drug use among children and adolescents, and increasing educational opportunities for children are clearly viewed as the most important areas where tax dollars should be spent among the list of issues which also included low cost healthcare, reducing unemployment, reducing illegal drug use among adults, reducing drunk driving, and gun control.

> Reducing violent crime tops the list of measured national concerns on where Americans feel tax dollars should be spent, with 84 percent of adults saying this is an extremely important area. Children are also clearly a focus in the eyes of Americans, with more than eight of ten reporting that reducing illegal drug use among children and adolescents and increasing educational opportunities for children are extremely important areas for tax dollars to be spent (82% each).

> Reducing illegal drug use among adults is viewed as relatively less important than reducing use among children, with slightly more than one-half of all American adults (57%) reporting it as extremely important in terms of where tax dollars should be spent. Reducing drug use among adults rivals reducing unemployment (55% say it is extremely important). Both lag behind reducing drunk driving (63%) and increasing the availability of health insurance or low cost health insurance (66%) in perceived national fiscal importance.

> Gun control is viewed as relatively least important among the eight national issues measured. About one in three (36%) Americans sees gun control as an extremely important area where tax dollars should be spent.

The perceived importance of the reduction of violent crime and the reduction of drug use among children and adolescents are universal concerns which do not vary greatly along age, income or racial lines. All of the other issues rated do vary greatly along racial lines and age, however (See Table 5).

> African American adults are much more likely than other adults to feel that reducing violent illegal drug use among adults and gun control are important. Three of four (76%) African Americans feel that reducing drug use among adults is extremely important, compared with just 54 percent of white adults who rate it as important, while six in ten (60%) African Americans feel that gun control is extremely important, compared with just 32 percent of Caucasian adults.

> African American adults are also more likely to feel that educational opportunities for children are extremely important targets of tax dollars (92% as compared with 81% of Caucasian Americans). Perception of the importance of this issue does not vary by income level.

Concerns about reducing unemployment, reducing drunk driving and increasing the availability of healthcare or low cost healthcare are also much stronger among African American adults.

Age also plays a role in the perceptions of where tax dollars should be spent. Older Americans (aged 55 or older) would place much more emphasis of tax dollars on the reduction of illegal drug use among adults, drunk driving, and unemployment. Older adults also feel tax dollars should be spent on health insurance or low cost healthcare compared with adults under age 35 (see Table 6).

Educational opportunities for children is the one area where older adults are much less likely than younger adults to feel that tax dollars should be applied.

As can be seen in Table 7, women are more likely than their male counterparts to feel that all eight national concerns are extremely important.

Americans with high levels of education are less likely to feel that all of the eight national concerns measured are important in terms of where tax dollars should be spent. The greatest differential between perceptions of college educated adults and those with a high school education or less is noted for reducing drunk driving and reducing illegal drug use among adults. Adults with high levels of formal education are almost half as likely as those with less education to feel that tax dollars should be spent on these two areas (see Table 8).

What About Drug Use Concerns Americans

Americans perceive a strong link between violent crimes and illegal drug use. Both illegal drug use and violent crimes are viewed as extremely important national concerns by the overwhelming majority of Americans. Not surprisingly then, it is the crime and violence associated with drug use that most concerns Americans about drug use. The reach and impact of drug use on children is also of prime concern among Americans. Concern over illegal drug use and over crime and violence have increased significantly over the past five years.

Adults who reported that reducing illegal drug use among either children and adolescents or among adults was extremely important were asked what it was about drug use that concerns them. The connection of crime and violence associated with drug use and drugs reaching children are the top concerns, each mentioned by about three in ten Americans (29% and 28% respectively) (see Table 9).

The availability and easy accessibility of drugs and the effects that drugs have on people vie for a distant second billing of what causes people concern (each mentioned by 12% of respondents).

Other concerns related to drug use mentioned by more than 5 percent of those who say reducing drug use is extremely important include that it ruins people's lives (7%), the negative health risks (5%), and that it affects more than the person using it (5%).

In addition, fully two-thirds (67%) of American adults strongly agree that drug use often leads people to commit violent crimes (see Table 12).

In the past five years, concern over illegal drug use has increased for the majority (60%) of American adults (see Figure 2). Only 3 percent of American adults report that their concern over illegal drugs has decreased in the past five years. This is mirrored in the trend reports of the most important problems facing the country as measured over the past five years. Mentions of crime/violence and drugs/drug use have more than doubled since 1991.

Women (68%), African Americans (70%), adults aged 55 or older (65%), and those with less than a high school education (68%) are most likely to say that their concern has increased over the past half-decade.

When asked why their concern over illegal drug use has increased, Americans again cite the crime/violence associated with it, its widespread use, and the connection to children. Adults also report that their concern is up because they have had more exposure to the drug problem over recent years, both through the media and through firsthand knowledge (see Table 10).

Perceptions of Illegal Drugs

Most Americans generally include alcohol in their definition when they think of drug use. When asked to exclude alcohol from their definition, the adults overwhelmingly see crack cocaine as the drug which is the biggest problem in the country today. . This perception of crack cocaine's dominance in the drug world holds across all socioeconomic and demographic groups.

The majority (68%) of Americans say they include alcohol use when they think of drug use (see Figure 3). This inclusion is much higher among African Americans (77%) and adults with less than a high school degree (78%).

Respondents were asked to consider the "term 'drug use' to mean use of one or more times of an illegal drug such as marijuana, cocaine, crack, heroin, LSD or the like" for the purposes of the survey.

Crack cocaine is clearly the illegal drug perceived as the biggest problem in the country today (see Table 11). The majority (54%) of Americans name crack cocaine as the biggest problem out of a list of five major drugs which included powder cocaine, marijuana, heroin and other opiates and the inappropriate use of prescription drugs. None of these other drugs was mentioned as the biggest problem by more than 7 percent of adults (powder cocaine and marijuana were mentioned by 7% and 6% of adults respectively). One in five adults (21%) feels that all of the listed drugs are an equal problem.

The perception that crack is the biggest problem is much stronger among African American adults. Two-thirds (67%) see crack as the biggest problem. African Americans are much less likely to see heroin and other opiates or the inappropriate use of prescription drugs as the biggest problem.

Young adults aged 25 or younger are nearly three times as likely to feel that marijuana is the biggest problem (16%). This group is the least likely to feel that all measured drugs are equally problematic (only 12% say all of these).

While most adults feel that drug use often leads to violent crimes, the majority of adults do not feel that smoking marijuana often leads to use of more serious drugs like crack and cocaine.

Perceptions of Impacts of Illegal Drug Use

The majority of Americans see a strong connection between drug use and violent crime and their impact on children.

When asked to rate how strongly they agree with Statements about drug use, the vast majority (67%) of Americans strongly agree that drug use often leads people to commit violent crimes. Americans are in similar agreement (69%) that children are starting drug use at a younger age than they did a decade ago. In spite of the fact that many adults felt that it was important to reduce drug use among children, as well as their strong concerns about drugs reaching children, only one in three (33%) Americans felt that drug use was a more serious problem among youth than among adults (see Table 12).

The perception that drug use is a more serious problem among youth than among adults is much stronger among African American adults (44 percent of African Americans strongly agree with that statement, compared with 33 percent of all adults). African Americans are also much more likely to agree that children are starting drug use at a younger age now than a decade ago (81% agreement compared with 69% of all adults) (see Table 13).

As can be seen in Table 14, older adults (aged 55 or older) are more likely than younger adults to agree that drug use to leads people to commit violent crimes, that smoking marijuana often leads to use of more serious drugs, and that drug use is a more serious problem among youth than it is among adults.

The perception that drug use is a more serious problem among youth than among adults is much stronger among adults with less than a high school education (52% strongly agree drug use is more serious among children), and among African American adults (44% strongly agree). College-educated Americans are less likely to feel that children are starting drug use at a younger age (25%) and that it is a more serious problem among this group (62%) (see Table 15).

Americans apparently do not feel that drugs belong in the workplace. The majority (52%) of Americans strongly believe that employers should be allowed to fire any employee who is using drugs. Adults with college degrees (43%) and African Americans (43%) are the least likely to feel that employers should have this power.

Support for Strategies for Reducing the Drug Problem

Americans generally support prevention and rehabilitation programs to reduce drug use as well as on interdiction in reducing the drug supply at both the source country and at the dealer level, rather than harsh penalties for users. Most Americans also see a larger role for treatment programs.

The majority (64%) of Americans feel that more money should be spent on stopping drugs from coming into the United States from foreign countries. There also seems to be support for the theory that reducing the supply is a more effective means than reducing the desire. Only one in four (25%) adults agree that there should be more severe penalties for drug users than for people who sell drugs (see Table 16).

Fully one-half (51%) of all adults agree strongly that more drug treatment programs should be available to reduce drug use. Only 15 percent feel that once a person becomes addicted to drugs, treatment and rehabilitation programs usually do not work. Furthermore, only 32 percent of Americans feel that harsh criminal penalties for using illegal drugs are an effective means of drug prevention.

While the majority of adults have a perception of the connection between drug use and violent crime, only 38 percent agree that if the money spent on building prisons for drug use were spent on prevention and rehabilitation, there would be significantly less crime. This may be an indication of Americans' perceptions of the effectiveness of prevention and rehabilitation programs.

African American adults are stronger proponents of additional money to be spent on stopping drugs from entering the United States (78% compared with 64% of all adults) and for having more severe penalties for drug users than for drug dealers (33% agree compared with 25%). They are also more likely to feel that more drug treatment programs should be available to reduce drug use. African Americans are of the mind that spending money intended for building prisons for drug offenders on drug treatment and prevention programs would greatly reduce crime rates (58% compared with 38%) (see Table 17).

Americans over age 55 have relatively harsher views of the effectiveness of treatment and prevention programs, and are more supportive of harsh criminal penalties and border interdiction. This group of adults is most supportive of more funds to stop drugs from entering the United States (75% compared with 64% overall), but also is more likely than younger adults to feel that harsh criminal penalties are an effective means of prevention, and that harsher penalties should be given for drug users than for drug dealers (see Table 18).

As can be seen in Table 19, agreement with all six Statements about the effectiveness and availability of possible drug strategies declines as educational attainment increases.

Most Effective Drug Reduction Strategy

When asked to say which of five major drug strategies they feel would be *most effective* in terms of where money should be spent to fight the war on drugs, no single strategy is endorsed by a majority of adults. Government interdiction to reduce the supply of drugs entering the United States and expansion of education programs about the dangers of drugs are each supported by about three in ten Americans (31% and 28% respectively). Additional efforts, including police action and criminal prosecution to stop the drug dealers are also supported by many (22%). Putting more drug treatment programs in communities and neighborhoods and more effort into stopping people from buying drugs are seen as the most effective strategies by fewer than one in ten adults (9% and 6% each).

> When combining Americans' first and second choices for effective drug strategies, about one-half feel that reduction of the drug supply into the United States (50%), education programs (47%), and law enforcement efforts against drug dealers (46%) are top strategies.
>
> American adults who have used drugs or have a friend or family member who has used drugs are more likely than those without such an acquaintance to feel that programs that educate people about the dangers of drugs are effective as drug reduction strategies (51% compared with 44%). They also are more supportive of increasing the number of treatment programs in neighborhoods (31% compared with 18%) (see Table 21). Adults without personal acquaintance of someone who has used drugs clearly believe interdiction is the most effective strategy. Those without personal knowledge are more likely to rate stopping drugs from entering the United States (55% compared to 44% of those acquainted with someone who used drugs) and greater efforts to stop drug dealers (49% compared with 43%) above educational programs (44%) as one of the top two most effective strategies.

Personal Contact with Illegal Drug User

Almost one-half (45%) of all Americans report that they, a family member, or a close friend have *ever* used illegal drugs (see Table 22). The drug culture appears to be a practice that is primarily among younger cohorts. Most Americans acquainted with a current or former drug user report that person was an occasional user, but many Americans report knowing a moderately or seriously addicted drug user (see Table 23). While reportedly only one-third (34%) of these drug users received treatment to end their drug use, the treatment programs apparently were effective for the majority of those who attended them (see Figure 4).

> Contact with someone who used drugs is highest among adults age 35 or younger (60%), while only 22 percent of adults aged 55 or older know someone who has ever used illegal drugs. Personal acquaintance with a someone who used drugs is reportedly lowest among adults in households with incomes of less than $25,000 annually. Just four in ten (41%) adults in these lower income households report knowing someone who has used illegal drugs, while one-half of those in households with incomes of at least $35,000 are acquainted with someone who has used drugs.

Contact with a drug user is substantially higher among Americans who live in the country's western region (56%), and lowest among those in the South Central United States (40%). Suburban Americans are also more likely than their urban counterparts to say they, a friend, or family member has used an illegal drug. There are no differences by racial background.

The largest proportion of adults who report knowing someone who has used illegal drugs classify the drug user as an "occasional user" (41%) (Table 23). Almost three in ten respondents know a "moderate" or "seriously addicted" drug user (28% and 29% respectively). Only 2 percent say the person they know only used an illegal drug one time.

While there was no difference in knowing a drug user by race, African American adults are much more likely to know someone who is or was "seriously addicted." Caucasian adults are most likely to know an occasional drug user (see Table 23).

Only about one-third (34%) of respondents who know someone who used illegal drugs report that the person obtained treatment for their drug use. As might be expected due to the higher connection to seriously addicted users, African American adults are more likely to say that the person who used drugs received treatment for his or her use (59% compared with 31% of Caucasian adults) (see Figure 4).

Three of four (73%) of drug users who obtained treatment for their drug use problem are reportedly drug free today. White respondents who know someone who obtained treatment are more likely to report the person to be drug free (77% versus 52% for African Americans).

Likely Sources of Treatment for Drug Related Problems

All respondents were asked where they would go if they or a family member developed a problem related to the use of drugs. One in seven (14%) adults say they don't know where they would go. Of those who report a source of assistance, the vast majority would seek some form of medical attention. More than one-half (53%) report that they would go to a substance abuse clinic. At least one in six would see a family physician (22%) or go to a hospital (16%). Those adults who wouldn't seek out medical help would be most likely to turn to a church or member of the clergy (18%), or to a friend or family member (13%) (see Table 24).

Women are more likely than their male counterparts to say they would seek out medical help. More than one-half of all adult women (55%) would go to a substance abuse clinic, while one-quarter would look to their family physician for help. Men are more likely than women to report that they would turn to friends or family or to the police (see Table 24).

African American adults are less likely than their white counterparts to say they would seek medical treatment and more likely to say they would seek out a member of the church or a substance abuse clinic. Two-thirds (67%) of African Americans say they would go to a substance abuse clinic compared with 52 percent of white Americans. And 28 percent of African Americans say they would to turn to a church or member of the clergy (compared with 17% of white Americans). White adults are more likely than their non-white

counterparts to say they would go to a family physician (23% compared with 13%) or to a hospital (17% compared with 10%) (see Table 24).

Awareness of Efforts in the Community for Drug Prevention

Americans are generally aware of drug prevention programs in their community for children and adolescents, and see these programs as being at least somewhat effective. There is much less familiarity with programs aimed at adults, and any programs respondents were aware of were seen as much less effective than those for children and adolescents (see Tables 25 and 26).

Two of three (64%) Americans are aware of drug prevention efforts in their community for children and adolescents. Respondents report top-of-mind awareness of D.A.R.E. (46%), and school programs (31%). Between 6 percent and 7 percent of respondents report awareness of "Just Say No!" (7%), church-based programs (6%), and police programs (6%). One in six adults (16%) is aware of other programs in the community or neighborhood (see Table 25).

Adults aware of prevention programs for children and adolescents see these programs being somewhat effective (65%). Just one in five (18%) have the impression that such programs are **very** effective in preventing children and adolescents from using drugs (see Table 26).

In contrast, only 14 percent of Americans are aware of prevention efforts in their community aimed at adults. The relatively few adults who are aware of any programs recall church programs (17%), Alcoholics Anonymous (13%), or other non-specific programs in the community (26%). Only about one-half (54%) of those aware of the existence of any programs feel that the programs are somewhat or very effective in preventing drug use (Table 26).

Perceived Responsibility for Stopping Illegal Drug Use

Americans have very different perceptions of who should be responsible for stopping drug use among different user groups. The overwhelming majority (81%) feel that families and parents should be responsible for stopping drug user among children under age 12. Negligible (3% or less) proportions of Americans feel any other groups should be responsible. While the majority (70%) still feel that families and parents should be responsible for halting drug use among youths aged 13 to 18, one in four feel that some other groups should take responsibility. Adults point the finger at schools (5%), the police (5%) and even the Federal government (3%) to undertake this responsibility (see Table 27).

When it comes to illegal drug use among adults, Americans see the duty falling on the shoulders of each of us as individuals to stop the drug problem. Almost one-half (42%) of Americans feel that individuals are responsible for halting drug use. Many (22%) adults look to police for accountability in ending the drug problem, an additional 6 percent feel the Federal government should shoulder the burden.

Influence on Children and Adolescents in the Drug War

Youth peer pressure is felt to outweigh the influence of parents, the entertainment industry, school, and all other sources in the formation of childrens' and adolescents' decisions to use alcohol, tobacco or drugs, or not (see Table 28). Parents are also felt to have a strong influence.

Older adults perceive celebrities and the media to have much stronger influence on children's and adolescents' decision to use alcohol, tobacco, or drugs than do younger adults. In contrast, older adults are more likely to discount the impact that parents, friends and classmates and schools have on children and adolescents (Figure 5). Adults in their late teens and early twenties are also much less likely to feel that family authority figures and parents have a great deal of influence on youth's decisions to use illegal substances (Figure 6).

While the media are seen to exert less influence on children and adolescents than peer pressure, it is encouraging that the message sent out via the media recently is perceived as being more a positive than negative influence by adults.

> Eight of ten (81%) Americans believe that children's friends and classmates wield a great deal of influence on the decisions of other children and adolescents to use alcohol, tobacco or drugs. Parents and other adult family members are felt to be the next most influential (67%), well ahead of schools (48%) and celebrities in the areas of sports, music, and entertainment (44%). Places of worship (40%), cable TV shows such as music video programs (43%), and advertisements or marketing campaigns on TV and the radio (39%) are seen as somewhat influential. Educational programs on television (28%) are felt to have the least influence on this impressionable group, just behind TV programs like sitcoms and cartoons (33%).

> Older adults (age 55 or older) are less likely than younger adults to believe that the friends and classmates have a strong influence on adolescents (77% compared with 83%). Instead, they are much more likely to feel that media and celebrities have a great deal of influence. Young adults aged 18 to 25 are the least likely to feel that celebrities, TV programs like sitcoms and cartoons, educational TV, and places of worship have a strong influence on youth's decision to use illegal substances. These young adults are also least supportive of the influence that parents and other adult family members have on a youngster's decision to use alcohol, tobacco, or drugs (59% say strong influence compared with 68% of older adults) (Figure 6).

> Six in ten (58%) Americans say they have seen a movie, music video, television show, or other entertainment source within the past month that showed drug use in a negative light (that is, as a bad thing to do or as something that is dangerous). Only one in four (25%) has seen a media source that has shown drug use in a positive light (that is, as a good thing to do or as something that is not dangerous). Young adults (aged 18 to 25) are much more likely to be exposed to media that show drug use in both a positive and a negative light than older adults (see Table 29).

TABLE 1

Best Thing About Living in the United States

	(Base=2,016)
Freedom (Net)	86 %
Freedom/free country (non-specific)	*66 %*
Freedom of speech	*10 %*
Freedom of religion	*5 %*
Democracy/Political freedom	*5 %*
Opportunities	9 %
Best place to live	6 %
Employment opportunities	4 %
Economic prosperity	4 %
Living conditions	3 %
Able to vote	3 %
Other (less than 3 % mention)	20 %

Note: Totals to more than 100 % are due to multiple responses.

TABLE 2

Most Important Problem Facing the Country Today

(Base=2,016)	First Response	Three Responses
Crime/violence	16 %	27 %
Drugs	11 %	19 %
Government/President Clinton/Congress	12 %	17 %
Federal budget/Federal debt	12 %	15 %
Other non-economic	2 %	14 %
Poverty/Homelessness	6 %	12 %
Ethical/Moral/Religious decline	8 %	12 %
Economy	7 %	11 %
Unemployment	4 %	9 %
Education	3 %	7 %
Race relations/Racism	4 %	6 %
Healthcare	2 %	6 %
Other economic	1 %	5 %
Taxes	2 %	5 %
International problems	2 %	3 %
Immigration/Illegal aliens	2 %	3 %
Medicare increases/social security	1 %	2 %
Trade relations/Deficit	1 %	2 %
Environment	--	1 %
AIDS	--	1 %
War	--	1 %
Recession	--	--
TOTAL	100 %	175 %*

Notes: * Totals to more than 100 % are because of multiple responses.
        -- indicates less than .5 % mention.

TABLE 3

Most Important Problem Facing the Country Today - Recent Trend

	November 1991	January 1993	January 1996
	Net of Three Responses		
Crime/violence	6 %	9 %	27 %
Drugs	10 %	6 %	19 %
Government/President Clinton/Congress	5 %	5 %	17 %
Federal budget/Federal debt	4 %	13 %	15 %
Poverty/Homelessness	16 %	15 %	12 %
Ethical/Moral/Religious decline	4 %	7 %	12 %
Economy	32 %	35 %	11 %
Unemployment	23 %	22 %	9 %
Education	4 %	8 %	6 %
Healthcare	6 %	18 %	6 %
Race relations/Racism	1 %	3 %	6 %
International Problems	3 %	5 %	5 %
Taxes	3 %	3 %	5 %
Medicare increases/social security	2 %	2 %	2 %
Trade relations/Deficit	4 %	3 %	2 %
Environment	3 %	3 %	1 %
AIDS	5 %	2 %	1 %
War	2 %	2 %	1 %
Recession	5 %	1 %	--
Other non-economic	12 %	17 %	14 %
Other economic	6 %	6 %	5 %
TOTAL	158 %*	190 %*	175 %*

*Totals to more than 100 % because of multiple responses.

TABLE 4

Most Important Problem Facing the Country Today
By Race

(Base=)	White (1,736)	African-American (174)	Other (79)
Net of 3 Responses - Top Mentions Only			
Crime/violence	27 %	30 %	27 %
Drugs	[18 %]	26 %	26 %
Government/President Clinton/Congress	18 %	[10 %]	[10 %]
Federal budget/Federal debt	16 %	[7 %]	[8 %]
Poverty/Homelessness	12 %	13 %	11 %
Ethical/Moral/Religious decline	12 %	12 %	10 %
Economy	10 %	15 %	[7 %]
Unemployment	[8 %]	13 %	[5 %]

Note: underline denotes statistically greater response than other sub-groups at 95 % level of confidence.

[   ] denotes statistically lower response than other subgroups at 95 % level of confidence.

Figure 1

Importance of National Concerns
in Terms of Where Tax Dollars Should Be Spent

(Base=2,016)

Concern	%
Reducing violent crime	84%
Reducing illegal drug use among children/adolescents	82%
Educational opportunities for children	82%
Health insurance or low cost health care	66%
Reducing drunk driving	63%
Reducing illegal drug use among adults	57%
Reducing unemployment	55%
Gun control	36%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%

% Extremely Important
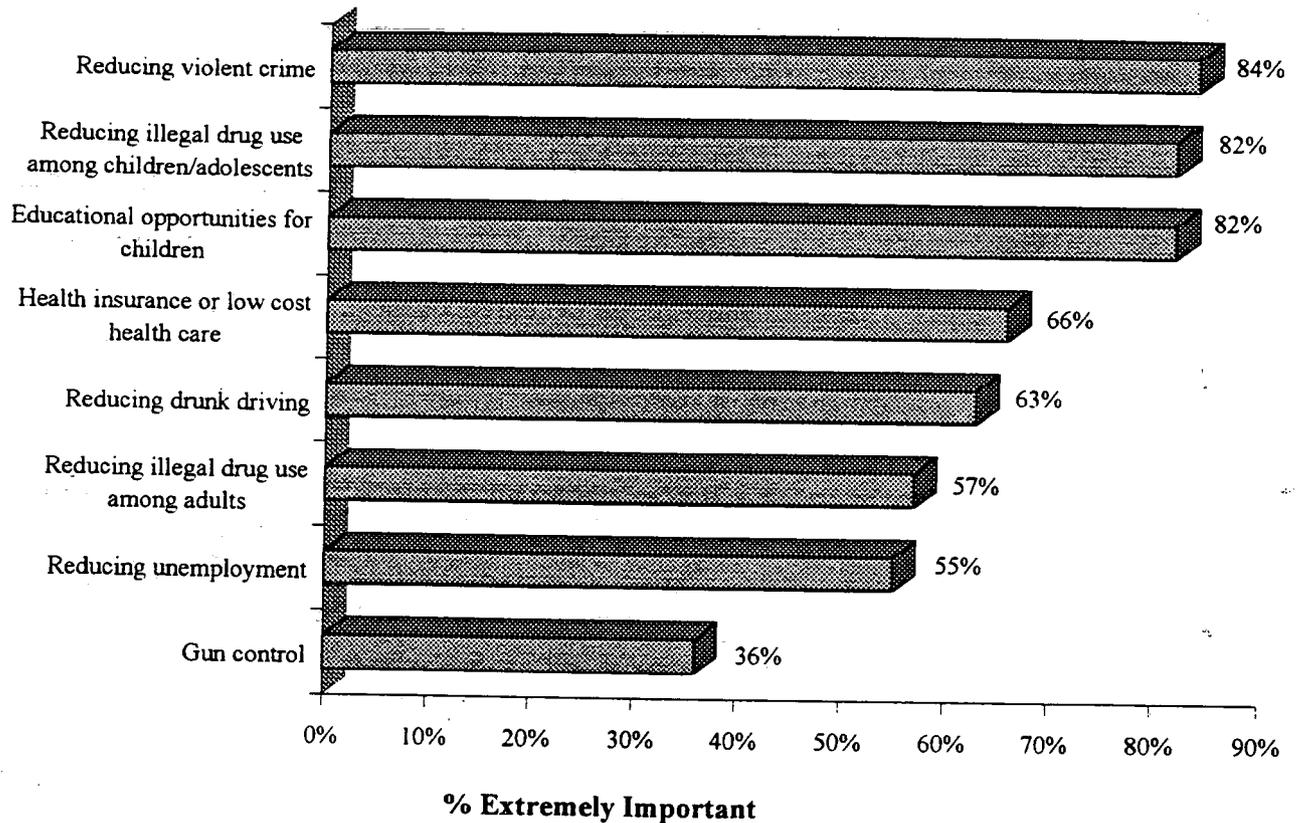
TABLE 5

Importance of National Concerns

in Terms of Where Tax Dollars Should Be Spent

By Race

(Base=)	Race		
	White (1,728)	African American (174)	Other Races (79)
% Extremely Important			
Reducing violent crime	83 %	91 %	86 %
Reducing illegal drug use among children and adolescents	81 %	87 %	86 %
Educational opportunities for children	81 %	92 %	86 %
Health insurance or low cost health care	64 %	82 %	74 %
Reducing drunk driving	62 %	74 %	56 %
Reducing unemployment	52 %	74 %	71 %
Reducing illegal drug use among adults	54 %	76 %	59 %
Gun control	32 %	60 %	50 %

Note:　underline denotes statistically greater response than other subgroups at 95 % level of confidence.

TABLE 6

**Importance of National Concerns
in Terms of Where Tax Dollars Should Be Spent**

By Age

(Base=)	Age			
	18-25 (249)	**26-34** (391)	**35-54** (831)	**55+** (526)
% Extremely Important				
Reducing violent crime	84 %	83 %	82 %	87 %
Reducing illegal drug use among children and adolescents	[75 %]	83 %	81 %	86 %
Educational opportunities for children	88 %	85 %	82 %	[78 %]
Health insurance or low cost health care	[55 %]	63 %	66 %	73 %
Reducing drunk driving	[59 %]	[61 %]	59 %	73 %
Reducing unemployment	[49 %]	[51 %]	56 %	60 %
Reducing illegal drug use among adults	[47 %]	[49 %]	57 %	67 %
Gun control	[35 %]	[34 %]	32 %	41 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
       [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 7

Importance of National Concerns
in Terms of Where Tax Dollars Should Be Spent
By Gender

		Gender	
	Total	Male	Female
(Base=)	(2,016)	(907)	(1,109)
% Extremely Important			
Reducing violent crime	84 %	80 %	<u>87 %</u>
Reducing illegal drug use among children and adolescents	82 %	79 %	<u>85 %</u>
Educational opportunities for children	82 %	79 %	<u>85 %</u>
Health insurance or low cost health care	66 %	59 %	<u>72 %</u>
Reducing drunk driving	63 %	56 %	<u>69 %</u>
Reducing unemployment	57 %	49 %	<u>61 %</u>
Reducing illegal drug use among adults	55 %	51 %	<u>62 %</u>
Gun control	36 %	23 %	<u>46 %</u>

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
   [   ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 8

Importance of National Concerns
in Terms of Where Tax Dollars Should Be Spent

By Education

	Education			
	< HS	HS Grad	Some Coll	Coll Grad
(Base=)	(177)	(519)	(576)	(734)
% Extremely Important				
Reducing violent crime	90 %	88 %	84 %	[76 %]
Reducing illegal drug use among children and adolescents	83 %	89 %	84 %	[72 %]
Educational opportunities for children	63 %	63 %	55 %	[44 %]
Health insurance or low cost health care	75 %	74 %	66 %	[54 %]
Reducing drunk driving	83 %	72 %	64 %	[44 %]
Reducing unemployment	63 %	63 %	55 %	[44 %]
Reducing illegal drug use among adults	72 %	69 %	56 %	[40 %]
Gun control	51 %	40 %	[31 %]	[29 %]

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.

[ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 9

What About Drug Use Concerns You?

(Among Those Who Say Reducing Drugs is Extremely Important)

% Extremely Important	(Base=1,906)
Crime/violence associated with it	29 %
Reaching children/concern for my children	28 %
Availability/easily accessible	12 %
Effect drugs have on people	12 %
Ruins people's lives	7 %
Negative health risks	5 %
Affects more than the person using it	5 %
Addictions	4 %
Widespread use	4 %
Breakdown of families/negative effect on society/moral decline	7 %
Death from drug use	3 %
Judicial system/lack of penalties/lack of controlling it	7 %
Tax dollars spent on rehab/healthcare/money people spend	6 %
Other	17 %

Note: Totals to more than 100 % are because of multiple responses.

Figure 2
Change in Concern with Illegal Drug Use
in Past Five Years
(Base=2,016)
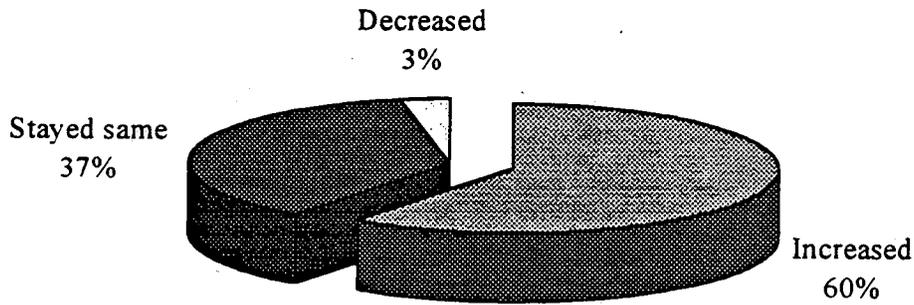
TABLE 10	
Why Concern Over Drug Use Has Increased	
(Among Those Who Say Concern Has Increased)	
Net of Two Mentions	**(Base=1,185)**
Crime/violence associated with it	21 %
Widespread use	18 %
Worrying about my children/grandchildren	17 %
Hear more about it/media coverage	13 %
Availability/easily accessible	11 %
Reaching children	12 %
More knowledgeable/firsthand knowledge	15 %
Effect drugs have on people/negative affect on society	4 %
Negative health risks/death from drug use	2 %
Breakdown of families/ruins lives/moral decline	3 %
Other	15 %

Note: Totals to more than 100 % are because of multiple responses.

Figure 3
Include Alcohol When Think of
Drug Use
(Base= 2,016)

Yes 68%

No 32%
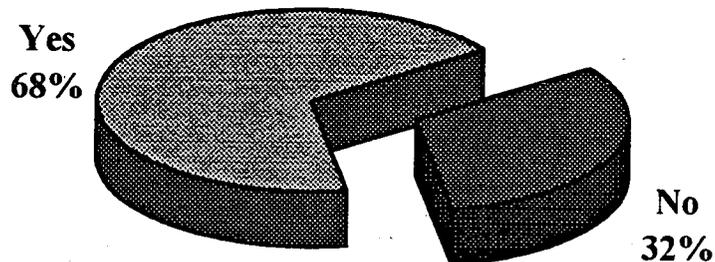
TABLE 11			
Illegal Drug You Personally Feel is the Biggest Problem In Country Today			
By Race			
(Base=)	**Total (2,016)**	**White (1,736)**	**African American (174)**	**Hispanic* (102)**
Crack cocaine	54 %	53 %	67 %	[38 %]
Powder cocaine	7 %	6 %	7 %	10 %
Marijuana	6 %	6 %	4 %	5 %
Heroin and other opiates	4 %	5 %	1 %	8 %
Inappropriate use of prescription drugs	4 %	4 %	1 %	8 %
LSD and other hallucinogens	1 %	1 %	1 %	5 %
All of these	21 %	22 %	16 %	21 %

*Respondents identified as Hispanic are a subset of those classified as white or African American.

TABLE 12

Agreement with Statements About Drug Use

% Strongly Agree	(Base=2,016)
Children are starting drug use at a younger age than they did a decade ago	69 %
Drug use often leads people to commit violent crimes	67 %
Employers should be allowed to fire any employee who is using drugs	52 %
Smoking marijuana often leads to use of more serious drugs like crack or heroin	43 %
Drug use is a more serious problem among youth than it is among adults	33 %

TABLE 13

Agreement with Statements About Drug Use
By Race

(Base=)	Total (2,016)	White (1,736)	African-American (174)	Hispanic* (102)
(% Strongly Agree)				
Children are starting drug use at a younger age than they did a decade ago	69 %	[68 %]	81 %	[68 %]
Drug use often leads people to commit violent crimes	67 %	67 %	71 %	71 %
Employers should be allowed to fire any employee who is using drugs	52 %	52 %	[43 %]	59 %
Smoking marijuana often leads to use of more serious drugs like crack or heroin	43 %	42 %	49 %	43 %
Drug use is a more serious problem among youth than it is among adults	33 %	[31 %]	44 %	40 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
    [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.
*Respondents identified as Hispanic are a subset of those classified as white or African American.

TABLE 14

Agreement with Statements About Drug Use

By Age

		Age			
(Base=)	Total (2,016)	18-25 (249)	26-34 (391)	35-54 (831)	55+ (526)
(% Strongly Agree)					
Children are starting drug use at a younger age than they did a decade ago	69 %	73 %	68 %	67 %	72 %
Drug use often leads people to commit violent crimes	67 %	50 %	56 %	69 %	80 %
Employers should be allowed to fire any employee who is using drugs	52 %	53 %	48 %	48 %	58 %
Smoking marijuana often leads to use of more serious drugs like crack or heroin	43 %	36 %	34 %	38 %	60 %
Drug use is a more serious problem among youth than it is among adults	33 %	32 %	[27 %]	[27 %]	46 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
        [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 15

Agreement with Statements About Drug Use

By Educational Attainment

		Education			
(Base=)	Total (2,016)	< High School (177)	High School (519)	Some College (576)	College Grad (734)
(% Strongly Agree)					
Children are starting drug use at a younger age than they did a decade ago	69 %	75 %	71 %	71 %	[62 %]
Drug use often leads people to commit violent crimes	67 %	71 %	72 %	68 %	[60 %]
Employers should be allowed to fire any employee who is using drugs	52 %	66 %	58 %	48 %	[43 %]
Smoking marijuana often leads to use of more serious drugs like crack or heroin	43 %	59 %	45 %	44 %	[31 %]
Drug use is a more serious problem among youth than it is among adults	33 %	52 %	36 %	[29 %]	[25 %]

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
     [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.
*Respondents identified as Hispanic are a subset of those classified as white or African American.

TABLE 16

Agreement with Statements About Drug Strategies

% Strongly Agree	(Base=2,016)
More money should be spent on stopping drugs from coming into the U.S. from foreign countries	64 %
We should have more drug treatment available to reduce drug use	51 %
If the money spent on building prisons for drug users were spent on prevention and rehabilitation, there would be significantly less crime	38 %
Harsh criminal penalties for using illegal drugs are an effective means of drug prevention	32 %
We should have more severe penalties for drug users than for people who sell drugs	25 %
Once a person gets addicted to drugs, treatment and rehabilitation programs usually do not work	15 %

TABLE 17

Agreement with Statements About Drug Strategies
By Race

(Base=)	Total (2,016)	White (1,736)	African American (174)	Hispanic* (102)
(% Strongly Agree)				
More money should be spent on stopping drugs from coming into the U.S. from foreign countries	64 %	[62 %]	78 %	[65 %]
We should have more drug treatment available to reduce drug use	51 %	[49 %]	69 %	61 %
If the money spent on building prisons for drug users were spent on prevention and rehabilitation, there would be significantly less crime	38 %	[35 %]	58 %	51 %
Harsh criminal penalties for using illegal drugs are an effective means of drug prevention	32 %	32 %	32 %	34 %
We should have more severe penalties for drug users than for people who sell drugs	25 %	[24 %]	33 %	29 %
Once a person gets addicted to drugs, treatment and rehabilitation programs usually do not work	15 %	14 %	23 %	16 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
        [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.
*Respondents identified as Hispanic are a subset of those classified as white or African American.

TABLE 18

Agreement with Statements About Drug Strategies
by Age

(Base=)	Total (2,016)	Age			
		18-25 (249)	26-34 (391)	35-54 (831)	55+ (526)
(% Strongly Agree)					
More money should be spent on stopping drugs from coming into the U.S. from foreign countries	64 %	58 %	[53 %]	62 %	75 %
We should have more drug treatment available to reduce drug use	51 %	55 %	[46 %]	51 %	53 %
If the money spent on building prisons for drug users were spent on prevention and rehabilitation, there would be significantly less crime	38 %	33 %	[28 %]	37 %	48 %
Harsh criminal penalties for using illegal drugs are an effective means of drug prevention	32 %	29 %	27 %	29 %	41 %
We should have more severe penalties for drug users than for people who sell drugs	25 %	23 %	20 %	22 %	34 %
Once a person gets addicted to drugs, treatment and rehabilitation programs usually do not work	15 %	13 %	10 %	14 %	22 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
       [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 19

Agreement with Statements About Drug Strategies

By Education

(Base=)	Total (2,016)	Education			
		< High School (177)	High School (519)	Some College (576)	College Grad (734)
(% Strongly Agree)					
More money should be spent on stopping drugs from coming into the U.S. from foreign countries	64 %	79 %	71 %	63 %	[50 %]
We should have more drug treatment available to reduce drug use	51 %	72 %	52 %	48 %	[44 %]
If the money spent on building prisons for drug users were spent on prevention and rehabilitation, there would be significantly less crime	38 %	48 %	41 %	36 %	[33 %]
Harsh criminal penalties for using illegal drugs are an effective means of drug prevention	32 %	45 %	38 %	[30 %]	[22 %]
We should have more severe penalties for drug users than for people who sell drugs	25 %	40 %	30 %	23 %	[15 %]
Once a person gets addicted to drugs, treatment and rehabilitation programs usually do not work	15 %	27 %	17 %	[13 %]	[10 %]

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
        [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.
     *Respondents identified as Hispanic are a subset of those classified as white or African American.

TABLE 20

Most Effective in Terms of Where Money Should be Spent to Fight the War on Drugs

(Base=2,016)	Most Effective	Most/Second Most Effective
Stopping drugs from coming into the United States	31 %	50 %
Having more programs to educate both youth and adults about the dangers of drugs	28 %	47 %
More efforts, including police action and criminal prosecution, to stop the drug dealers	22 %	46 %
Putting more drug treatment programs in communities and neighborhoods	9 %	24 %
More efforts, including police actions and criminal prosecution, to stop the people who buy drugs	6 %	17 %
Building more jails and prisons for drug offenders	2 %	7 %

TABLE 21

Most Effective in Terms of Where Money Should be Spent to Fight the War on Drugs

(Base=)	Total (2,016)	Self, Friend or Family Member Has Used Drugs	
		Yes (891)	No (1,087)
(First or Second Mention)			
Stopping drugs from coming into the United States	50 %	[44 %]	55 %
Having more programs to educate both youth and adults about the dangers of drugs	47 %	51 %	[44 %]
More efforts, including police action and criminal prosecution, to stop the drug dealers	46 %	[43 %]	49 %
Putting more drug treatment programs in communities and neighborhoods	24 %	31 %	[18 %]
More efforts, including police actions and criminal prosecution, to stop the people who buy drugs	17 %	15 %	18 %
Building more jails and prisons for drug offenders	7 %	7 %	8 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
[ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 22

Self, Family Member or Close Friend Ever Used Drugs

	(Base=)	% Yes
Total	**(2,016)**	**45 %**
Race		
White	(1,736)	45 %
African American	(174)	49 %
Other	(79)	37 %
Age		
18-25	(249)	63 %
26-34	(391)	59 %
35-54	(831)	50 %
55+	(526)	[22 %]
Region		
Northeast	(399)	43 %
North Central	(515)	46 %
South Central	(703)	40 %
West	(399)	56 %
Urbanicity		
Suburban	(790)	49 %
Urban	(1,226)	43 %
Income		
Less than $25,000	(451)	[39 %]
$25,000-$34,999	(305)	48 %
$35,000-$44,999	(320)	51 %
$45,000-74,999	(487)	51 %
$75,000 or more	(281)	47 %

*Table reads horizontally.

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.

[ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

TABLE 23

Perceived Level of Drug User
(Those Acquainted with Someone Who Used Illegal Drugs)

		Level of Drug User			
	(Base)	Occasional user	Moderate user	Seriously addicted	Used only once
Total	(891)	41 %	28 %	29 %	2 %
Race					
White	(770)	43 %	29 %	26 %	2 %
African American	(81)	24 %	23 %	53 %	0 %
Other	(28)	45 %	26 %	21 %	8 %
Age					
18 - 25	(149)	39 %	35 %	25 %	1 %
26-34	(223)	45 %	27 %	28 %	0 %
35-54	(401)	44 %	27 %	27 %	3 %
55+	(114)	[27 %]	26 %	46 %	1 %
Region					
Northeast	(173)	44 %	32 %	[23 %]	2 %
North Central	(227)	42 %	26 %	30 %	1 %
South Central	(274)	38 %	28 %	32 %	2 %
West	(217)	41 %	28 %	30 %	2 %
Urbanicity					
Suburban	(317)	[36 %]	31 %	31 %	2 %
Urban	(520)	44 %	26 %	28 %	2 %
Income					
Less than $35,000	(316)	[36 %]	25 %	38 %	2 %
$35,000 or more	(527)	44 %	30 %	[23 %]	1 %

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
          [ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

Figure 4

Treatment and Status of Person Who Used Drugs

**Did they obtain treatment
to stop using illegal drugs?**

No
66%

Yes
34%
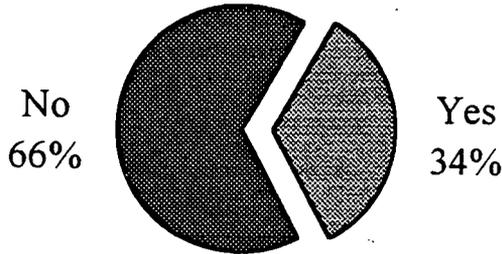
(Base= 891 Adults Acquainted with Someone
Who Used Illegal Drugs)

Are they drug free today?

No
27%

Yes
73%
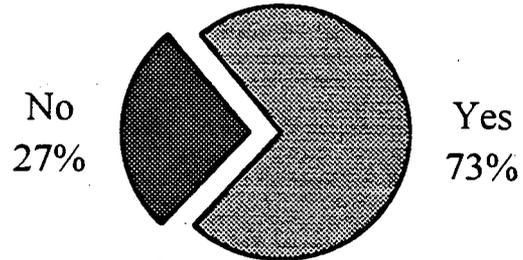
(Base= 276 Adults Acquainted with Someone
Who Sought Treatment for Drug Use)

	TABLE 24				
	Where Respondents Would Go If They Developed A Drug Related Problem				
	(Top Mentions Only)				
(Base=)	**Total** (2,016)	**Women** (1,109)	**Men** (907)	**White** (1,736)	**Black** (174)
Don't know	14 %	14 %	14 %	14 %	14 %
(Base=)	(1736)	(925)	(806)	(1483)	(190)
Substance abuse clinic	53 %	55 %	51 %	52 %	67 %
Family physician	22 %	24 %	19 %	23 %	13 %
Church/Clergy	18 %	18 %	18 %	17 %	28 %
Hospital	16 %	17 %	16 %	17 %	10 %
Friends/Family	13 %	11 %	15 %	13 %	14 %
Counseling	5 %	5 %	5 %	5 %	5 %
Police	5 %	4 %	6 %	5 %	2 %
Mental Health Clinic	6 %	6 %	5 %	5 %	7 %

Note: underline denotes statistically greater response at 95 % level of confidence.
          Totals to more than 100 % because of multiple responses.

TABLE 25		
Aware of Efforts in Community for Drug Prevention		
	Programs For:	
	Children and Adolescents	**Adults**
(Base=)	(2,016)	(2,016)
Total - % Yes Aware	64 %	14 %
Programs recalled (Base=)	(1,294)	(283)
D.A.R.E.	46 %	3 %
School programs	31 %	5 %
Other programs in the community/neighborhood	14 %	26 %
Just Say No!	7 %	1 %
Church programs	6 %	17 %
Police programs/McGruff	6 %	6 %
Alcoholics Anonymous/Narcotics Anonymous	2 %	13 %
Treatment Programs	1 %	7 %
MADD	3 %	1 %
Parents educating their children	2 %	0 %
TV Programs/TV ads	2 %	8 %
Partnership for Drug Free America	1 %	0 %
Other	16 %	27 %

TABLE 26
Perceived Effectiveness of Programs
(Adults Aware of Any Program)

	Aware of Programs for:	
	Children and Adolescents (1,205)	Adults (250)
Perceived Effectiveness		
Very/somewhat effective (Net)	**83 %**	54 %
Very effective	18 %	15 %
Somewhat effective	**65 %**	39 %

TABLE 27
Who Should be Responsible for Stopping Illegal Drug Use

	Among Following Groups		
(Base=(2,016))	Adults	Youths 13 to 18	Children Under 12
Each of us/individuals	**42 %**	5 %	1 %
Police	**22 %**	5 %	2 %
Families/Parents	10 %	**70 %**	**81 %**
Federal government	6 %	3 %	3 %
Cities/communities/neighborhoods	3 %	2 %	1 %
Schools	1 %	5 %	3 %
State government	3 %	1 %	1 %
Other	14 %	4 %	3 %

Bolding indicates top responses for each age group.

TABLE 28

Influence On The Decisions Of Children And Adolescents To Use Or Not Use Alcohol, Tobacco Or Drugs

% Great Deal Influence	Total (2,016)
Friends and classmates	81 %
Parents or other adult family members	67 %
Celebrities (sports, music)	44 %
School	48 %
Places of worship	40 %
Cable shows such as music or music video programs on TV	43 %
Ads or marketing campaigns on TV and the radio	39 %
TV programs like sitcoms and cartoons	33 %
Education programs on television	28 %

Figure 5

Perceived Amount of the Influence Media and Celebrities Have on Children's Decisions to Use Drugs, Tobacco or Alcohol

By Age of Respondent
(Base=2,016)

% Great Deal of Influence

- —✱— Celebrities (sports, music, entertainment)
- —△— Cable shows such as music or music video programs on TV
- —□— Ads or marketing campaigns on TV and the radio
- —◆— TV programs like sitcoms and cartoons
- —○— Education programs on television
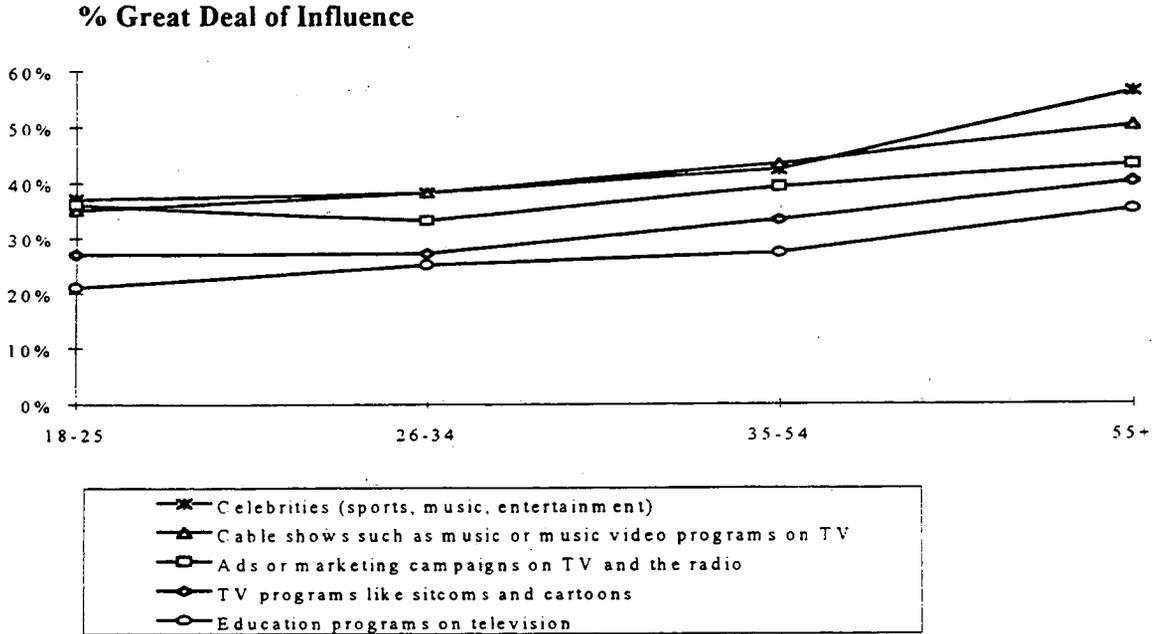
Figure 6

Perceived Amount of the Influence Parents, Friends and Schools Have on Children's Decisions to Use Drugs, Tobacco or Alcohol

By Age of Respondent
(Base=2,016)

% Great Deal of Influence

- —△— Friends and classmates
- —○— Parents or other adult family members
- —□— School
- —✱— Places of Worship
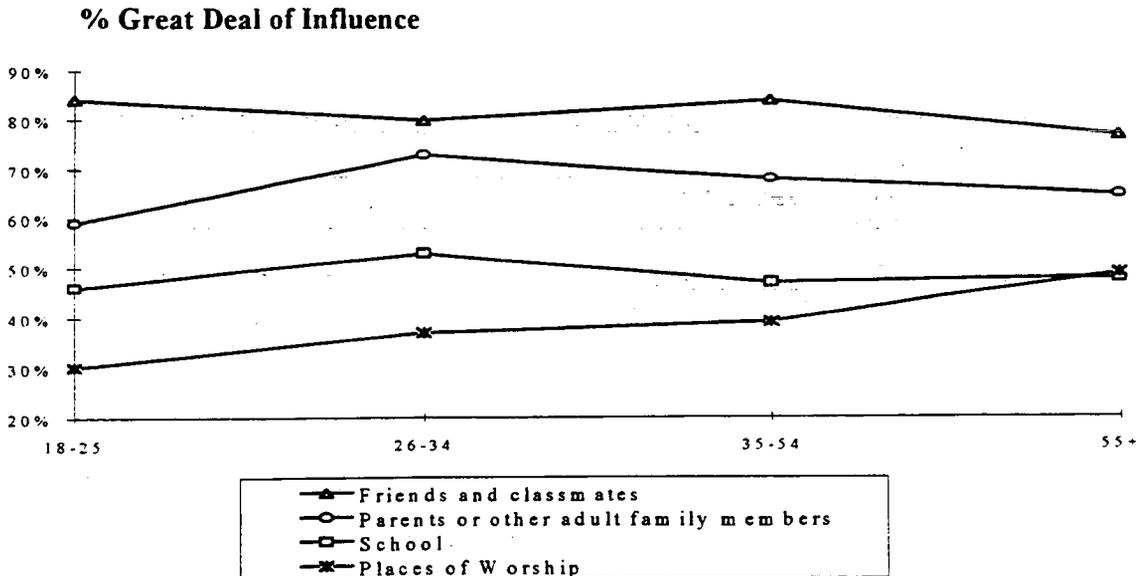
TABLE 29

Past Month Viewing of Movie, Music Video, Television Show Or Other Entertainment Source That Showed Drug Use

(Base=)	Total (2,016)	18-25 (249)	26-35 (391)	36-54 (831)	55+ (526)
% Yes					
In a positive light (i.e., as good thing to do or as something that is not dangerous)	25 %	47 %	30 %	24 %	[13 %]
In a negative light (i.e., as a bad thing to do or as something that is dangerous)	58 %	71 %	66 %	63 %	[39 %]

Note: underline denotes statistically greater response than other subgroups at 95 % level of confidence.
[ ] denotes statistically lower response than other subgroups at 95 % level of confidence.

APPENDIX A

DESIGN OF THE SAMPLE

Design of The Sample

The samples of telephone numbers used in telephone interview surveys are based on a random digit stratified probability design. The sampling procedure involves selecting listed "seed" numbers, deleting the last two digits and randomly generating two digits to replace them. This procedure provides telephone samples that are geographically representative. The random digit aspect, since it allows for the inclusion of unlisted and unpublished numbers, protects the samples from "listing biases" - the unrepresentativeness of telephone samples that can occur if the distinctive households whose telephone numbers are unlisted and unpublished are excluded from the sample.

Weighting Procedures

After the survey data have been collected and processed, each respondent is assigned a weight so that the demographic characteristics of the total weighted sample of respondents matches the latest estimates of the demographic characteristics of the adult population available from the U.S. Census Bureau. Telephone surveys are weighted to match the characteristics of the adults population living in households with access to a telephone.

The procedures described above are designed to produce samples approximating the adult civilian population (18 and older) living in private households (that is, excluding those in prisons, hospitals, hotels, religious and education institutions and those living on reservations or military bases) with access to a telephone. Survey %ages may be applied to census estimates of the size of these populations to project %ages into number of people. The manner in which the sample is drawn also produces a sample which approximates the distribution of private households in the United States; therefore, survey results can also be projected to numbers of households.

APPENDIX B

SAMPLING ERROR RANGES

Sampling Tolerances

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error in any %age in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated sampling in the same time period could be expected to vary 95 % of the time, assuming the same sampling procedures, the same interviewers, and the same questionnaire.

Table A shows how much allowance should be made for the sampling error of a %age.

<table>
<tr><td colspan="6">TABLE A
Recommended Allowance for Sampling Error
of a %age</td></tr>
<tr><td colspan="6">In %age Points

(At 95 in 100 Confidence Level)*</td></tr>
<tr><td></td><td><u>1000</u></td><td><u>500</u></td><td><u>300</u></td><td><u>200</u></td><td><u>100</u></td></tr>
<tr><td>%ages Near 10</td><td>2</td><td>3</td><td>4</td><td>5</td><td>7</td></tr>
<tr><td>%ages Near 20</td><td>2</td><td>4</td><td>5</td><td>6</td><td>9</td></tr>
<tr><td>%ages Near 30</td><td>3</td><td>4</td><td>6</td><td>7</td><td>11</td></tr>
<tr><td>%ages Near 40</td><td>3</td><td>4</td><td>7</td><td>8</td><td>11</td></tr>
<tr><td>%ages Near 50</td><td>3</td><td>4</td><td>7</td><td>8</td><td>12</td></tr>
<tr><td>%ages Near 60</td><td>3</td><td>4</td><td>7</td><td>8</td><td>11</td></tr>
<tr><td>%ages Near 70</td><td>3</td><td>4</td><td>6</td><td>7</td><td>11</td></tr>
<tr><td>%ages Near 80</td><td>2</td><td>4</td><td>5</td><td>7</td><td>9</td></tr>
<tr><td>%ages Near 90</td><td>2</td><td>3</td><td>4</td><td>5</td><td>7</td></tr>
</table>

* The chances are 95 in 100 that the sampling error is not larger than the figures shown

The table would be used in the following manner: Let us say a reported %age is 27 for a group which includes about 500 respondents (adults aged 55 or older, for example). Then we go to row "%ages near 30" in the table and go across to the column headed "500." The number at this point is 4, which means that the 27 % obtained in the sample is subject to a sampling error or ±4 points. Another way of saying this is that 95 times out of 100 the true figure in the population would be somewhere between 23 % and 31 %.

In comparing survey results in two samples--for example, businesses which operate in Florida and those who do not--the question arises as to how large a difference between them must exist before one can be reasonably sure that it reflects a real difference. In the following tables, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for %ages near 20 or 80; the other is for %ages near 50. For %ages in between, the error to be allowed for is between those shown in the two tables.

TABLE B
Recommended Allowance for Sampling
Error of the Difference

In %age Points

(At 95 in 100 Confidence Level)*

%ages near 20 and 80

Size of Sample	1000	750	500	200	100
1000	4				
750	4	4			
500	4	5	5		
200	6	6	7	8	
100	8	8	9	10	12

*The changes are 95 in 100 that the sampling error is not larger than the figures shown.

TABLE C Recommended Allowance for Sampling Error of the Difference					
In %age Points **(At 95 in 100 Confidence Level)***					
	%ages near 20 and 80				
Size of Sample	**1000**	**750**	**500**	**200**	**100**
1000	4				
750	5	6			
500	5	6	6		
200	8	10	8	10	
100	10	10	11	12	14

*The changes are 95 in 100 that the sampling error is not larger than the figures shown.

Here is an example of how the tables would be used: Let us say that 50 % of women respond one-way and 40 % of men respond the same way also, for a difference of 10 %. Can we say with any assurance that the 10-point difference reflects a real difference between men and women? The sample contains approximately 900 men and 1100 women. Since the %ages are near 50, we consult Table C, and since the first group has about 1100 people we use the first column labeled "1000", while the second has 900 so we look at the row labeled 1000: we see the number 4 here. This means that the allowance for error should be 4 %age points and that, in concluding that the %age among women is somewhere between 6 and 14 points higher than among men, we should be wrong only about 5 % of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed, and that it amounts to at least 6 %age points.

If, in another case, women's responses amount to 25 % and men's to 28 %, we consult Table B because these %ages are near 20. We look for the number in the column headed 1000 and row of 1000 and see that it is 4. Obviously, then, the 3 point difference is inconclusive.

APPENDIX C

SURVEY INSTRUMENT

CRT

FIELD FINAL –January 3, 1996

RANDOM SAMPLE

AC9028
Project Registration #105031   X   APPROVED BY CLIENT
OFFICE OF NAT'L DRUG CONTROL POLICY
Washington, D.C.   DATE
"Consult With America" Study   Copyright, The Gallup Organization
The Gallup Organization   INTERVIEWED BY
Max Larsen/Dawn Balmforth/
December, 1995   n=2,000

I.D.#:   _____ 0
(1-6)

**AREA CODE AND TELEPHONE NUMBER: (   ) _____ _____
                                                                 (32 - 41)
**INTERVIEW TIME: --   _____
                                                                 (42)   (43)
**STATE:

                 _____   (   )
(   )

CENSUS REGION: **(Code from fone file)

        1
        2
        3
        4   _____ (813)

**GEO STRATA:

        1
        2
        3   _____ (814)

MSA CODE: **(Code from fone file)

        _____   (815) (816) (817) (818)

URBANICITY: **(Code from fone file)

        3   Suburban
        4   Rural
        0   Unknown   _____ (819)

S1.   REGION: **(Code from fone file)**

(Ask for name from fone file) Hello, this is _____ calling from The Gallup Organization of Lincoln, Nebraska. Today, we are conducting a survey for the Executive Office of the President on people's opinions of current issues. We would like to include someone aged 18 or older from your household. Depending on your answers, the collection of this information is expected to last from seven to 12 minutes. If you have questions or suggestions on how to reduce the burden of this information collection, I would be willing to give you the name, phone and address to contact the Office of National Drug Control Policy. All of your answers will be confidential, and you can choose to skip over any questions you wish.

    1   Available, yes give name and address - **(Continue)**

    2   Available, no name and address needed - **(Skip to S1)**

    4   (DK) - **(Thank and Terminate)**

    7   Not available - **(Set time to call back)**   _____ (1143)

(INTERVIEWER NOTE: Office of National Drug Control Policy contact is Mr. Ross Deck, Senior Policy Analyst. Office of National Drug Control Policy, Executive Office of the President, 750 17th Street, N.W., Washington, D.C. 20500) Phone: (202)-395-6727

S1.   How many members of your household including yourself are age 18 or older? (Open ended **and code actual number)**

    00   None - **(Thank and Terminate)**

    01   One - **(Skip to "READ" before #1)**

    02-97 - **(Continue)**

    98   (DK)   **(Thank and Terminate)**
    99   (Refused)   **(Thank and Terminate)**

    (513) (514)

S2.   May I please speak to the person age 18 or older who had the most recent birthday?

    1   Yes, male available   **(Continue)**
    2   Yes, female available   **(Continue)**

    3   No, not available - **(Set time to call back)**

    4   (DK)   **(Thank, Terminate & Tally)**
    5   (Refused)   **(Thank, Terminate & Tally)**   _____ (515)

S3.   ETHNICITY: Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?

    1   Yes
    2   No
    3   (DK)
    4   (Refused)   _____(49)

S4.   RACE: What is your race? Are you white, African American, or some other race?

    01   Some other race (list)
    02   (DK)
    03   (Refused)
    04   HOLD
    05   HOLD

    06   White
    07   African American/Black

    08   (Hispanic) - **(Continue)**

_____   (   ) (   )

S5.   **(If code "08" in S4, ask:)** Do you consider yourself to be white-Hispanic, or black-Hispanic?

    01   Other (list)
    02   (DK)
    03   (Refused)
    04   HOLD
    05   HOLD

    06   White-Hispanic
    07   Black-Hispanic
    08   (Hispanic/Respondent refuses to discriminate)

_____   (   ) (   )

(READ:) Hello, this is _____ with the Gallup Polls. We are conducting a study of people's opinions about life in the United States.

1. Again this study is about people's views of living in the United States. What would you say is the best thing about living in the United States today? **(Probe:)** What else? (Open ended) **(Probe for two responses)**

   01   Other (list)
   02   (DK)
   03   (Refused)
   04   HOLD
   05   HOLD

   _____

   _____

   _____

   _____

   1st

   Resp: (   )   (   )

   2nd
   Resp: (   )   (   )

   3rd
   Resp: (   )   (   )

2. What do you think is the MOST important problem facing this country today? (Open ended and code) **(Allow three responses)**

    001   Other (list)
    002   (DK)
    003   (Refused)
    004   None
    005   All

    006   Economy (General)
    007   Unemployment/Jobs
    008   Federal Budget Deficit/Federal Debt
    009   Taxes
    010   Foreign Trade/Trade Deficit
    011   Cost of Living/Inflation
    012   Recession
    013   Crime/Violence
    014   Health Care/Hospitals
    015   Drugs
    016   Poverty/Hunger/Homelessness
    017   Ethical/Moral/Religious Decline
    018   Education
    019   AIDS
    020   Medicare Increases/Senior Citizen Insurance
    021   International Problems/Foreign Affairs
    022   Government/President Clinton/Congress/Politicians
    023   Foreign Aid/Focus Overseas
    024   Race Relations/Racism
    025   Immigration/Illegal Aliens
    026   Welfare
    027   Environment/Pollution

1st
Resp: ( ) ( )

2nd
Resp: ( ) ( )

3rd
Resp: ( ) ( )

3. I am going to read you a list of concerns that people sometimes name as problems in the United States. After I read each one, please tell me if you think it is extremely important, somewhat important, not very important, or not at all important in terms of where tax dollars should be spent. How about **(read and rotate A-H)**?

1   Not at all important
2   Not very important
3   Somewhat important
4   Extremely important
5   (DK)
6   (Refused)

A.   Reducing violent crime   ____ (   )

B.   Reducing illegal drug use among children
      and adolescents   ____ (   )

C.   Reducing illegal drug use among adults   ____ (   )

D.   Gun control   ____ (   )

E.   Reducing unemployment   ____ (   )

F.   Educational opportunities for children   ____ (   )

G.   Reducing drunk driving   ____ (   )

H.   Health care insurance or low cost health care   ____ (   )

4.   **(If code "3" or "4" in #3-B or #3-C, ask:)** What specifically is it about drug use that concerns you? **(Probe:)** What else? (Open ended) **(Probe for three responses)**

01   Other (list)
02   (DK)
03   (Refused)
04   HOLD
05   HOLD

____ _____

1st   ____   ____
Resp: (   )   (   )

2nd
Resp: (   )   (   )

3rd
Resp: (   )   (   )

5.　When you think about drug use, do you include alcohol use too?

    1   Yes
    2   No
    3   (DK)
    4   (Refused)
    5   (Sometimes)   ____(   )

6.　Which of the following illegal drugs do you personally feel is the biggest problem in our country today?　**(Read and rotate 01-06, then 07)**

    01   Marijuana
    02   Powder cocaine
    03   Crack cocaine
    04   Heroin and other opiates
    05   LSD and other hallucinogens
    06   Inappropriate use of prescription drugs
    07   Other illegal drugs (do NOT list)

    08   (All of these)
    09   (None of these)
    10   (DK)
    11   (Refused)   ____(   )

(READ:)　For the rest of this survey, the term "drug use" means use one or more times, of an illegal drug such as marijuana, cocaine, crack, heroin, LSD or the like.

7.　I am going to read you several Statements about drug use.　For each, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree. How about **(read and rotate A-F)**?

    1   Strongly disagree
    2   Mostly disagree
    3   Mostly agree
    4   Strongly agree
    5   (DK)
    6   (Refused)
    7   (Depends) - **(Probe once:** In general, would you say you agree
                             or disagree with this Statement?)

    A.   Smoking marijuana often leads to use of more
          serious drugs like crack or heroin   ____(   )

    B.   Drug use often leads people to commit violent crimes   ____(   )

    C.   Children are starting drug use at a younger age
          than they did a decade ago   ____(   )

    D.   Drug use is a more serious problem among youth
          than it is among adults   ____(   )

7.   (Continued:)

E.   We should have more severe penalties for drug
      users than for people who sell drugs   _____ (

F.   We should have more drug treatment available
      to reduce drug use   _____ (

)

8.   Over the past five years, has your concern about illegal drug use
      increased, decreased, or remained the same?

      1   Increased - **(Continue)**

      2   Decreased - **(Skip to #10)**

      3   Remained the same **(Skip to #11)**
      4   (DK)   **(Skip to #11)**
      5   (Refused)   **(Skip to #11)**   _____ (   )

9.   **(If code "1" in #8, ask:)** Why has your concern about illegal drug
      use increased? **(Probe:)** Why else? (Open ended) **(Probe for two
      responses)**

      01   Other (list)
      02   (DK)
      03   (Refused)
      04   HOLD
      05   HOLD

      _____   1st   _____ _____

      _____   Resp: (   )   (·)

                        ·   2nd   _____ _____
      _____   Resp: (   )   (   )

                (All in #9, Skip to #11)

10.   **(If code "2" in #8, ask:)** Why has your concern about illegal drug
      use decreased? **(Probe:)** Why else? (Open ended) **(Probe for two
      responses)**

      01   Other (list)
      02   (DK)
      03   (Refused)
      04   HOLD
      05   HOLD

      _____   1st   _____ _____

      _____   Resp: (   )   (   )

      _____   2nd   _____ _____
                                                       Resp: (   )   (   )

11. Next I want to know your opinion on several issues related to illegal drug use in the United States. As I read each Statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree. **(Read and rotate A-E)**

    1   Strongly disagree
    2   Mostly disagree
    3   Mostly agree
    4   Strongly agree
    5   (DK)
    6   (Refused)

A. Once a person gets addicted to drugs, treatment and rehabilitation programs usually do not work   _____ ( )

B. Employers should be allowed to fire any employee who is using drugs   _____ (

)

C. Harsh criminal penalties for using illegal drugs are an effective means of drug prevention   _____ ( )

D. If the money spent on building prisons for drug users were spent on prevention and rehabilitation, there would be significantly less crime   _____ ( )

E. More money should be spent on stopping drugs from coming into the United States from foreign countries   _____ ( )

12. I am going to read you a list of things that could be done to reduce the illegal drug problem in the United States. After I read all of the options to you, please tell me which one you think is the most effective in terms of where money should be spent to fight the war on drugs. **(Read and rotate 1-6)** Which of these is the most important? **(Probe:)** Which is the second most effective? **(If necessary, read and rotate 1-6)**

    1   Putting more drug treatment programs in communities and neighborhoods
    2   Having more programs to educate both youth and adults about the dangers of drugs
    3   More efforts, including police actions and criminal prosecution, to stop the drug dealers
    4   More efforts, including police actions and criminal prosecution, to stop the people who buy drugs
    5   Building more jails and prisons for drug offenders
    6   Stopping drugs from coming into the United States

    7   (All equally effective)
    8   (DK)
    9   (Refused)

MOST EFFECTIVE: _____ ( )

SECOND MOST EFFECTIVE: _____ ( )

13. Have, you, a family member or close friend ever used illegal drugs?

    1   Yes - **(Continue)**

    2   No   **(Skip to #17)**
    3   (DK)   **(Skip to #17)**
    4   (Refused)   **(Skip to #17)**   _____ (   )

14. **(If code "1" in #13, ask:)** Thinking about the person who used illegal drugs, would you say the person was **(read 1-3)**? **(INTERVIEWER NOTE:** **If more than one person, ask about the one respondent knows best)**

    1   An occasional user of an illegal drug
    2   A moderate user of an illegal drug, OR
    3   Seriously addicted to an illegal drug
    4   Used only once

    5   (DK)
    6   (Refused)   _____ (   )

15. Did that person obtain treatment to stop using illegal drugs?

    1   Yes - **(Continue)**

    2   No   **(Skip to #17)**
    3   (DK)   **(Skip to #17)**
    4   (Refused)   **(Skip to #17)**   _____ (   )

16. **(If code "1" in #15, ask:)** Is that person drug free today?

    1   Yes
    2   No
    3   (DK)
    4   (Refused)   _____ (   )

17. Suppose for a moment that you or a member of your family developed a problem relating to use of drugs. Where would you go for help? **(Probe:)** Where else? (Open ended and code) **(Probe for two responses)**

    01   Other (list)
    02   (DK)
    03   (Refused)
    04   No one/Nowhere
    05   HOLD

    06   Church/Clergy
    07   Family physician
    08   Substance abuse clinic
    09   Mental health clinic
    10   Hospital
    11   Friends/Family
    12   School counselor

1st   ____ ____

Resp: ( ) ( )

2nd
Resp: ( ) ( )

18. There is no #18.

19. Can you think of any efforts in your community to stop children and adolescents from beginning to use drugs?

    1   Yes – **(Continue)**

    2   No   **(Skip to #22)**
    3   (DK)   **(Skip to #22)**
    4   (Refused)   **(Skip to #22)**

    ____ ( )

20. **(If code "1" in #19, ask:)** What programs can you recall? (Open ended and code) **(Allow three responses)** **(If respondent cannot name program, ask:)** What organization was sponsoring the effort to prevent or stop children from using drugs?

    01   Other (list)

    02   (DK)   **(Skip to #22)**
    03   (Refused)   **(Skip to #22)**
    04   None   **(Skip to #22)**
    05   HOLD

    06   "Just Say NO!"
    07   DARE
    08   Partnership for Drug Free America
    09   Church program (can't recall name)
    10   School program (can't recall name)
    11   Other programs in the community/neighborhood
    12   Coalition or Task Force

    ___

    _____

    _____

    _____

    1st
    Resp: (   ) (   )

    2nd
    Resp: (   ) (   )

    3rd
    Resp: (   ) (   )

21. Overall, would you say that the program(s) you are aware of to stop children from starting to use drugs are very effective, somewhat effective, not too effective, or not at all effective? **(If necessary, read:)** The program with which you are MOST familiar.

    1   Not at all effective
    2   Not too effective
    3   Somewhat effective
    4   Very effective
    5   (DK)
    6   (Refused)   ____(   )

22. Can you think of any efforts in your community to stop adults from beginning to use drugs?

    1   Yes - **(Continue)**

    2   No   **(Skip to #25)**
    3   (DK)   **(Skip to #25)**
    4   (Refused)   **(Skip to #25)**   ____(   )

23.   **(If code "1" in #22, ask:)** What programs can you recall? (Open ended and code) **(Allow three responses)** **(If respondent cannot name program, ask:)** What organization was sponsoring the effort to prevent adults from using drugs?

    01   Other (list)

    02   (DK)   **(Skip to #25)**
    03   (Refused)   **(Skip to #25)**
    04   None   **(Skip to #25)**
    05   HOLD

    06   "Just Say NO!"
    07   DARE
    08   Partnership for Drug Free America
    09   Church program (can't recall name)
    10   School program (can't recall name)
    11   Other programs in the community/neighborhood

                                                        1st   ____ ____
    _____ _____   Resp: ( ) ( )

             _____   2nd   ____ ____
                                                        Resp: ( ) ( )

             _____   3rd   ____ ____
                                                        Resp: ( ) ( )

24.   Overall, would you say that the program(s) you are aware of to stop adults from starting to use drugs are very effective, somewhat effective, not too effective, or not at all effective? **(If necessary, read:)** The program with which you are MOST familiar.

    1   Not at all effective
    2   Not too effective
    3   Somewhat effective
    4   Very effective
    5   (DK)
    6   (Refused)   ____ ( )

25. THERE IS NO #25

26. Who do you think SHOULD be responsible for stopping illegal drug use **(read and rotate A-C)**? (Open ended and code)

01   Schools
02   Federal government
03   State government
04   Cities/Communities/Neighborhoods
05   Churches/Place of worship
06   Families (general)
07   Parents
08   Each of us/Individuals
09   Police
10   Employers/Businesses
11   Media (TV news, TV programs, movies, advertisements)
12   Other (do NOT list)
13   (DK)
14   (Refused)

A.   Among adults

_____   (   ) (   )

B.   Among youth age 13 to 18

_____   (   ) (   )

C.   Among children 12 and under

_____   (   ) (   )

27. In your opinion, how much influence do the following have on the decision of children and adolescents to use or not use alcohol, tobacco or drugs. For each, please tell me if it has a great deal of influence, some influence, only a little influence, or no influence at all on the decision to use or not use alcohol, tobacco or drugs. How about **(read and rotate A-I)**?

1   No influence at all
2   Only a little influence
3   Some influence
4   Great deal of influence
5   (DK)
6   (Refused)

A.   Parents or other adult family members   _____ (   )

B.   Celebrities (sports, music, entertainment)   _____ (

C.   Friends and schoolmates   _____ (   )

D.   Advertisements or marketing campaigns on TV
     and the radio   _____ (   )

27. (CONTINUED)

    1   No influence at all
    2   Only a little influence
    3   Some influence
    4   Great deal of influence
    5   (DK)
    6   (Refused)

    E.   TV programs like sitcoms and cartoons   _____ (   )

    F.   Places of worship   _____ (   )

    G.   School   _____ (
)

    H.   Cable shows such music or music video programs
          on television   _____ (   )

    I.   Educational programs on television   _____ (   )

                    (ROTATE #28 AND #29)

28. During the past month, have you seen a movie, music video,
     television show or other entertainment source that showed drug use
     in a positive light? That is, showed drug use as a good thing to
     do or as something that is not dangerous.

     1   Yes
     2   No
     3   (DK)
     4   (Refused)   _____ (   )

29. During the past month, have you seen a movie, music video,
     television show or other entertainment source that showed drug use
     in a negative light? That is, showed drug use as a bad thing to
     do or as something that is dangerous.

     1   Yes
     2   No
     3   (DK)
     4   (Refused)   _____ (   )

                        (DEMOGRAPHICS)

D1. **(If "Blank" in "URBANICITY", ask:)**   Do you live within the city
     limits of **(city name from fone file)**?

     1   Yes -   **(Skip to D6)**

     2   No   **(Continue)**
     3   (DK)   **(Continue)**
     4   (Refused)   **(Continue)**   _____ (   )

D2. **(If code "2", "3" or "4" in D1 AND code "1123" in "MSA", ask:)** Do you live within the city limits of Lawrence, Waltham, Haverhill, Salem, or Gloucester?

1 Yes
2 No
3 (DK)
4 (Refused)   _____ (   )

D3. GENDER: **(Code only; do not ask)**

1 Male
2 Female
)   _____ (

D4. AGE: Please tell me your age. (Open ended **and code actual age)**

00 (Refused)
99 99+

_____   (45) (46)

D5. EDUCATION: What is the highest level of education you have completed? (Open ended and code)

1 Less than high school graduate (0-11)
2 High school graduate (12)
3 Some college
4 Trade/Technical/Vocational training
5 College graduate
6 Postgraduate work/degree
7 (DK)
8 (Refused)   _____ (47)

D6. OCCUPATION: What is your current occupation? (Open ended and code)

01 Other (list)
02 (DK)
03 (Refused)
04 Unemployed
05 HOLD

06 Student
07 Housewife
08 Retired/Disabled
09 Professional/Managerial
10 Secretarial/Clerical
11 Services/Labor
12 Sales/Retail sales
13 Farmer/Rancher
14 Military

_____   (50)   (51)

D7.   EMPLOYMENT STATUS: Are you **(read 01-08)**?

    01   Employed full-time
    02   Employed part-time
    03   Self-employed
    04   A full-time student
    05   A homemaker
    06   Retired
    07   On full-time disability, OR
    08   Unemployed

    09   (DK)
    10   (Refused)   _____ (   )

D8.   MARITAL STATUS: What is your marital status?   (Open ended and code)

    1   Single/Never been married
    2   Married
    3   Separated
    4   Divorced
    5   Widowed
    6   (Refused)   _____ (52)

(DEMOGRAPHICS CONTINUED)

D9.   Are there any children under 18 living in this household?

    1   Yes -   **(Continue)**

    2   No   **(Skip to D11)**
    3   (DK)   **(Skip to D11)**
    4   (Refused)   **(Skip to D11)**   _____ (   )

D10. **(If code "1" in D9, ask:)** How many of those children are **(read A-D)**? (Open ended **and code actual number)**

    0   None
    1   One
    2   Two
    3   Three
    4   Four
    5   Five
    6   Six
    7   Seven or more
    8   (DK)
    9   (Refused)

    A.   0 to 3   _____ (   )

    B.   4 to 7   _____ (   )

    C.   8 to 12   _____ (   )

    D.   13 to 17   _____ (   )

D11. INCOME: Is your total annual household income, before taxes,
                   over or under $35,000?

(If "Under", ask:)   Is it over or under $25,000?
(If "Under", ask:)   Is it over or under $15,000?

(If "Over", ask:)   Is it over or under $45,000?
(If "Over", ask:)   Is it over or under $55,000?
(If "Over", ask:)   Is it over or under $75,000?
(If "Over", ask:)   Is it over or under $100,000?

     1   Under $15,000
     2      $15,000 - $24,999
     3      $25,000 - $34,999
     4      $35,000 - $44,999
     5      $45,000 - $54,999
     6      $55,000 - $74,999
     7      $75,000 - $99,999
     8      $100,000 or over
     9   (DK)
     0   (Refused)   _____ (53)

(VALIDATE PHONE NUMBER AND THANK RESPONDENT)

INTERVIEWER I.D.#:

                                        (241) ‾‾‾‾‾ ‾‾‾‾‾ ‾‾‾‾‾
                                               (242) (243) (244)

tsc\larsen\ondcp-ra.512

Prepared By:

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