

THE ATTITUDINAL BASIS OF DRUG USE - 1987
CHANGING ATTITUDES TOWARD DRUG USE - 1988
ATTITUDINAL BASIS OF DRUG ABUSE: THE THIRD YEAR

**Reports From The Media-Advertising Partnership
For A Drug-Free America, Inc.**

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Prepared by:

Gordon S. Black, Ph.D
The Gordon S. Black Corporation



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**THE ATTITUDINAL BASIS OF DRUG USE
1987 REPORT**

The Attitudinal Basis of Drug Use

I. INTRODUCTION

1.1 Unselling Drugs

The **Partnership for a Drug Free America** has an ambitious mission; the objective of reducing demand by unselling any illegal drug use in the United States. Unlike most advertising, which is directed at selling a product or service, the Partnership is directed at discouraging the purchase and consumption of its three target products -- marijuana, cocaine, and crack. The Partnership's task is to marshal the resources of the advertising and media industries to produce advertising that encourages non-users not to start and encourages users to decrease or terminate their use.

This objective underscores the direction and intent of this research. This research project was commissioned by the Partnership for two purposes: (1) to provide information that might be useful in the design of advertising aimed at discouraging drug use, and (2) to track the effectiveness of the advertising effort itself, over time.

The first objective is the one toward which this report is directed. The results that are reported here are based on the first wave of the research which was conducted in February, 1987. The wave involved interviews with 7,325 respondents across the United States. These anonymous respondents were recruited at shopping malls and other central locations. They were asked to fill out a questionnaire concerning their attitudes toward, and their use of, illegal drugs.

The Partnership's objective of unselling drugs poses a somewhat different task than is customary for this type of research. Normally, a research study is directed toward the objective of identifying those attitudes or factors which are instrumental in facilitating the sale of a particular product. In normal research, one looks for attitudes, values, and orientations that appear to increase the likelihood that a product will be purchased.

In this instance, by contrast, the research must be directed at identifying attitudes and factors that could be instrumental in inducing consumers not to use the illegal drugs at all, or to reduce the use of these drugs if they are current users.

1.2 The Partnership for a Drug Free America

The Partnership for a Drug-Free America is a volunteer, private sector coalition of the advertising communities -- all of those who work together in the fields of advertising, media, and public communication. The coalition brings together a number of national associations:

- The American Association of Advertising Agencies
- The Association of National Advertisers
- The National Association of Broadcasters
- The American Advertising Federation
- The Outdoor Advertising Association of America
- The Station Representatives Association
- The Magazine Publishers Association

- The Advertising Council
- The Association of Independent Television Stations
- The Television Bureau of Advertising
- The Radio Advertising Bureau
- The Newspaper Advertising Bureau.

Although this is an impressive list of national associations, the **Partnership** is in reality the thousands of individuals in media who are providing free air time and space and thousands more who are creating, producing, directing, acting in, and editing the advertising without charge. They are creating the television, radio, newspaper, and magazine advertisements that have appeared across the United States. The supporting cast includes the people in agencies all across the country who have solicited stations, magazines, and newspapers on behalf of the Partnership, and the thousands of people who feel this effort is so important that they have intervened to make it possible for the ads to be placed in the media without cost.

To understand the breadth of the Partnership, the effort constitutes the largest single advertising effort ever undertaken in the United States, and it is entirely a volunteer enterprise.

Finally, those of us who have conducted the research are indebted to three people for their support: Richard T. O'Reilly, the very gifted National Director who guided our efforts until his untimely death in August of 1987, Thomas Hedrick, the Partnership's Marketing Director who very ably stepped in to keep the momentum going, and Fred Posner, of NW Ayer, who managed to understand that research companies also have to work for paying clients when they do volunteer work.

1.3 Objectives Of The Partnership

The objectives of the Partnership are ambitious, but they are consistent with our best understanding of the communication task we face with drug abuse. They are:

- Decreased acceptance of drug use
- Increased social disapproval of use
- Increased awareness of risks
- Increased communication by parents
- Decreased demand over time

The Partnership's task is to create a multi-faceted, multi-dimensional, multi-targeted, multi-media campaign aimed at supporting the objectives above.

1.4 The Research Objectives

The research is a three to four wave tracking study, where the first wave is essentially a base line measurement of the attitudinal basis of drug abuse. The objectives of this research are easy to state:

- To provide information useful to the design of advertising.
- To obtain some specific recall measures of the advertising.
- To track attitudinal changes over the course of at least the first three years of this advertising effort.

The first wave analysis was completed in November of 1987. That information has been provided to the Creative Review Committee and Management Board.

1.5 The Research Committees/Experts

THE BASIC RESEARCH DESIGN EVOLVED FROM THE RESEARCH AND STRATEGY TASK FORCE

Fred Posner
NW Ayer

Jim Donius
NW Ayer

Jackie Silver
Backer Spielvogel Bates

Jim Crimmons
DDB Needham

Leonard Bayer
Gordon S. Black Corporation

David Clemm
Gordon S. Black Corporation

Laurie Robertson
NW Ayer

Stuart Agres
Lowe Marschalk

Lew Pringle
BBDO

Gordon S. Black
Gordon S. Black Corporation

Tony Adams
Campbell Soup Company

Joy Jones
NW Ayer

John Brodsky
NW Ayer

THE DESIGN OF THE QUESTIONNAIRE WAS AIDED BY A DISTINGUISHED PANEL OF EXPERTS

Charles Schuster
Director
NIDA

Dr. Edgar Adams
Research Director
NIDA

Dr. Beatrice Rouse
NIDA

Dan Langdon
Director of Public Information
Phoenix House

Lloyd Johnston
Program Director
Institute of Social Research
University of Michigan

Douglas Lipton
Deputy Director
Substance Abuse
State of New York

The research design was prepared originally by the Research and Strategy Committee, under the direction of Mr. Fred Posner. The first draft of the questionnaire was prepared by Dr. Gordon S. Black, who also supervised two large pre-tests. The final draft of the adult questionnaire involved the support and generous involvement of the people on the committee and the experts above. Ms. Jackie Silver was primarily responsible for the children's (9-12 year old) questionnaire.

1.6 The Contributions of the Research Companies

The **GORDON S. BLACK CORPORATION** volunteered its services to take the lead in developing the questionnaire and directing the research. Its activities on behalf of the Partnership were contributed at direct cost, with all professional and managerial time given at no cost. The overall direction of the study, and the analysis, was provided by Dr. Black, with support by Mr. Leonard Bayer, Mr. David Clemm, Ms. Bernice Stillings, Ms. Debra Hutchinson, and others within the firm.

This study has a number of unusual characteristics that are worth noting:

- The largest mall intercept study ever conducted.
- The largest attitudinal study of drug abuse.
- The analysis involves four separate studies, with 16 different primary models, and more than 140 possible explanatory variables for each model.

The actual administration of the research was carried out by over 100 research firms who specialize in mall intercept research. They contributed the more than 7,000 interviews. All of the shipping to and from the more than 250 locations, both research firms and colleges, was contributed by Federal Express, resulting in a substantial savings to the entire effort.

This research could not have been completed without the enthusiastic support of hundreds of very dedicated men and women, who gave willingly of their weekends and evenings to complete this project. A full list of the firms involved is contained in the next page, which is a reproduction of an ad that appeared in the Marketing News. Even the "thank you" ad was a contribution.

THANKS TO SOME BIG HEARTS, FOR A VERY BIG EFFORT

MARKETING RESEARCH ASSOCIATION PARTICIPANTS

Advanced Research, Cincinnati, OH
Arkansas Answers Inc., Little Rock, AK
Barbara Nolan Research, Altamont Springs, FL
Bartels Research, Fresno, CA
Bennett Opinion Centers, N. Charleston, SC
Bennett Research, Allston, MA
Cagle Research, Macon, GA
Central Surveys, Shenandoah, IA
Colorado Market Research, Denver, CO
Consumer Opinion Services, Inc., Seattle, WA
Consumer Pulse of
Baltimore, MD
Charlotte, NC
Cleveland, OH
Colorado Springs, CO
Detroit, MI
Houston, TX
Los Angeles, CA
Milwaukee, WI
Philadelphia, PA
Washington, DC
Datatrack Inc., Grand Rapids, MI
Detroit Marketing Services, Southfield, MI
E.S. Field Services, Boise, ID
Field Facts
Schenectady, NY
Sraten Island, NY
Hampton, VA
Durham, NC
Trumbull, CT
The Field House, Overland Park, KS
Ford Research Services, Rochester, NY

Friedman Marketing Research
Boulder, CO
Tallahassee, FL
Jackson, MS
Memphis, TN
Marrero, LA
Des Moines, IA
Council Bluffs, IA
Phoenix, AZ
Pine Bluff, AK
Seattle, WA
Detroit, MI
Middletown, NY
Gayle's Force, Tulsa, OK
Harron Associates, Greenwood, IN
I.D. Dunn Interviewing, Tampa, FL
Irwin Research, Jacksonville, FL
J.J. & L. Research, Philadelphia, PA
Jean M. Light Interviewing, Miami, FL
Key Research, Houston, TX
L.C.N. Field Service, Keams, UT
L & E Research, Raleigh, NC
Las Vegas Surveys, Las Vegas, NV
Leibowitz Market Research, Charlotte, NC
Markteam Associates, St. Louis, MO
Market Research of Toledo, OH
Maryanne Marketing, Roanoke, VA
Mid-America Research, Mt. Prospect, IL
Nichols Research, Newark, CA
North Cal Inquiries, Redding, CA
Performance Plus
Framingham, MA
Danbury, CT
Personal Opinion, Louisville, KY

Polly Graham & Associates
Birmingham, AL
Gadsden, AL
Probe Research, Dallas, TX
Quick Test Opinion Centers
San Antonio, TX
Clearwater, FL
Vernon Hills, IL
Massapequa, NY
Moorestown, NJ
Atlanta, GA
Nashville, TN
Burnsville, MN
Oklahoma City, OK
Houston, TX
Rosen Research, Cleveland, OH
Ruth Diamond Market Research, Buffalo, NY
Ruth Elliott Market Research, Dayton, OH
Santelli Market Research, Pittsburgh, PA
South Coast Research, Anaheim, CA
T.I.M.E.
St. Clairsville, OH
Erie, PA
Taylor Research, San Diego, CA
Teresa McCarthy Associates, Syracuse, NY
Trends, Chicopee, MA
Utah Market Research, Salt Lake City, UT
Vaga Field Services, Flint, MI
Wade West
Greensboro, NC
Bellevue, WA
Long Beach, CA
Daly City, CA
Corpus Christi, TX
St. Louis, MO

Because of these firms, the Media-Advertising Partnership for a Drug-Free America, Inc. was able, in February, to complete the benchmark phase of one of the largest advertising tracking studies ever undertaken in the United States, involving nearly 7500 mail-intercept interviews.

And they did it for nothing; providing their best skill, professionalism, and commitment to one of the most important causes in America—reducing the use of illegal drugs.

And a special thanks to the Board and members of the Market Research Association, which endorsed the effort and encouraged member firms to participate.

Gordon S. Black
President
GORDON S. BLACK CORPORATION

Although we could design the effort, it could never have been accomplished without your support. The tracking study, like the advertising effort against drugs, is designed to run for three years. Through the analysis of the tracking study data, we will learn more about what we need to say and how to say it to those people who need to hear it. The Media-Advertising Partnership is committed to soliciting \$1.5 Billion in media time and space over the next three years, and your effort is essential to making that program effective.

Thank you! We told them that you would come through, and you certainly did!

Richard T. O'Reilly
National Director
THE MEDIA-ADVERTISING PARTNERSHIP
FOR A DRUG-FREE AMERICA

II. REVIEW OF THE STUDY METHODOLOGY

2.1 Study Chronology

The following is a brief review of the chronology of events in the generation of the data set from the first wave of research.

- January, 1987: Pretest of questionnaire (in Denver and Rochester).
- January, 1987: Questionnaire finalized by committee of expert consultants.
- February, 1987: Data collection.
- March, 1987: Data entry.
- April, 1987: Data cleaned, edited, and weighted.
- May, 1987: Data compared with SRC study on high school seniors.
- June, July, 1987: Data compared with NIDA data.
- August, 1987: Final adjustments in weighting.
- September-November: Analysis conducted.

2.2 Overview Of Sampling Methodology And Site Selection

The study was conducted by screening prospective respondents at central mall locations and central college locations across the United States.

- Interviews were conducted by 98 field services at 150 malls and other central locations.

- These locations were chosen to approximate:
 - A correct regional distribution.
 - A correct central city/suburban/rural distribution.
- Throughout the United States, 122 colleges and universities participated.
- These were selected according to the following criteria:
 - Correct regional distribution.
 - Type of school:
 - 2 year/4 year - public/private - religious/secular
 - Size of school.

Although the study was not a full national probability study, every effort was made to obtain the closest possible approximation to a fully representative national sample. The Primary Sampling Units (PSU's), i.e., the mall locations and the colleges, were selected with the intent of replicating the overall population as closely as possible.

2.3 The Samples And The Weighting

Overall, there were four discrete samples: children between the ages of 9 and 12, teenagers between the ages of 13 and 17, college students, and a national sample of adults. The sample sizes were as follows:

- Children 9 - 12: N = 884
- Teenagers 13 - 17: N = 798
- College Students: N = 942
- Adults: N = 4,737

Where necessary, the data were weighted to project the counts to the total population. These adjustments included the following variables:

- Region (All)
- Race within region (All)
- Age (By year) (All)
- Sex (Teenagers)
- Type of School (College)

On the whole, the largest weights were to compensate for sample imbalances by age. Because of the importance of age, each year was corrected to represent its true proportion.

2.4 A Comparison with NIDA Household/High School Seniors

The primary purpose of this study was to establish the baseline for tracking attitudes as they changed during the Partnership's program. The research measured drug use as an important variable that was related to the respondent's basic attitudes, but the character of our sampling methodology can only approximate a national sample. Therefore, the findings in this research for the use of drugs are inherently less reliable than those found through the work of the National Institute of Drug Abuse (NIDA).

NIDA funds two major national tracking studies: the national household study and the national study of high school seniors and young adults. (Conducted by Dr. Lloyd Johnstone of the Survey Research Center at the University of Michigan).

One major task was to analyze the basic similarities and differences among these two invaluable data sources and the current one. Underlying comparable demographic factors in these studies were compared. Data from the current study were weighted to match them to the two NIDA studies. This effort was undertaken with the considerable cooperation of Dr. Beatrice Rouse of NIDA and Dr. Lloyd Johnstone of the Survey Research Center of the University of Michigan.

A comparison of these data and the two Federal studies reveal both similarities and differences:

- On the whole, differences with the high school data for 1986 are small, with the exception of cocaine use in the past 30 days, where the SRC has 6.2% and this study has 13.7%.
- The attitudes toward the "risk" of marijuana and cocaine use are very similar in the SRC and GSBC studies.
- The data on college students from the SRC sample are also quite similar to those found in the GSBC Study, and the data on young adults (18-27) in the two studies are virtually identical.
- The GSBC study consistently shows higher levels of marijuana and cocaine consumption than the data on use from the NIDA national household sample of teenagers.
 - The discrepancy is greatest for cocaine use, particularly cocaine use in the past 30 days and in the past year.
 - Marijuana use is also lower in the NIDA data, but the difference is not as great as with cocaine.
 - The NIDA data on young adults report lower consumption figures than for the GSBC data, but the differences are much closer than for teenagers.

Although these differences are of no particular importance for the purposes of the GSBC study, the pattern of discrepancy is interesting. For the most part, the SRC drug use data on high school seniors, college students, and young adults are very similar to the GSBC data. Given the radically different sampling techniques and locations, the degree of similarity is surprising and striking, particularly on the comparable attitude measures.

Both of these studies use written questionnaires that are filled out under conditions that guarantee considerable confidentiality. In both instances, there is no practical way an interview can be associated with a specific individual in the study.

The other NIDA study was conducted within a household. There is a question of whether this environment constitutes a "threatening environment" for children who are asked to participate in the study, particular the younger children. Every effort was made in the household study to reassure the respondents that the information they impart to the interviewer is confidential. At the same time, will the users entrust that information to a stranger when the interview is conducted directly in the home, usually with the parents or spouses at home, if not present within the room?

The pattern of findings suggests the possibility that the interviewing circumstances were threatening, particularly to younger respondents.

- The discrepancy between the reported use is greater among the teenagers than among the young adults.
- The discrepancy is greater for cocaine (the more opposed drug by parents) than for marijuana.
- The discrepancy is greater for recent behavior on both drugs than for past behavior with both drugs.

The data in the GSBC study are derived from a different and less representative method of sampling respondents, and the differences reported above may be solely a product of the samples. At the same time, the pattern here is somewhat surprising and suggests the possibility of a different interpretation; i.e., **that interviews in a household lead to under-reporting by vulnerable respondents.** The tables showing these comparisons are in the appendix.

2.5 The Multivariate Design

The fundamental dependent variables in this analysis are variables that measure reported drug use, present and future. These are the variables the analysis attempts to explain, and they include marijuana and cocaine use during the past twelve months as well as likely use of both drugs during the next twelve months. The analysis centers around these four variables.

The independent or predictor variables include over 100 factors, organized into different logical groups. These include the following:

- Attitudes and beliefs about the use of drugs: 37 items
- First use of drugs and substances: 8 items
- Risk of using substances under different conditions: 12 items
- Friends using substances: 8 items
- Difficulty of obtaining substances: 5 items
- Appeals of use: 17 items
- Reasons for not using drugs: 26 items

On the whole, these items are measured using a consistent scale for every item within a group. The purposes of the multivariate analysis are several:

1. To greatly reduce a list of 113 factors to those which have the best predictive power with regard to the four dependent variables that measure drug use, past and future.
2. To develop a series of models which show the relationships between these variables and drug use, identifying in the process, those variables which have the greatest predictive value.
3. To evaluate the relative importance of variables drawn from each of the different sets above, for the purpose of determining which variable category is the most powerful and predictive.
4. To eliminate variables that have little predictive merit, even to the point of eliminating them from subsequent waves of the research.

The method for conducting this analysis is through regression analysis. Although this method has some limitations for this type of data, it is by far the fastest and most efficient way to proceed. There is a vast amount of information contained in these four separate studies, and efficiency is a central criterion for getting the job accomplished.

The problems of the analysis are compounded by the high degree of multicollinearity within particular variable sets. For example, nearly all of the attitudes and beliefs are correlated; i.e., people who agree with one item are likely to agree with a second, and so forth.

Moreover, most of the variables in the questionnaire are related to one degree or another with drug use and the differences are in the degree of the association.

In this analysis, our primary objective is to reduce and simplify a complex set of associations into several relatively simple and straightforward models -- models that provide guidance for those directing the creation of advertising.

III. A SUMMARY OF PRINCIPLE FINDINGS

3.1 The Pattern of Drug Use

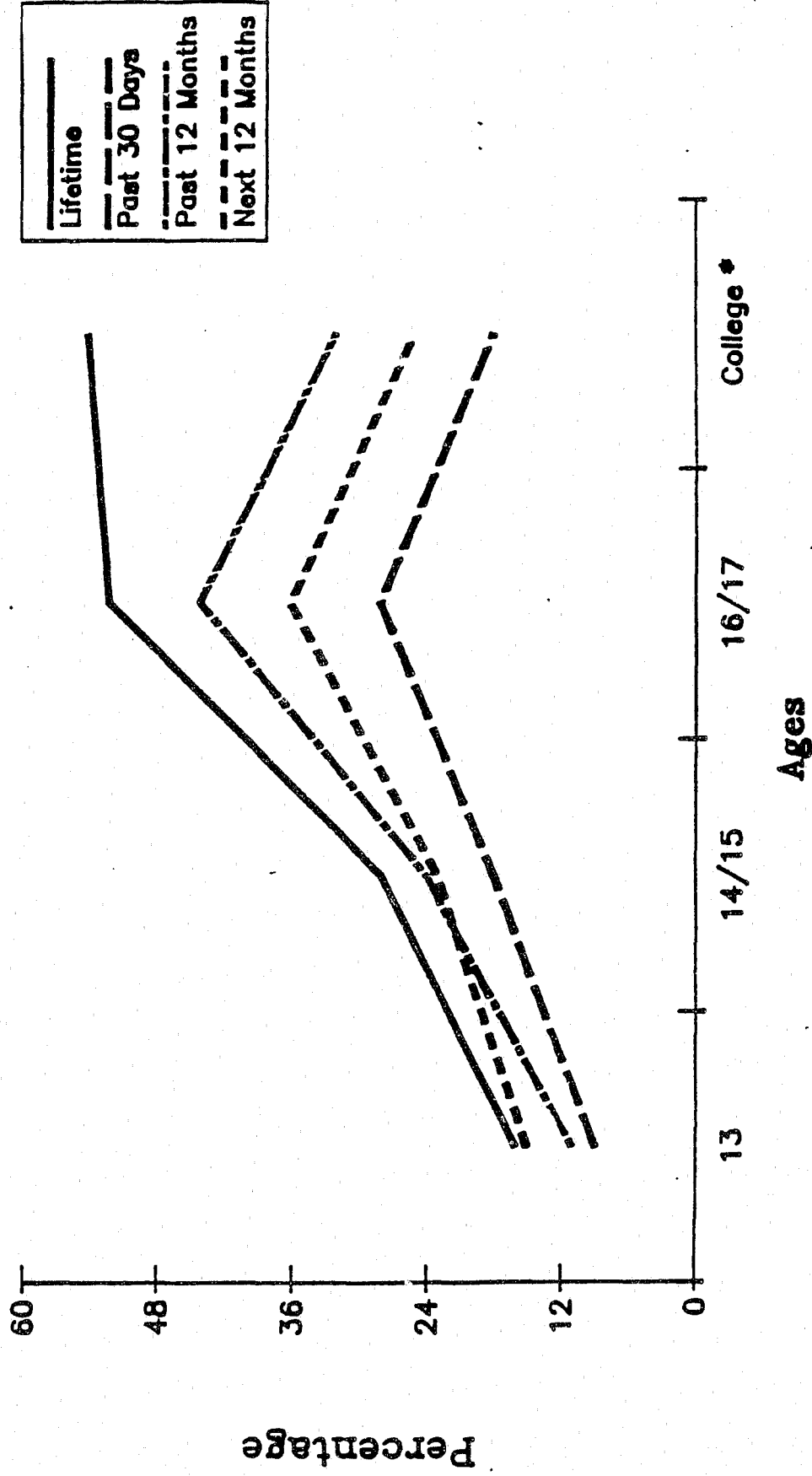
The actual pattern of drug abuse as disclosed in this research is very similar to the findings reported in other national studies. The incidence of marijuana, cocaine, and crack use by age are reported in the tables that follow these comments. Several observations are worth noting at this point, because they pertain to other parts of this report.

- Both marijuana and cocaine use are already established by age 13.
 - 16% of children aged 9 through 12 have already been approached to buy or use drugs.
 - 15% of the 9 to 12 year olds agree it's easy to get marijuana.
 - By age 13, 12% report having tried marijuana and 8% have tried cocaine.
- The incidence of all forms of use increases steadily into the late 20's, when it starts to decline.
 - Lifetime cocaine use peaks at 38% among those 26 to 30, and lifetime marijuana use peaks at over 70%.
 - College students report lower use patterns than their non-college counterparts.
 - "Lifetime use" reflects the pattern of exposure through experimentation over time, and the growth in "lifetime use" as one moves younger demonstrates the increasing penetration of drugs during the Sixties, Seventies, and early Eighties.

Although one might be optimistic about the future use of drugs based on the data that show that respondents intend to use less drugs during the next 12 months, this finding has been present in other studies during years in which no decline in drug use was apparent.

PATTERN OF MARIJUANA USE

Teens - College

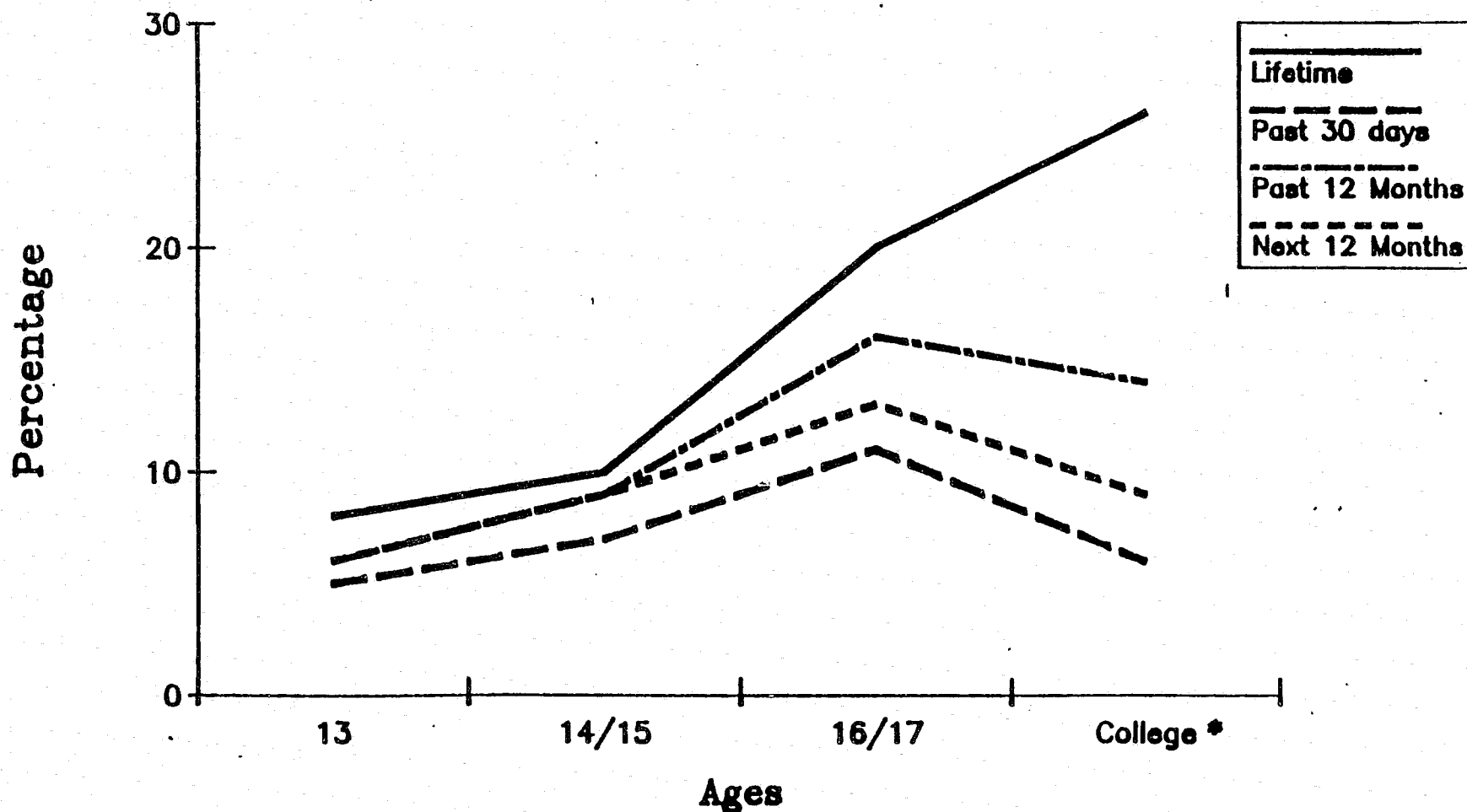


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* College Students all ages.

PATTERN OF COCAINE USE

Teens – College



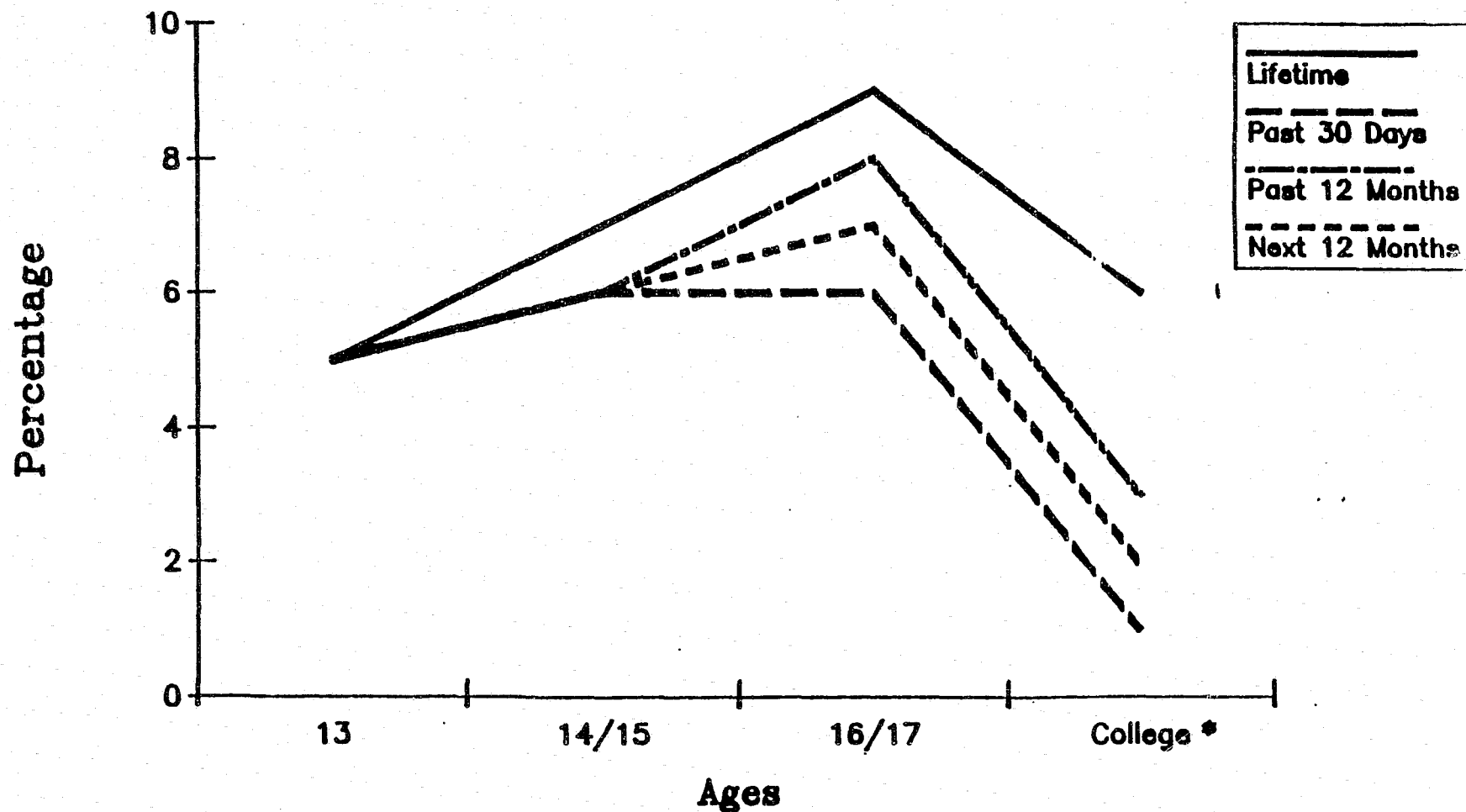
* College Students all ages.



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PATTERN OF CRACK USE

Teens – College



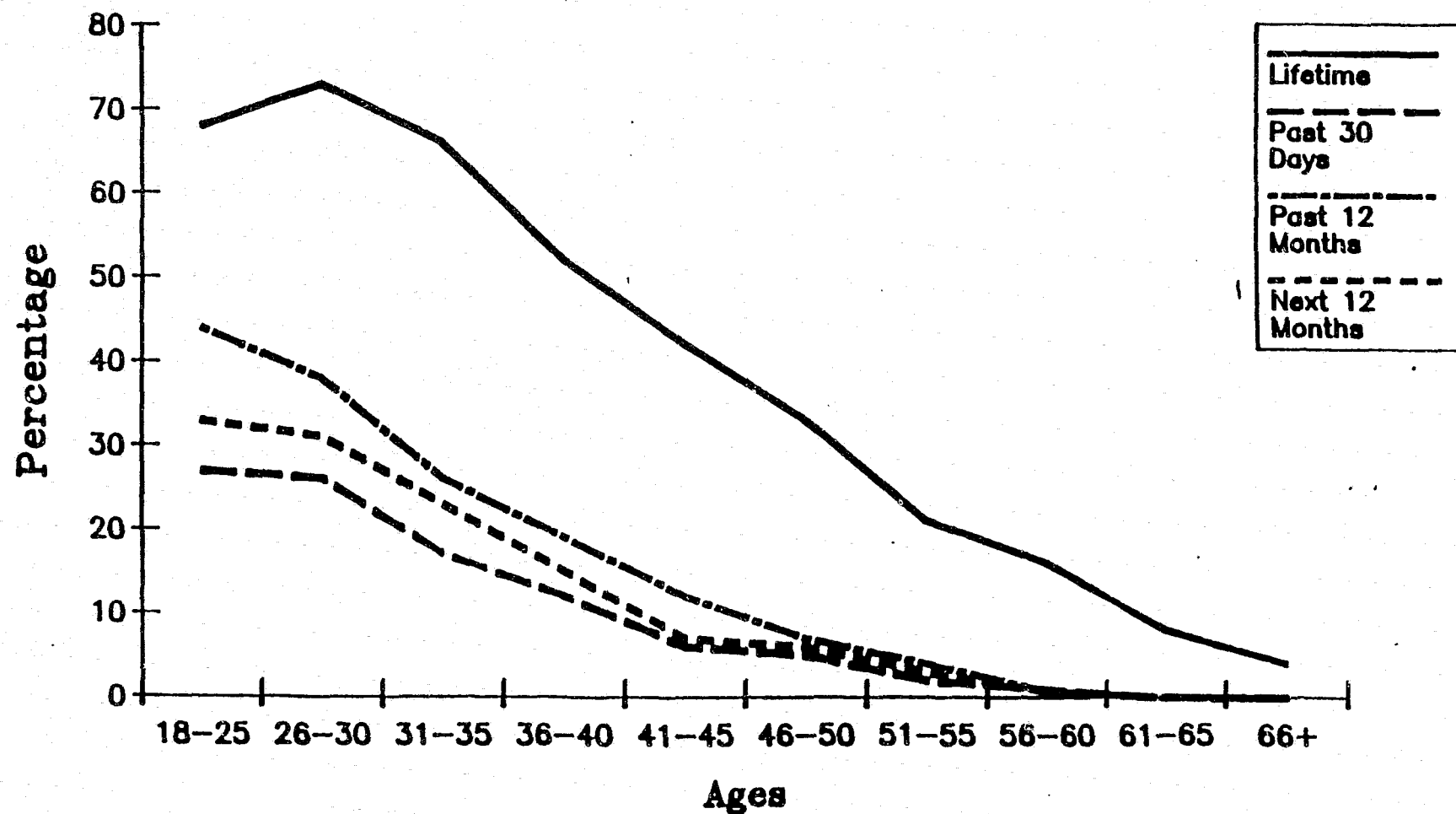
* College Students all ages.



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PATTERN OF MARIJUANA USE

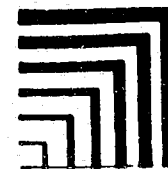
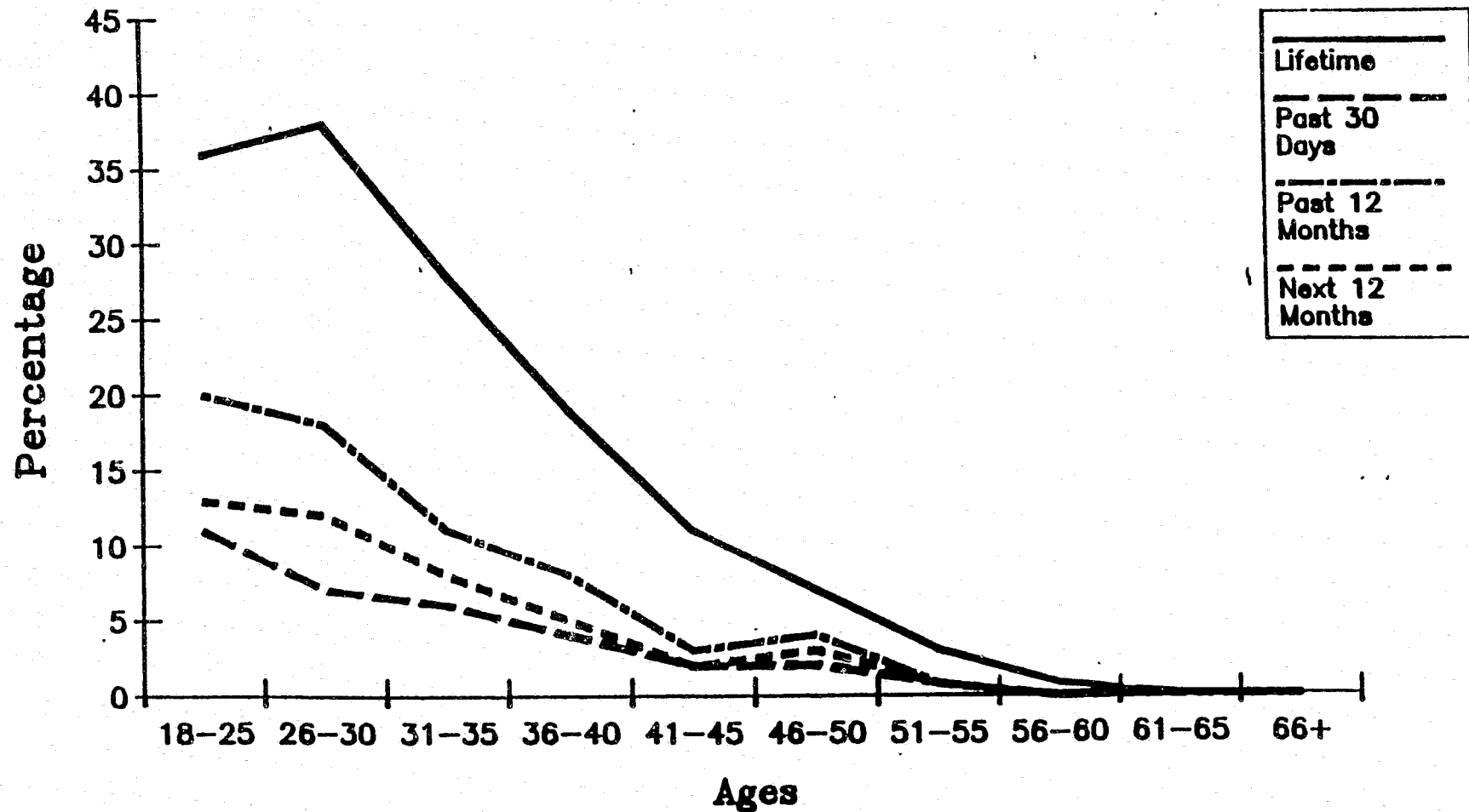
Adults



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PATTERN OF COCAINE USE

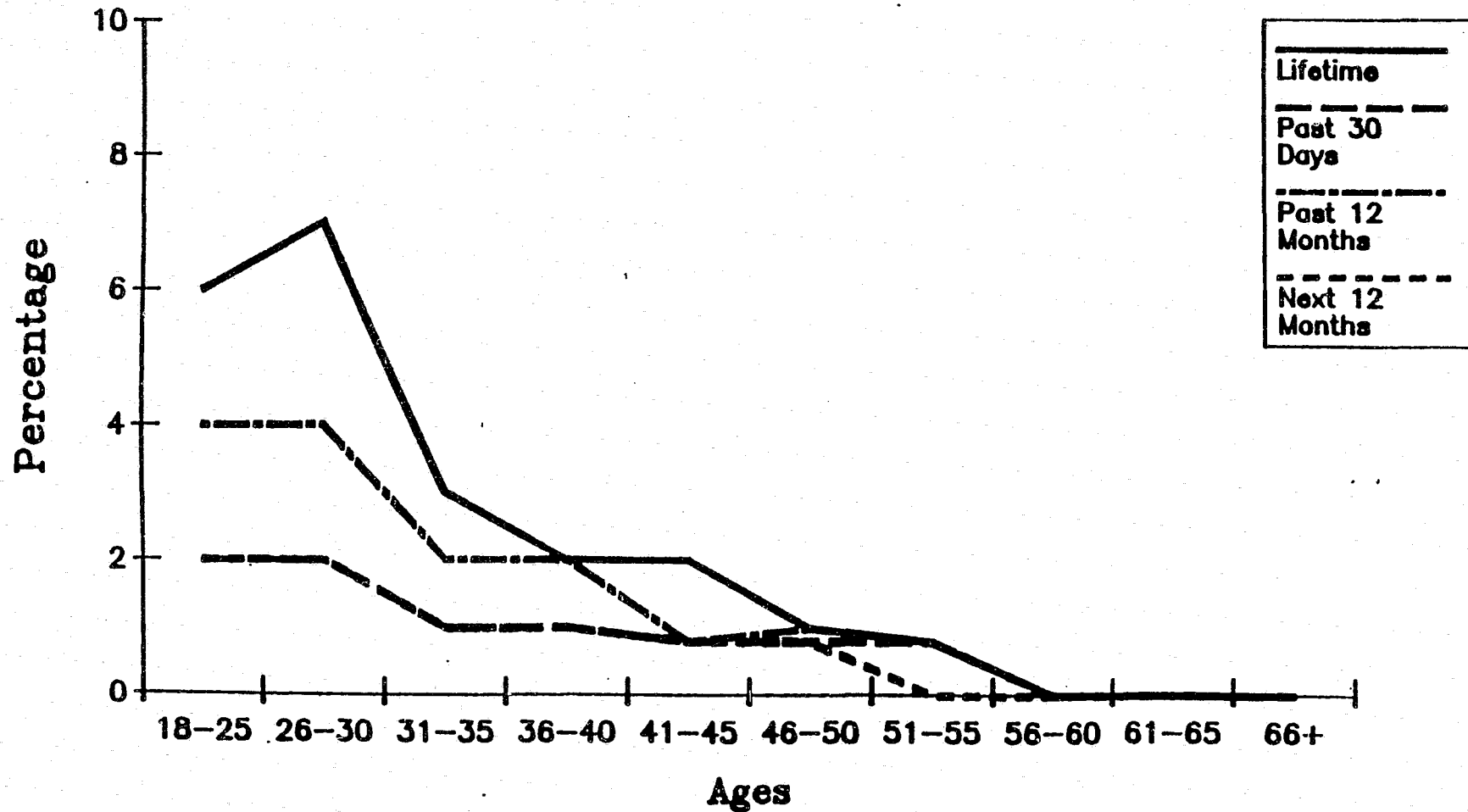
Adults



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PATTERN OF CRACK USE

Adults



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3.2 The Vulnerability of the 9 to 12 Year Olds

A different questionnaire was administered to children ages nine through twelve. In this questionnaire, children were asked some of the questions posed to adults, but the questionnaire was specifically written for this age group. In particular, the children were not asked directly about drug use. They were, however, asked about a number of issues known to be related to a vulnerability to drug use.

Summary of Key Findings:

1. Exposure already has taken place for many in this group:
 - 16% have been approached to buy or to use drugs.
 - 15% agree it is easy to get marijuana, and 7% agree cocaine is easy to get.
 - 13% have friends who already use marijuana.
2. Social pressures and factors support drug use and abuse:
 - 39% say it's hard to say "no" to friends about drugs.
 - 37% say drug users are "popular."
 - 31% believe drug users have many "friends."
 - 26% believe people can easily stop if they want.

Key Factors Driving Vulnerability

The purpose of the multivariate statistical analysis was to isolate and identify the key factors producing higher levels of vulnerability to drug abuse. Among the 9 to 12 year olds, the key factors increasing vulnerability included the following, in order of their importance:

1. Talking to older siblings is the single strongest predictor of early vulnerability to drug abuse; i.e., those whose older siblings talk to them about drugs are more vulnerable.
2. Peer group influences are the second most influential factor predicting vulnerability to drug abuse:
 - Just talking with their friends about drugs;
 - They would do what their friends do, and it's hard to say no to their friends;
 - Positive images of drug users are a contributing factor to increased vulnerability;
 - The belief that drug users are not different contributes to vulnerability.
3. Fear is the major deterrent to drug use among this age group:
 - The fear is a fear of getting hooked, particularly to cocaine;
 - But 10% of the respondents would like to try crack just once, and this attitude increases vulnerability.

By far the most important finding is the extraordinarily important role that older siblings play in increasing the vulnerability of their younger brothers and sisters. This is not a role which the older siblings wish to play, but they play it none the less. 60% of teenagers greatly fear influencing their brothers and sisters with their use of pot and 66% greatly fear influencing them with their cocaine use.

3.3 The Vulnerability of Teenagers

Although the pattern of drug abuse vulnerability is emerging quite clearly during pre-teenage years, the pattern of abuse rises sharply throughout the teenage years. That pattern is supported by a set of factors that shape the degree of teenagers' vulnerability. The incidence of some of these factors by age is shown in the tables that follow the findings.

The importance of various factors in promoting teenage vulnerability is a product of a multivariate analysis performed to isolate the individual contribution of the various attributes measured in the study. The following are some of these results:

Summary of Key Findings

1. The age of first use is the single most powerful predictor of the current frequency of abuse; i.e., the earlier one begins the pattern of abuse, the greater the frequency of abuse today and the less likely the reduction in the future.
 - The average age of first use for marijuana and cocaine appears relatively constant for teenagers.
 - 15% to 20% of the teenage age cohort groups report trying marijuana by age 13.
 - 4% to 5% of the teenage age cohort groups report trying cocaine by age 13.
2. Among teenagers, all drug use - present and future - is related to having friends who use.
 - The relationship is so strong among teenagers that: If your child has friends who smoke marijuana and do coke, then your child probably does the same.

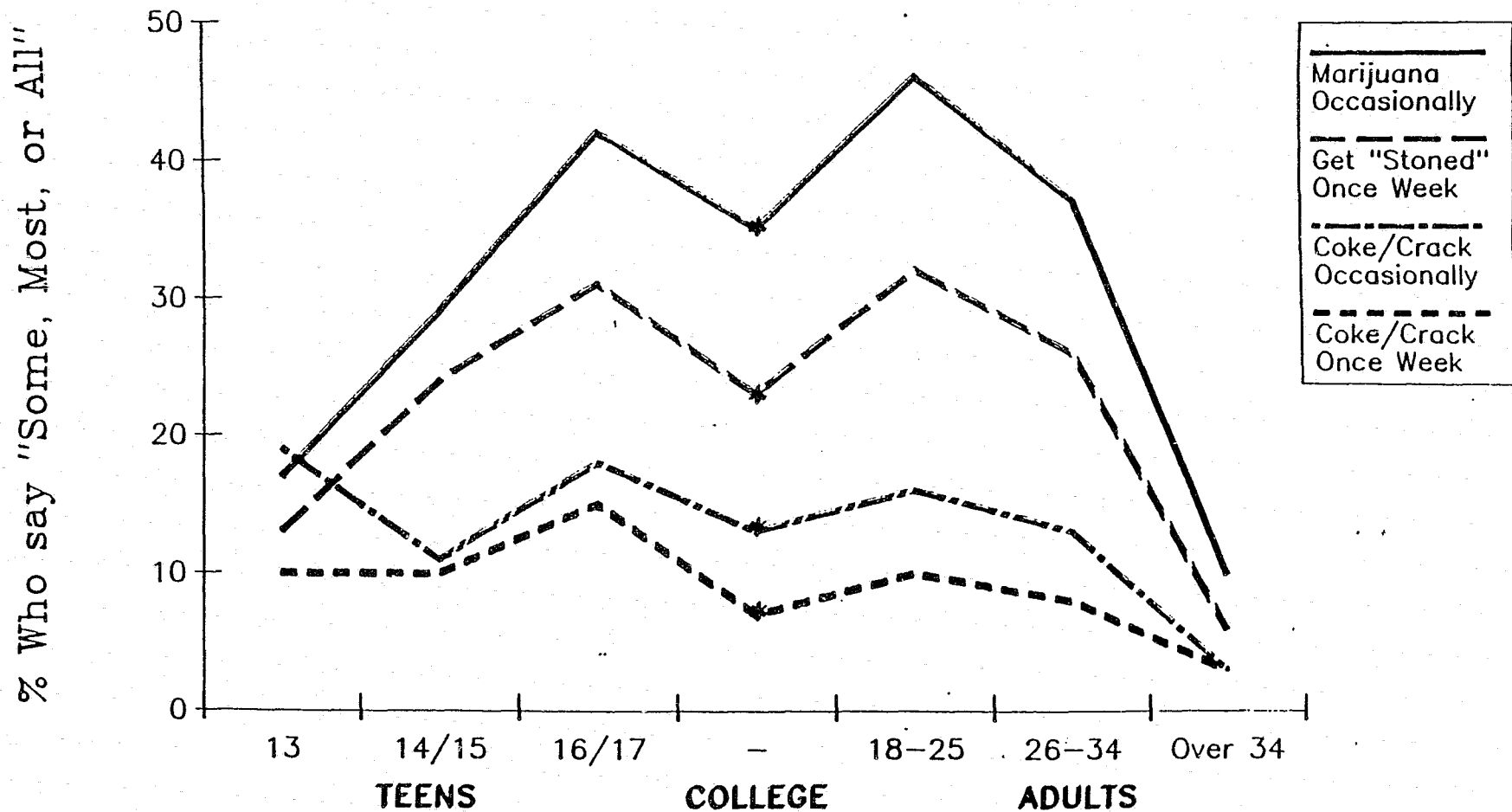
3. Teenagers' fear of marijuana overall is not a good predictor of their use of marijuana. To the extent that teenage users fear anything:
 - 48% of regular teenage users fear getting caught by the law.
 - 38% fear influencing siblings with their behavior.
 - 36% fear impure marijuana.
 - 29% fear the impact on school performance.
4. The approval of the use of drugs at parties drives drug use among teenagers:
 - 22% of teenagers agree that it's fun to have drugs at parties.
 - Only 53% agree that they don't like to hang around drug users.
5. Other attitudes that are strongly pro-drug use among teenagers:
 - 29% see drug users as popular.
 - 28% believe drugs are just part of growing up.
 - 25% believe pot increase creativity.
 - 24% don't know or believe coke not risky.
 - 22% report they like being high on drugs.
 - 11% say it's OK to sell coke to a friend.
 - 10% would like to try crack just once.
6. The reported ease of obtaining cocaine and crack increases dramatically during teenage years and is related to cocaine use.
 - 13% of the 13 year olds report that it's easy or fairly easy to obtain cocaine and crack.
 - 25% of the 14 and 15 year olds report that it's easy or fairly easy to obtain cocaine and crack.
 - 38% of the 16 and 17 year olds report that it's easy or fairly easy to obtain cocaine and 30% report that it's easy or fairly easy to obtain crack.

7. Teenage cocaine users report significant fears about drug use:

- 65% fear getting caught by parents.
- 59% fear impure cocaine or crack.
- 58% fear physical damage.
- 58% fear psychological damage.
- 51% fear reaction of school authorities.
- 51% fear becoming dependent upon the drug.

FRIENDS WHO USE DRUGS

(Some/Most/All)



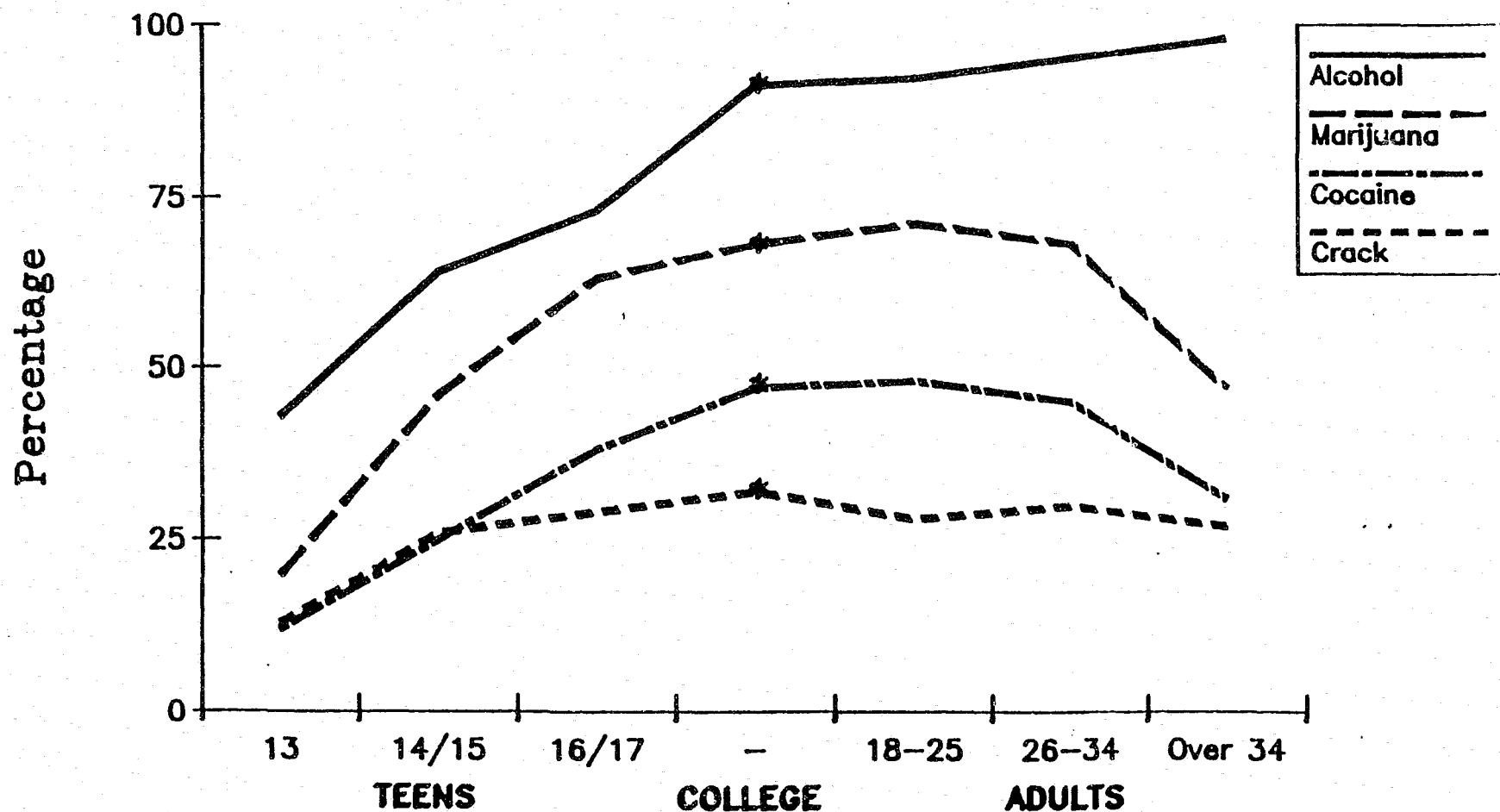
* College Students all ages.



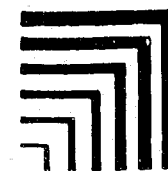
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EASE OF OBTAINING

(Easy/Fairly Easy)



* College Students all ages.



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The Factors Driving Teenager Vulnerability

The following is the order of importance of the various factors in producing a higher degree of vulnerability and drug abuse among teenagers.

1. The age of the first use of marijuana and cocaine, and the age of first regular use strongly predicts future marijuana and cocaine use.
2. The number of friends who use marijuana predicts marijuana use, and the number of friends who use cocaine predicts cocaine use.
3. Fear of dying predicts lower cocaine use; fear of getting hooked predicts lower marijuana use. People who fear getting caught with cocaine are less likely users.
4. Those who think its fun to have cocaine at a party are more likely to be users.

3.4 The Vulnerability of College Students

College students show a distinctly lower level of use of drugs than high school students in our data, and they are even more markedly lower than people their age not attending college. Also, the college students display a different patterns of fears and concerns about drugs and drug abuse.

Summary of Key Findings

1. Among regular marijuana users in college:
 - 58% fear getting caught by the law.
 - 49% fear impure marijuana.
 - 47% fear reaction of parents.
 - 38% fear impact on school performance.

2. Regular cocaine users in college show markedly more concerns:
 - 75% fear reaction of parents.
 - 73% fear dying from crack use.
 - 67% fear getting caught by the law.
 - 65% fear impure cocaine or crack.
 - 61% fear dying from cocaine.
 - 60% fear reaction of school authorities.
3. Many college students have attitudes which are supportive of continued drug use:
 - 32% see drug users as no different from others.
 - 27% believe that using cocaine is a status symbol.
 - 22% report that cocaine makes the user feel powerful.
 - 22% feel that drugs help you forget your troubles.
 - 21% say parties are more fun with drugs.

Key Factors Driving Vulnerability

1. Having friends who get stoned on pot is the best predictor of marijuana use, and age of first using marijuana is a good predictor of current use.
2. Age of first using cocaine is the best predictor of cocaine use.
3. Attitudes shape both marijuana and cocaine use, particularly the attraction of use at parties, attitudes toward drugs as stepping stones, the perceived riskiness of cocaine, and basic acceptance of use as a part of growing up.
4. Cocaine use is lower among those who think it's hard to get. This relationship is not true of marijuana use.
5. The more college students perceive cocaine as risky, the less they are using it. That is not true for high school students and teenagers, nor is it true for marijuana.
6. College students who fear feeling guilty are less likely users of marijuana and cocaine, and this is not true for teenagers or adults.

3.5 The Vulnerability of Adults

When we speak of adults, we are really speaking about distinctly different groups. First, there are the young adults, mostly between 18 and 35, who are the worse abusers of drugs. Second, there are those between 35 and 50 who came of age during the generational excesses of the sixties and seventies. This group still has abusers, but a much lower overall use pattern. Finally, above the age of 50 drug abuse is relatively uncommon.

Summary of Key Findings

1. Among regular adult users of marijuana:
 - 52% fear getting caught by the law.
 - 36% fear impure marijuana.
 - 34% fear negative influence on children or younger siblings.
 - 28% fear the reaction of their parents.
2. Regular adult users of cocaine are much more fearful than those who use marijuana:
 - 68% fear dying from crack use.
 - 65% fear getting caught by the law
 - 65% fear reaction of employers.
 - 62% fear impure cocaine or crack.
 - 61% fear physical damage.

3. Attitudes of parents that make it more difficult for them to prevent drug abuse among their children:
 - 51% think their kids will never take drugs.
 - 43% think their kids don't have the money to buy drugs.
 - 31% think their kids have never been exposed to drugs.
4. Some attitudes also support the use of drugs by adults:
 - 29% think cigarettes are worse than pot.
 - 26% think it's OK to smoke pot in private.
 - 20% feel that cocaine is a status symbol.
 - 11% feel that occasionally cocaine use is not risky.

The Key factors Driving Vulnerability Among Adults

1. Age of first use of cocaine and age of first use of marijuana.
2. Fear of reaction of loved one or spouse.
3. Fear of psychological effects.
4. Friends who are using cocaine (not seen for marijuana).

3.6 The Vulnerability of Parents

The data suggest that there is substantial uncertainty and perhaps misconception among parents about their children. Fully 25 to 35 percent consistently respond that "they are not sure" concerning their children's behavior concerning drugs. Moreover, substantial groups believe that their children are not at risk, even though drug usage reports suggest that majorities of children are likely to use marijuana and nearly four in ten will use cocaine.

- 51% believe their kids will not take drugs.
- Only 34% believe their kids will actually try drugs, with 30% who aren't sure.
- 50% believe their kids have never tried drugs.
- But 61% report that drugs have affected children they know.

The parents do report efforts to engage in behavior aimed at dealing with the possibility of drug use by their children:

- 70% have discussed the dangers of drug use with their children and 71% have expressed strong disapproval of drug use to them.
- 36% have discussed their concern with the parents of children who use drugs.
- Only 11% have complained to school officials about the use of drugs by other children at school, and only 8% have reported suspected drug use to the police.
- In all, only 6% have removed drugs from their children's possession.

3.7 The Demographics of Drug Use

The demographics of drug use are important because they suggest the kinds of models and settings that are appropriate for targeting advertising as part of the program. Drug use is now so pervasive, however, that abuse is relatively common among every social group and in every part of the country. Therefore, while the differences described in the following summary are differences of degree, not of kind, they do provide some guidance.

Summary of Key Demographic Findings

1. Women today are nearly identical to men in their use of marijuana and cocaine.
2. Blacks and Hispanics are more likely to be drug abusers than the general public.

3. Drug abuse is more common among the very affluent and the very poor, and is significantly less common among middle income groups.
4. Regular church attendance is strongly related to much lower levels of drug abuse among all populations.

3.8 The Vulnerability of Hispanics

The Hispanic sample is not large enough to produce interpretable results for children, teenagers, or colleges students. Normally, we do not interpret a sample of less than 100, and these three have samples of between 50 and 60.

However, a review of these few cases showed a pattern where Hispanics were in most instances similar in their responses to non-Hispanic whites. The similarity between the Hispanics and non-Hispanic Whites would suggest that a separate campaign in terms of content is unnecessary, although it is obviously important to develop commercials that use Hispanic settings and individuals.

In the adult sample, there are nearly 300 Hispanics, which provides a confidence interval of plus or minus 5.7 percent. Within this group, it is possible to make comparisons between Blacks, Whites, and Hispanics on the full range of variables.

Summary of Key Findings

1. Hispanics are much less inclined than Blacks or Whites to fear the effects of drugs.
 - 19% agree that they are not scared of drugs; 12% for others.
 - They are twice as likely to see slight or no risk to the cocaine use.
 - But, Hispanics are more likely to report becoming hooked on cocaine -- 6% for Hispanics compare with 3% for Blacks and 2% for Whites.

2. Hispanics appear to engage in more pro-active behavior aimed at discouraging drug use.
 - They are much more likely to report having attempted to discourage use among their friends or their children.
 - 19% report removing drugs from their kids, compared with 10% for Blacks and 5% for Whites.
 - But, Hispanics are much more likely to believe that their children will not use drugs, contrary to the evidence that their children use drugs equally with White children.

3.9 The Vulnerability of Blacks

In every sample but the adults, Blacks show a pattern of greater vulnerability to drug use than Whites. Among children nine to twelve, the Black children are twice as likely to have been approached to buy or use drugs than White children -- 27% for Blacks to 13% for Whites. Among the teenagers, 18% of the Blacks have used cocaine in the past year and 35% have used marijuana, and that is contrasted with 11% for cocaine and 30% for marijuana in the rest of the population. Even among adults, marijuana use is slightly higher for Blacks than for the rest of the sample, but the difference is small.

By any standard, Blacks are at greater risk for the use of marijuana and cocaine than Whites. Moreover, that use begins at a slightly earlier reported age for Blacks. Among Blacks, 23% of the teenagers tried marijuana by age 13 and 12% tried cocaine by that age; contrasted for Whites with 16% for marijuana and only 5% for cocaine.

The question, of course, is "why" and what role, if any, attitudinal differences play in these differences in use.

Before summarizing some of these differences between Whites and Blacks, it is important for the reader to know that the similarities between White and Black attitudes and behavior far exceed the differences. On the whole, there are many, many relatively small differences where Blacks are slightly more favorable toward drugs than Whites. Generally, the two demographic groups are quite alike in their views on most issues. The differences are differences of relatively small degree.

Summary of Key Findings

1. The most profound differences between Blacks and Whites is found in the youngest group -- the nine to twelve year olds.
 - 27% of the Black children have been approached to buy or use drugs; 13% for Whites.
 - 39% of Black children say it's easy to obtain marijuana, and 16% say it's easy to obtain cocaine; with 11% and 6% respectively for Whites.
 - Black children see the drug users as "popular" and having "lots of friends."
 - As popular; 46% for Blacks and 29% for Whites.
 - As having lots of friends; 33% for Blacks and 16% for Whites.
 - 28% of the Black children think drug users are "no different"; with 13% for Whites.
 - Many Black children (27%) think drug users are good at sports; or are good students (20%), and these attitudes are not as shared by Whites (16% and 7% respectively).
2. Although Black teenagers tend to be exposed earlier and show a greater frequency of drug use, Black teenagers' attitudes are generally quite similar to those of Whites.

- By far the greatest and most important difference is in the variables that measured the perceived harmfulness of using both marijuana and cocaine.
 - 25% to 29% of the Black teenagers perceive no risk in using cocaine and/or marijuana, whether occasionally or regularly.
 - Only 6% to 12% of the White teenagers see no risk in using these drugs in the various situations.
 - Black teenagers rate drugs of nearly every type as "more attractive" than Whites.
3. The attitudes of Black college students are very similar to those of White college students, with some attitudes slightly more positive and others slightly more negative.
 4. The largest difference between Black and White adults is that Blacks are more likely to find it easy to obtain marijuana, cocaine, and crack. The percentages of Black adults saying it is very easy to obtain marijuana, cocaine, and crack are 44%, 34%, and 31%, as contrasted with 27%, 17%, and 14% for Whites.
 - Adult Blacks are less likely to see drug users as boring or stupid or foolish, and they are more likely to believe that occasional cocaine use is not risky, and that cigarettes are worse than marijuana.
 - Black and White parents have similar expectations of their children's behavior with regard to drugs.
 - Black adults show consistently less pro-active behavior than Whites, although the differences are small.
 - Black and White adults have very similar fears as to the consequences that might come from drug use.

3.10 Major Recommendations

9 to 12 year olds:

1. All efforts at educating children -- by schools, parents, and the advertising of the Partnership and others -- must push into these lower age groups!
2. The idea of the drug user as "popular", the local "hero", must be dispelled, using "negative" images of drug users as models.

3. The role of the older sibling provides an avenue for attacking the defenses of teenagers, who do not want the responsibility for negatively influencing their younger brothers and sisters.
4. The role of "friendship" needs to emphasize the pro-active aspect of discouraging drug use among friends.
5. Parents must become better aware of the risks that are already apparent for their pre-teens.

Teenagers:

1. Emphasize the need to delay the onset of the first use of drugs.
 - Arm parents with the knowledge of the risk of early use by children, and the likelihood of early use.
 - Aim educational programs at the early teenage years.
2. Evaluate ways to make friendship an asset against drug use, as opposed to a liability.
 - Responsibility inducing themes to emphasize what a real friend is.
 - Give parents ways to detect drug use among children.
 - Emphasize the importance of expressing social disapproval of drug use, teaching them how to be a friend.
3. Point out the impact of older siblings on younger siblings.
4. Attack the notion that it's fun to have drugs at parties by pointing out how stupid the behavior of the drug users is, a point which teenagers agree with.
5. Avoid too many death and dying themes, but use the fears of getting caught, impure drugs, physical and psychological damage, etc.

College Students:

Many of the recommendations made concerning teenagers apply to college students. We obviously cannot push the age of first use up, but the data support the need to do that with the younger children. Also, all of the themes about responsible friendship hold for college students. Finally, the use of drugs at parties is as significant with college students as with teenagers.

College students have more fears than the teenagers about drug use in general. These fears constitute themes that can be emphasized without concern about the credibility of the advertising. They also have more realistic fears about death from cocaine and crack, and they are afraid of both impure cocaine and impure marijuana.

These elements provide thematic material which may prove useful in the development of advertising and other materials.

Adults:

The findings listed in section 3.5 provide many of the themes that can be developed as part of the campaign. Obviously, parental responsibility themes are already a part of the overall campaign, and these are valuable. In addition, many of these adults are amenable to "social responsibility" themes concerning the consequences of their behavior. Do they really want to support the violence, the terror abroad, and the corruption at home that are the necessary products of their "right to use" drugs?

Moreover, we have yet to develop themes that help adults understand what they can do when they confront drug abuse at parties, on the job, or elsewhere. What is their responsibility for their friends and families? And, how can parents, as influencers, deal more effectively with instilling a strong anti-drug ethic in their children?

Parents:

1. Continue the emphasis of "pro-active" behavior among the parents.
2. Encourage other forms of "pro-active" behavior such as working with school officials, neighborhood groups, local police, etc., to control the distribution of drugs.
3. Support parents with information about the probable behavior of children and how to detect it, particularly by noting the actual behavior of children, especially the risks for very young children.

Demographics of Drug Use

1. Use more female, Black, and Hispanic actors and actresses, with appropriate themes and in appropriate settings.
2. Consider developing "social responsibility" themes directed to appeal to people who think of themselves as "liberal."
3. Focus greater emphasis on young adults not in college, particularly the ages of 18 to 30 where abuse is the most severe.

Hispanics:

1. On the whole, the message content designed for Whites is also appropriate for Hispanics.
2. Ads should be designed to appeal to Hispanics using Hispanic settings and characters, with the obvious caution that the Hispanic community is itself ethnically very diverse.
3. Attitudinally, Hispanics appear to fear the effects of drugs less than Whites, and fear may be a less viable tactic in this community.
4. Hispanic parents are more pro-active concerning drugs, but they underestimate significantly the likelihood that their children are vulnerable.

Blacks:

1. We must have a more frequent use of Black characters and situations involving Blacks in our commercials, because of the consistently greater incidence of use among Black young people.
 - This is particularly true for pre-teenage children, where Blacks are twice as vulnerable as Whites.
 - For Black teenagers, early exposure and "teen pressure" for exposure are factors that require attention.
 - If the ads could do anything for these children, it would be to dispell the view of drug users (and sellers) as popular and having many friends.
2. Blacks report a greater "ease of access" to drugs, suggesting that drug sellers can operate more in the open within the Black community than within the White.
 - Parents of Black children should be told how easily their children can obtain drugs.
 - This greater ease of access is also a statement of how community standards and institutional constraints serve to restrict the openness of the drug dealers and sellers. Ads should be aimed at these institutional audiences, e.g., police, schools, neighborhood groups, churches, etc.
3. Media and education must be specifically developed for dealing with the greater vulnerability of Black children.
4. The percentage of Black teenagers who perceive no risk in drug use is extremely high, and it is a point of ignorance that needs to be attacked with Black characters and situations.
5. Among college students, the ads can be very similar for Blacks and Whites.

IV. DIRECTION OF ADDITIONAL TRACKING RESEARCH

4.1 Purpose of the Tracking Research

While it is impossible to precisely say what "causes" shifts in attitudes and values, one objective of this research is to measure whether such shifts are taking place during the course of this massive effort by the Partnership. The first wave of research was conducted in February of 1987, and the results are presented in this report. The second wave of the research is being done at approximately the same time in 1988.

If we are to change behavior concerning drugs, we must effect changes in the attitudinal underpinnings of drug abuse that have been so obvious in these data. The second wave of this study will allow us to measure if such changes are taking place, and to estimate what contribution the advertising is making toward those changes.

4.2 Schedule of the Second Wave of Research

- Interviewing: February 20th through March 20th.
- Data Entry/Cleaning/Editing: March 1st through April 30th
- First available Data: May 15th.
- Final Reporting: June 30th.

Information on the second wave of the study will be released on a final schedule set by the research committee and the overall leadership of the Partnership. In total, over 8000 interviews should comprise the data base for the second wave.

APPENDIX

COMPARISON TABLES

SRC - GSBC



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SRC - GSBC COMPARISON
HIGH SCHOOL SENIORS

	<u>SRC (85)</u>	<u>GSBC</u>
Ever used:		
Marijuana	54%	44%
Cocaine	17%	18%
Daily use of:		
Marijuana	4.9%	6.6%
Cocaine	0.4%	0.0%
Used in last 30 days:		
Marijuana	25.7%	30.1%
Cocaine	6.7%	13.7%
Used in past year:		
Marijuana	40.6%	43.4%
Cocaine	13.1%	15.2%



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SRC - GSBC COMPARISON
HIGH SCHOOL SENIORS

	<u>SRC (85)</u>	<u>GSBC</u>
Great risk in trying marijuana:		
Once/twice	15%	12%
Occasionally	25%	28%
Regularly	70%	71%
Great risk in trying cocaine:		
Once/twice	34%	33%
Regularly	79%	88%



SRC - GSBC COMPARISON
YOUNG ADULTS *

	<u>SRC (85)</u>	<u>GSBC</u>
Daily use of:		
Marijuana	5.2%	7.7%
Cocaine	0.2%	0.3%
Use in last 30 days:		
Marijuana	24.9%	29.3%
Cocaine	8.7%	8.2%
Use in past year:		
Marijuana	40.6%	42.5%
Cocaine	19.9%	19.9%

* Young Adults are defined as 18-27 years old



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SRC - GSBC COMPARISON
COLLEGE STUDENTS *

	<u>SRC (85)</u>	<u>GSBC</u>
Daily use of:		
Marijuana	3.1%	4.1%
Cocaine	0.1%	1.3%
Used in last 30 days:		
Marijuana	23.6%	18.2%
Cocaine	6.9%	5.5%
Used in past year:		
Marijuana	41.7%	32.3%
Cocaine	17.3%	14.0%

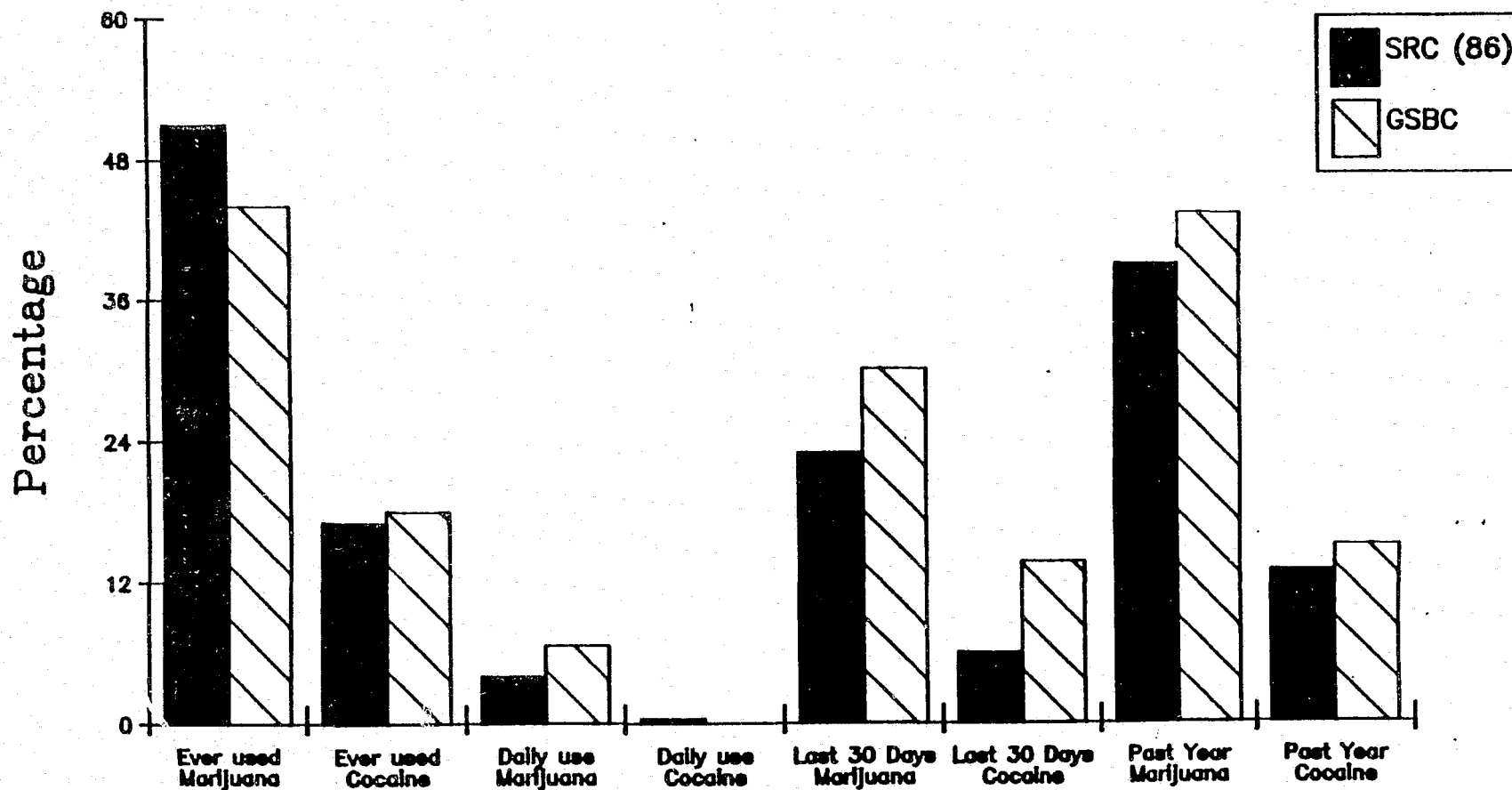
* The age sample used in the GSBC data reflects the age groups used in the SRC study for comparison purposes.



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SRC — GSBC COMPARISON

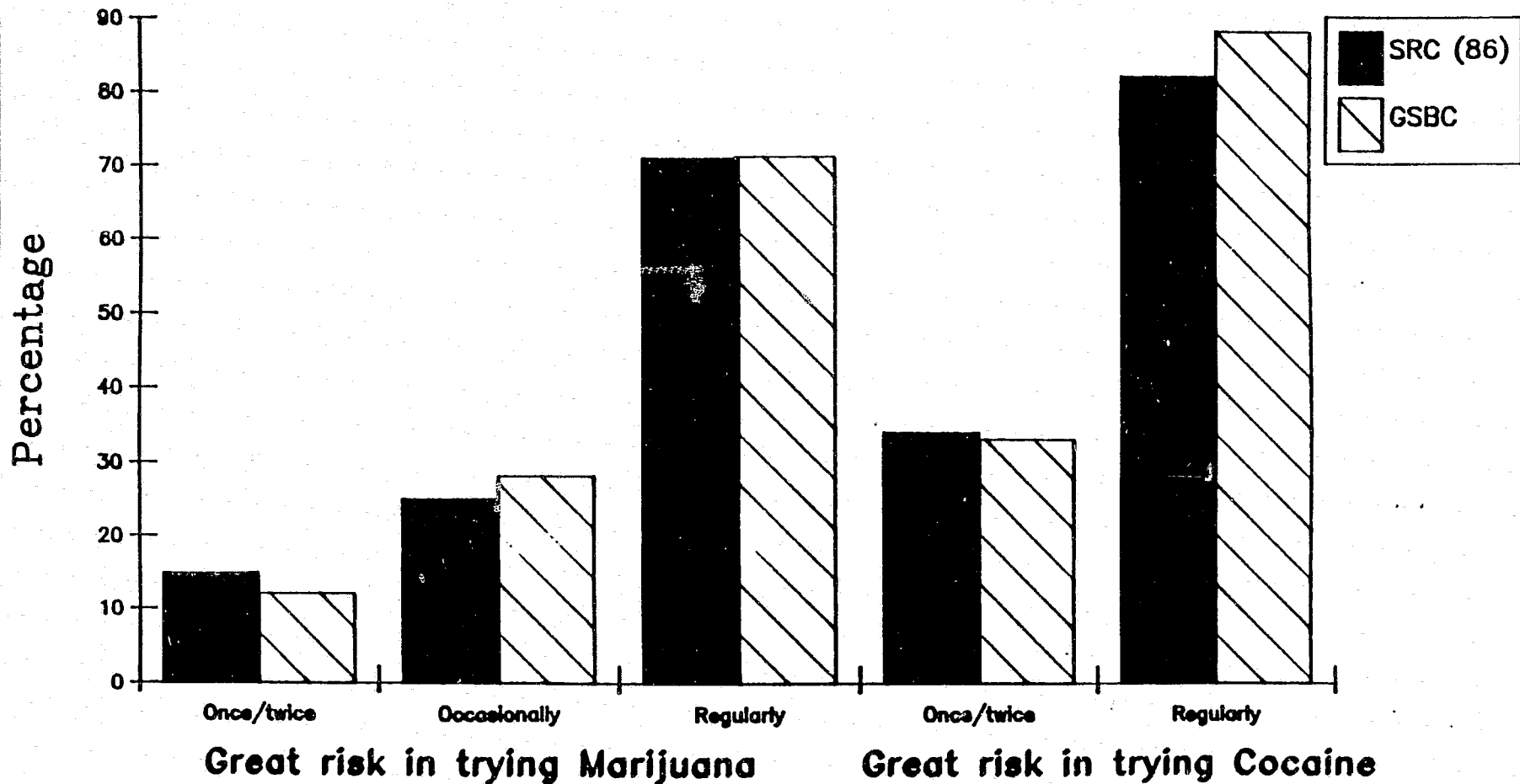
High School Seniors



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SRC — GSBC COMPARISON

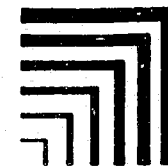
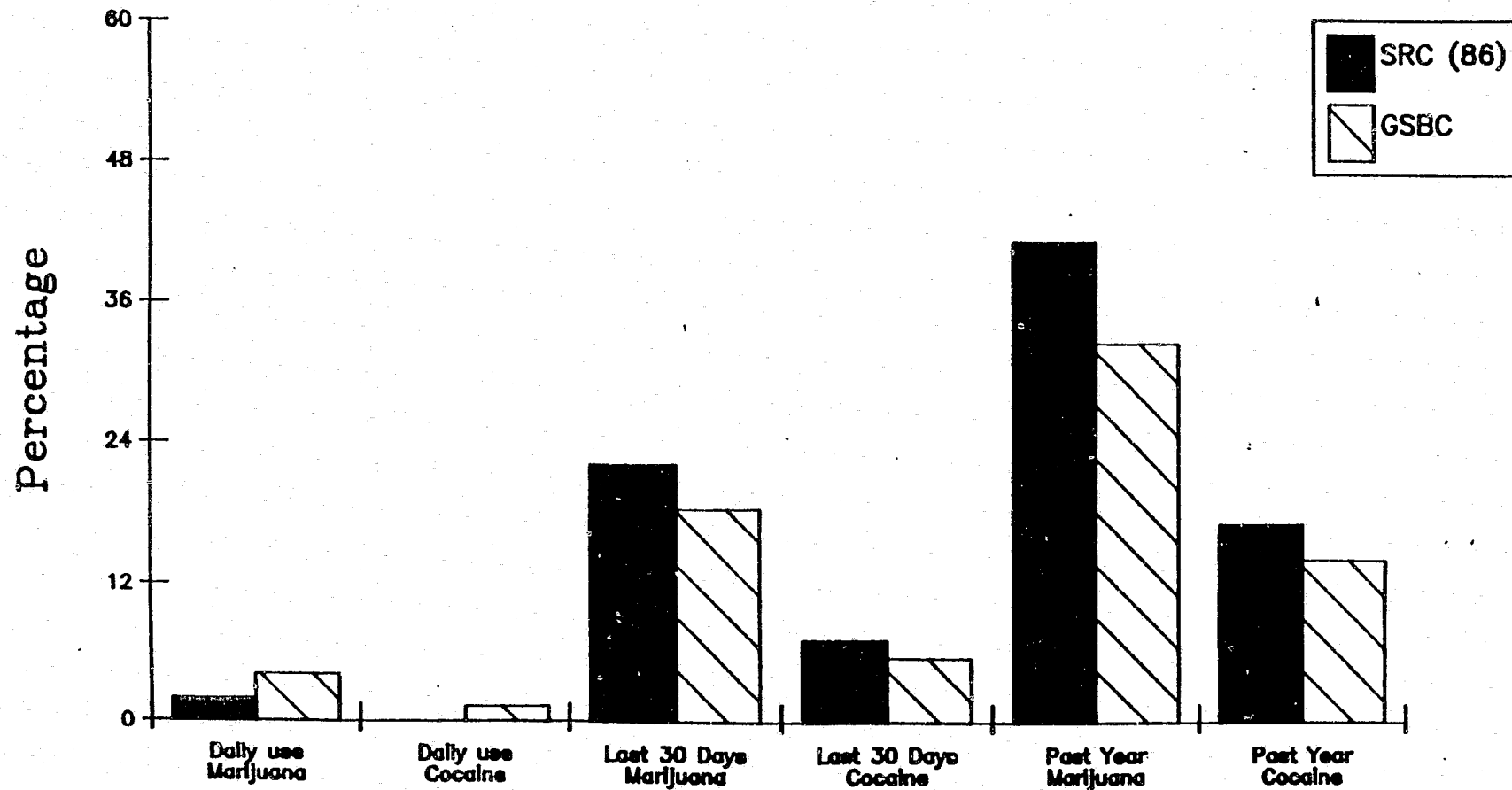
High School Seniors



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SRC — GSBC COMPARISON

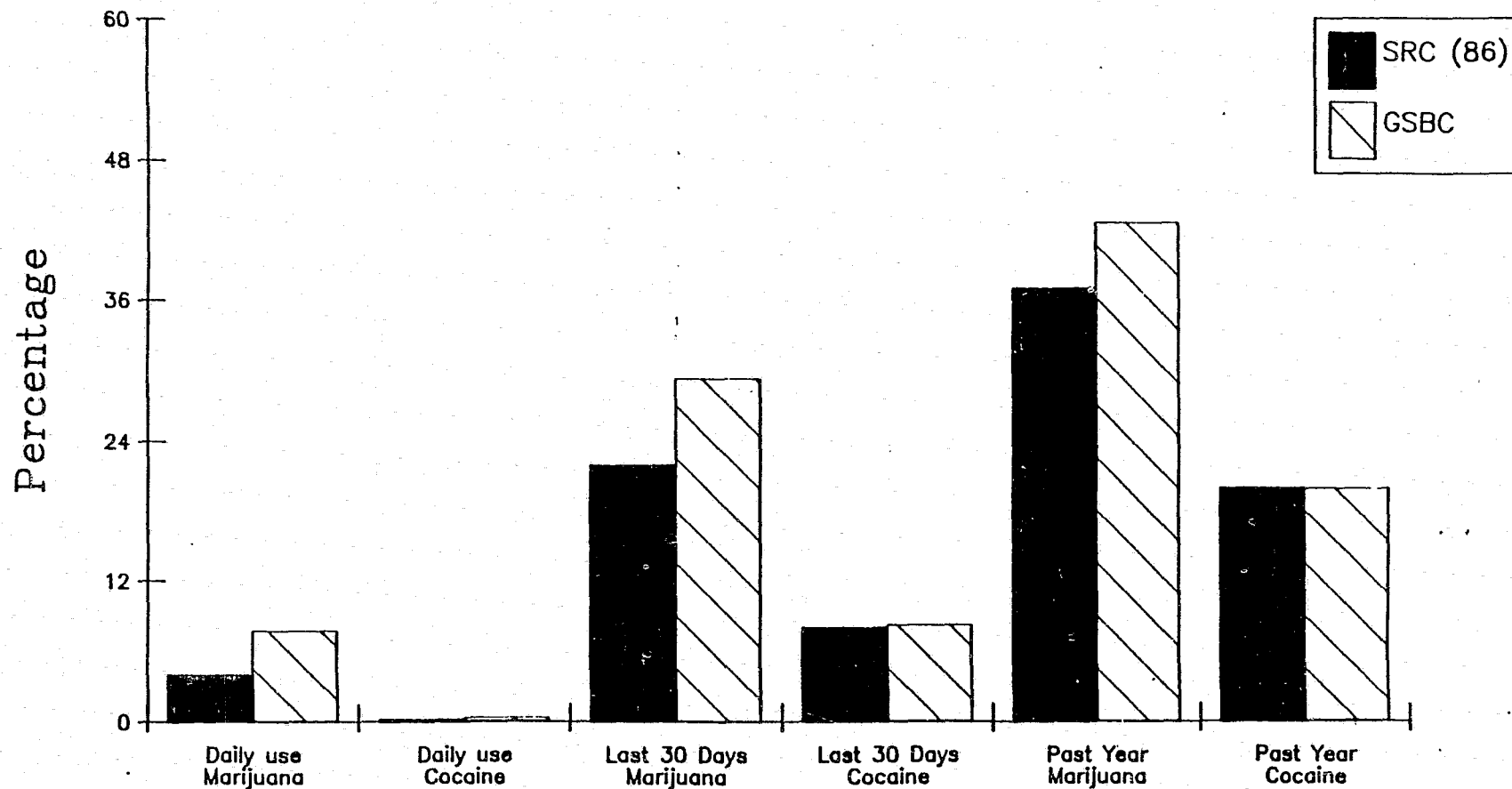
College Students



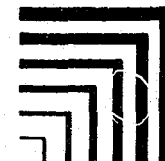
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SRC — GSBC COMPARISON

Young Adults



* Young Adults are defined as 18-27 years old



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COMPARISON TABLES

NIDA - GSBC



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NIDA - GSBC COMPARISON
TEENAGERS (13 - 17 YRS.)

	<u>NIDA (85)</u>	<u>GSBC</u>
Use in last 30 days:		
Marijuana	12.3%	20.5%
Cocaine	1.8%	8.4%
Use in past year:		
Marijuana	20.0%	29.7%
Cocaine	4.4%	11.1%
Use in lifetime of:		
Marijuana	23.7%	29.7%
Cocaine	5.2%	13.5%

* All GSBC percentages exclude 12 year olds, while NIDA percentages include them.



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NIDA - GSBC COMPARISON
YOUNG ADULTS

	<u>NIDA (85)</u>	<u>GSBC</u>
USE IN PAST 30 DAYS:		
Marijuana	21.9%	29.3%
Cocaine	7.7%	8.2%
USE IN PAST YEAR:		
Marijuana	37.0%	42.5%
Cocaine	16.4%	19.9%
USE IN LIFETIME OF:	(1972 - 1985)	
Marijuana	60.5%	73.0%
Cocaine	25.2%	38.8%



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CHANGING ATTITUDES TOWARD DRUG USE 1988 REPORT

CHANGING ATTITUDES TOWARD DRUG USE

The First Year Effort of the Media-Advertising
Partnership for a Drug-Free America, Inc.

Gordon S. Black, Ph.D
President, Gordon S. Black Corporation

The Executive Summary

1.1 THE OBJECTIVES OF THE RESEARCH:

Two years ago, the **Partnership for a Drug-Free America** set out to help "unsell drug use" in the United States. The objective was to marshal the resources of the advertising and media industries to produce advertising that discourages the purchase and consumption of illegal drugs and encourages the formation and growth of attitudes and behavior antagonistic toward consumption. Since the beginning of April, 1987, this advertising has been appearing in media all over the United States.

This report has two main functions for the Partnership: First, to summarize the changes in attitudes that have occurred during the first year. Second, to analyze the relationship between those changes and the advertising effort of the **Media-Advertising Partnership for a Drug-Free America**.

The objective of this analysis is to compare matched samples of Americans obtained through two waves of research conducted a year apart. The **benchmark wave** was completed during February of 1987, before any **Partnership** advertising had begun, and the second wave was completed during February and early March of 1988. The sample sizes of the two waves are as follows:

	<u>Wave 1</u>	<u>Wave 2</u>
• Children 9 - 12:	N= 881	1,190
• Teenagers 13 - 17:	N= 798	1,031
• College Students:	N= 947	1,491
• Adults:	N= 4,749	4,665

Note: The adult sample, which is of people 18 and over, includes the college students. In the analysis, the college component is weighted downward to correct for the oversampling.

All of the respondents other than college students were recruited in 89 mall or central locations across the United States. The college students were recruited in central locations on 130 college campuses. **All respondents filled out the questionnaire in private, and procedures were employed to provide full confidentiality.**

The samples were weighted to approximate a representative national sample. The **Primary Sampling Units (PSU's)** were selected with the intent of replicating the overall population as closely as possible. On the whole, the largest weights compensate for sample imbalances by age because of the importance of age in drug use.

Finally, each component sample was compared on every available demographic and geographic variable in order to search for any source of bias between the two samples. **We found no instance in which the two waves differed by a statistically significant amount!** The two waves appear closely matched, and that makes it easier to evaluate any changes that occur in the drug-related variables.

1.2 WHAT WE ARE LOOKING FOR:

The analysis of the first wave (February-March, 1987) focused on several tasks crucial to the analysis of the second study (February-March, 1988):

- The establishment of a **benchmark wave** against which subsequent waves could be compared. A major effort was made to match the base wave against population and demographic projections for 1987.
- The analysis of those factors which appear to have the greatest **predictive power** in accounting for the propensity to use cocaine, crack, and marijuana.
- The identification of attitudes among drug users which were both antagonistic toward drug use and with which drug users were inclined to agree.

The earlier report (1987) identified a structure of relationships that predicted past, present, and future cocaine and marijuana use. For example, that study singled out the importance of several factors overall:

- The age of first using the drugs.
- The importance of friendship networks and social factors in promoting drug use (or retarding it).
- The special role of siblings as they affect younger children.

We cannot here summarize all of those findings. The reader should refer to the earlier summary report. **(THE ATTITUDINAL BASIS OF DRUG USE)**

This research attempts to specify the attitudinal and other changes that have occurred since the Partnership started its advertising campaign. All variables are compared for statistically significant change between the two waves. In reporting the

findings, we are only reporting data where the analysis of variance produced **statistically significant results**. We are ignoring all other data for this report.

Second, the research attempts to identify attitudinal changes that are attributable to relative exposure of respondents to the advertising effort. The Partnership identified 10 media areas around the United States in which the public would have received at least a 50 percent heavier weight than other areas. The respondents in each of these areas were grouped to produce a division into "Higher" media exposure and "Lower" media exposure.

An analysis of variance was performed on each of these groups, comparing the 1987 results with the 1988 results in both segments. The results of this analysis are also summarized in this report.

1.3 A SUMMARY OF MAJOR FINDINGS OVERALL:

The following major findings are contained within the analysis of the changes that have occurred between the two waves:

- **Many attitudes and orientations have become distinctly more antagonistic toward drug use in all of the samples over the past year.**
 - The changes are most pronounced, overall, in the college sample, followed by children (9 - 12), with somewhat less, but important, change in adults and teenagers.
 - There is virtually **no significant movement** in the opposite direction, i.e., toward views more sympathetic to drug use.

- Factors which should not have changed: (e.g., lifetime drug use or age of first use) are virtually identical between the two samples.
- **In areas with High Media Exposure, the changes were substantially greater on most variables than in the balance of the United States.**
 - This is true for all the samples, but the college sample is too small in this part of the analysis.
 - Exposure was extensive for many of the television ads, and they were generally very positively received.
 - The observable differences between the "High" and the "Balance U.S." areas are very consistent and in some instances very large.
- **Among the college students, where attitudinal changes appear the greatest, there are statistically significant declines in cocaine consumption, primarily among the "occasional users."**
 - Statistically significant declines in consumption were not present in other segments.
 - Among 9 to 12 year olds, the percentage approached to buy or use drugs increased slightly, from 16% to 18%.

1.4 MAJOR FINDINGS BY SEGMENT

COLLEGE STUDENTS:

From Ragtime to Woodstock, college students often have paved the way for changes in society. During the 1960's and 1970's, college students were among the first groups to increase their consumption of illegal drugs. In the past year, however, their attitudes and fears have become clearly more anti-drug. Even more impressive is the first evidence of a **decline in occasional cocaine use**. The statistically significant changes range from 4% to 14% shifts across the entire data set. These changes are even more profound among the Black college students.

- 15 out of 32 **basic attitudes** became more anti-drug; only one became more pro-drug, with shifts ranging from 3% to 12%.
- 16 out of 18 **positive images** of non-drug users increased in frequency of mention, while none declined.
- 8 out of 11 **negative images** of marijuana users increased in frequency of mention.
- 9 out of 11 **negative images** of cocaine users increased in frequency.
- 20 out of 26 **fears of the consequences** of drug use increased, while none declined, with shifts ranging from 5% to 10%.
- Black students' **fear of the consequences** of drug use increased dramatically on 6 items, shifting 17%-31%.
- Black students show greater changes than Whites throughout the data. Now their attitudes are more in line with those of Whites.
- Occasional cocaine use has decreased 5 percentage points, from 11% to 6% among College Students:
- Occasional cocaine usage by friends has decreased 5 percentage points, from 36% to 31% among College Students.

Many variables that were found in the first report to be important deterrents changed positively. If these important attitudes continue to shift, then the first major behavioral changes should have occurred (and did occur) in this segment. Hopefully, the changes evident in the college segment are indicative of the changes to come in the rest of society.

CHILDREN 9 to 12:

The childrens' attitudes changed somewhat less than college students, but the changes that are present have important long term implications for the objectives of the Partnership. If attitudes harden against drug use in this population, then the **age of first use** is likely to rise and overall consumption will diminish. The results indicate that this "hardening" has begun. There is evidence of a reported decline in usage by friends and strong indications of increased **fear of drugs** among these respondents. Both factors

were found to be vital factors in deterring drug use. The changes are not as large or as widespread as among college students, but the changes are consistently in the right direction and on many of the most important items.

Finally, there was a slight increase in the number of children approached to buy or use drugs, which is an important indication of the persistence of the attempts to increase supply to the youngest people.

- 7 out of 19 **basic attitudes** became more anti-drug; only 1 became more favorable toward drugs, with shifts ranging from 3% to 5%.
- 3 out of 7 **positive images** of drug users **decreased** in frequency, and no positive images increased.
 - Users are less likely to be seen as "popular": down 4 percentage points.
 - Users are less likely to be seen as "having many friends": down 5 percentage points.
- 2 out of 4 variables indicating **usage by friends decreased**; none increased.
 - 3% fewer children have friends who use marijuana, from 12% to 9%.
- Black children became more anti-drug on 6 out of 19 **basic attitudes**, with shifts of up to 15%.
- At the same time, the percentage of these children **approached to buy or to use drugs** increased slightly from 16% to 18%.

The objective of the Partnership with regard to children has been to shift attitudes toward a more antagonistic stance toward drugs **prior to the point where significant exposure occurs**. That hardening is taking place. If it continues, it should delay early trials. At the same time, current exposure is unchanged, indicating the persistence of those seeking to induce these children into drugs.

ADULTS 18 AND OVER (Including College Students):

The adult segment has shown some, although fewer, positive changes. There are some major attitudinal shifts, but they are less dramatic and far-reaching than in the college and children segments. However, this is to be expected because in the first wave, the adults were found to be the most anti-drug to begin with, especially in the population above the age of thirty-five. Thus, the population as a whole cannot be expected to change as much in such a short time period. The fact that there are important and significant changes is very encouraging.

- 6 out of 32 **basic attitudes** became more anti-drug; and none has changed toward a more pro-drug posture, with shifts ranging from 3% to 8%.
- 10 out of 26 **fears of consequences of use** have changed; and none went in the wrong direction, with shifts ranging from 3% to 4%.
- 6 out of 11 **negative images** of marijuana users increased.
- 7 out of 11 **negative images** of cocaine users increased.
- 8 out of 18 **positive images** of non-users increased.
- Black adults show positive attitudinal shifts of 6% to 14%. However, Black parents underestimate the risks of drugs to their children.
 - Only 20% of black parents feel their children are likely to use drugs, but 33% of black teenagers already use marijuana.

The most negative finding in this section is that parents today are less likely to think **their children** are susceptible to drug use. Several of these items moved toward a less realistic view of their own children's behavior -- "less realistic" in the face of the data demonstrating the existing high levels of use and exposure.

- 32% of parents say their children have never been exposed to drugs.
- **The truth is:**
 - 18% of children (9-12) have been approached to buy or use drugs.
 - 40% of 16 and 17 year olds have friends who use cocaine occasionally.
 - 76% of 16 and 17 year olds have friends who use marijuana occasionally.

TEENAGERS (13 THROUGH 17):

Teenagers have experienced the fewest attitudinal shifts of the four segments. There have been some significant and positive changes, but they are not as large or as widespread as with other segments. Changing teenagers' attitudes is vital because the growth of drug use is so pronounced during these years.

All of the changes, however, are in the direction of less favorability toward drug use and drug user, and the consistency is important even if the number of changes is fewer. The teenage population is going to require a greater communication effort.

- 7 out of 32 **basic attitudes** became more anti-drug, none became more pro-drug.
- 7 out of 12 variables measuring the **perceived risk of using drugs and alcohol** increased.
 - 5% more feel it's "risky" to smoke marijuana regularly, from 80% to 85%.
 - 5% more feel it's "risky" to do cocaine regularly, from 86% to 91%.
- 5% more teenagers fear the psychological and physical effects of marijuana.

- Black teenagers show both increased fear of drugs and more anti-drug attitudes, with shifts ranging from 6% to 14%.
- Non-users are more likely to be seen as "a leader" and "attractive."

In particular, teenagers today perceive greater risk associated with drug use, especially regular drug use. Moreover, the attitudinal movement among Black teenagers is particularly encouraging.

1.5 THE ADVERTISING:

The second purpose of the research is to track the effectiveness of the advertising and to investigate the correlation between exposure to the advertisements and attitudinal change. In addition, specific recall measures and ratings are included.

The data collected on advertisement recall indicate two positive and clear trends: First, many of the advertisements have received excellent exposure. Second, they are rated very positively by the viewers. For example, 95% of college student report seeing the "Man frying egg" advertisement, and 75% give it a "very positive rating." In general, the advertisements that have been seen the most are also perceived most positively by the viewers. The popularity of these advertisements is consistent throughout all age and racial groups.

Most importantly, there is strong evidence that the advertising is a powerful contributing factor in the improvement in drug attitudes. The degree of "**media weight**"; i.e., the overall number of separate "exposures" in different markets varied considerably due to the cooperation of local media organizations. Because of this variation, it is possible to construct a "natural experiment", where the markets with the greatest overall **media**

weight are isolated for analysis and comparison with the remainder of the United States. The top ten markets, which comprise just over 10% of the total population, received an average of 4 times more Partnership advertising than the balance of the U.S.

Among Children 9 -12:

Although very little of the advertising in this campaign was aimed at this age group, children in high media areas show several important changes.

- Disagreement with three pro-drug statements increased by 8% to 13% in High Media Areas, compared with 3% to 5% in the Balance of the U.S.
- Conversations about drugs with parents, teachers, and siblings increased 9% to 15%, against no increase in the Balance of the U.S.

Among Teenagers:

The teenage segment was, from the outset, considered to be the hardest segment to reach with the advertising. Overall, they show the fewest changes during the past year in the entire sample. When the respondents in the High Media Areas are separated, this group shows some very dramatic results.

- On eight basic attitudes, the teenagers show 8% to 20% changes on items, where the respondents in the Balance of the U.S. changed by a negative 4% to plus 6%.
- They see non-users more positively, with shifts ranging from 13% to 18%; changes in the balance of the country ranged from negative 2% to positive 5%.
- The teens in the High Media Areas show equally encouraging changes in their views of marijuana and cocaine users, with little or no change in these items in the Balance of the U.S.

The Adult Sample:

The adults in the study demonstrate an equally significant number of items in which there is sharp improvement in attitudes in the High Media Areas, but little or no change in the Balance of the U.S.

- On ten basic attitudes, adults changed from 5 to 15 points in High Media Areas, with much less or no change in the Balance of the U.S.
- Adults in the High Media Areas show significant increases in their willingness to discourage others from using drugs, with no change in the rest of the Country.
- Parents in these areas are more willing both to complain to school officials and to discuss the dangers of drug use with their children.
- In High Media Areas, fears of drug use increase significantly on 19 separate items, with increases from 5% to 10%
- Like teenagers, adults in the High Media Areas view both the non-users more positively and the users more negatively; again, with much smaller changes in the Balance of the U.S.

Discussion and Conclusions:

The data are remarkable for the consistency of the effect of respondents in the High Media Areas. **With many of these changes, virtually all of the shifts in attitudes over the past year appear in the High Media Areas.** The effect is so strong and so widespread in the data set that it suggests the possibility that such advertising has to reach a threshold before it begins to have much effect in the rest of the country.

Drug abuse attitudes and beliefs are not the same as views on consumer products. In most instances, these attitudes are held strongly by individuals, with few people who are indifferent or undecided. Moreover, these attitudes are strengthened by reinforcing

effects from friends, family, and other influencing agents. The data have already shown the powerful impacts, both favorable and unfavorable, of friendship networks on drug abuse.

Even with the strength of the orientations, however, the data **strongly support the conclusion that advertising can affect the attitudes of Americans toward drug abuse.**

If the Partnership can gain more media participation, both nationally and locally, the opportunity exists to substantially alter the way Americans feel and think about drugs such as marijuana and cocaine.

Statistical Report

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-July 11, 1988

THE OBJECTIVES OF THE RESEARCH ARE SHAPED BY THE OBJECTIVES OF THE PARTNERSHIP

- Decreased acceptance of drug use
- Increased social disapproval of drug use
- Increased awareness of risks
- Increased communication by parents
- Decreased demand over time

THE OBJECTIVES OF THE RESEARCH

- To provide information useful to the design of advertising
- To track attitudinal changes over time

STATISTICALLY COMPARABLE SAMPLES OF:

- Children - 9 through 12
- Teenagers - 13 through 17
- Full-time College Students
- Adults - 18 and over

CRITERIA FOR REPORTING ATTITUDINAL CHANGES

- Searching for patterns of change
- Consistency of direction is critical
- Attitudes will change before behavior
- Using standard test of statistical significance
 - analysis of variance

APPROXIMATELY 7,000 RESPONDENTS IN EACH OF THE FIRST TWO WAVES

	<u>WAVE 1</u>	<u>WAVE 2</u>
Children, 9 - 12	881	1,190
Teens, 13 - 17	798	1,031
College Students	947	1,491
Adults, 18 and older	4,749	4,666

**MAJOR ATTITUDINAL CHANGES
AMONG
CHILDREN 9 TO 12 YEARS OLD**

MORE CHILDREN KNOW ABOUT CRACK

PERCENTAGE WHO SAID YES

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Crack	78%	86%	+8
	n = 884	1192	

CHILDRENS' ATTITUDES ARE IMPROVING

PERCENTAGE WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
I would try drugs if my friends did.	86%	91%	+5
Using drugs makes you feel grown-up	69%	74%	+5
Parties are more fun with drugs.	83%	86%	+3

PERCENTAGE WHO AGREE

It is easy to get hooked on drugs.	73%	77%	+4
Crack or cocaine can kill you.	88%	91%	+3
I am scared of taking drugs.	84%	87%	+3
	n = 879	1186	

CHILDREN SEE DRUG USERS LESS POSITIVELY

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Older	51%	42%	-9
Has Many Friends	32%	27%	-5
Popular	37%	33%	-4
	n = 884	1192	

USAGE AMONG CHILDRENS' FRIENDS HAS DECLINED

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
None of my friends use marijuana	88%	91%	+3
None of my friends use beer, wine, liquor sometimes	70%	76%	+6
	n = 869	1170	

BLACK CHILDREN EXHIBIT SUBSTANTIAL IMPROVEMENT IN ATTITUDE

	PERCENTAGE WHO <u>AGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Smoking marijuana is okay.	21%	6%	-15
People who use drugs are no different.	28%	19%	-9
Would try drugs if friend did.	12%	5%	-7
Most people can stop drugs if they want.	34%	28%	-6
Parties are more fun with drugs.	10%	5%	-5
Hard to say no to friends.	37%	32%	-5
	n = 58	151	

**SOME MAJOR FACTORS HAVE NOT CHANGED
AMONG CHILDREN:**

- Negative images of drug users
- Usage by friends
- Ease of obtaining
- Communication about drugs with parents and siblings

**THE NUMBER OF CHILDREN APPROACHED
ABOUT DRUGS HAS INCREASED**

- Rose from 16% to 18%
- Not statistically significant
- White: Rose from 13% to 17%
- Blacks: Dropped from 27% to 19%

TEENAGERS SHOW IMPROVED ATTITUDES; BUT CHANGES ARE FEWER

TEENS SHOW INCREASING DISAGREEMENT WITH KEY PRO-DRUG ATTITUDES

	PERCENTAGE WHO <u>DISAGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
People who try drugs are adventurous.	49%	56%	+7
Smoking cigarettes is more harmful than smoking marijuana.	53%	58%	+5
	n = 791	1023	

TEENS SHOW INCREASING AGREEMENT WITH ANTI-DRUG ATTITUDES

	PERCENTAGE WHO <u>AGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Marijuana is a stepping stone to harder drugs.	67%	74%	+7
I don't want to hang around with people who use drugs.	53%	60%	+7
People on drugs act stupidly and foolishly.	64%	70%	+6
Taking drugs scares me.	66%	71%	+5
Drugs make you do worse at school, work, or athletics, etc.	72%	75%	+3
	n = 791	1023	

MORE TEENAGERS FEAR SOME EFFECTS OF MARIJUANA USE

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Having psychological damage from marijuana.	68%	73%	+5
Having physical damage from marijuana.	65%	70%	+5
	n = 710	918	

TEENAGERS LIKELY TO DESCRIBE A NON-USER MORE POSITIVELY

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
A Leader	43%	50%	+7
Attractive	32%	36%	+4
Well-adjusted	45%	49%	+4
	n = 797	1031	

MORE TEENAGERS PERCEIVE REGULAR DRUG USE AS "RISKY"

MODERATE/GREAT RISK

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Do crack regularly.	88%	95%	+8
Smoke marijuana regularly.	80%	85%	+5
Do cocaine regularly.	86%	91%	+5
Do cocaine occasionally.	82%	86%	+4
Do crack occasionally	88%	91%	+3
	n = 743	942	

TEENAGERS PERCEIVE A DECREASE IN COCAINE AND CRACK USE

DECREASED SOMEWHAT/GREAT DEAL

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Crack	22%	26%	+4
Cocaine	21%	23%	+2
	n = 753	982	

BLACK TEENAGERS SHOW ENCOURAGING CHANGES

PRO-DRUG ATTITUDES

	PERCENT WHO <u>DISAGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
I would like to try crack once	64%	74%	+10
It impresses the opposite sex if you have cocaine	49%	57%	+ 8
Okay for people over 21 to sell one gram or less of cocaine to friends.	66%	73%	+ 7
Okay for people over 21 to sell one ounce or less of marijuana to friends.	61%	67%	+ 6

ANTI-DRUG ATTITUDES

	PERCENT WHO <u>AGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
Drug users are stupid and foolish	59%	73%	+14
n =	76	96	

BLACK TEENAGERS' FEARS ARE INCREASING

	PERCENT WHO <u>GREATLY FEAR</u>		
	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
Reaction of employer/school for using marijuana	54%	67%	+13
Reaction of employer/school for using cocaine	62%	74%	+12
Cocaine may contain harmful substance	61%	73%	+12
The influence your use of cocaine might have on siblings, children	57%	68%	+12
Ability to perform will suffer from marijuana	52%	63%	+11
	n = 64	84	

**SOME IMPORTANT FACTORS DID NOT CHANGE
AMONG TEENAGERS:**

- Images of users
- Reported usage by friends
- Perceived ease of obtaining
- Fear of social/legal consequences
- Some attitudes about drugs
- Pro-active behavior toward friends

**COLLEGE STUDENTS SHOW THE
GREATEST CHANGE OVERALL**

COLLEGE STUDENTS' REPORTED COCAINE USE HAS DECREASED**PERCENT WHO HAVE:**

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Used cocaine occasionally in the past 12 months	11%	6%	-5
Friends who use cocaine occasionally at parties and social events	36%	31%	-5
	n = 902	1476	

MORE COLLEGE STUDENTS DISAGREE WITH KEY PRO-DRUG STATEMENTS

	PERCENTAGE WHO <u>DISAGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Getting "high" on marijuana is not as harmful as getting "high" on alcohol.	54%	62%	+8
The more popular people seem to smoke marijuana.	64%	72%	+8
Smoking cigarettes is more harmful than smoking marijuana.	51%	58%	+7
It should be okay for people over 21 to sell one gram or less of cocaine to friends.	87%	93%	+6
People who try drugs are adventurous.	57%	63%	+6
It should be okay for people over 21 to use cocaine in private.	83%	88%	+5
Doing cocaine occasionally isn't risky.	85%	90%	+5
It should be okay for people over 21 to sell one ounce or less of marijuana to friends.	76%	80%	+4
It should be okay for people over 21 to smoke marijuana in public.	85%	88%	+3
It should be okay for people over 21 to smoke marijuana in private.	56%	59%	+3

WITH TWO EXCEPTIONS:

Taking drugs helps one relax in social situations.	50%	41%	-9
Drugs help you forget your troubles.	69%	65%	-4

n = 897 1462

AGREEMENT WITH ANTI-DRUG ATTITUDES INCREASES AMONG COLLEGE STUDENTS

	PERCENTAGE WHO <u>AGREE</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Taking drugs scares me.	72%	81%	+9
I don't want to hang around with people who use drugs.	59%	63%	+4
Marijuana is a stepping stone to harder drugs.	63%	67%	+4
	n = 897	1462	

COLLEGE STUDENTS' FEARS OF THE SOCIAL EFFECTS OF DRUGS HAVE INCREASED

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
The sense of guilt you might feel if you used cocaine or crack.	66%	76%	+10
The reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using cocaine or crack.	71%	81%	+10
The damage your reputation might suffer if your use of cocaine or crack became known by others.	74%	83%	+9
The damage your reputation might suffer if your use of marijuana became known by others.	56%	65%	+9
The influence your use of marijuana might have on your brothers, sisters, or children.	63%	72%	+9
The reaction of your employer/school authorities if they discovered you were using marijuana.	71%	80%	+9
The influence your use of cocaine or crack might have on your brothers, sisters, or children.	77%	85%	+8
The reaction of your parents if they discovered you were using marijuana.	69%	77%	+8
	n = 816	1337	

COLLEGE STUDENTS' FEARS CONT.

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
The reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using marijuana.	55%	63%	+8
The reaction of your employer/school authorities if they discovered you were using cocaine or crack.	83%	90%	+7
The reaction of your parents if they discovered you were using cocaine or crack.	84%	89%	+5
Getting caught with enough cocaine or crack to get in trouble with the law.	82%	86%	+4
	n = 816	1337	

COLLEGE STUDENTS' FEARS ABOUT PSYCHOLOGICAL AND PHYSICAL EFFECTS HAVE INCREASED

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Having physical damage from cocaine	87%	92%	+5
Having your motivation or ability to perform at work, school or sports suffer from marijuana.	84%	89%	+5
Becoming addicted to or dependent upon cocaine or crack.	83%	88%	+5
Dying from crack use.	89%	93%	+4
The danger that the cocaine or crack might contain other harmful substances that you could not know about.	86%	90%	+4
The danger that the marijuana might contain other harmful substances that you could not know about.	71%	75%	+4
Having psychological damage from cocaine or crack.	87%	90%	+3
Dying from cocaine use.	84%	87%	+3

n = 832 1364

**COLLEGE STUDENTS SHOW A SUBSTANTIAL INCREASE
IN PERCEIVED HARMFULNESS OF COCAINE, CRACK**

MODERATE/GREAT RISK			
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Try cocaine once or twice.	56%	66%	+10
Try crack once or twice.	82%	89%	+7
Do cocaine occasionally.	89%	92%	+3
	n = 891	1456	

COLLEGE STUDENTS PERCEIVE LESS COCAINE, CRACK USE

DECREASED SOMEWHAT/GREAT DEAL			
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Cocaine	25%	39%	+14
Crack	27%	38%	+11
	n = 885	1438	

**COLLEGE STUDENTS EXPRESS
A MORE NEGATIVE VIEW OF DRUG USERS**

MORE COLLEGE STUDENTS SEE NON-USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
A Leader	39%	52%	+13
Someone I Would Probably Like	58%	70%	+12
Has Many Friends	34%	45%	+11
In Control	58%	69%	+11
Reliable	43%	54%	+11
A Good Student	43%	53%	+10
Well-adjusted	49%	59%	+10
Popular	25%	34%	+9
Intelligent	64%	72%	+8
Attractive	27%	35%	+8
Mature	60%	67%	+7
Secure	47%	54%	+7
Independent	44%	51%	+7
Creative	30%	37%	+7
Sexy	17%	22%	+5

MORE COLLEGE STUDENTS SEE MARIJUANA USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
A Loner	32%	43%	+11
A Loser	36%	44%	+8
Self-centered	27%	33%	+6
Lazy	50%	56%	+6
Has no future	38%	43%	+5
Depressed	43%	48%	+5
Loud	23%	27%	+4
Boring	19%	23%	+4
	n = 942	1491	

MORE COLLEGE STUDENTS SEE COCAINE USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Has No Future	48%	57%	+9
Self-centered	39%	48%	+9
Nervous	51%	59%	+8
A Loser	41%	49%	+8
A Loner	33%	41%	+8
Aggressive	40%	46%	+6
Lazy	38%	44%	+6
Depressed	38%	43%	+5
Shy	9%	13%	+4
	n = 942	1491	

**COLLEGE BLACKS INCREASED DRAMATICALLY
IN THEIR FEAR OF DRUG USE**

	PERCENTAGE WHO <u>GREATLY FEAR</u>		
	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
The reaction of your husband/wife or boyfriend/girlfriend if they discover you were using cocaine or crack.	47%	78%	+31
The influence your use of marijuana might have on your brothers, sisters, or children.	50%	77%	+27
The damage your reputation might suffer if your use of marijuana became known by others.	35%	60%	+25
Psychological damage from cocaine or crack.	72%	92%	+20
The reaction of husband/wife or boyfriend/girlfriend if they discover you were using marijuana.	35%	55%	+20
The influence your use of cocaine might have on your brothers, sisters, or children.	66%	85%	+19
	n = 85	196	

OCCASIONAL USERS OF MARIJUANA SHOW SHARP ATTITUDINAL CHANGES;
REGULAR USERS ALSO CHANGE

	<u>INCREASE IN THE PERCENT WHO STRONGLY DISAGREE 1987-1988*</u>		
	<u>NON- USERS</u>	<u>OCCASIONAL USERS</u>	<u>REGULAR USERS</u>
It should be okay for people over 21 to sell one ounce or less of cocaine to friends.	+3%	+18%	+13%
It should be okay for people over 21 to smoke marijuana in private.	-4%	+17%	+1%
It should be okay for people over 21 to use cocaine in private.	+3%	+15%	+17%
Getting "high" on marijuana is not as harmful as getting "high" on alcohol.	+1%	+14%	+1%
It should be okay for people over 21 to sell one ounce or less of marijuana to friends.	+3%	+14%	+1%
	1987 n = 554	185	126
	1988 n = 968	312	176

*Percent change in disagreement between 1987-1988.

**CHANGES AMONG COLLEGE STUDENTS ARE VERY ENCOURAGING,
BUT SOME FACTORS HAVE NOT CHANGED:**

- Number of people reported "hooked"
- Perceived risk of marijuana
- Pro-active behavior toward friends

ADULTS CHANGE MORE SLOWLY

ADULT ATTITUDES ARE SHIFTING, BUT MORE SLOWLY

PERCENTAGE WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
People who try drugs are adventurous.	61%	68%	+7
Smoking cigarettes is more harmful than smoking marijuana.	50%	56%	+6
Marijuana isn't harmful if used only occasionally	58%	61%	+3

PERCENTAGE WHO AGREE

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
I don't want to hang around with people who use drugs.	73%	81%	+8
People who use drugs are boring.	45%	49%	+4

n = 4638 4598

MORE ADULTS FEAR SOME CONSEQUENCES OF DRUG USE

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
The sense of guilt you might feel if you used marijuana.	67%	71%	+4
Having physical damage from marijuana.	66%	70%	+4
The influence your use of marijuana might have on your brothers, sisters, or children.	77%	81%	+4
The reaction of your employer/school authorities if they discovered you were using cocaine or crack.	88%	91%	+3
The reaction of your employer/school authorities if they discovered you were using marijuana.	80%	83%	+3
The reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using cocaine or crack.	81%	84%	+3
The reaction of you husband/wife or boyfriend/girlfriend if they discovered you were using marijuana.	71%	74%	+3
* The influence your use of cocaine might have on your brothers, sisters, or children.	74%	80%	+6
	n = 4235	4283	

* "Greatly Fear" only

PARENTS' VIEWS ARE BECOMING LESS REALISTIC

CERTAINLY/PROBABLY UNTRUE

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
My children are likely to try marijuana.	34%	43%	+9
Most children will try drugs sometime.	20%	27%	+7
My children are likely to try drugs sometime.	36%	41%	+5

CERTAINLY/PROBABLY TRUE

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Good students do not use drugs.	41%	46%	+5
Happy children do not use drugs.	47%	51%	+4
My children are afraid of drugs.	58%	62%	+4

n = 813 1535

**ADULTS EXPRESSED A MORE NEGATIVE
VIEW OF DRUG USERS
A MORE POSITIVE VIEW
TOWARD THE NON-USERS**

MORE ADULTS SEE NON-USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Intelligent	65%	71%	+6
In Control	58%	63%	+5
Someone I Would Probably Like	64%	68%	+4
A Leader	41%	44%	+3
Mature	57%	60%	+3
Independent	47%	50%	+3
Adventurous	18%	20%	+2
Sexy	13%	15%	+2
	n = 4737	4666	

MORE ADULTS SEE MARIJUANA USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
A Loser	46%	54%	+8
Has No Future	49%	56%	+7
A Loner	41%	48%	+7
Depressed	46%	50%	+4
Lazy	56%	60%	+4
Self-centered	32%	35%	+3
	n = 4737	4666	

MORE ADULTS SEE COCAINE USERS AS:

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
A Loser	50%	59%	+9
A Loner	39%	47%	+8
Has No Future	56%	64%	+8
Lazy	46%	53%	+7
Depressed	43%	48%	+5
Self-centered	40%	44%	+4
Shy	13%	16%	+3
	n = 4737	4666	

ADULTS PERCEIVED A DECREASE IN DRUG USE IN THE PAST YEAR

DECREASED
SOMEWHAT/GREAT DEAL

	<u>1987</u>	<u>1988</u>	<u>VARI- ANCE</u>
Cocaine	17%	27%	+10
Crack	15%	24%	+ 9
Marijuana	20%	23%	+ 3
	n = 4453	4406	

SOME BLACK ADULTS' ATTITUDES HAVE BECOME MORE ANTI-DRUG

DISAGREE WITH PRO-DRUG ATTITUDES

PERCENT WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
Smoking cigarettes is more harmful then smoking marijuana	33%	47%	+14
Doing cocaine occasionally isn't risky	73%	82%	+9

AGREE WITH ANTI-DRUG ATTITUDES

PERCENT WHO AGREE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
I don't want to hang around with people who use drugs	58%	72%	+14
Drug users are boring	28%	41%	+13
Drug users act stupid and foolish	59%	72%	+13
n =	505	470	

**BLACK PARENTS VIEW THEIR CHILDREN
AS LESS VULNERABLE TO DRUGS**

PERCENT WHO SAY TRUE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
I'm scared that my children might try drugs	66%	41%	-25
Happy children do not use drugs	24%	38%	+14
My children are likely to try drugs	31%	20%	-11
My children are afraid of drugs	47%	57%	+10
	n = 161	158	

**HISPANICS SHOW A CONFLICTING PATTERN
OF ATTITUDINAL CHANGE**

SOME HISPANIC ADULT ATTITUDES ARE BECOMING LESS ANTI-DRUGPERCENT WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
Smoking cigarettes is more harmful than smoking marijuana	55%	43%	-12
Using cocaine is a status symbol	77%	65%	-12
Taking drugs makes a person more popular	81%	72%	- 9
Taking drugs help one relax socially	72%	63%	- 9
	n = 308	242	

A FEW HISPANIC ADULT ATTITUDES HAVE BECOME MORE ANTI-DRUGPERCENT WHO AGREE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
Don't want to hang around drug users	57%	70%	+13
Drugs scare me	68%	77%	+ 9

PERCENT WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
People who try drugs are adventurous.	49%	60%	+11
	n = 308	242	

HISPANIC PARENTS SEE THEIR CHILDREN AS LESS SUSCEPTIBLE TO DRUGS

PERCENT WHO SAY TRUE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
My children have never tried drugs	42%	69%	+27
My children are open with me	60%	80%	+20
Good students do not use drugs	37%	53%	+16
My children are afraid of drugs	48%	63%	+15

PERCENT WHO SAY UNTRUE

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
My children are likely to try drugs	23%	46%	+23

n = 104 88

HISPANIC ADULTS' FEARS OF DRUGS,
ESPECIALLY MARIJUANA, HAVE INCREASED

PERCENT WHO FEAR GREATLY

	<u>1987</u>	<u>1988</u>	<u>VARIANCE</u>
The influence of marijuana on siblings, children	57%	70%	+13
Having psychological damage from marijuana	47%	59%	+12
Ability to perform at work, school, sports will suffer from marijuana	54%	66%	+12
Getting hooked on marijuana	51%	62%	+11
	n = 280	104	

SOME IMPORTANT FACTORS GENERALLY
DID NOT CHANGE AMONG ADULTS

- Attitudes toward legality
- Perceived risk of use
- Reported usage by friends
- Pro-active behavior towards friends and children

**MEDIA EXPOSURE A MAJOR
FORCE IN ATTITUDINAL CHANGES**

**ATTITUDES IN HIGH MEDIA
AREAS CHANGE SHARPLY**

**CHILDREN IN HIGH MEDIA AREAS SHOW GREATER CHANGES
IN ATTITUDES TOWARD DRUGS AND DRUG USERS**

CHILDREN IN HIGH MEDIA AREAS BECOME MORE ANTI-DRUG

PERCENT WHO DISAGREE

HIGH MEDIA
AREA

BALANCE
U.S.A.

Using drugs makes you feel grown-up

1987	60%	70%
1988	73%	75%
VARIANCE	+13	+5

It is hard to get hooked on drugs

1987	69%	73%
1988	80%	76%
VARIANCE	+11	+3

I would try drugs if my friends did

1987	84%	86%
1988	92%	91%
VARIANCE	+ 8	+5

1987	n = 135	748
------	---------	-----

1988	n = 174	1016
------	---------	------

CHILDREN IN HIGH MEDIA AREAS ARE TALKING ABOUT DRUGS MORE

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
To Siblings		
1987	31%	40%
1988	46%	40%
VARIANCE	+15	0
To Parents		
1987	64%	69%
1988	74%	70%
VARIANCE	+10	+1
To Teachers		
1987	50%	55%
1988	59%	55%
VARIANCE	+ 9	0
1987 n = 135		748
1988 n = 174		1016

**TEENS IN HIGH MEDIA AREAS SHOW GREATER CHANGES
IN ATTITUDES TOWARD DRUGS AND DRUG USERS**

TEENS IN HIGH MEDIA AREAS BECOME MORE ANTI-DRUG

PERCENT WHO AGREE

<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
-----------------------------	---------------------------

Marijuana is a stepping stone
to harder drugs

1987	70%	67%
1988	82%	73%
VARIANCE	+20	+6

Taking drugs scares me

1987	65%	66%
1988	76%	70%
VARIANCE	+11	+4

Drugs make you do worse

1987	72%	73%
1988	80%	75%
VARIANCE	+ 8	+2

1987	n = 114	684
------	---------	-----

1988	n = 154	877
------	---------	-----

MORE TEENS IN HIGH MEDIA AREAS DISAGREE WITH PRO-DRUG STATEMENTS

PERCENT WHO DISAGREE

	<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
--	-----------------------------	---------------------------

It's OK for adults to sell a
gram of cocaine to friends

1987	73%	79%
1988	90%	79%
VARIANCE	+17	0

It's OK for adults to sell an
ounce of marijuana to friends

1987	66%	72%
1988	82%	72%
VARIANCE	+16	0

The more popular people smoke
marijuana

1987	46%	53%
1988	57%	49%
VARIANCE	+11	-4

It's OK for adults to use
cocaine in private

1987	74%	76%
1988	85%	77%
VARIANCE	+11	+1

People who use drugs are no
different than anyone else

1987	54%	61%
1988	64%	55%
VARIANCE	+11	-1

1987	n = 114	684
------	---------	-----

1988	n = 154	877
------	---------	-----

TEENS IN HIGH MEDIA AREAS SEE NON-USERS MORE POSITIVELY

		PERCENT WHO AGREE	
		<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
Secure	1987	39%	42%
	1988	57%	43%
	VARIANCE	+18	+1
Intelligent	1987	63%	68%
	1988	78%	66%
	VARIANCE	+15	-2
Well-adjusted	1987	45%	45%
	1988	60%	48%
	VARIANCE	+15	+3
Reliable	1987	47%	47%
	1988	60%	48%
	VARIANCE	+13	+1
Adventurous	1987	23%	24%
	1988	36%	29%
	VARIANCE	+13	+5
1987 n =		114	684
1988 n =		154	877

TEENS IN HIGH MEDIA AREAS SEE MARIJUANA USERS MORE NEGATIVELY

		PERCENT WHO AGREE	
		<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
A loner			
1987		30%	42%
1988		52%	42%
VARIANCE		+22	0
Has No Future			
1987		50%	57%
1988		67%	56%
VARIANCE		+17	-1
Lazy			
1987		55%	62%
1988		72%	58%
VARIANCE		+17	-4
Depressed			
1987		39%	44%
1988		53%	46%
VARIANCE		+14	+2
A Loser			
1987		47%	52%
1988		60%	52%
VARIANCE		+13	0
1987 n = 114			684
1988 n = 154			877

TEENS IN HIGH MEDIA AREAS SEE COCAINE USERS MORE NEGATIVELY

		PERCENT WHO AGREE	
		<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
Nervous			
	1987	48%	52%
	1988	72%	52%
	VARIANCE	+24	0
A Loner			
	1987	34%	47%
	1988	56%	47%
	VARIANCE	+22	0
Lazy			
	1987	45%	55%
	1988	62%	54%
	VARIANCE	+17	-1
Has No Future			
	1987	62%	63%
	1988	75%	63%
	VARIANCE	+13	0
1987 n = 114			684
1988 n = 154			877

**MAJOR SHIFTS IN ADULTS
IN HIGH MEDIA AREAS**

ADULTS IN HIGH MEDIA AREAS BECOME LESS PRO-DRUG

	PERCENT WHO DISAGREE	
	<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
People who try drugs are adventurous		
1987	63%	61%
1988	75%	66%
VARIANCE	+12	+5
Smoking cigarettes is more harmful than smoking marijuana		
1987	53%	50%
1988	61%	55%
VARIANCE	+8	+5
It's fun to have drugs at a party		
1987	74%	74%
1988	81%	74%
VARIANCE	+7	0
Marijuana isn't harmful if used only occasionally		
1987	61%	58%
1988	67%	60%
VARIANCE	+6	+2
Using cocaine is a status symbol		
1987	68%	67%
1988	74%	66%
VARIANCE	+6	-1
Marijuana increases your creativity		
1987	68%	65%
1988	73%	63%
VARIANCE	+5	-2
	1987 n = 725	3972
	1988 n = 715	3917

ADULTS IN HIGH MEDIA AREAS BECOME MORE ANTI-DRUG

PERCENT WHO AGREE

	<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
I don't want to hang around with people who use drugs		
1987	70%	74%
1988	85%	80%
VARIANCE	+15	+6
People on drugs act stupid/foolish		
1987	74%	75%
1988	82%	74%
VARIANCE	+8	-1
Taking drugs scares me		
1987	83%	85%
1988	90%	84%
VARIANCE	+7	-1
It's easy to become hooked on marijuana		
1987	71%	72%
1988	78%	71%
VARIANCE	+7	-1
1987 n = 725		3972
1988 n = 715		3912

ADULTS IN HIGH MEDIA AREAS TAKE MORE ACTION AGAINST DRUG USE

% WHO TOOK ACTION IN THE LAST YEAR

	<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
Discouraged a friend from using marijauna		
1987	21%	27%
1988	31%	27%
VARIANCE	+10	0
Discouraged a friend from using crack		
1987	18%	20%
1988	23%	17%
VARIANCE	+5	-3
Discouraged a friend from using cocaine		
1987	22%	26%
1988	27%	24%
VARIANCE	+5	-2
1987 n = 688		3797
1988 n = 685		3821

PARENTS IN HIGH MEDIA AREAS TAKE MORE ACTION AGAINST DRUGS

% WHO TOOK ACTION IN THE LAST YEAR

	<u>HIGH MEDIA AREAS</u>	<u>BALANCE U.S.A.</u>
Complained to school officials about the use of drugs by children at the school		
1987	8%	11%
1988	18%	11%
VARIANCE	+10	0
Discuss the dangers of drug use with your children		
1987	73%	69%
1988	78%	66%
VARIANCE	+5	-3
1987 n = 412		2176
1988 n = 491		2139

FEAR INCREASES SHARPLY AMONG ADULTS

	PERCENT WHO <u>GREATLY FEAR</u>	
	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
Reaction of parents if they discovered you were using marijuana		
1987	59%	62%
1988	69%	66%
VARIANCE	+10%	+4%
Reaction of parents if they discovered you were using cocaine or crack		
1987	72%	74%
1988	82%	78%
VARIANCE	+10%	+4%
Reaction of husband/wife or boyfriend/ girlfriend if they discovered you were using cocaine or crack		
1987	71%	72%
1988	80%	75%
VARIANCE	+9%	+3%
Reaction of employer, school for marijuana		
1987	69%	68%
1988	78%	71%
VARIANCE	+9%	+3%
Getting caught with enough marijuana to get in trouble with the law		
1987	68%	68%
1988	76%	72%
VARIANCE	+8%	+4%

FEARS OF ADULTS (cont.)

PERCENT WHO GREATLY FEAR

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
Getting caught with enough cocaine or crack to get in trouble with the law		
1987	76%	80%
1988	84%	81%
VARIANCE	+8%	+1%
The influence your use of cocaine or crack might have on your brothers, sisters, or children		
1987	76%	77%
1988	84%	80%
VARIANCE	+8%	+3%
Dying from crack use		
1987	84%	85%
1988	91%	85%
VARIANCE	+7%	0
Dying from cocaine use		
1987	79%	80%
1988	86%	81%
VARIANCE	+7%	+1%
Becoming addicted to or dependent upon cocaine or crack		
1987	81%	82%
1988	88%	83%
VARIANCE	+7%	+1%

FEARS OF ADULTS (cont.)

PERCENT WHO GREATLY FEAR

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
Reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using marijuana		
1987	58%	60%
1988	65%	61%
VARIANCE	+7%	+1%
Reaction of employer, school for cocaine		
1987	80%	80%
1988	87%	82%
VARIANCE	+7%	+2%
Having your motivation or your ability to perform at work, school or sports suffer from marijuana		
1987	63%	62%
1988	70%	64%
VARIANCE	+7%	+2%
Having your motivation or your ability to perform at work, school or sports suffer from cocaine or crack		
1987	80%	79%
1988	87%	81%
VARIANCE	+7%	+2%
Damage your reputation might suffer if your use of cocaine or crack became known by others		
1987	75%	75%
1988	82%	77%
VARIANCE	+7%	+2%

FEARS OF ADULTS (cont.)

PERCENT WHO GREATLY FEAR

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
The danger that marijuana might contain other harmful substances you could not know about		
1987	66%	67%
1988	73%	69%
VARIANCE	+7%	+2%
Psychological damage from marijuana		
1987	54%	54%
1988	61%	58%
VARIANCE	7%	+4%
The danger that cocaine or crack might contain other harmful sub- stances you could no know about		
1987	81%	84%
1988	86%	84%
VARIANCE	+5%	0
Physical damage from cocaine or crack		
1987	83%	83%
1988	88%	85%
VARIANCE	+5%	+2%
1987 n = 662		3635
1988 n = 655		3685

ADULTS IN HIGH MEDIA AREAS SEE NON-USERS MORE POSITIVELY

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
Intelligent		
1987	62%	66%
1988	71%	71%
VARIANCE	+9%	+5%
In Control		
1987	56%	59%
1988	64%	62%
VARIANCE	+8%	+3%
Someone I Would Probably Like		
1987	62%	64%
1988	69%	68%
VARIANCE	+7%	+4%
A Leader		
1987	36%	41%
1988	42%	44%
VARIANCE	+6%	+3%
Easy Going		
1987	24%	23%
1988	29%	24%
VARIANCE	+5%	+1%
	1987 n = 727	4022
	1988 n = 720	3945

ADULTS IN HIGH MEDIA AREAS DESCRIBE
MARIJUANA USERS MORE NEGATIVELY

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
A Loner		
1987	45%	40%
1988	54%	47%
VARIANCE	+9%	+7%
Adventurous		
1987	18%	19%
1988	27%	21%
VARIANCE	+9%	+2%
Shy		
1987	19%	20%
1988	27%	21%
VARIANCE	+8%	+1%
Depressed		
1987	45%	46%
1988	52%	50%
VARIANCE	+7%	+4%
	1987 n = 727	4022
	1988 n = 720	3945

ADULTS IN HIGH MEDIA AREAS DESCRIBE
COCAINE USERS MORE NEGATIVELY

	<u>HIGH MEDIA AREA</u>	<u>BALANCE U.S.A.</u>
A Loser		
1987	51%	50%
1988	63%	58%
VARIANCE	+12%	+8%
Has No Future		
1987	56%	56%
1988	66%	63%
VARIANCE	+10%	+7%
Depressed		
1987	43%	43%
1988	49%	48%
VARIANCE	+6%	+5%
	1987 n = 727	4022
	1988 n = 720	3945



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THE ATTITUDINAL BASIS OF DRUG ABUSE: THE THIRD YEAR

Prepared for: The Partnership for a Drug-Free America

Prepared by: Gordon S. Black, Ph.D.
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Date: September 19, 1989

CHANGING ATTITUDES TOWARD DRUG USE

**The Third Year Effort of the Media-Advertising
Partnership for a Drug-Free America, Inc.**

**Gordon S. Black, Ph.D
President, Gordon S. Black Corporation**

1.1 THE OBJECTIVES OF THE RESEARCH

Three years ago, the **Partnership for a Drug-Free America** embarked on a mission to help "unsell" illegal drug use in the United States. The overall objectives were to mobilize the resources of the media industry in order to produce an advertising campaign that discourages the consumption of illegal drugs and encourages the formation and growth of attitudes and behavior resistant to illegal drug use. This advertising campaign has become one of the largest and most successful public service campaigns in U. S. history.

The purpose of this report is twofold: First, to summarize the changes in usage rates and attitudes that have occurred during the second year. Second, to analyze the relationship between those changes and the advertising effort of the **Media-Advertising Partnership for a Drug-Free America**.

The central focus of this analysis is to compare matched samples of Americans interviewed annually for three consecutive years. The benchmark wave was completed during February of 1987, just before the start of the advertising campaign. Wave 2 and Wave 3 were completed in February and March of 1988 and 1989, respectively. The sample sizes of the three waves are as follows:

	<u>Wave 1</u>	<u>Wave 2</u>	<u>Wave 3</u>
• Children 9 - 12:	N= 881	1,190	1,009
• Teenagers 13 - 17:	N= 798	1,031	870
• College Students:	N= 947	1,491	1,572
• Adults:	N= 4,749	4,665	4,940

Note: The adult sample, people 18 and over, includes the college students.
The college component is weighted downward in this analysis to correct for the oversampling.

All of the respondents, other than the college students, were recruited in mall or central locations throughout the United States. The college students were interviewed in central locations (such as a campus union) on 130 college campuses. **All respondents completed the questionnaire in private, and procedures were employed to provide complete confidentiality.**

While this study was not a full national probability study, where every person in the U. S. theoretically has an equal chance of being selected, every effort was made to obtain a fully representative national sample based on the projected census data for the three years involved. The samples have been weighted to make up for sampling imbalances. The **Primary Sampling Units (PSU's)** were selected with the intent of replicating the overall population as closely as possible. Overall, the largest weights compensate for sample imbalances by age because of the importance of age in illegal drug use.

In addition, the three waves of the study were examined for similarity on all geographic and demographic variables to ensure comparability. The only group that was significantly different between the three waves was the college segment. We were unable to correct this imbalance through weighting, and therefore, did not include this group separately in the analysis (a weighted group of college students is still included in the adult sample). As was true when comparing 1987 to 1988, the third wave appears closely matched to the earlier samples overall, thus simplifying the task of evaluating changes in drug-related attitudes and usage rates.

See Appendix A for a complete background of the research as it was created in 1987.

1.2 QUESTIONNAIRE CONTENT

The questionnaire administered to respondents (teenagers, college students and adults) consisted of the following sections:

- Attitudes and Beliefs about Drug Use: 32 statements
- Parent Attitudes toward Drug Use in Children: 17 statements
- Personality Profiles of Users and Non-Users: 29 statements each
- Age of First Use of Drugs
- Risk of Drug Use: 12 statements
- Benefits of Drug Use: 12 statements
- Use of Drugs by Friends: 8 statements
- Use of Drugs by Respondent: 12 statements
- Appeal of Drug Use: 17 statements
- Fears of Drug Use: 26 statements
- Past Action (Social Disapproval): 9 statements
- Parent Action: 6 statements
- Personality Profile of Respondent: 29 statements
- Familiarity with Individual Ads
- Ratings of Individual Ads
- Rating of Campaign

1.3 WHAT WE ARE LOOKING FOR:

The analysis of the first wave of the study (February-March, 1987) focused on several tasks crucial to analyses of subsequent waves. They are as follows:

- The establishment of a **benchmark wave** against which subsequent waves could be compared. A major effort was made to match the base wave against population and demographic projections for 1987.
- The analysis of those factors which appear to have the greatest **predictive power** in accounting for the propensity to use cocaine, crack, and marijuana.
- The identification of attitudes among drug users which were both positive and antagonistic toward drug use.

The earlier report (1987) identified a structure of relationships that predicted past, present and future cocaine use. Several factors were singled out as being particularly important overall:

- The age of first using drugs.
- The importance of friendship networks and social factors in promoting or retarding drug use.
- The special role of older siblings as they affect younger children.

To obtain a summary of these findings, refer to the first summary report. (**THE ATTITUDINAL BASIS OF DRUG USE**)

This research attempts to uncover the attitudinal and usage changes that have occurred since the **Partnership** began its advertising campaign. All variables were examined for statistically significant changes between the three waves of the study, concentrating however, on changes from wave 2 (1988) to wave 3 (1989). While there are interesting statistical trends that were not significant statistically, this report concentrates mainly on those changes that were significant.

Second, this research examines attitudinal changes on the basis of differential exposure of the advertising campaign within the sample. The Partnership identified 10 media areas around the United States in which the public would have received at least 50 percent more exposure to the advertising than other areas. The respondents in each of these areas were examined as a group labeled "High Media Exposure." This group was then compared to respondents who were distinctly outside of high-media areas, a category labeled "Low Media Exposure."

1.4 ANALYSIS SUMMARY

To summarize the data from adults and teenagers, questions within each of the various sections of the questionnaire (e.g., attitudes and beliefs, fears of drug use, etc.) were incorporated into a single index score (e.g., attitude index). This was accomplished by assigning a numerical score to each possible response to a given question and summing the resulting numbers from all questions with each section (see Appendix for further detail).

Because this resulted in a broad range of scores for some indexes, (e.g., attitude index, -96 to +96), each index was further condensed by assigning scores falling within a range to a single value. For example, on the attitude index, -96 to -84 = 1, -83 to -71 = 2, etc. The score range for each index is presented in the Appendix.

Items within the children's questionnaire were not incorporated into indexes but examined on a statement by statement basis.

After index scores of adults and teenagers were calculated, analyses of variance were run on the index scores across years (1987-1989). If a statistically significant change ($p = .05$ or less) in index scores across years was found, individual statements within each index were then analyzed using t-tests to compare changes year by year (1987-1988, 1988-1989, 1987-1989).

In addition, changes in reported use of drugs were examined using t-tests comparing changes in percentages within a given category between years, usually 1987-1989. Because children's data were not condensed into index scores, all items were individually analyzed using t-tests which compared 1987-1989 values.

Analyses of variance and chi-square tests of statistical significance were employed, were appropriate, when comparing the three waves. These results are also summarized in this report, however, the wave 2 - wave 3 comparisons are the central focus.

2.1 A SUMMARY OF MAJOR FINDINGS OVERALL:

The following major findings are contained within the analysis of the changes that have occurred between the three waves:

- Similar to the findings in 1988, there have been many positive changes in attitudes and orientations toward the use of illegal drugs.
 - The changes were most evident in the adult and children samples overall, and in younger teenagers (13 yrs. old).
 - In the children and adult samples there was very little movement of attitudes or orientations in the pro-drug direction; however, some changes in the overall teenagers were more sympathetic to drug use.
 - **The overall prevalence of marijuana and cocaine use appears to be declining in most demographic groups**, but the only changes that were statistically significant were those for marijuana.
 - Factors that should have been constant between the three waves of the study (e.g., lifetime drug use and age of first use) have not changed significantly.
 - **Respondents in general were highly positive about the campaign.** Adults were the most positive, followed by children, and then teenagers.
 - **Blacks and Whites show significant improvements in drug related attitudes and usage rates (marijuana)**, however Black are still more at-risk than Whites overall. Hispanics have shown no appreciable improvements in attitudes or usage rates.
- **Respondents in High Media Exposure areas experienced greater improvements in drug-related attitudes and orientations than those in Low Media Areas.**
 - The adult sample experienced the most profound changes, followed closely by the children's sample.
 - Teenagers failed to show any consistent changes as a function of differential advertising.
 - The ads were received positively in both media areas.

2.2 MAJOR FINDINGS BY SEGMENT

CHILDREN 9 TO 12:

Children have continued to show improvements in anti-drug attitudes and behaviors, consistent with the findings in 1988. This is a critical age group to affect because our research has shown that as the age of first use becomes greater, later use decreases. Thus, the fact that this age group is growing increasingly negative toward the use of illegal drugs may be an indicator of lower use among adults in the future.

Overall, attitudes of children have continued to become more anti-drug and images of drug users are increasingly negative. There has not, however, been a corresponding decrease in the number of children who indicate that their friends use drugs, including alcohol and nicotine.

Children, especially Black children, report a decrease in the overall effectiveness of the advertising since 1987. This is only partly supported by the data, however, as there have been many statistically significant improvements in the attitudes and orientations of the Black population. At the same time, Blacks have continued to be more at-risk overall to use illegal drugs than Whites as they have more friends using drugs and a greater percentage reporting that they have tried drugs.

The important facts supporting the efficacy of the advertising campaign are as follows:

- 5 out of 10 pro-drug attitudes have become significantly less positive, and none have become more favorable.
 - The percentage of children who disagreed with the statement "Popular kids use drugs" rose eight points, from 53% in 1987, to 61% in 1989.
- 2 out of 10 anti-drug attitudes have become more anti-drug, and none have become less anti-drug.
 - Since 1987, the number of children who agreed with the statement "It is easy to get hooked on drugs" rose five percentage points to 78% in 1989.
- 4 out of 7 positive images of drug users became more negative.
 - The number of children who agreed with the statement "Kids who use drugs are older" (meaning more mature) fell 11 percentage points to 38% between 1987-1989.
- The percentage of children who have been approached to buy drugs has remained essentially constant since 1987.
- There have been no major shifts overall of drug use in this age group.

It appears that the advertising campaign has continued to be successful at fostering anti-drug attitudes in children. **Most data indicate that the advertising is having profound effects on children.**

TEENAGERS 13 TO 17:

Consistent with the first two waves of the study, teenagers experienced the fewest attitudinal shifts. There have been few positive or negative changes overall for this group.

Teenagers are clearly the most difficult group to change through the advertising campaign. This does not, however, lessen the importance of increasing the anti-drug attitudes of this group. There have been some improvements in teenagers overall:

- Teenage images of drug users between 1987-1989 have become somewhat more negative.
 - 6 out of 11 negative images of marijuana users have grown more negative including "Marijuana users are depressed," "Marijuana users are aggressive," and "Marijuana users are self-centered." The percent of respondents who agreed with these types of statements grew between six to eight percentage points. The other five statements did not change significantly.
 - 5 out of 11 negative images of cocaine users have grown progressively more negative including "Cocaine users are loud," and "Cocaine users are aggressive." The number of teenagers who agreed with these types of statements grew between five to eight percentage points. The other six statements did not change significantly.
 - 8 out of 18 positive statements of non-drug users grew more positive including "Non-users are adventurous," "Non-users are popular," and "Non-users are easy going." The number of teenagers who agreed with these types of statements grew between six and 13 percentage points. The other statements did not change significantly.
- Teenagers have grown somewhat more aware of the risks of drug use.
 - The number teenagers who said there was moderate or great risk involved in smoking marijuana regularly rose four percentage points to 84%.
 - The number of teenagers who said there was moderate or great risk involved using cocaine regularly rose four percentage points to 90%.
 - The percentage of teenagers who said there was moderate or great risk using crack regularly rose three percentage points to 91%.

Despite the absence of overwhelming changes in drug related attitudes, **16-17 year olds show evidence of declines in the use of both marijuana and cocaine.** These data are quite similar to the results of the High School Senior Survey Study, conducted by the Institute for Social Research at The University of Michigan.

There appear to be marked differences between 13 vs. 16-17 year olds which are hidden in the overall analysis. **Thirteen year olds have shown pronounced changes in attitudes, user images, and fears over the period 1987-1989, while there have been much fewer corresponding changes for older teenagers (13-17)** (See Figures on teenagers).

Overall, teenagers were fairly responsive to the campaign, although 13 year olds were more responsive than 16-17 year olds.

- Nearly 7 out of 10 teenagers agreed that the advertising campaign "Is convincing people about drugs," and "Help support the non-user." However, half of the teens also felt that the campaign "Uses too many scare tactics." These respondents felt that the campaign should stress alternative behaviors more.

Teenagers appear to be affected by the anti-drug advertising, however, changes in their attitudes appear to be moving more slowly than any other group.

ADULTS 18 AND OVER (Including the College Students):

Drug-related attitudes and beliefs in adults have continued to become increasingly anti-drug between 1987 and 1989. These changes have continued at approximately the same pace over the three years of the study. It is important to note that since adults are more anti-drug to begin with, there is less potential for large changes in attitudes when compared to teenagers and children. Therefore, the fact that attitudes are continuing to become more anti-drug is encouraging:

- **3 out of 10 pro-drug social attitudes decreased**, with changes ranging from four to 11 percentage points.
- **6 out of 13 anti-drug attitudes increased**, with changes ranging from two to ten percentage points.
- **7 out of 18 positive images of marijuana users decreased**, with changes ranging from two to three percentage points.
- **10 out of 11 negative images of marijuana users increased**, with changes ranging from three to eight percentage points.
- **12 out of 18 positive images of cocaine users decreased**, with changes in the two to three percentage point range.
- **10 out of 11 negative images of cocaine users increased**, with changes between three and six percentage points.
- **12 out of 18 positive images of non-users increased**, with changes ranging from three to six percentage points.
- **6 out of 8 fears of social reactions increased**, with changes ranging from two to four percentage points.

These steady shifts in attitudes have been accompanied by a corresponding shift in usage rates. Reported use of marijuana began to decline in 1989, and reported use of cocaine began to decline in 1988 (see Figure 5.2A).

It appears that the advertising campaign has had a strong effect on adults in general. The adult sample is very supportive of the campaign. For example:

- 75% of adults agreed with the statement, "The advertising campaign makes drug use look dumb."
- 71% of adults agreed with the statement, "The advertising campaign is convincing people about drugs."
- However, 30% of the adults agreed with the teenagers that "The advertising campaign uses too many scare tactics."

Changes among parents are less encouraging than those for the adult population as a whole. One would expect much sharper attitudinal changes among the parents of teenagers and children than non-parents (refer to Figures 8.1a 8.1i). This was not entirely true:

- Only non-parents showed a significant decline in pro-drug attitudes over time.
- Fears of cocaine use were higher in parents than non-parents, however, no changes were detected in any group on this dimension.
- Pre-teen parents displayed increasingly negative attitudes toward marijuana users over time, while parents of teenagers became slightly more positive. There were no significant differences between parents and non-parents images of marijuana users.
- There were no significant differences between parents and non-parents in images of cocaine users.

RACIAL DIFFERENCES IN ADULTS

Changes in attitudes and beliefs were compared for White, Black, and Hispanic adults. Overall, major statistically significant improvements were found among Black adults, while no such changes were evident for Hispanics. Blacks and Hispanics continue to be more pro-drug than the White population (refer to Figures 7.1a - 7.1e). For example:

- Fears of drug use (both marijuana and cocaine) increased significantly in Blacks, becoming about the same for Blacks and Whites. No such change was seen among Hispanics.
- Images of cocaine users have become significantly more negative in the Black population, again converging with Whites. No such change was seen among Hispanics.
- Images of non-users are comparable in all three populations, becoming markedly more positive among Hispanics.

2.3 MEDIA EXPOSURE: HIGH VS. LOW MEDIA AREAS

EARLIER RESULTS:

The 1988 Attitudinal Study for the Partnership for a Drug Free America showed dramatic results when **High Media Areas** were contrasted with the balance of the United States. These **High Media Areas** were areas in which Partnership advertising ran at a rate more than four times the national average for the period between 1987, when the advertising started, and 1988. Attitudes in all three samples, 9 to 12 year olds, teenagers 13 through 17, and adults of 18 and over, showed improvement, with the greatest changes taking place among adults.

This pattern of results is similar to the 1989 survey results. Attitudes and behaviors are changing sharply in the adult samples, with lesser changes among the youngest children and less impact among teenagers.

THE 1989 RESULTS:

The Findings for Adults:

The overall improvements in adult attitudes and usage rates are especially pronounced when the data are examined on the basis of high vs. low media exposure. Adults in high media areas have experienced a **much greater** increase in anti-drug attitudes and a decrease in usage rates than adults in low media areas. While marijuana use and cocaine use by adults have been decreasing overall, the change is greatest among adults in the high media areas (only marijuana use was statistically significant). For example:

- The prevalence of marijuana use in the past year **decreased by 20%** among adults in high media areas.
- The prevalence of marijuana use in the past 30 days **decreased by 15%** among adults in the high media areas.
- There were **no statistically significant decreases** in usage rates for marijuana among adults in the low media areas.

In addition, there were a large number of statistically significant improvements in the index scores for adults in high media areas, and virtually no change for adults in low media areas. **Eight out of 11 index scores improved significantly** for high-media adults, while there was only one statistically significant change in low-media adults. For example:

- The Attitudinal Index improved 16% among adults in high media areas.
- The Risk Index for marijuana improved 10% among adults in high media areas.
- The Risk Index for alcohol improved 6% among adults in high media areas.
- The Personality Profile Index of the marijuana user improved (became more negative) 6% among adults in high media areas.
- The only statistically significant change among adults in low media areas was an improvement of 5% in the Personality Profile Index for non-users.

Adults in high-media areas have undergone more drastic changes in attitudes and behavior than those in low-media areas. The image of the drug user is growing negative at a faster rate in high-media areas compared to low media areas, and adults in high media areas are more likely to take direct action against the use of illegal drugs. For example:

- The percentage of high-media adults that referred to marijuana users as "lazy" **increased by 21%** (42% in Wave 2 to 51% in Wave 3), while the percentage remained constant at 49% for low-media adults.
- The percentage of high-media adults that referred to cocaine users as "creative" **decreased by 56%** (9% in Wave 2 to 4% in Wave 3), while the number of low-media adults who referred to cocaine users in this way rose 11% (from 18% to 20%, respectively).
- The percentage of high-media adults who indicated that they were willing to report drug use by local children and teenagers to the police **increased by 56%** (9% in Wave 2 to 14% in Wave 3), while this number increased just 11% in low-media adults (from 9% to 19%, respectively).

Thus, the effects of differential media exposure are quite profound among the adult population. **Adult attitudes are shifting much more rapidly in the high media areas in contrast to the rest of the Country, and these shifts are uniformly toward more anti-drug positions. Moreover, for the first time, the data provides concrete evidence that drug consumption will decline in those areas as well.**

Children's Attitudes, 9 to 12:

Children's attitudes continue to show marked improvements when comparing Wave 2 to Wave 3, particularly in high media areas. Out of 29 items, a total of 8 improvements were statistically significant in the high media areas, while there were only three such improvements in the low media areas. Unlike adults, however, there were also three items which moved significantly in the negative direction. Overall, the number of items that improved significantly outnumbered those that became significantly worse by a ratio of almost 3 to 1. It seems that children are becoming increasingly negative toward illegal drugs and drug users and that this change is occurring faster in the high media areas.

For example:

- The percentage of children in the high media areas who disagreed with the statement, "Smoking marijuana is O.K. sometimes," increased nine percentage points to 96%, while there was no significant change in the low media areas.
- The percentage of high-media children who disagreed with the statement, "Popular kids use drugs," increased 12 percentage points to 76%, while remaining unchanged among low-media children.
- The number of high-media children who agreed with the statement, "Drugs make you do worse at school/sports," increased by nine percentage points to 87%, and the percentage also increased in the low media areas ten percentage points to 91%.

Teenage Attitudes, 13 to 17:

Teenage attitudes continue to be the most resistant to change. Overall, teenage attitudes did not change as much between 1988 and 1989 as the other two groups, although the net of the changes was in a positive direction.

The contrast between the high media areas and the low media areas produces a somewhat ambiguous result. **Attitudes actually become worse over the past year in the low media areas.** This pattern is fairly consistent, although the changes are relatively small.

The respondents in the high media areas, by contrast, basically display no change in the year to year comparison. Attitudes are stable in these areas, as contrasted with the modest erosion in the low media areas.

In general, teenagers appear the most resistant to advertising messages in general, although changes have shown marked improvement over the three years of the study. It is harder to link this effect to the advertising in 1989 than it was in 1988.

A Summary:

This attitudinal tracking study is the largest and most comprehensive study of its kind ever undertaken. Each wave of interviewing has involved more than 7,000 respondents interviewed in nearly a hundred communities across the United States.

For the second year in a row, this research demonstrates quite conclusively that anti-drug advertising can change both attitudes and behavior, and the research points to the need for a greater effort in this regard.

3.1 CHILDREN: OVERALL CHANGES IN ATTITUDES AND USER IMAGES

When children's attitudes towards drugs in 1987 were compared to those reported in 1989, some statistically significant improvements were noted. Overall, 7 out of 17 attitudes became more anti-drug, as shown in Figure 3.1a. These improvements ranged from 4 to 8%. For example:

- The percent disagreeing with the statement "Popular kids use drugs rose from 53 to 61%, a **15% increase**.
- The percent disagreeing with the statement "People can stop using drugs if they want to rose from 55 to 62%, a **13% increase**.
- The percent disagreeing with the statement "Parties are more fun with drugs" increased from 83 to 89%.

3.1 Overall Changes in Attitudes and User Images in Children Continue

Three out of six images of drug users became more negative in children over the period from 1987 to 1989, as shown in Figure 3.1b. These improvements ranged from 5 to 11%, and were an important finding. For example:

- The percent reporting that drug users are older declined from 49 to 38%, a **22% decrease**.
- The percent reporting that drug users are popular dropped from 36 to 31%, a **14% decrease**.

3.2 Drug Use Among Children's Friends

The percentages of children's friends who do not use alcohol or marijuana are shown in Figure 3.2a for 1987, 1988 and 1989. While the percentages that do not get drunk often and do not use marijuana sometimes did not increase, the percentage that drink sometimes rose significantly in both 1988 and 1989 when compared to 1987.

3.3 Younger vs. Older Children

When different age groups of children are examined, it becomes evident that older children (11-12 years of age) are significantly more involved in drug-related behavior than their younger (9-10 yr old) counterparts.

- Figure 3.3a shows that of those who report "lots" and "few" friends who drink, percentages in the 11-12 yr old group are almost double those reported by 9-10 yr olds.
- A similar trend is evident in Figure 3.3b showing the number of friends who get drunk often.
- 11-12 yr olds also report more friends who use marijuana, as shown in Figure 3.3c.

However, with respect to trying drugs, the percentage is increasing more rapidly in younger children (9-10 yr olds) than in older children (11-12 yr olds), as can be seen in Figure 3.3d. The percent of 9-10 yr olds trying marijuana increased from 1.7 in 1988 to 4.0% in 1989, an increase of 135%, while the corresponding figures for 11-12 yr olds were 6.7 to 8.0%, an increase of 19%. The fact that younger children are trying drugs at a faster rate than older children may cause younger children's attitudes toward the use of illegal drugs to be more resistant to future advertising, and we may see corresponding increases in usage rates among older children and teens as time progresses.

3.4 Differences Between Black and White Children

Separate analyses of trends in black and white children indicate that black children continue to be at greater risk for entering the cycle of drug use and abuse.

- Figure 3.4a shows that while approximately comparable percentages of black and white children report "lots" of friends getting drunk, the percentages reporting "a few of my friends" are markedly higher in black children, 14-18% as compared to 8-12%.
- A similar trend for number of friends using marijuana is shown in Figure 3.4b.

However, as shown in Figure 3.4c, although the percent of black children who have tried marijuana remains higher than in white children, the rate at which white children are trying marijuana is increasing at a faster rate, rising from 3.1 to 5.5%. The percentages for white children now are approaching the corresponding figure for black children, which declined from 8.5 to 7.7% in 1989.

3.5 Children's Response to the Campaign

The percentage of children that recalled the commercials increased in 1988 in response to the campaign. Initially, the percentage of children reporting that the campaign made them not want to use drugs was quite high (72%). However, this declined, in 1988 and again in 1989 down to 62%, while the percent reporting that the campaign changed their feelings about drugs did not increase.

- Figure 3.5a shows a decline over the period 1987-1989 (70 to 61% in 11-12 yr olds, and from 74 to 63% in 9-10 yr olds) of children reporting that the campaign made them not want to use drugs.
- Black children showed an even greater decline in the percentage reporting that the campaign made them not want to use drugs, dropping from 73% in 1987 to 51% in 1989 (Figure 3.5b). The campaign has not changed their feelings about drugs significantly over the three waves.

3.6 Summary of Principal Findings in Children

- Attitudes of children continue to become more anti-drug
- Images of drug users continue to become more negative in children.
- There is less casual drinking among children's friends, but no change in the number of friends who get drunk often or who use marijuana sometimes.

However:

- Children are a dichotomous population as indicated by differences in effect both by age and race.
- Older children (11-12) have more friends using drugs than younger children (9-10) and while a greater percentage of older children have tried drugs, the percentage of younger children who are trying drugs is increasing at a faster rate.
- Black children have more friends using drugs and a greater percentage have tried drugs than white children, supporting the premise that black children are at greater risk than their white counterparts.
- However, white children are trying drugs at a faster rate than black children, indicating that white children are also significantly at risk.
- Children report increasingly less impact of the campaign between 1987 and 1989, an effect more pronounced in black children. This finding should be regarded carefully because we have also found children's attitudes toward drugs and their users to be increasingly negative despite their reflections on the effectiveness of the campaign.

4.1 TEENAGERS: OVERALL CHANGES IN INDEX SCORES

When considered overall, the population of teenagers failed to show any major changes in drug-related attitudes or in reported use of drugs. This finding is consistent with the earlier two waves of the study.

- Figure 4.1a shows that attitudes about drugs have not changed significantly over the three years of the study.
- Figure 4.1b shows a significant increase in the perceived risk of alcohol use in teenagers, but not of marijuana or of cocaine use.
- Neither the images of drug users nor non-users (Figure 4.1c) have changed significantly overall.
- Fears of the consequences of drug use (Figure 4.1d) have not changed over the period from 1987-1989.

4.2 Reported Use of Marijuana and Cocaine in Teenagers

Figure 4.2a shows changes in reported use of marijuana and cocaine in teenagers by various frequency of use categories. No statistically significant changes in any category of use for either marijuana or cocaine were found when data from 1987 were compared to 1989 data.

4.3 Differential Effects in 13 vs. 16-17 Year Olds

When age differences were examined, it became evident that there were marked changes in young teenagers (13 yr olds) in response to the campaign, while older teenagers (16-17 yr olds) showed almost no effect. Thus, teenagers represent a dichotomous population and the overall results for teenagers are masked by the nature of the sample.

- Figure 4.3a shows that attitudes of 13 yr olds become increasingly anti-drug over the period of the campaign, while 16-17 yr olds fail to show any corresponding change.
- Images of cocaine and marijuana users continue to become less positive in 13 year olds between 1987 and 1989; no comparable change is seen in 16-17 yr olds (Figure 4.3b).
- Correspondingly, images of non-users continue to become more positive in 13 yr olds, but remain unchanged in 16-17 yr olds (Figure 4.3c).
- Fears of the consequences of marijuana use increased significantly in 13 yr olds, but not in 16-17 yr olds (Figure 4.3d).

Changes in the index scores from 1987 to 1989 are compared for 13 yr olds and 16-17 yr olds in Table 4.3a which shows the resulting p values from the analyses of variance. As it indicates, 13 yr olds evidenced significant changes in the attitudinal index, harmfulness of marijuana index, past action index, personality profiles of cocaine users and non-users, the risk index for cocaine and the appeal index of alcohol. In contrast, there were no statistically significant changes in index scores for 16-17 yr olds.

4.4 Friends Using Drugs and Drug Use in 13 Year Olds

Despite improvements in attitudes and other index scores, 13 yr olds showed a **significant increase from 31 to 48%** between 1987 and 1989 in the reported number of friends who get drunk often, as shown in Figure 4.4a . Similar trends were evident in the number of friends who get stoned on marijuana (5% increase) and get high on cocaine (7% increase), but these were not statistically significant.

When reported marijuana and cocaine use are examined in 13 yr olds (Figure 4.4b), differential trends were evident. Though not statistically significant, the data suggest an increase in marijuana use in 13 yr olds (e.g., 11 to 15% in past 12 month use) concurrently with a decline in cocaine use. This is consistent with a trend to move away from harder drug use to what is considered to be a safer drug, marijuana. It also corresponds with findings in adults that a decline in cocaine use precedes any change in marijuana use.

4.5 Comparison of 16-17 Year Old Reported Drug Use Data to the High School Senior Survey

Data of 16-17 yr olds in the Partnership study (1988-1989) were compared to corresponding figures from the High School Senior Survey (1987-1988) conducted by the Institute for Social Research at The University of Michigan. Figures 4.5a and 4.5b show the comparability of the measures of reported use in the two studies, as well as the comparable declines in reported use of both marijuana and cocaine occurring in these populations. For example:

- Lifetime marijuana use in the Partnership study declined from 55 to 51% between 1988 and 1989, a drop of 4%. A decline from 50 to 47% occurred in the High School Senior Survey between 1987 and 1988.
- Use of marijuana during the past 12 months declined 6%, from 47 to 41% in 16-17 yr olds in the Partnership study while declining from 37 to 34% in the High School Senior Survey.
- Lifetime use of cocaine dropped 2% (22 to 20%) and 3% (15 to 12%) in the Partnership and High School Senior Study, respectively.
- Corresponding figures for cocaine use over the past 12 months were 3% (17 to 14%) and 1.5% (10.5 to 8%).

4.6 Teenagers Evaluation of the Campaign

In general, teenagers appeared to respond favorably to the campaign, as can be seen in Table 4.6a. When asked to scale various adjectives describing the campaign, the largest percentages fell in the two highest rating categories and ranged from about 50 to 65%. For example, 66% felt the campaign was honest and informative.

- Response to the campaign differed by age, however, with the youngest teenagers (13 yr olds) most responsive (45-65% positive) and oldest teenagers least responsive (about 20-40% in most positive category), as shown in Figure 4.6a.
- Moreover, about 20% of teenagers, regardless of age, strongly agreed with statements such as "the campaign uses too many scare tactics", "doesn't speak to me", "stresses the wrong thing", and "doesn't tell me what to do" (Figure 4.6b).

4.7 Summary of Principal Findings in Teenagers

- Overall analysis of teenagers revealed no major changes in attitudes, beliefs, fears, or reported use of drugs.
- However, there are marked differences in 13 vs. 16-17 yr olds which are masked in the overall analysis.
- 13 yr olds exhibit pronounced changes in attitudes, user images, and fears over the period from 1987 to 1989, while no corresponding changes were evident in 16-17 yr olds.
- However, 13 yr olds did show an increase in the reported number of friends getting drunk and a trend towards increased marijuana use.
- Despite the absence of changes in attitudes about drugs, 16-17 year olds show evidence of declines in use of both marijuana and cocaine; these data correspond to results from the High School Senior Survey Study.
- In general, teenagers were responsive to the campaign; 13 yr olds were more positive than 16-17 yr olds.
- Teenagers indicate the need for a campaign with fewer scare tactics and one that stresses alternative behaviors.

5.1 ADULTS: CHANGES IN INDEX SCORES

Adults have shown the most consistent and widespread changes in drug-related attitudes over the three years of the study.

- Figure 5.1a shows that adult attitudes have become increasingly more anti-drug from 1987 to 1989, with the biggest decline in the attitude index occurring between 1988 and 1989 (4.00 to 3.87).
- Correspondingly, the appeal of both alcohol and marijuana have declined significantly (Figure 5.1b) although both still remain relatively more appealing than cocaine.
- The perceived risks of cocaine, alcohol and marijuana use have all increased over the period 1987 to 1989 (Figure 5.1c). Nevertheless, the risks of alcohol and marijuana are perceived as comparable by adults, and as lower than those for cocaine.
- Figure 5.1d shows that the image of a non-drug user has become more positive, with the greatest gain occurring between 1988 and 1989. Images of drug users have tended to become more negative, although the effects are not statistically significant.
- Fears of the consequences of drug use, both marijuana and cocaine have also increased significantly (Figure 5.1e). Fears of marijuana use, however, still remain lower than those attributable to cocaine use.
- Parents in the adult population have become more active in discouraging drug use in their children (Figure 5.1f) but have not expressed such social disapproval at friends.

5.2 Reported Use of Marijuana and Cocaine in Adults

In correspondence with the above-described changes in drug-related attitudes, statistical analysis revealed a decline in the use of both marijuana and cocaine in adults between 1987 and 1989. These effects are clear when changes in different categories of use are examined.

- Figure 5.2a (top panel) shows the decline in 1989 of marijuana used 1-9X in the past year (from 9.0 to 7.9%) and in the 10X or more category (from 10 to 7.8%). This occurred concurrently with an increase in 1989 (from 81.1 to 84.4%) in the population reporting no use in the past 12 months.
- Figure 5.2a (bottom panel) shows an increase in the percent reporting no use (91.6 to 93.1%) beginning in 1988. This derived primarily from a concurrent drop in the percentage reporting use 1-9X in the past 12 months.

5.3 Campaign Impressions in Adults

Adults appeared to be particularly responsive to the campaign. As Table 5.3a indicates, the percentages assigning the highest two scores (rank 1 and 2) to various descriptors of the campaign ranged from about 70 to 80%. Corresponding figures for teenagers were 50-65%.

5.4 Summary of Principal Findings in Adults

- Drug-related attitudes and beliefs in adults have continued to become increasingly anti-drug between 1987 and 1989.
- Shifts in drug-related attitudes are accompanied by declines in reported drug use, with cocaine use beginning to decline in 1988, and marijuana in 1989.
- While parents were found to more actively discourage drug use in their children, they became less active in discouraging friends and other peers.
- Adults were highly positive about the campaign.

6.1 TYPE OF USER: CHANGES IN INDEX SCORES

Effects on drug-related attitudes and reported drug use were examined in the adult population by type of user. This analysis was restricted to the adult population; sample size was too small in teenagers to run a comparable analysis.

For marijuana, those defined as non-users were respondents who indicated no use in the past 12 months. Occasional users were those who reported using marijuana 1-9X in the past 12 months. Regular users were defined as those who used 10 or more times in the past 12 months. For cocaine, non-users consisted of respondents who indicated no use of cocaine in the past 12 months. Occasional users had used once in the past 12 months; regular users more than twice in the past 12 months. The user categories differ between marijuana and cocaine because of the more immediate health risks associated with cocaine use.

Analyses indicated that changes in drug-related attitudes and beliefs in response to the advertising campaign appeared to be restricted primarily to non-users. However, some evidence for declines in reported use among users were also evident:

- Figure 6.1a reveals that attitudes of regular marijuana and cocaine users were more pro-drug than those of occasional and non-users; attitudes of occasional users were more like those of regular users than non-users. Of the three, only non-users showed a significant shift towards a more anti-drug stance over the period 1987-1989, although regular and occasional users of cocaine became somewhat more anti-drug in the period 1988-1989.

- The perceived risk of marijuana (Figure 6.1b), cocaine (Figure 6.1c) and alcohol (Figure 6.1d) all increased significantly in non-users. In each case, perceived risk of the compounds was already highest among non-users, followed by occasional, then regular users. Regular users of marijuana also showed a significant increase in perceived risk of marijuana use.
- Images of non-users became significantly more positive in non-users. Similar trends were evident in both occasional and regular users (Figure 6.1e).
- Images of users did not change in any group of users (Figures 6.1f and 6.1g); in all three years of the study, images of drug users are consistently more negative in non-users than in either occasional or regular users.
- Fears of the consequences of marijuana and cocaine use did not change in any population of users (Figures 6.1h and 6.1i); non-users reported consistently greater fear scores than do either occasional or regular users.
- Non-users became significantly more active in discouraging their children's drug use (Figure 6.1j), but took significantly less action against friends and peers (Figure 6.1k). Surprisingly, non-users appear to be the least apt to express social disapproval against peers when compared to occasional and regular users.

6.2 Reported Drug Use by Type of User

Figure 6.2a shows changes in reported marijuana use among regular (left) and occasional marijuana users. Among regular marijuana users, the proportion showing heaviest use (40+) has declined by 6%, while the proportion using 10-19 times increased 6%. Thus, among the heaviest marijuana users, there has been a shift toward more infrequent use. Among occasional users, there has been a shift both towards higher categories of use (4-9 up 2%) but also towards less use (once up 3%).

Corresponding figures for cocaine users are presented in Figure 6.2b. They indicate a more dichotomous effect for regular cocaine users (left panel). The 9% decline in the category of 4-19X has been accompanied both by a 5% increase in the population using none to 3 times, but also by a 5% increase in those using 20 or more times. Of occasional users, a shift of 3% from using once to no use occurred between 1987 and 1989.

6.3 Summary of Effects in Different Types of Users

- Non-users are consistently more anti-drug in attitude and belief and express greater fear and perceived risk of drug use than do either occasional or regular users.
- Significant changes in drug-related attitudes and beliefs were found almost exclusively among non-users.
- Both regular marijuana and cocaine users do, nevertheless, show evidence of a decline in reported use of both marijuana and cocaine.

7.1 RACE: CHANGES IN INDEX SCORES

Levels of use and changes in attitudes were examined for the White, Black and Hispanic groups. Data for each population from each year of the study were weighted to the demographics of the 3 yr merged data set (1987-1989). This yielded comparable demographics for each year of the study and for the combined data from all 3 years. These weightings were carried out separately for Blacks and Hispanics. Analyses of variance were then carried out to determine the changes from 1987 to 1989 in index scores of Blacks and of Hispanics. Data on the White population are included for purposes of relative comparison; Black and Hispanic populations were not statistically compared to the White population.

Overall, major improvements in drug-related attitudes and beliefs were found among Blacks, while little evidence for any such change was noted in Hispanics.

- Attitudes in the Black population have become increasingly more anti-drug (Figure 7.1a). A similar trend is evident in Hispanics, but is not statistically significant. When compared to White populations, both Black and Hispanic populations remain relatively more pro-drug.
- Fears of drug use, both marijuana and cocaine, also increased significantly in Blacks from 1987 to 1989 (Figure 7.1b); by 1989 fear levels of Blacks and Whites converge. A similar trend is evident in Hispanics, but, again, is not statistically significant.
- Images of cocaine users have become significantly more negative in Black populations (Figure 7.1c), with image levels of Whites and Blacks converging. Comparable changes in Hispanics were not evident. No changes in images of marijuana users were detected in either Black or Hispanic populations.

- Images of non-users (Figure 7.1d) became markedly more positive in the Hispanic population and White population; a corresponding effect was not observed in Blacks. Interestingly, image levels of non-users are relatively comparable in the three populations.
- The perceived risks of marijuana, cocaine and alcohol all increased significantly in the Black population from 1987 to 1989, as shown in Figure 7.1e; this effect was not observed in the Hispanic population. All three population groups indicate much higher levels of perceived risk for cocaine than for marijuana and alcohol, which are perceived as being of comparable risk.
- Social disapproval, i.e., discouraging friends and peers from drug use (Figure 7.1f) did not increase in Blacks, with mean values actually tending to decline. A substantial decrease in social disapproval was found in the Hispanic population from 1987-1989.
- Neither Black nor Hispanic parents showed evidence of increasing parental action aimed at discouraging drug use in their children (Figure 7.1g).

7.2 Reported Drug Use Changes in Black and Hispanic Populations

Reported use of marijuana and cocaine over the past 12 months are shown for White, Black and Hispanic populations in Figures 7.2a and 7.2b, respectively. Relative comparisons indicate higher percentages of both Blacks and Hispanics in the higher frequency of use categories (1-9X and 10 or more X) than in the White population.

The data are suggestive of declines in use of marijuana in all three populations. Cocaine use declines, however, appear to be restricted to the White population. For example:

- The percentage reporting no marijuana (Figure 7.2a) use in the White population increased 2.5% from 82.4 to 84.7 between 1987 and 1989 while the highest frequency of use categories dropped 1.7%, from 9.5 to 7.8%.
- At the same time, the percentage of the Black population reporting no use of marijuana increased 5%, from 74.7 to 79.7%. This resulted from a decline in both other frequency of use categories: use 1-9X decreased 3.1% (12.8 to 9.7%), and use 10 or more times 1.9% (12.5 to 10.6%).

- Reported use of marijuana among Hispanics appeared to increase in 1988 but decline again in 1989, returning to 1987 levels. Thus, the percent reporting no use increased 1%, while those using 1-9X declined 1.7%.
- Cocaine use (Figure 7.2b) began to decline in the White population in 1988, with the percent reporting no use increasing from 92 to 93.4% as a result of a decline in the 1-9X use category from 5.8 to 4.3%.
- Evidence for a decline in cocaine use in the Black population was not compelling.
- Cocaine use appears to have increased in Hispanics, especially in 1989 when the proportion of those not using declined by 5.7% from 90.6 to 84.9% and the proportion using 1-9X increased from 5.1 to 11.1%.

7.3 Summary of Principal Findings in Black and Hispanic Populations

- The Black population has exhibited significant improvements in drug-related attitudes and beliefs over the course of the study.
- Reported use data suggests a decline in marijuana use among Blacks, but little systematic change in cocaine use.
- The Hispanic population shows little significant improvements in drug-related attitudes and beliefs, although trends in the expected direction were noted.
- While the Hispanic population may show some evidence of a small reduction in reported use of marijuana, use of cocaine appears to have actually increased.

8.1 PARENTS VS. NON-PARENTS: CHANGES IN INDEX SCORES

An analysis of changes in index scores from 1987-1989 of non-parents, parents of pre-teens and parents of teenagers was carried out using analyses of variance. Within each of the three groups there were no major demographic differences which would have necessitated reweighting of the data. Parents who had both pre-teen and teenage children were included in the teenage group. Because the three groups differed markedly in age, however, they were not compared to each other, but are shown together on the figures to facilitate relative comparisons.

The changes in index scores that were noted were observed primarily in parents of pre-teens and in non-parents while parents of teenagers showed non-systematic effects:

- Parents of both pre-teens and teens were relatively more anti-drug than non-parents, but only non-parents showed a significant decline in pro-drug attitudes over time (Figure 8.1a). A similar trend was noted in parents of pre-teens.
- Parents expressed relatively greater fear of drug use than non-parents (Figure 8.1b), but only parents of pre-teens exhibited a significant increase in fears of the consequences of marijuana use over the course of the study.
- Fears of cocaine use were higher in parents than non-parents, (Figure 8.1c) but in no group were any changes detected.
- Overall, images of marijuana users tended to be similar in parents and non-parents (Figure 8.1d). However, pre-teen parents displayed increasingly negative attitudes toward marijuana users over time, while parents of teenagers actually became significantly more positive.
- Images of cocaine users were comparable in parents and non-parents and did not change over the 3 years of the study (Figure 8.1e).
- Images of non-users (Figure 8.1f) were similar in parents and non-parents. A significant increase in the positive image of non-users by non-parents was accompanied by a similar, though not statistically significant trend in parents.

- Parents indicate greater risks of marijuana (Figure 8.1g), cocaine (Figure 8.1h) and alcohol (Figure 8.1i) than do non-parents. An increased perceived risk of marijuana over time was found in both non-parents and pre-teen parents, and for alcohol in non-parents and parents of teenagers.
- Surprisingly, parents tend to express less social disapproval toward friends and peers than do non-parents (Figure 8.1j).

8.2 Changes in Reported Use of Marijuana and Cocaine in Parents and Non-Parents

Changes in reported use of marijuana and cocaine for parents and non-parents are shown in Figures 8.2a and 8.2b, respectively. The pattern of results suggest declines in marijuana use in both non-parents and pre-teen parents, while teen parents show a trend toward increasing use. With respect to cocaine, non-parents show a trend toward declining use, pre-teen parents evidence little change while parents of teens again show a trend toward increased use:

- The percent of non-parents reporting no use of marijuana in the past 12 months (Figure 8.2a) increased 4.3% between 1987 and 1989. At the same time, those reporting use 1-9X declined by 2.2%, and the percent reporting use 10 or more times declined 2.3%.
- Percent of pre-teen parents reporting no use of marijuana increased 2.8%, from 76.5 to 79.3%, whereas the percent using 10 or more times decreased 2.1%, from 13.3 to 10.2%.
- Only parents of teens showed a trend toward increasing use of marijuana: percent reporting no use dropped 4.5%, from 89 to 84.5%, while use 1-9 times increased 3.5%, from 4.6 to 8.1%, and use 10 or more times rose from 5.6 to 7.7%.
- A trend toward declining cocaine use in non-parents began in 1988 (Figure 8.2b) when percent reporting no use increased 2.4%, and percent using 1-9 times declined 2.2%.
- Unlike marijuana use, pre-teen parents showed no systematic changes in reported cocaine use.
- Again, parents of teens show a tendency toward increasing drug use, with percent not using cocaine in the past 12 months decreasing 3.3%.

8.3 Summary of Principal Findings in Parents and Non-Parents

- Attitudes and beliefs remain more anti-drug in parents than in non-parents.
- Improvements in drug-related attitudes and beliefs from 1987 to 1989 were noted primarily in parents of pre-teens and in non-parents. Parents of teens showed few improvements, and, in some cases, a more pro-drug stance was noted.
- Changes in reported use of marijuana and cocaine over the past 12 months generally paralleled attitudinal changes: a trend toward declining use was noted in both parents of pre-teens and in non-parents, whereas parents of teens appear to be using more.

9.1 OVERALL SUMMARY AND RECOMMENDATIONS

Of the 3 major populations examined (children, teenagers, adults), the most pronounced improvements were seen in adults:

- Positive changes were noted in almost all indices measuring drug-related attitudes and beliefs.
- Reported use of both marijuana (1989) and cocaine (1988) declined significantly.
- Adults were very positive about the media campaign.

RECOMMENDATION: Continue the current campaign strategy for adults.

9.2 Children showed a generally positive response to the campaign, although they were less impacted than adults:

- Some positive changes occurred in drug-related attitudes and beliefs and in images of drug users.
- Children were relatively responsive to the campaign.

However,

- The percentage of children reporting they have tried drugs increased between 1988 and 1989.
- Overall, higher percentages of Black children have tried drugs than White children, and higher percentages of older children (10-11) have tried drugs than younger children (9-10).
- These percentages, though, are increasing faster in younger (9-10) than older (11-12) children, and faster in White children than in Black children.
- The percentage of children reporting that the campaign made them "not want to use drugs" has steadily decreased over the past three years, with a larger decrease in Black than in White children.
- Overall, higher percentages of Black children have tried drugs than White children, and higher percentages of older children (10-11) have tried drugs than younger children (9-10).

RECOMMENDATIONS:

- Change the focus of the campaign in children.
- More advertising should be aimed directly at children discouraging them from trying drugs.
- Include more Black children in the advertising since the problem is still of greater proportion in this population.
- Advertising in children should include a focus on alternative behaviors in drug situations, e.g., what to do when a friend tries to tempt you to try drugs.

9.3 Considered overall, teenagers were least responsive to the campaign:

- There were no changes in drug-related attitudes and beliefs.
- There were no significant changes in reported drug use.
- Teenagers were positive about the campaign, but less so than adults.

The overall analysis, however, masked dramatic improvements within particular age segments:

- With respect to attitudes and beliefs about drugs, 13 yr olds became significantly more anti-drug, 16-17 yr olds did not show any such changes.
- Campaign ratings were more positive in 13 yr olds than in 16-17 yr olds.
- Suggestions of declining use of cocaine were evident in 13 yr olds from 1987 to 1989, and of a decline in reported use of both marijuana and cocaine among 16-17 yr olds from 1988 to 1989.

RECOMMENDATIONS:

- More advertising aimed at teenagers.
- Focus advertising on discouraging first time drug use in young teens (13-14 yrs old).
- Focus advertising on precluding further use in older teens (16-17 yr olds).
- Less emphasis on scare campaign; more focus on realistic alternative behaviors for drug-related situations.
- Greater use of Black and Hispanic teenagers in advertising.

9.4 Other Major Findings:

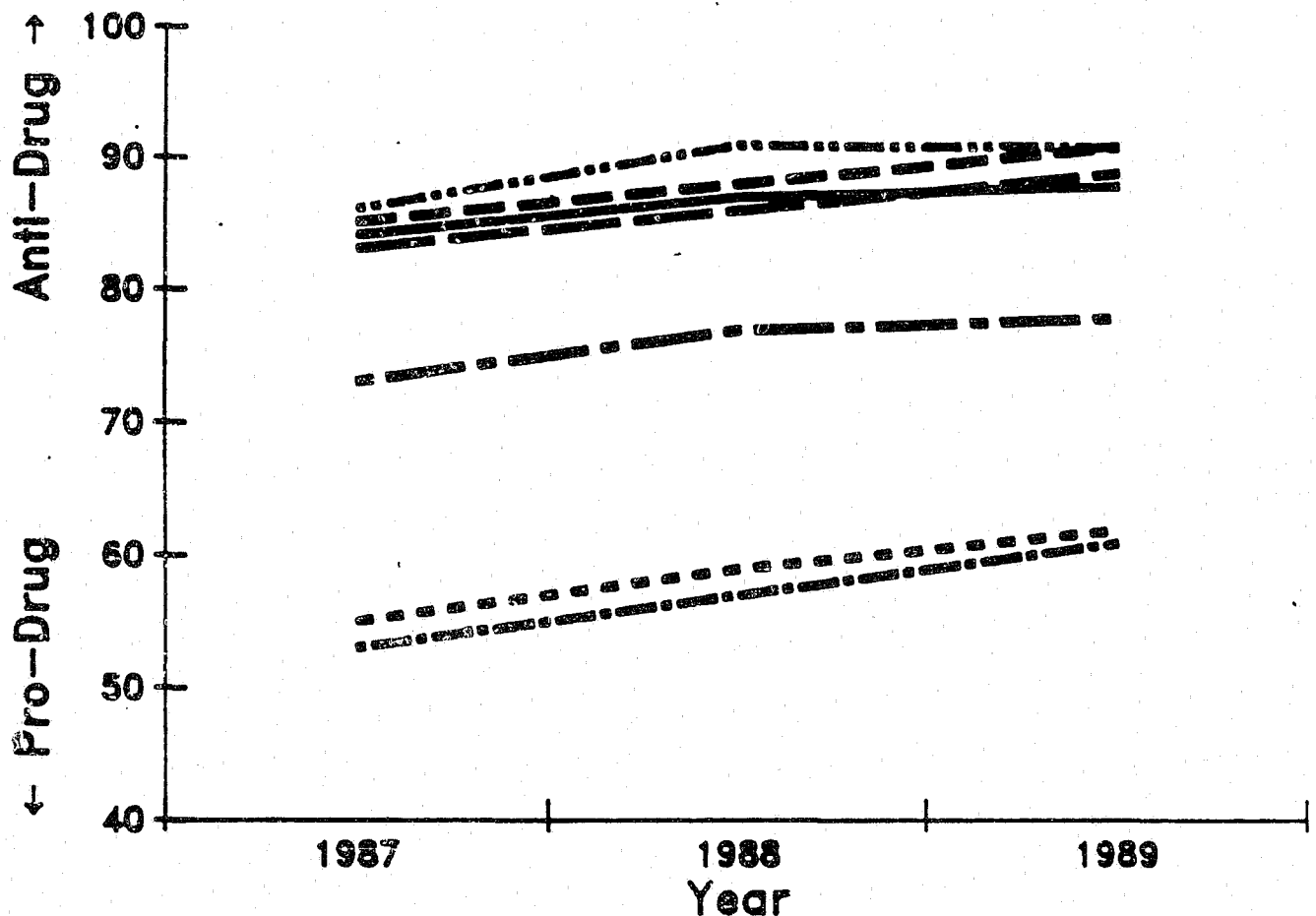
- Black and Hispanic populations are still more relatively pro-drug than the White population.
- The Black population has shown marked improvements; Hispanics evidence few, if any, improvements.
- In fact, use of cocaine may even be increasing in Hispanics.
- The most pronounced effects of the campaign on attitudes and beliefs about drugs are found in non-users within the adult population.
- Nevertheless, declines in reported use of both marijuana and cocaine are evident in both regular and occasional adult users.

RECOMMENDATIONS:

- Include more Black and Hispanics in the advertising campaign and more settings with which they can identify.
- Consider more advertising aimed at users, perhaps former users emphasizing the ability to "rise-above" the problem.

TABLE 1

SOME CHILDREN'S ATTITUDES BECOME MORE ANTI-DRUG *



Scared taking drugs

Popular kids use drugs

Smoking pot okay sometimes

Try drugs if friends did

People can stop if they want to

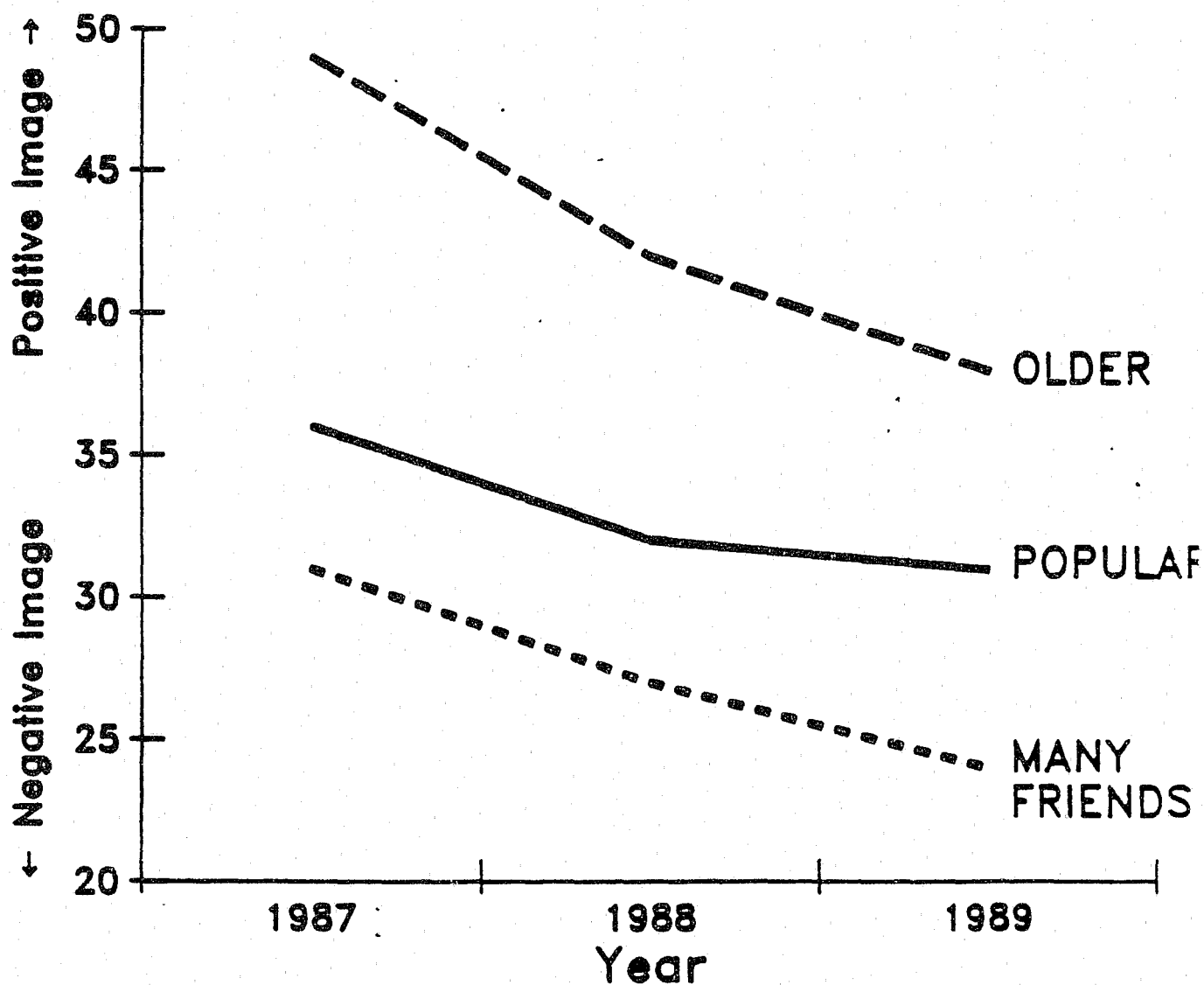
Easy to get hooked on marijuana

Parties more fun with drugs

* Significant at $p=.05$ or less

TABLE 2

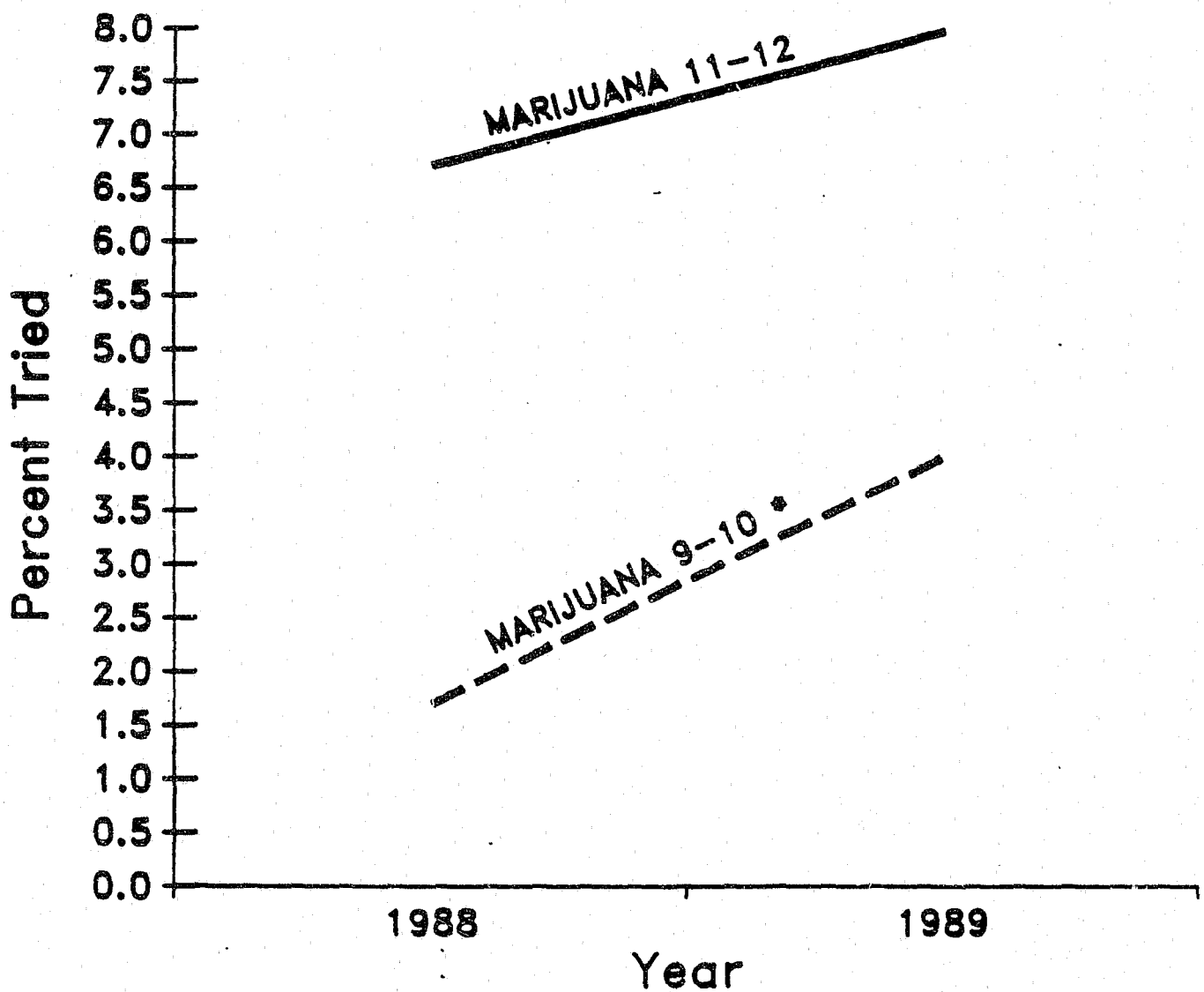
SOME POSITIVE IMAGES OF DRUG USERS DECLINE IN CHILDREN *



* Significant at $p=.05$ or less

TABLE 3

MORE YOUNG CHILDREN TRY MARIJUANA



* Significant at $p=.01$ or less

TABLE 4
PRO-DRUG ATTITUDES
CHILDREN 9 - 12

		PERCENTAGE WHO DISAGREE			PERCENT CHANGE		
		<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
1.	I would try drugs if my friends did.	86%	91%	91%	+5	0	+5 *
2.	Using drugs makes you feel grown-up.	69%	74%	70%	+5	-4	+1
3.	Most people can stop using drugs when they want to.	55%	59%	62%	+4	+3	+7
4.	Popular kids use drugs.	53%	57%	61%	+4	+4	+8
5.	Smoking marijuana is okay sometimes.	85%	88%	91%	+3	+3	+6
6.	Parties are more fun with drugs.	83%	86%	89%	+3	+3	+6
7.	It is hard to say "no" when friends want you to try drugs.	44%	46%	44%	+2	-2	0
8.	I'd like to try crack just once to see what it's like.	89%	91%	92%	+2	+1	+3
9.	People who like drugs are no different than anyone else.	68%	69%	70%	+1	+1	-2
10.	Smoking cigarettes is more harmful than smoking marijuana.	62%	58%	62%	-4	+4	0

*Box indicates significant at < .01 level.

TABLE 5
ANTI-DRUG ATTITUDES
CHILDREN 9 - 12

		PERCENTAGE WHO AGREE			PERCENT CHANGE		
		<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
1.	It is easy to get hooked on drugs.	73%	77%	78%	+4	+1	+5 *
2.	Crack or cocaine can kill you.	88%	91%	92%	+3	+1	+4
3.	I am scared of taking drugs.	84%	87%	88%	+3	+1	+4
4.	I don't want to hang around people who use drugs.	82%	85%	85%	+3	0	+3
5.	Using drugs is dangerous.	95%	95%	95%	0	0	0
6.	My parents would feel really bad if they found out I was using drugs.	94%	95%	94%	+1	-1	0
7.	Many people steal to buy drugs.	84%	85%	84%	+1	-1	0
8.	Drugs make you do worse at school or sports.	82%	81%	85%	-1	+4	+3
9.	People on drugs act stupid.	78%	77%	81%	-1	+4	+3
10.	Person who sells drugs is not a friend.*	---	87%	89%	---	+2	---

*Box indicates significant at < .01 level.

TABLE 6
9 - 12 YEAR OLDS DESCRIBE
"KIDS WHO USE DRUGS"

POSITIVE IMAGES

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
A Good Student	9%	10%	8%	+1	-2	-1
Good at Sports	13%	13%	13%	0	0	0
Someone I Would Like	9%	7%	8%	-2	+1	-1
Friendly	19%	17%	15%	-2	-2	-4 *
Popular	36%	32%	31%	-4	-1	-5
Has Many Friends	31%	27%	24%	-4	-3	-7
Older	49%	42%	38%	-7	-4	-11

NEGATIVE IMAGES

Lazy	73%	74%	76%	+1	+2	+3
Boring	54%	54%	56%	0	+2	+2
Stupid	79%	79%	82%	0	+3	0
Loud	72%	71%	69%	-1	-2	-3
Shy	18%	17%	16%	-1	-1	-2

*Box indicates significant at < .01 level.

Q3 - Answer "Yes" or "No" if these words are like "kids who use drugs."

TABLE 7
CHILDREN 9 - 12

"HAVE YOU EVER TRIED:"

	<u>Yes</u>		<u>Percent Change</u>
	<u>88</u>	<u>89</u>	<u>88/89</u>
MARIJUANA	4%	6%	+2
COCAINE	1%	1%	0
CRACK	1%	1%	0

**"IF YOU HAVE OLDER BROTHERS AND SISTERS, HAS ONE OR MORE OF
THEM USED ANY OF THE FOLLOWING DRUGS?"**

	<u>Yes</u>		<u>Percent Change</u>
	<u>88</u>	<u>89</u>	<u>88/89</u>
MARIJUANA	9%	10%	+1
COCAINE	3%	4%	+1
CRACK	2%	3%	+1

TABLE 8
CHILDREN 9 - 12

"HAS ANYONE EVER TRIED TO SELL YOU DRUGS OR GET YOU TO TAKE DRUGS"

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
YES	16%	18%	16%	+2	-2	0

DRUGS/ALCOHOL - EASE OF OBTAINING

HARD TO OBTAIN

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
CIGARETTES	27%	32%	32%	+5	0	+5 *
MARIJUANA (POT)	59%	60%	58%	+1	-2	-1
COCAINE	63%	64%	62%	+1	-2	-1
CRACK	62%	63%	61%	+1	-2	-1
BEER OR ALCOHOL	49%	49%	50%	0	+1	+1

*Box indicates significant at < .01 level.

Q5 - How easy do you think it would be for you to get drugs?

TABLE 9
CHILDREN 9 - 12
DEMOGRAPHICS

	<u>1987</u>	<u>1988</u>	<u>1989</u>
BOY	51%	52%	50%
GIRL	49%	48%	50%
WHITE	83%	83%	83%
BLACK	15%	14%	14%
ORIENTAL/ASIAN	0%	0%	1%
HISPANIC	2%	1%	1%
OTHER	1%	1%	1%

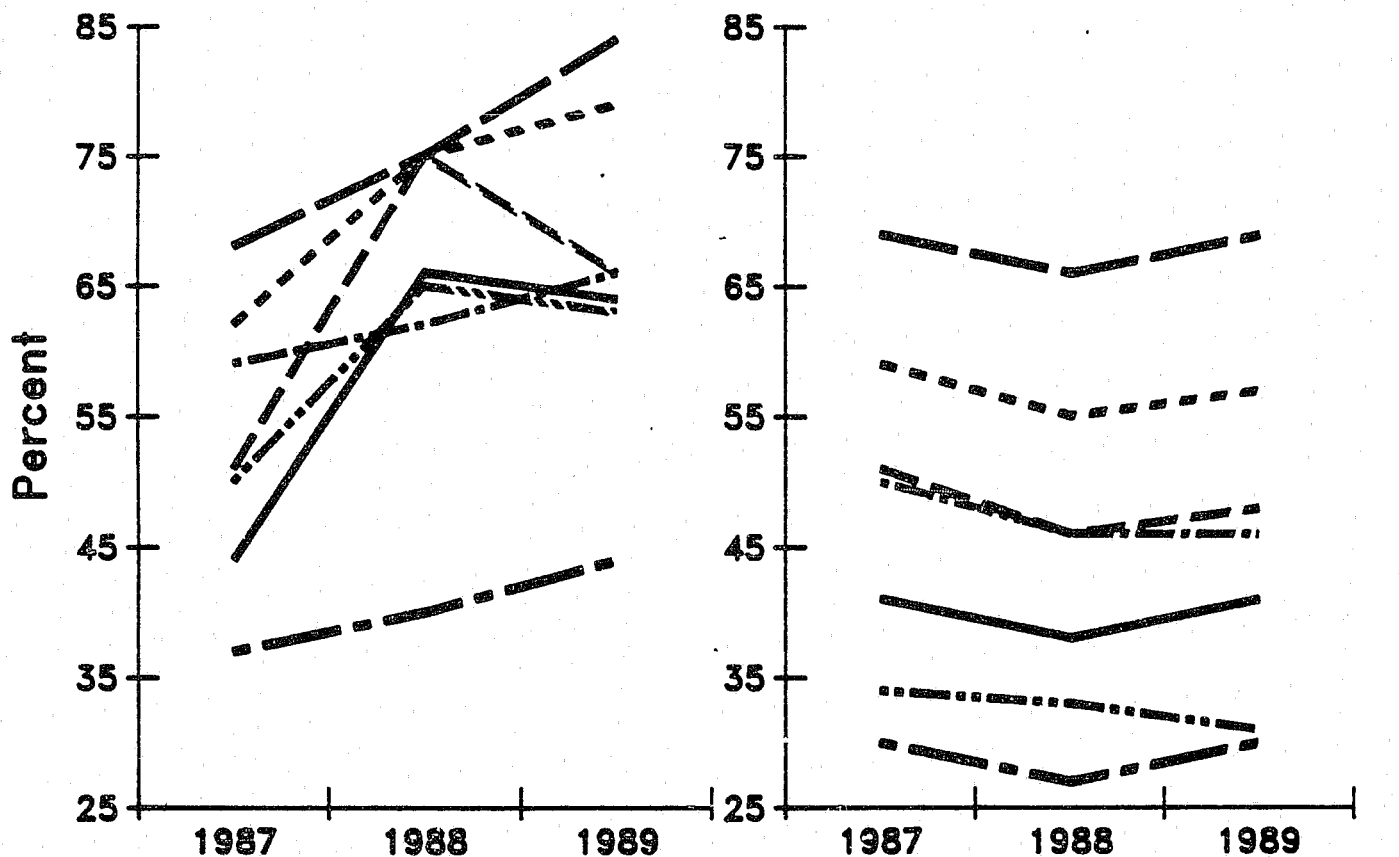
MEAN AGE = 10.51 YR.

TABLE 10

ATTITUDES IMPROVED IN 13, BUT NOT 16-17 YR OLDS

13 YRS

16-17 YRS



Taking drugs scares me

Drugs make you do worse

Not OK to sell 1 oz. pot to friends

Not OK to sell 1 oz. cocaine to friends

Don't like being high on drugs occasionally

Don't want to hang around drug users

Popular people do not smoke pot



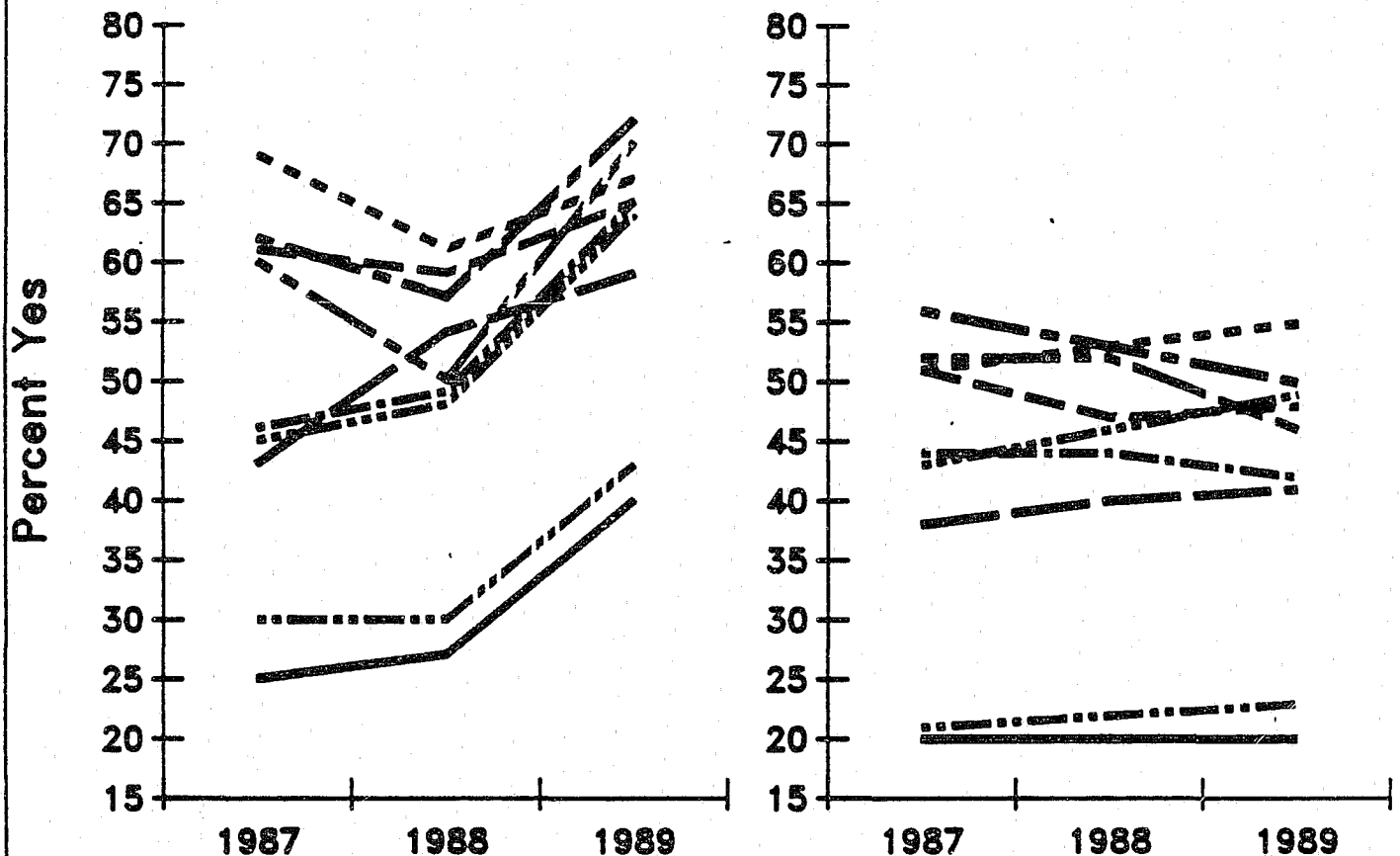
Gordon S. Black
Corporation

TABLE 11

NEGATIVE IMAGES OF USERS INCREASE IN 13, BUT NOT 16-17 YR OLDS

13 YR

16-17 YR



MARIJUANA:

COCAINE:

BORING

DEPRESSED

LOSER

BORING

NO FUTURE

LOSER

LONER

LAZY

LONER



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TABLE 12

NON-USER IMAGE IMPROVES IN 13 BUT NOT 16-17 YR OLDS

13 YRS

16-17 YRS

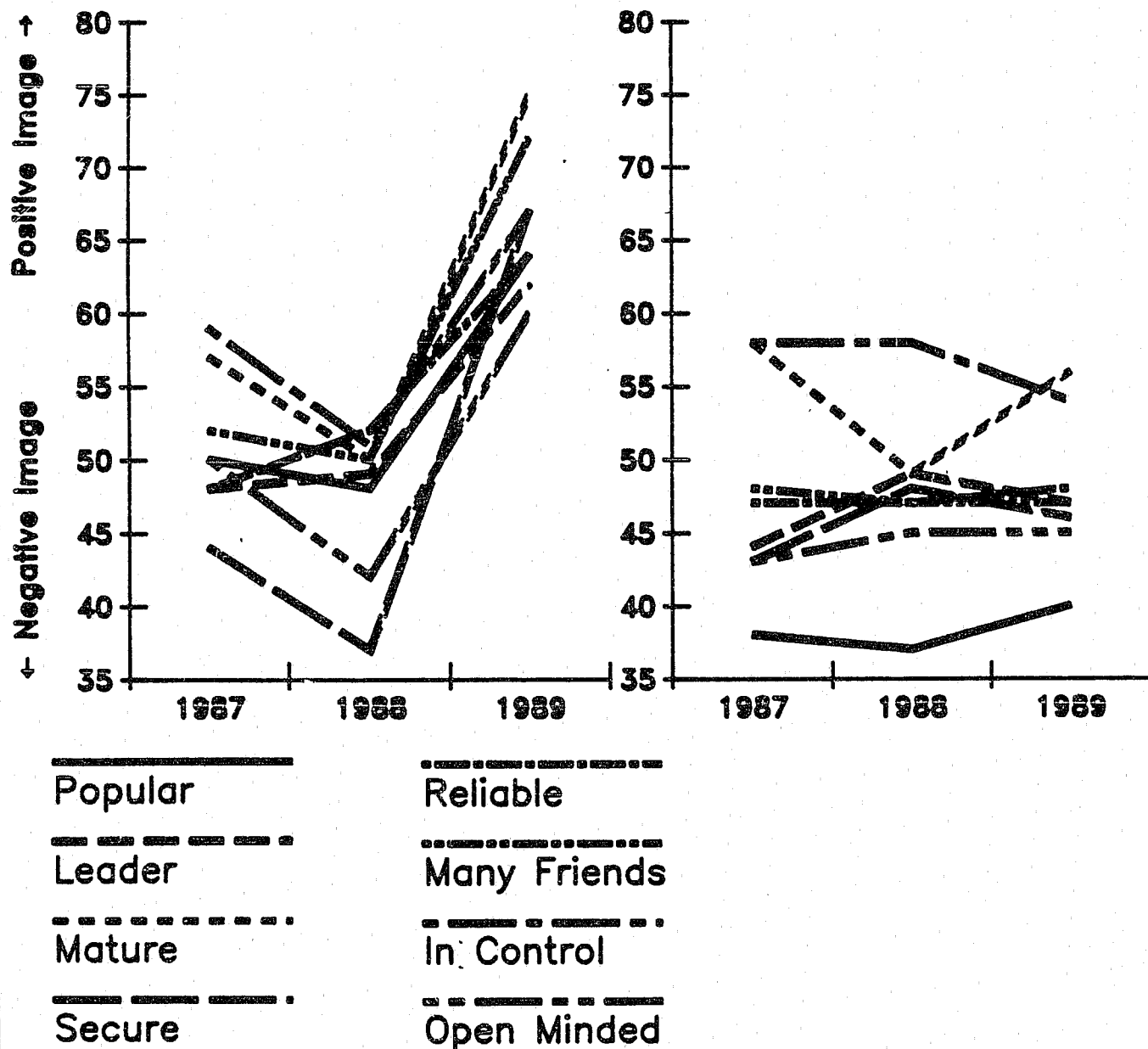
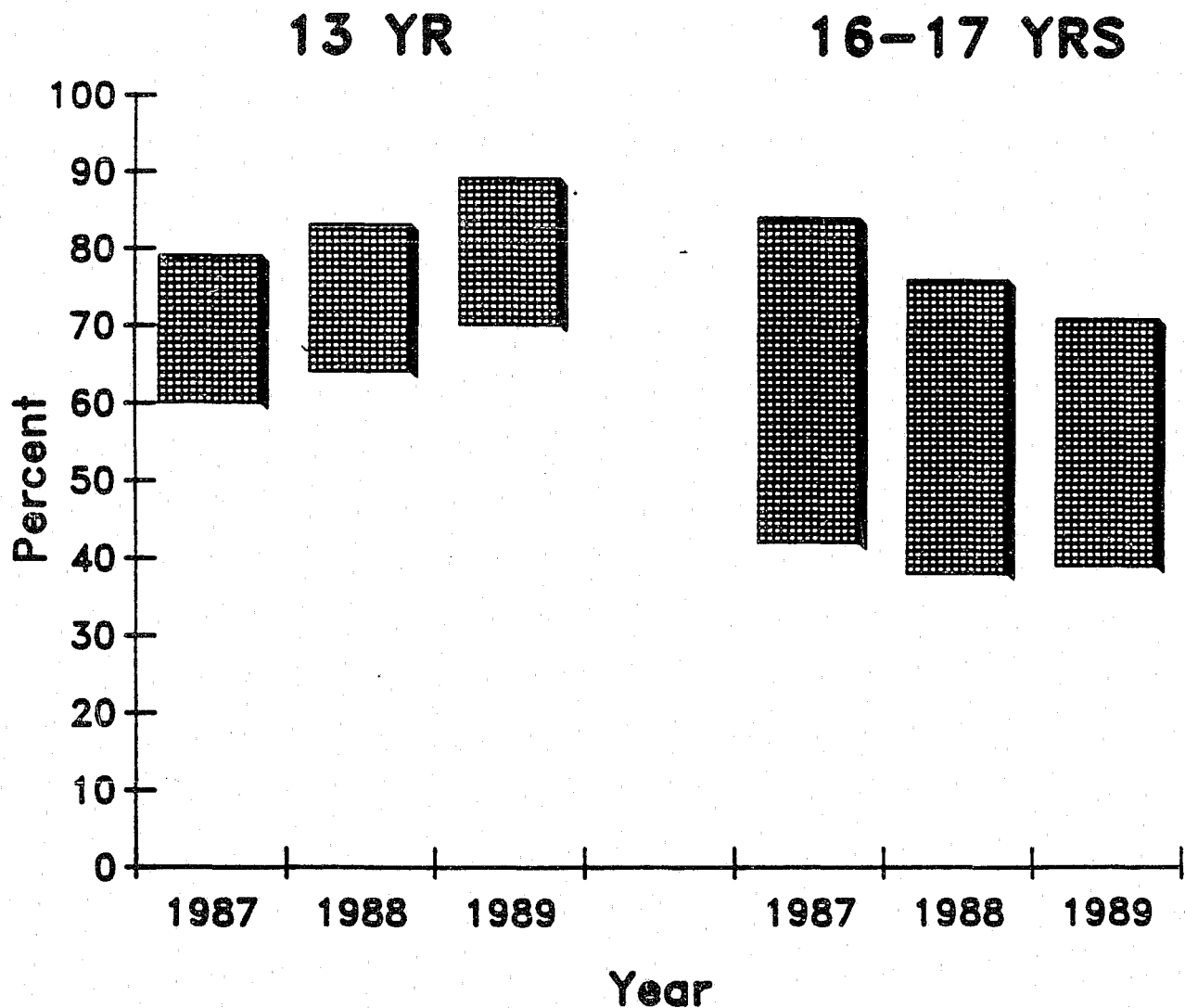


TABLE 13

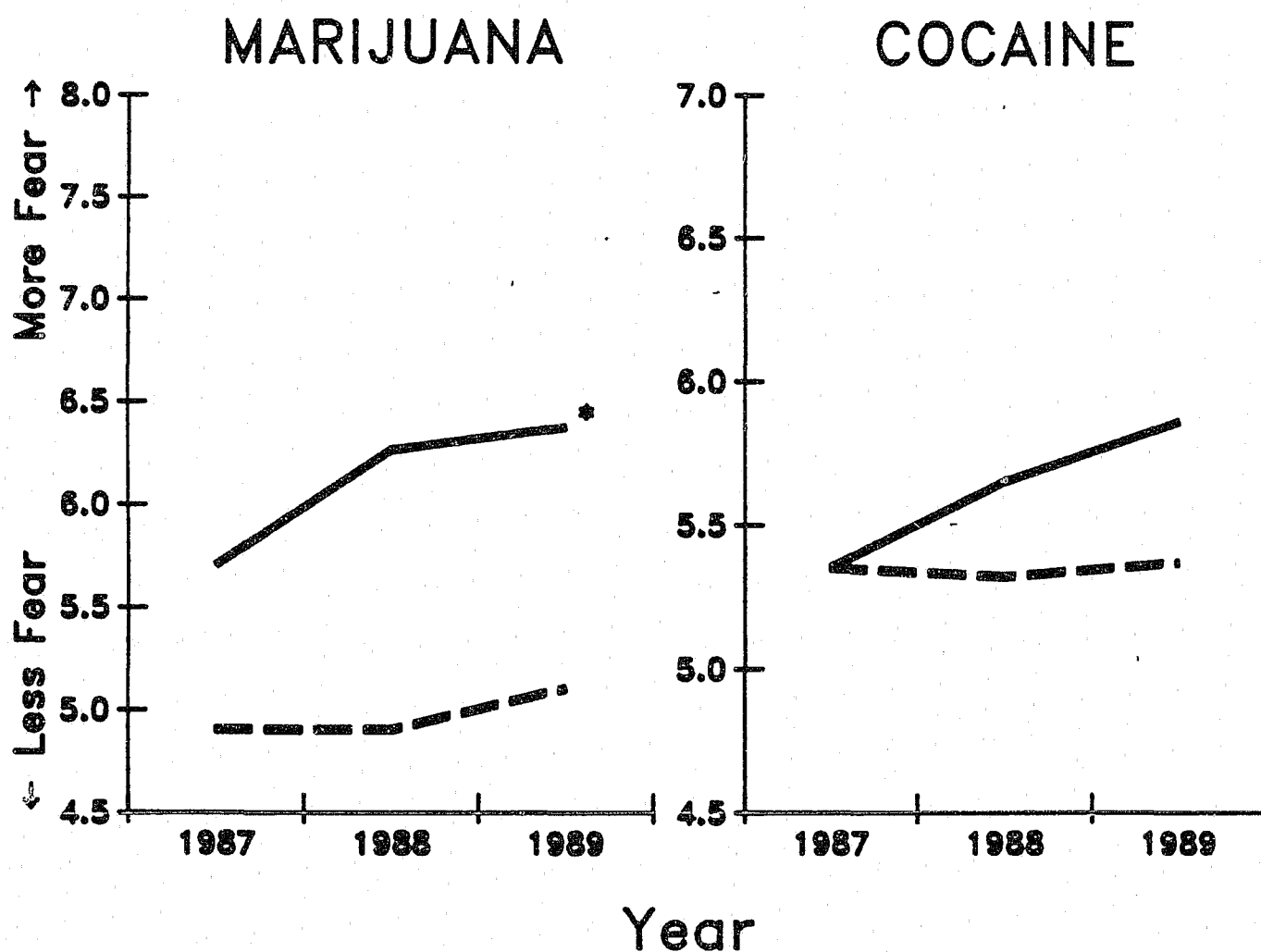
USE FEARS INCREASE IN 13 BUT NOT 16-17 YR OLDS



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TABLE 14

USE FEARS INCREASE IN 13 BUT NOT IN 16-17 YR OLDS



13 YR OLD

16-17 YR OLD

* Significant at a level of $p=.05$ or less

TABLE 15

COCAINE USE DECLINES, MARIJUANA INCREASES IN 13 YR OLDS

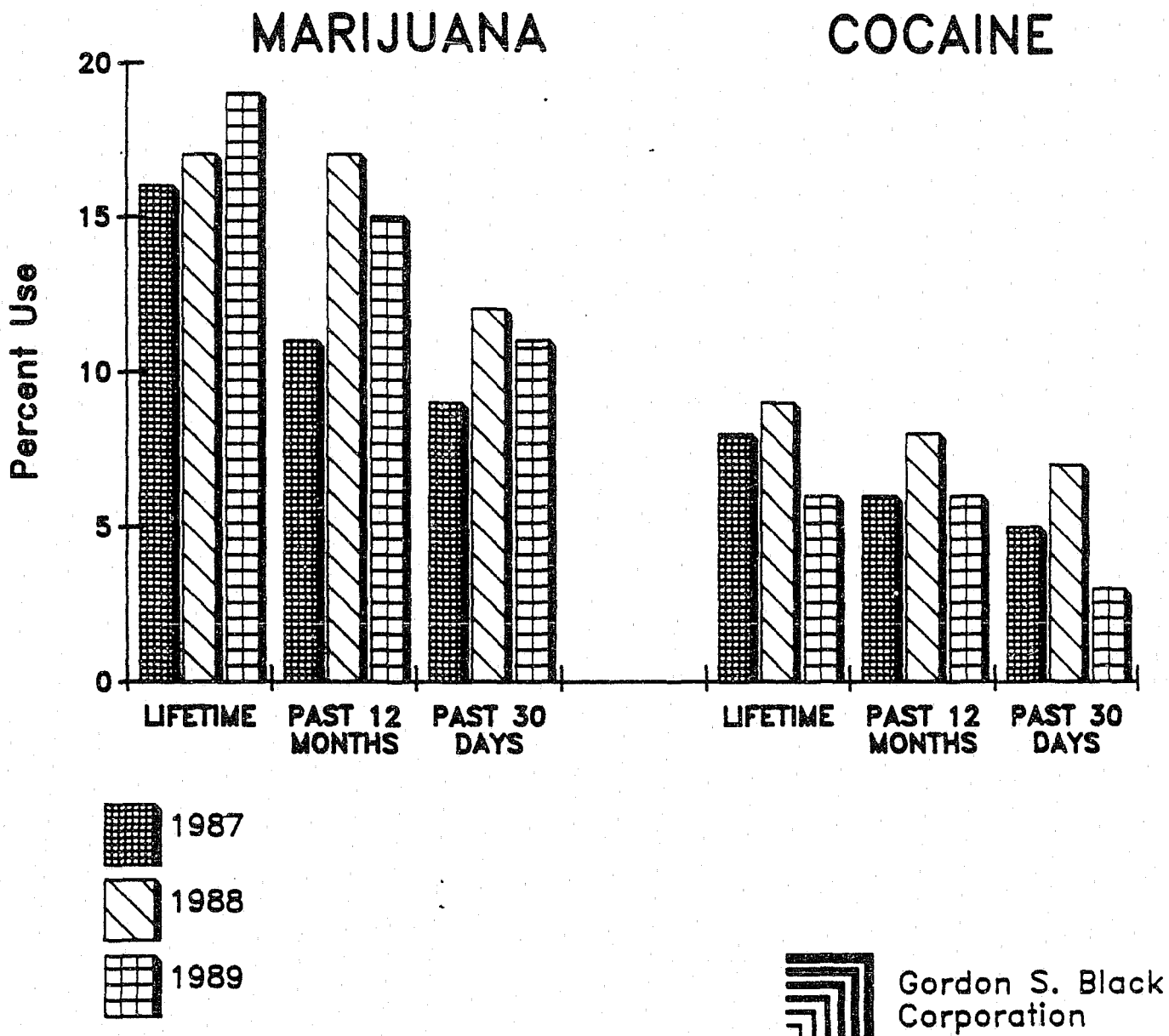
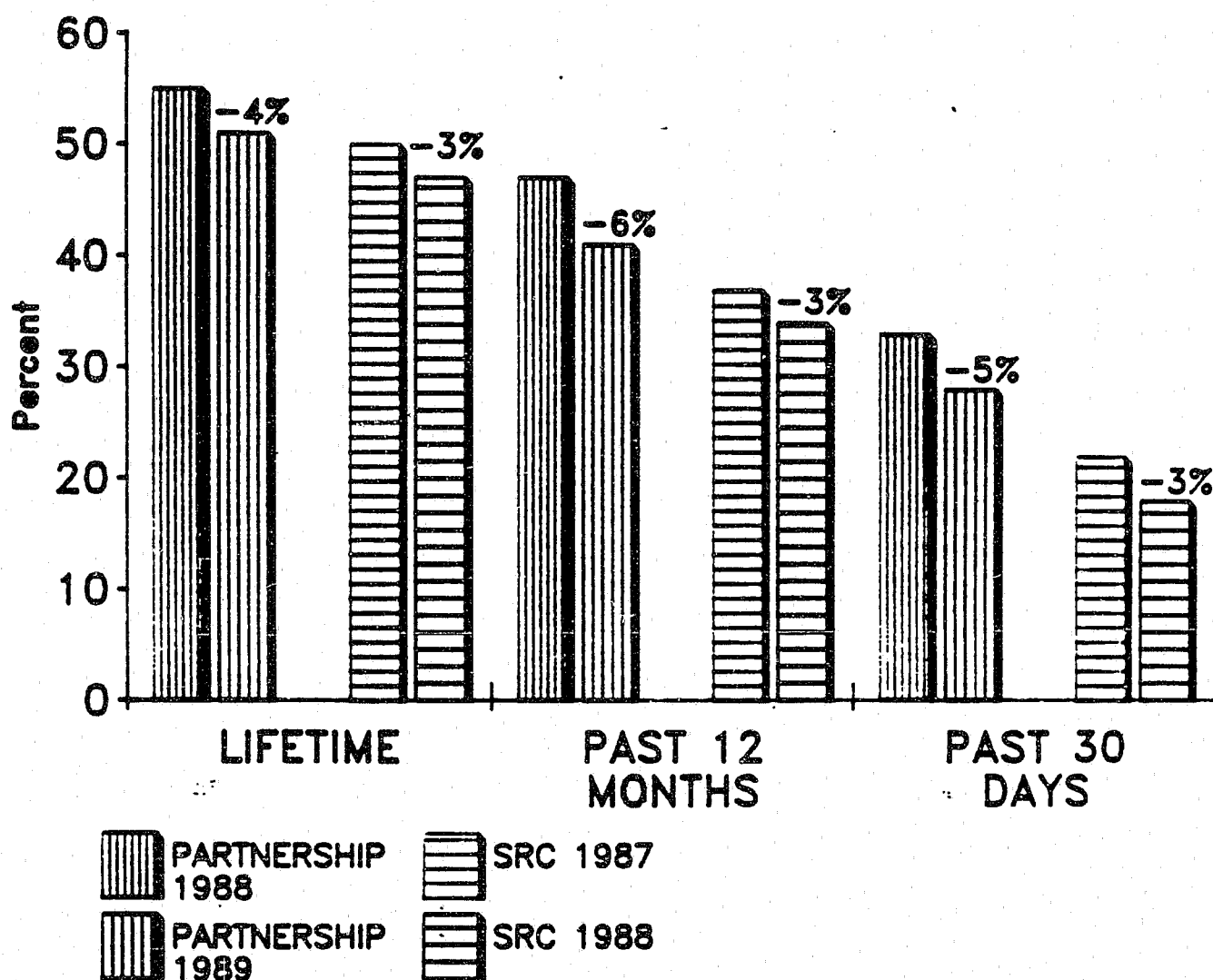


TABLE 16

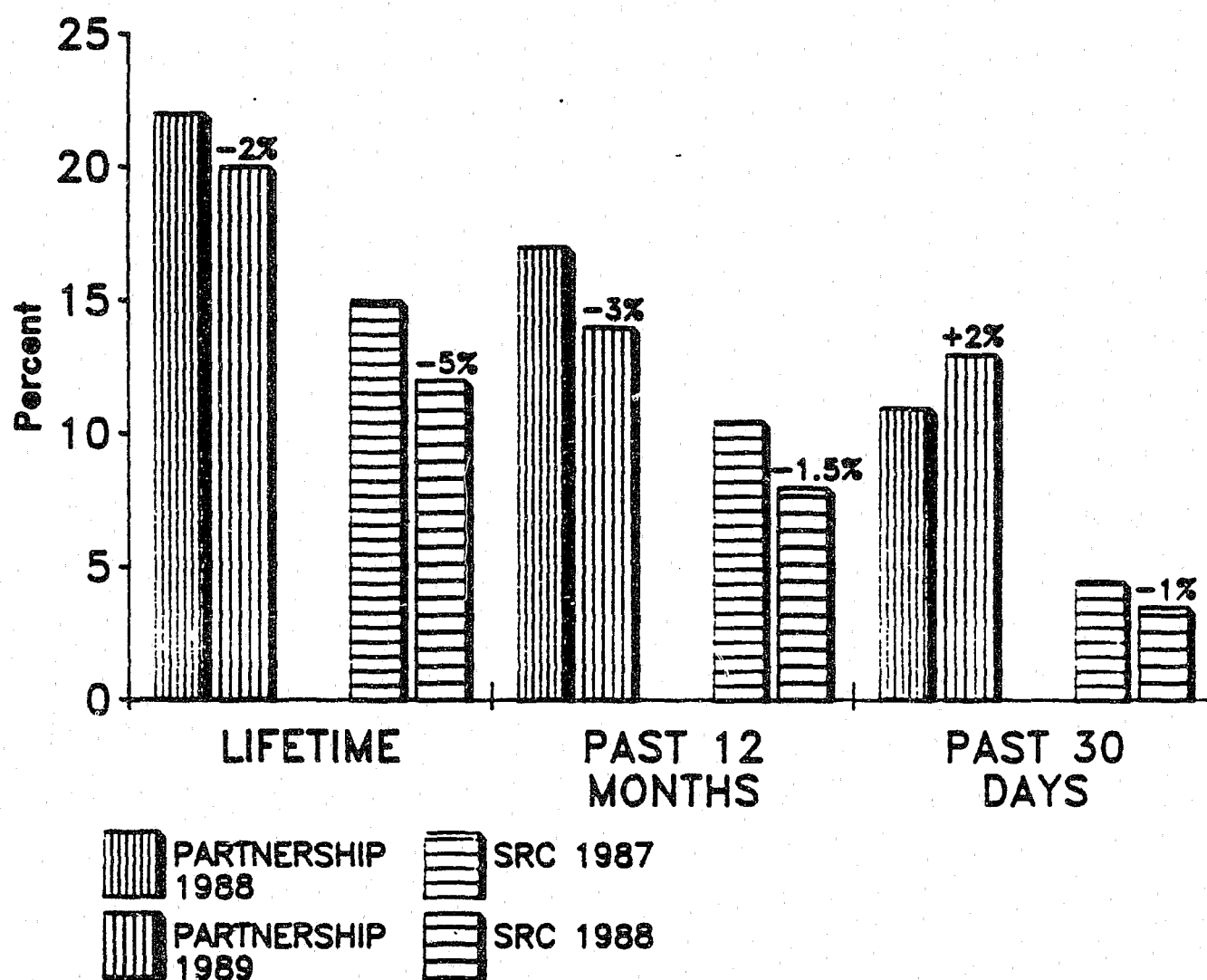
16-17 YR OLD MARIJUANA USE COMPARES FAVORABLY TO SRC STUDY *



* Higher % in Partnership study may reflect high school drop outs, who comprised 4-6% of pop. in 1987-1989

TABLE 17

16-17 YR OLDS COCAINE USE COMPARES FAVORABLY TO SRC STUDY *



* Higher % in Partnership study may reflect high school drop outs, who comprised 4-6% of pop. in 1987-1989

TABLE 18
PRO-DRUG ATTITUDES - LEGALITY

TEENS (13 - 17)

PERCENTAGE WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
It should be okay for people over 21 to smoke marijuana in private.	62%	65%	64%	+3	-1	+2
It should be okay for people over 21 to sell one ounce or less of marijuana to friends.	71%	74%	75%	+3	+1	+4
It should be okay for people over 21 to smoke marijuana in public.	75%	77%	78%	+2	+1	+3
It should be okay for people over 21 to sell one gram or less of cocaine to friends.	78%	81%	81%	+3	0	+3
It should be okay for people over 21 to use cocaine in private.	76%	78%	79%	+2	+1	+3
It should be okay for people over 21 to use cocaine in public. *	83%	--	--	--	--	--

* Not included in 1988

B. For each statement, please indicate the response that best represents how you feel about the statement.

TABLE 19

PRO-DRUG ATTITUDES - PHYSICAL/MENTAL EFFECTS

TEENS (13 - 17)

PERCENTAGE WHO DISAGREE

	1987	1988	1989	PERCENT CHANGE		
				87/88	88/89	87/89
Smoking cigarettes is more harmful than smoking marijuana.	53%	58%	59%	+5	+1	+6
Getting "high" on marijuana is not as harmful as getting "high" on alcohol.	49%	53%	53%	+4	0	+4
Marijuana isn't harmful if used only occasionally.	60%	60%	57%	0	-3	-3
Doing cocaine occasionally isn't risky.	76%	78%	80%	+2	+2	+4 *
Marijuana increases your creativity.	49%	48%	48%	-1	0	-1
Cocaine makes you feel more powerful and self-confident.	45%	44%	44%	-1	0	-1
Music sounds better when you're high on drugs.	44%	43%	43%	-1	0	-1
Drugs help you forget your troubles.	60%	58%	58%	-2	0	-2
Sex is better when you are high on drugs.	43%	41%	41%	-2	0	-2
Taking drugs helps one relax in social situations.	55%	52%	49%	-3	-3	-6
Drugs provide a good escape when parents and teachers are giving kids a "hard time." +	--	64%	60%	--	-4	--

+ Not included in 1987

*Boxed numbers are significant at .05 level

B. For each statement, please indicate the response that best represents how you feel about the statement.

TABLE 20
PRO-DRUG ATTITUDES - SOCIAL ATTITUDES

TEENS (13 - 17)

PERCENT WHO DISAGREE

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
People who try drugs are adventurous.	49%	56%	56%	+7	0	+7 *
Taking drugs today is just part of growing up.	59%	62%	58%	+3	-4	-1
It's fun to have drugs at a party.	59%	60%	59%	+1	-1	0
Using drugs helps make a person more popular.	68%	68%	63%	0	-5	-5
It impresses a person of the opposite sex if you have cocaine.	68%	68%	67%	0	-1	-1
I like being high on drugs once in a while.	60%	59%	59%	-1	0	-1
Using cocaine is a status symbol.	61%	60%	56%	-1	-4	-5
I'd like to try crack just once to see what it's like.	77%	76%	74%	-1	-2	-3
The more popular people seem to smoke marijuana.	52%	50%	49%	-2	-1	-3
People who take drugs are no different than anyone else.	60%	57%	58%	-3	+1	-2

*Boxed numbers are significant at .05 level

B. For each statement, please indicate the response that best represents how you feel about the statement.

TABLE 21
ANTI-DRUG ATTITUDES

TEENS (13 - 17)

PERCENTAGE WHO AGREE

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Marijuana is a stepping stone to harder drugs.	67%	74%	70%	+7	-4	+3
I don't want to hang around with people who use drugs.	53%	60%	59%	+7	-1	+6
People on drugs act stupidly and foolishly.	64%	71%	68%	+7	-3	+4
Taking drugs scares me.	66%	71%	68%	+5	-3	+2
Drugs make you do worse at school, work or athletics, etc.	72%	75%	75%	+3	0	+3
It's easy to become hooked on marijuana.	65%	65%	67%	0	+2	+2
People who use drugs are boring.	39%	40%	39%	+1	-1	0
Kids should band together to discourage drug use among their classmates.	--	73%	71%	--	-2	--
A young person who discourages younger sibling from using drugs is doing the right thing.	--	83%	80%	--	-3	--
Males don't respect females who use drugs.	42%	--	--	--	--	--

TABLE 22**PERCENTAGE WHO AGREE**

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Takes guts to speak out.	--	76%	76%	--	0	--
Someone who tries to get a friend to stop using durgs is courageous.	--	79%	77%	--	-2	--
A person who would sell or give you drugs isn't your friend.	--	57%	60%	--	+3	--

* Not included in 1987

+ Not included in 1988

B. For each statement, please indicate the response that best represents how you feel about the statement.

TABLE 23
DESCRIBE MARIJUANA USERS
NEGATIVE IMAGES

TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>	PERCENT CHANGE		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Aggressive	32%	36%	39%	+4	+3	+7 *
Depressed	43%	47%	51%	+4	+4	+8
A Loner	40%	44%	47%	+4	+3	+7
Self-centered	29%	33%	36%	+4	+3	+7
Has No Future	56%	58%	62%	+2	+4	+6
A Loser	52%	53%	53%	+1	0	+1
Loud	37%	38%	37%	+1	-1	0
Nervous	43%	43%	43%	0	0	0
Boring	21%	21%	24%	0	+3	+3
Shy	15%	14%	16%	-1	+2	+1
Lazy	61%	60%	67%	-1	+7	+6

*Boxed numbers are significant at .05 level

DA. Please indicate which words describe a person who uses marijuana.

TABLE 24
DESCRIBE COCAINE USERS
NEGATIVE IMAGES

TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Nervous	52%	55%	54%	+3	-1	+2
A Loner	45%	48%	53%	+3	+5	+8 *
Lazy	53%	55%	58%	+2	+3	+5
Depressed	45%	47%	49%	+2	+2	+4
Loud	30%	32%	35%	+2	+3	+5
Self-centered	36%	38%	41%	+2	+3	+5
Has No Future	63%	64%	68%	+1	+4	+5
A Loser	55%	56%	57%	+1	+1	+2
Aggressive	33%	34%	39%	+1	+5	+6
Boring	25%	24%	28%	-1	+4	+3
Shy	13%	12%	15%	-1	+3	+2

*Boxed numbers are significant at .05 level

DB. Please indicate which words describe a person who uses cocaine.

TABLE 25
A PERSON THAT DOES NOT USE DRUGS
POSITIVE IMAGES
TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
A Leader	43%	50%	51%	+7	+1	+8 *
Adventurous	24%	30%	37%	+6	+7	+13
Open-minded	43%	48%	51%	+5	+3	+8
Attractive	32%	36%	38%	+4	+2	+6
Well-Adjusted	45%	49%	47%	+4	-2	+2
Popular	39%	43%	45%	+4	+2	+6
Mature	55%	59%	59%	+4	0	+4
Secure	41%	45%	47%	+4	+2	+6
Easy Going	35%	39%	43%	+4	+4	+8
Reliable	47%	50%	50%	+3	0	+3
Sexy	25%	28%	33%	+3	+5	+8
Creative	39%	42%	43%	+3	+1	+4
In Control	57%	58%	55%	+1	-3	-2
Someone I Would Probably Like	61%	62%	63%	+1	+1	+2
A Good Student	58%	59%	61%	+1	+2	+3
Has Many Friends	50%	50%	54%	0	+4	+4
Independent	46%	46%	44%	0	-2	-2
Intelligent	67%	67%	67%	0	0	0

*Boxed numbers are significant at .05 level

DC. Please indicate which words describe a person who does not use drugs.

TABLE 26
PERCEIVED RISK OF USING DRUGS/ALCOHOL

TEENS (13 - 17)

**PERCENTAGE WHO SAID
MODERATE&GREAT RISK**

PERCENT CHANGE

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
MARIJUANA:						
Try marijuana once or twice.	35%	35%	36%	0	+1	+1
Smoke marijuana occasionally.	63%	66%	66%	+3	0	+3
Smoke marijuana regularly.	80%	85%	84%	+5	-1	+4 *
COCAINE:						
Try cocaine once or twice.	62%	62%	62%	0	0	0
Do cocaine occasionally.	82%	86%	86%	+4	0	+4
Do cocaine regularly.	86%	91%	90%	+5	-1	+4
CRACK:						
Try crack once or twice.	73%	76%	73%	+3	-3	0
Do crack occasionally.	86%	89%	88%	+3	-1	+2
Do crack regularly.	88%	92%	91%	+4	-1	+3
ALCOHOL:						
Drink liquor occasionally.	31%	34%	31%	+3	-3	0
Have 1 or 2 beers/wine/liquor nearly everyday.	61%	67%	71%	+6	+4	+10
Have 3 or more beers/wine/liquor nearly everyday.	78%	83%	81%	+5	-2	+3

*Boxed numbers are significant at .05 level.

TABLE 27
PAST AND FUTURE USEAGE
TEENAGERS (13-17 YRS.)

MARIJUANA:		<u>NONE</u>	<u>1 - 3</u>	<u>4+ TIMES</u>
Have you used marijuana in your lifetime				
	1987	65%	12%	24%
	1988	64%	12%	24%
	1989	64%	11%	25%
Have you used marijuana in the last 30 days				
	1987	80%	10%	10%
	1988	78%	11%	11%
	1989	81%	7 %	12%
Have you used marijuana in the past 12 months				
	1987	70%	12%	17%
	1988	69%	13%	18%
	1989	71%	11%	18%
Will you use marijuana in the next 12 months				
	1987	73%	12%	14%
	1988	73%	11%	16%
	1989	73%	11%	16%
COCAINE:				
Have you used cocaine in your lifetime				
	1987	87%	6%	7%
	1988	86%	7%	7%
	1989	87%	8%	5%
Have you used cocaine in the last 30 days				
	1987	92%	4%	5%
	1988	91%	5%	4%
	1989	93%	3%	4%
Have you used cocaine in the past 12 months				
	1987	89%	5%	6%
	1988	88%	6%	6%
	1989	90%	6%	5%
Will you use cocaine in the next 12 months				
	1987	89%	4%	6%
	1988	89%	6%	6%
	1989	91%	4%	4%

RACK:

	<u>NONE</u>	<u>1 - 3</u>	<u>4+ TIMES</u>
Have you used crack in your lifetime *			
1987	92%	4%	4%
1988	92%	5%	3%
1989	94%	4%	2%
Have you used crack in the last 30 *			
days			
1987	94%	2%	4%
1988	94%	4%	2%
1989	95%	3%	2%
Have you used crack in the past 12			
months			
1987	93%	3%	4%
1988	93%	5%	3%
1989	95%	3%	3%
Will you use crack in the next			
12 months			
1987	93%	3%	4%
1988	93%	4%	4%
1989	94%	3%	3%

* Indicates significant change from 1987 to 1989 at .05 level.

TABLE 28
FEAR OF SOCIAL/LEGAL RAMIFICATIONS

TEENS (13 - 17)

	GREAT OR MODERATE FEAR			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
The damage your reputation might suffer if your use of marijuana became known by others.	67%	70%	69%	+3	-1	+2
The sense of guilt you might feel if you used cocaine or crack.	75%	77%	77%	+2	0	+2
The sense of guilt you might feel if you used marijuana.	64%	65%	68%	+1	+3	+4
The damage your reputation might suffer if your use of cocaine or crack became known by others.	77%	77%	77%	0	0	0
Getting caught with enough marijuana to get into trouble with the law.	78%	78%	82%	0	+4	+4
Getting caught with enough cocaine or crack to get into trouble with the law.	83%	83%	86%	0	+3	+3

TABLE 29

FEAR OF PHYSICAL/PSYCHOLOGICAL EFFECT

TEENS (13 - 17)

GREAT & MODERATE FEAR

	PERCENT CHANGE					
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Having psychological damage from marijuana.	68%	73%	70%	+5	-3	+2
Having physical damage from marijuana.	65%	70%	68%	+5	-2	+3
Having psychological damage from cocaine or crack.	83%	87%	85%	+4	-2	+2
Having physical damage from cocaine or crack.	84%	86%	85%	+2	-1	+1
Getting hooked on marijuana.	68%	70%	73%	+2	+3	+5 *
Having your motivation or ability to perform at work, school or sports suffer from marijuana.	73%	74%	74%	+1	0	+1
Having your motivation or your ability to perform at work, school or sports suffer from cocaine or crack.	81%	82%	81%	+1	-1	0
Becoming addicted to or dependent upon cocaine or crack.	82%	83%	85%	+1	+2	+3
Dying from cocaine use.	86%	86%	86%	0	0	0
Dying from crack use.	86%	86%	86%	0	0	0
The danger that the cocaine or crack might contain other harmful substances you could not know about.	85%	84%	82%	-1	-2	-3
The danger that the marijuana might contain other harmful substances that you could not know about.	77%	76%	76%	-1	0	-1

TABLE 30
FEAR OF SOCIAL REACTIONS

TEENS (13 - 17)

GREAT OR MODERATE FEAR

	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>PERCENT CHANGE</u>		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
The influence your use of marijuana might have on your brothers, sisters, or children.	71%	77%	79%	+6	+2	+8
The influence your use of cocaine or crack might have on your brothers or sisters, or children.	77%	82%	82%	+5	0	+5
The reaction of your employer/school authorities if they discover you were using cocaine or crack.	82%	84%	81%	+2	-3	-1
The reaction of your employer/school authorities if they discover you were using marijuana.	78%	79%	81%	+1	+2	+3
The reaction of your parents if they discover you were using cocaine or crack.	86%	87%	86%	+1	-1	0
The reaction of your husband/wife or boyfriend/girlfriend if they discover you were using cocaine or crack.	80%	80%	82%	0	+2	+2
The reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using marijuana.	70%	70%	74%	0	+4	+4
The reaction of your parents if they discover you were using marijuana.	82%	80%	82%	-2	+2	0

*Boxed numbers are significant at .05 level

TABLE 31
DEMOGRAPHICS
TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>
<u>AGE</u>			
Mean =	15	15	15
<u>SEX</u>			
Male	50%	47%	48%
Female	50%	53%	52%
<u>RACE</u>			
White	83%	82%	84%
Black	15%	15%	13%
Oriental/Asian	1%	1%	1%
Other	2%	1%	2%
Hispanic	--	7%	7%
<u>AREA</u>			
Within city boundaries	40%	42%	40%
Suburbs of city	35%	32%	30%
Town/Village	14%	14%	18%
Rural	11%	11%	12%

TABLE 32
RELIGIOUS AFFILIATION
TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Protestant	43%	40%	43%
Catholic	34%	38%	37%
Jewish	5%	4%	4%
Other/None	18%	18%	16%

TABLE 13.2a
RELIGIOUS ATTENDANCE
TEENS (13 - 17)

	<u>1987</u>	<u>1988</u>	<u>1989</u>
<u>Average per month</u>			
Less than once	35%	39%	36%
Once or twice	20%	18%	20%
3 - 4 times	19%	16%	16%
More than 4 times	26%	27%	28%

TABLE 33
TEENS (13 - 17)
CURRENT GRADE IN SCHOOL

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Not in school	3%	3%	2%
6th grade	2%	1%	1%
7th grade	7%	8%	10%
8th grade	21%	21%	19%
9th grade	20%	20%	21%
10th grade	19%	20%	19%
11th grade	19%	17%	16%
12th grade	10%	10%	11%

TABLE 34**TEENS (13 - 17)****FAMILY INCOME**

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Less than \$30,000	14%	11%	11%
\$30,000 or more	37%	40%	34%
Don't Know	49%	49%	55%

TABLE 35
PRO-DRUG ATTITUDES - LEGALITY
ADULTS (18 YR. AND OLDER)

	PERCENTAGE WHO DISAGREE			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
It should be okay for people over 21 to smoke marijuana in private.	68%	68%	70%	0	+2	+2
It should be okay for people over 21 to sell one ounce or less of marijuana to friends.	84%	84%	86%	0	+2	+2
It should be okay for people over 21 to smoke marijuana in public.	89%	88%	89%	-1	+1	0
It should be okay for people over 21 to sell one gram or less of cocaine to friends.	92%	92%	93%	0	+1	+1
It should be okay for people over 21 to use cocaine in private.	89%	88%	89%	-1	+1	0
* It should be okay for people over 21 to use cocaine in public.	96%	--	--	--	--	--

* 1987 only

TABLE 36
PRO-DRUG ATTITUDES - PHYSICAL/MENTAL EFFECTS

ADULTS (18 YR. AND OLDER)

	PERCENTAGE WHO DISAGREE			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Smoking cigarettes is more harmful than smoking marijuana.	50%	56%	53%	+6	-3	+3
Getting "high" on marijuana is not as harmful as getting "high" on alcohol.	57%	61%	60%	+4	-1	+3
Marijuana isn't harmful if used only occasionally.	58%	61%	63%	+3	+2	+5 *
Music sounds better when you're high on drugs.	48%	50%	49%	+2	-1	+1
Sex is better when you are high on drugs.	55%	57%	56%	+2	-1	+1
Doing cocaine occasionally isn't risky.	86%	86%	89%	0	+3	+3
Marijuana increases your creativity.	65%	65%	66%	0	+1	+1
Taking drugs helps one relax in social situations.	62%	62%	64%	0	+2	+2
Cocaine makes you feel more powerful and self-confident.	43%	42%	44%	-1	+2	+1
Drugs help you forget your troubles.	69%	68%	70%	-1	+2	+1
Drugs help kids when parents and teachers give them a "hard time."	--	85%	86%	--	+1	+1

* Box indicates significant at $\leq .01$ level

TABLE 37
PRO-DRUG ATTITUDES - SOCIAL ATTITUDES
ADULTS (18 YR. AND OLDER)

	PERCENTAGE WHO DISAGREE			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
People who try drugs are adventurous.	61%	68%	72%	+7	+4	+11 *
I like being high on drugs once in a while.	78%	76%	78%	-2	-2	0
It's fun to have drugs at a party.	74%	75%	77%	+1	+2	+3
Using drugs helps make a person more popular.	83%	82%	84%	-1	+2	+1
People who take drugs are no different than anyone else.	66%	65%	69%	-1	+4	+3
I'd like to try crack just once to see what it's like.	93%	92%	93%	-1	+1	0
The more popular people seem to smoke marijuana.	69%	68%	71%	-1	+3	+2
It impresses a person of the opposite sex if you have cocaine.	74%	74%	73%	0	-1	-1
Taking drugs today is just part of growing up.	75%	75%	79%	0	+4	+4
Using cocaine is a status symbol.	67%	67%	70%	0	+3	+3

* Box indicates significant at $\leq .01$ level.

TABLE 38
ANTI-DRUG ATTITUDES
ADULTS (18 YR. AND OLDER)

	PERCENTAGE WHO AGREE			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
I don't want to hang around with people who use drugs.	73%	81%	83%	+8	+2	+10 *
People who use drugs are boring.	45%	49%	52%	+4	+3	+7
Marijuana is a stepping stone to harder drugs.	78%	79%	80%	+1	+1	+2
Drugs make you do worse at school, work or athletics, etc.	86%	87%	89%	+1	+2	+3
Taking durgs scares me.	84%	85%	87%	+1	+2	+3
People on drugs act stupidly and foolishly.	75%	75%	78%	0	+3	+3
Easy to get hooked on marijuana.	72%	72%	72%	0	0	0
Kids should discourage drug use among classmates.	--	90%	92%	--	+2	+2
Getting a friend to stop using drugs is courageous.	--	89%	85%	--	-4	-4
Discouraging a younger brother or sister from using drugs is doing the right thing.	--	94%	94%	--	0	0
It takes guts to speak out against drugs to the other kids at school.	--	89%	89%	--	0	0
A person who would sell or give you drugs isn't your friend.	--	76%	77%	--	+1	--
Males don't respect female drug users.	56%	--	--	--	--	--
Females don't respect male drug users.	49%	--	--	--	--	--

* Box indicates significant at $\leq .01$ level.

TABLE 39
DESCRIBE MARIJUANA USERS
NEGATIVE IMAGES **

ADULTS (18 YR. AND OLDER)

	<u>1987</u>	<u>1988</u>	<u>1989</u>	PERCENT CHANGE		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
A Loser	46%	54%	54%	+8	0	+8 *
Has No Future	49%	56%	57%	+7	+1	+8
A Loner	41%	48%	47%	+7	-1	+6
Depressed	46%	50%	53%	+4	+3	+7
Lazy	56%	60%	61%	+4	+1	+5
Self-centered	32%	35%	38%	+3	+3	+6
Nervous	41%	43%	43%	+2	0	+2
Boring	23%	25%	30%	+2	+5	+7
Shy	20%	22%	23%	+2	+1	+3
Aggressive	23%	23%	26%	0	+3	+3
Loud	26%	25%	30%	-1	+5	+4

* Box indicates significant at $\leq .01$ level.

** Because of large sample size, 2% change is statistically significant.
 We are concentrating on those changes of 3% or higher.

TABLE 40
DESCRIBE COCAINE USERS
NEGATIVE IMAGES **

ADULTS (18 YR. AND OLDER)

	<u>1987</u>	<u>1988</u>	<u>1989</u>	PERCENT CHANGE		
				<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
A Loser	50%	59%	56%	+9	-3	+6 *
A Loner	39%	47%	45%	+8	-2	+6
Has No Future	56%	64%	61%	+8	-3	+5
Lazy	46%	53%	49%	+7	-4	+3
Depressed	43%	48%	48%	+5	0	+5
Self-centered	40%	44%	43%	+4	-1	+3
Shy	13%	16%	17%	+3	+1	+4
Loud	26%	28%	31%	+2	+3	+5
Nervous	49%	50%	52%	+1	+2	+3
Aggressive	32%	33%	36%	+1	+3	+4
Boring	19%	19%	25%	0	+6	+6

* Box indicates significant at $\leq .05$ level.

** Because of large sample size, small change is statistically significant. We are concentrating on those changes of 3% or higher.

TABLE 41
A PERSON THAT DOES NOT USE DRUGS
ADULTS (18 YR. AND OLDER)

	<u>POSITIVE IMAGES</u>			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Intelligent	65%	71%	66%	+6	-5	+1
In Control	58%	63%	59%	+5	-4	+1
Someone I Would Probably Like	64%	68%	66%	+4	-2	+2
A Leader	41%	44%	45%	+3	+1	+4 *
Mature	57%	60%	60%	+3	0	+3
Independent	47%	50%	48%	+3	-2	+1
Adventurous	18%	20%	23%	+2	+3	+5
Sexy	13%	15%	18%	+2	+3	+5
Secure	43%	45%	47%	+2	+2	+4
Popular	30%	30%	33%	0	+3	+3
Well Adjusted	55%	56%	56%	+1	0	+1
Attractive	24%	25%	29%	+1	+4	+5
Open-minded	35%	36%	40%	+1	+4	+5
Easy Going	23%	24%	28%	+1	+4	+5
Creative	31%	32%	37%	+1	+5	+6
A Good Student	37%	38%	42%	+1	+4	+5
Has Many Friends	35%	36%	40%	+1	+4	+5
Reliable	42%	41%	44%	-1	+3	+2

* Box indicates significant at $\leq .01$ level.

TABLE 42
PERCEIVED RISK OF USING DRUGS/ALCOHOL

ADULTS (18 YR. AND OLDER)

	GREAT AND MODERATE RISK			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
MARIJUANA:						
Try marijauna once or twice.	35%	36%	40%	+1	+4	+5 *
Smoke occasionally.	66%	68%	71%	+2	+3	+5
Smoke marijauna regularly.	90%	92%	91%	+2	-1	+1
COCAINE:						
Try cocaine once or twice.	73%	72%	77%	-1	+5	+4
Do cocaine occasionally.	93%	94%	94%	+1	0	+1
Do cocaine regularly.	98%	98%	97%	0	-1	-1
CRACK:						
Try crack once or twice.	89%	89%	91%	0	+2	+2
Do crack occasionally.	98%	97%	97%	0	-1	-1
Do crack regularly.	98%	99%	98%	+1	-1	0
ALCOHOL:						
Drink liquor occasionally.	33%	34%	38%	+1	+4	+5
Have 1 or 2 beers/wine/ liquor nearly everyday.	69%	72%	75%	+3	+3	+6
Have 3 or more beers/wine/ liquor nearly everyday.	91%	92%	92%	+1	0	+1

* Box indicates significant at $\leq .01$ level.

TABLE 43
PAST AND FUTURE USEAGE

ALL ADULTS (18 YR. AND OLDER)

	<u>NONE</u>	<u>1 - 3</u>	<u>4+ TIMES</u>
Have you used cocaine in your lifetime			
1987	83%	7%	10%
1988	83%	7%	10%
1989	83%	7%	11%
Have you used cocaine in the last 30 days			
1987	96%	3%	1%
1988	97%	2%	1%
1989	96%	2%	2%
Have you used cocaine in the past 12 months			
1987	92%	4%	4%
1988	93%	4%	3%
1989	93%	3%	3%
Will you use cocaine in the next 12 months			
1987	94%	3%	2%
1988	95%	3%	2%
1989	96%	2%	2%

NONE

1 - 3

4+ TIMES

Have you used crack in your lifetime

1987	97%	2%	1%
1988	97%	2%	1%
1989	97%	2%	2%

Have you used crack in the last 30 days

1987	99%	1%	0%
1988	99%	1%	1%
1989	99%	1%	1%

Have you used crack in the past 12 months

1987	98%	1%	1%
1988	98%	1%	1%
1989	99%	1%	1%

Will you use crack in the next 12 months

1987	99%	1%	1%
1988	99%	1%	1%
1989	99%	1%	1%

NONE

1 - 3

4+ TIMES

Have you used marijuana in your lifetime

1987	58%	18%	24%
1988	58%	18%	24%
1989	59%	18%	24%

Have you used marijuana in the last 30 days*

1987	88%	7%	5%
1988	88%	7%	6%
1989	90%	6%	4%

Have you used marijuana in the past 12 months*

1987	81%	9%	10%
1988	81%	9%	10%
1989	84%	8%	8%

Will you use marijuana in the next 12 months*

1987	85%	7%	8%
1988	85%	7%	9%
1989	87%	7%	6%

*Significant at < .05 level.

TABLE 44
FEAR OF SOCIAL/LEGAL RAMIFICATIONS

ALL ADULTS (18 YR. AND OLDER)

	<u>GREAT OR MODERATE FEAR</u>			<u>PERCENT CHANGE*</u>		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
The sense of guilt you might feel if you used marijuana.	67%	70%	69%	+3	-1	<input checked="" type="checkbox"/> +2
The sense of guilt you might feel if you used cocaine or crack.	81%	83%	83%	+2	0	<input checked="" type="checkbox"/> +2
The damage your reputation might suffer if your use of marijuana became known by others.	74%	77%	76%	+3	-1	<input checked="" type="checkbox"/> +2
Getting caught with enough cocaine or crack to get into trouble with the law.	87%	88%	89%	+1	+1	<input checked="" type="checkbox"/> +2
The damage your reputation might suffer if your use of cocaine or crack became known by others.	85%	86%	87%	+1	+1	<input checked="" type="checkbox"/> +2
Getting caught with enough marijuana to get into trouble with the law.	81%	81%	83%	0	+2	<input checked="" type="checkbox"/> +2

Q H1-26 The following is a list of things that can occur as a result of using marijuana and cocaine. For each one, please indicate by checking the appropriate response the degree to which you fear the consequence described in each statement if you were using the drug.

*Box indicates significant at .05 level.

TABLE 45
FEAR OF PHYSICAL/PSYCHOLOGICAL EFFECT

ALL ADULTS (18 YR. AND OLDER)

	<u>GREAT OR MODERATE FEAR</u>			<u>PERCENT CHANGE</u>		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Having physical damage from marijuana.	66%	70%	68%	+4	-2	+2 *
Dying from crack use.	92%	94%	93%	+2	-1	+1
Dying from cocaine use.	89%	91%	91%	+2	0	+2
The danger that the cocaine or crack might contain other harmful substances you could not know about.	90%	92%	91%	+2	-1	+1
Becoming addicted to or dependent upon cocaine or crack.	89%	91%	90%	+2	-1	+1
Having your motivation or your ability to perform at work, school or sports suffer from cocaine or crack.	89%	91%	90%	+2	-1	+1
Getting hooked on marijuana.	70%	72%	70%	+2	-2	0
Having psychological damage from marijuana.	72%	74%	74%	+2	0	+2
Having physical damage from cocaine or crack.	92%	93%	92%	+1	-1	0
Having psychological damage from cocaine or crack.	92%	93%	92%	+1	-1	0
The danger that the marijuana might contain other harmful substances that you could not know about.	81%	82%	81%	+1	-1	0
Having your motivation or ability to perform at work, school or sports suffer from marijuana.	78%	79%	81%	+1	+2	+3

*Box indicates significant at .05 level.

TABLE 46
FEAR OF SOCIAL REACTIONS

ALL ADULTS (18 YR. AND OLDER)

	<u>GREAT OR MODERATE FEAR</u>			<u>PERCENT CHANGE</u>		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
The influence your use of marijuana might have on your brothers, sisters, or children.	77%	81%	80%	+4	-1	+3 *
The reaction of your parents if they discover you were using cocaine or crack.	82%	85%	85%	+3	0	+3
The reaction of your parents if they discover you were using marijuana.	73%	76%	76%	+3	0	+3
The reaction of your employer/school authorities if they discover you were using cocaine or crack.	88%	90%	89%	+2	-1	+1
The reaction of your employer/school authorities if they discover you were using marijuana.	80%	83%	82%	+3	-1	+2
The reaction of your husband/wife or boyfriend/girlfriend if they discover you were using cocaine or crack.	81%	84%	85%	+3	+1	+4
The reaction of your husband/wife or boyfriend/girlfriend if they discovered you were using marijuana.	71%	74%	74%	+3	0	+3
The influence your use of cocaine or crack might have on your brothers or sisters, or children.	85%	88%	87%	+3	-1	+2

*Box indicates significant at .05 level.

TABLE 47
PAST ACTIONS

ALL ADULTS (18 YR. AND OLDER)

"IN THE PAST 12 MONTHS HAVE YOU..."

	PERCENTAGE WHO SAID YES			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Discouraged a friend from using marijuana	26%	28%	29%	+2	+1	+3
Discouraged a friend from using cocaine	25%	24%	26%	-1	+2	+1
Discouraged a friend from using crack	20%	18%	21%	-2	+3	+1
Actively expressed your disapproval of marijuana being consumed at a party or at a get together with friends	31%	28%	29%	-3	+1	-2
Actively expressed your disapproval of cocaine being consumed at a party or at a get together with friends	34%	27%	29%	-7	+2	-5
Actively expressed your disapproval of crack being consumed at a party or at a get together with friends	32%	25%	27%	-7	+2	-5

TABLE 48
PAST ACTIONS

ALL ADULTS (18 YR. AND OLDER)
PARENTS ONLY

"IN THE PAST 12 MONTHS HAVE YOU..."

	PERCENTAGE WHO SAID YES			PERCENT CHANGE		
	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>87/88</u>	<u>88/89</u>	<u>87/89</u>
Complained to school officials about the use of drugs by children at the school.	11%	12%	15%	+1	+3	+4
Removed drugs from your children's possession.	6%	7%	13%	+1	+6	+7
Reported suspected use of drugs by children in their neighborhood to the police.	8%	9%	13%	+1	+4	+5
Discussed the dangers of drug use with your children.	70%	69%	72%	-1	+3	+2
Discussed your concern with parents of other children who use drugs.	37%	35%	41%	-2	+6	+4
Expressed strong disapproval to your children on the use of drugs.	71%	68%	74%	-3	+6	+3

TABLE 49
DEMOGRAPHICS

ALL ADULTS (18 YR. AND OLDER)

AGE

Mean = 45

SEX

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Male	48%	51%	50%
Female	52%	49%	50%

RACE

White	87%	88%	88%
Black	11%	10%	10%
Oriental/Asian	1%	1%	1%
Other	2%	1%	1%
Hispanic	4%	4%	5%

AREA

Within city boundaries	41%	39%	40%
Suburbs of city	35%	38%	34%
Town/Village	14%	13%	15%
Rural	9%	10%	12%

TABLE 50
ADULTS (18 YR. AND OLDER)

RELIGIOUS AFFILIATION

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Protestant	54%	54%	54%
Catholic	29%	28%	29%
Jewish	4%	5%	4%
Other	13%	13%	8%

RELIGIOUS ATTENDANCE

Average per month

Less than once	44%	44%	43%
Once or twice	15%	16%	14%
3 - 4	20%	17%	19%
More than 4	20%	24%	24%

TABLE 51**ADULTS (18 YR. AND OLDER)****MARITAL STATUS**

	<u>1987</u>	<u>1988</u>	<u>1989</u>
Single, never married	22%	25%	22%
Single, living with opposite sex	3%	2%	3%
Divorced or Separated	10%	10%	10%
Married, never divorced	48%	42%	44%
Married, formerly divorced	10%	10%	11%
Married, formerly widowed	1%	2%	2%
Widow, widower	6%	7%	8%

EDUCATION

Not a high school graduate	6%	6%	7%
High school	40%	37%	41%
Two year college/technical	26%	24%	24%
Four year college/technical	17%	21%	20%
Master's Degree	5%	5%	4%
Graduate work beyond Masters	3%	4%	3%
Doctorate/MD/LLB/LLD/JD	2%	2%	1%

HOUSEHOLD INCOME

\$10,000 or Less	11%	11%	12%
\$10,000 - \$15,000	10%	11%	12%
\$15,001 - \$35,000	41%	36%	35%
\$35,001 - \$50,000	22%	23%	22%
\$50,001 - \$75,000	11%	12%	12%
\$75,001 - \$100,000	3%	3%	5%
\$100,001 and Over	2%	3%	2%