

Idaho Meth: Use & Attitudes Survey 2007



Statewide survey measuring attitudes and behaviors towards methamphetamine in Idaho

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Executive Summary

This report of the 2007 *Idaho Meth Use & Attitudes Survey* details findings from three statewide surveys designed to measure meth-related attitudes and behaviors in Idaho and track changes over time.

Findings from the survey will serve as a benchmark to measure progress as the Idaho Meth Project executes a statewide prevention campaign to educate the state's youth about the dangers of meth use. Following are key findings from the benchmark study.

Availability

- About four in ten 12-to-24 year-olds (38%) report that meth would be at least "somewhat easy" for them to acquire (30% of teens and 45% of young adults).
- Most parents (69%) believe it would be at least somewhat easy for their child to acquire the drug.
- Three in ten young adults (30%) and 14% of teens say someone has offered them meth or tried to get them to try it.

Perceived Benefits and Risks of Meth Use

- Many Idaho teens, young adults, and parents believe there are benefits to taking meth, including weight loss (25% of teens, 38% of young adults, and 49% of parents), feeling euphoric or very happy (22%, 23%, and 32%, respectively), increased energy (17%, 30%, and 38%), dealing with boredom (16%, 21%, and 18%), and escaping problems (9%, 8%, and 20%).
- Idaho teens, young adults, and parents are generally aware of dangers posed by meth use and the majority believe there is "great" risk in taking the drug just once or twice (55%, 68%, and 94%, respectively).
- However, 15% of 12-24 year-olds see little or no risk in trying meth once or twice, and 6% agree there is little or no risk in taking the drug regularly. Looking more closely, teens seem particularly unaware of the drug's dangers — 20% of teens see little or no risk in trying Meth once or twice and 9% see little or no risk in regular use, while 10% of young adults see little or no risk in trying Meth once or twice and 4% see little or no risk in regular use.

Meth Use

- One in twenty-five Idaho teens (4%) admit to having tried meth. By the time they reach young adulthood, about one in seven (14%) will report usage.
- Of those that have used Meth, 19% report their first use occurred when they were 12 or under and 10% report being under 10 years old.
- About one in ten Idaho teens says he or she has close friends who use meth (11%) and/or have friends who have been in treatment for meth use (8%). These numbers nearly double as teens grow into young adults—at least one in five have close friends who use meth (20%) and/or have been treated for meth use (26%).
- About one in six teens (17%) and young adults (15%) have family members who have been in treatment for meth.

Social Approval and Parental Discussions

- Most Idaho teens (80%), young adults (85%), and parents (97%) “strongly disapprove” of trying meth even once or twice.
- However, one quarter of teens (25%) and one in eight young adults (13%) say their friends would *not* give them “a hard time” for using meth.
- Moreover, many teens and young adults report they have *not* tried to dissuade their friends from taking the drug (40% and 41%, respectively).
- And about one in three teens (36%) and half of young adults (50%) say they have never discussed the subject of meth with their parents.
- Idaho teens who have talked with their parents about meth are consequently more likely to go to their parents to find more information about the drug (70% vs. 47% of those who have never talked with their parents about meth).
- These teens are also more likely than teens who have not talked with their parents about meth to tell their friends not to use meth (66% and 48%, respectively).

Background and Objectives

Background

This report summarizes findings from the first annual statewide *Idaho Meth Use & Attitudes Survey*.

The Idaho Meth Project was established and launched in January 2008 to significantly reduce meth use in Idaho. The integrated program consists of an ongoing, research-based messaging campaign, supported by community outreach and public policy initiatives, that realistically and graphically communicates the realities of methamphetamine.

The Idaho Meth Project sustains a campaign of public service messaging—including advertising, public relations, and Web sites—to effect attitudinal changes regarding methamphetamine use among Idaho youth.

At the core of the Idaho Meth Project effort is an ongoing, research-based marketing campaign that provides hard-hitting television, radio, print, billboard, and Internet advertising. On January 7, 2008, the Idaho Meth Project initiated a large-scale prevention advertising campaign across the state, targeting young people ages 12-17, reaching an estimated 70 to 90% of teens 3 to 5 times a week with meth prevention messaging.

The goal of the Idaho Meth Project advertising is to “unsell” meth, equipping youth with the facts about methamphetamine so they can make better-informed consumption decisions.

The Idaho Meth Project approaches methamphetamine as a consumer products marketing problem. Meth is a consumer product. It is readily available. It is affordably priced. It is distributed through an effective, although alternative, distribution channel. It has product attributes that are perceived as attractive. Initial meth consumption decisions are made — similar to other consumer product decisions — after an evaluation (perhaps subconscious) of benefit, risk, social acceptance, price, and availability. The goal of the Idaho Meth Project is to educate potential consumers of the realities of meth use.

The Idaho Meth Project conducts periodic statewide surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine. This research provides the foundation for the Meth Project's messaging and communications programs.

Research Objectives

The Idaho Meth Project conducts the *Idaho Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine throughout the state. This document reports findings from a benchmark study conducted from September 12, 2007 to November 16, 2007, prior to the launch of the Idaho Meth Project's public outreach campaign.

The survey was conducted among three key groups:

- Teens, ages 12-17
- Young adults, ages 18-24
- Parents of teens, ages 12-19

The goal of all of this research is to help understand how the target audiences think and feel about meth. The insights gleaned from this study help develop advertising and other meth prevention messaging directed at teens and young adults.

Theoretical Frameworks

The primary measures for understanding the target audience are based on prevention principles of perceived risk and social disapproval. Two important sets of attitudes and beliefs are: (a) adolescents' beliefs about how harmful drug use is for the user, and (b) the degree to which adolescents personally disapprove of various kinds of drug use. According to the University of Michigan's Monitoring the Future study, two critical drug-related attitudes—perception of risk (how risky adolescents view a particular drug) and perception of social disapproval (adolescent appeal and acceptance of a particular drug)—are directly correlated with consumption. Individuals who believe that the use of a particular drug involves risk of harm and/or who disapprove of its use are less likely to use that drug.

The work of renowned prevention researchers Catalano and Hawkins focuses on understanding and preventing adolescent behavior problems, including drug use. They identified specific risk and protective factors that predict the likelihood of teens to resist drug use. Risk factors are characteristics of teens that are known to predict increased likelihood of drug use.

The Idaho Meth Project has initiated a sustained campaign of public service messaging to achieve significant, positive, and measurable results to reduce the frequency and prevalence of methamphetamine use. To do so, the Project's messaging targets key risk factors, including favorable attitudes toward drug use, friends' use of drugs, perception of benefit, perceived risk, and perceived availability.



The objective of the *Idaho Meth Use & Attitudes Survey* is to track attitudes and behaviors related to meth in the state. The Meth Project will continue to refine and revise messaging content and direction based upon this ongoing research.

Survey Methods

Statewide Survey Among 12-17 Year-Olds

Sample

A total of 3,091 12 to 17 year-old junior and senior high school students were interviewed for the study. Each respondent attends one of 51 randomly selected junior and senior high schools across Idaho.

All junior and senior high schools in Idaho (public, private, and parochial) were eligible for selection for the study and were sampled using a 4-stage probability sampling technique. In most schools, 3 classes of different grades were randomly selected to receive the survey.

Interviewing dates, method, and timing

The questionnaire, an 8-page printed booklet, was filled in by each student (see Appendix 6) at their school in their classrooms. All surveys were administered during class time, in the presence of the class teacher, by a representative of GfK Roper Public Affairs & Media and took approximately 20 minutes, on average, to complete. All responses to the survey are confidential – no respondent is identified in any way on any of the questionnaires.

The GfK Roper representative explained the survey procedure to the students, then distributed the questionnaires, which were filled out by the students at their own pace. After students completed the survey, they turned it in to the representative, who collected them and sent them to Roper's New York headquarters for data processing.

All interviews were conducted from September 12, 2007, to November 16, 2007.

Weighting

Completed interviews were weighted by age within gender to match state norms and to help ensure a reliable and accurate representation of the target population.

Statewide Survey Among 18-24 Year-Olds

Sample

A total of 346 Idaho residents, ages 18 to 24, were interviewed for the study. All respondents were recruited for the study via a telephone interview designed to screen for eligible respondents (i.e., Idaho residents, ages 18 to 24) using random digit dial (rdd) sampling techniques.

Interviewing dates, method, and timing

The survey, an 8-page booklet virtually identical to the one administered to the teens, were mailed to each recruit. Recruits were each given a \$10 incentive to complete the interview and mail it back to Roper.

All interviews were conducted from September 12, 2007 to November 12, 2007.

Weighting

Completed interviews were weighted by age within gender to match state norms and to help ensure reliable and accurate representation of the target population.

Statewide Survey Among Parents of 12-19 Year-Olds

Sample

A total of 400 randomly-selected Idaho residents who have a child, ages 12 to 19, were interviewed by telephone for the study. All respondents were sampled using random digit dial (RDD) techniques.

Interviewing dates, method, and timing

Each interview was administered by telephone by GfK Roper interviewers, using a computer assisted telephone interviewing (CATI) program. On average, the survey took 20 minutes to complete.

All interviews were conducted from September 12, 2007 to October 2, 2007.

Weighting

Completed interviews were weighted by age within gender to match state norms and to help ensure reliable and accurate representation of the target population.

Sampling error

All samples are subject to some degree of sampling “error”—that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. At the 95% confidence level, margins of error are, on average:

- 3,091 teens: +/- 2 percentage points
- 346 young adults: +/- 5 percentage points
- 400 parents: +/- 5 percentage points

Reading Notes

- For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.
- Similarly, when only selected responses are shown, percentages may total less than 100%.
- Asterisks (*) are used when percentages fall below 0.5%. A dash (-) indicates 0%.

1. Perceptions of Meth

1.1. Perceived Availability

Perceived ease of acquiring various illicit drugs

Three in ten Idaho teens (30%) say it would be at least somewhat easy for them to get meth. Teens have an easier time acquiring meth as they get older (e.g., 41% of 17 year-olds say they could get meth at least somewhat easily compared to 20% of 13 year-olds). Nearly half of young adults (45%) say it would be easy to acquire the drug.

Moreover, three in ten (30%) young adults and 14% of teens say someone has offered them or tried to get them to use meth.

Parents are inclined to believe it would be easy for their teen to get meth. Even more parents believe this to be true (69%) than teens or young adults say that it is.

Perceived Ease of Acquiring Various Illicit Drugs - % who say “very” or “somewhat easy” -

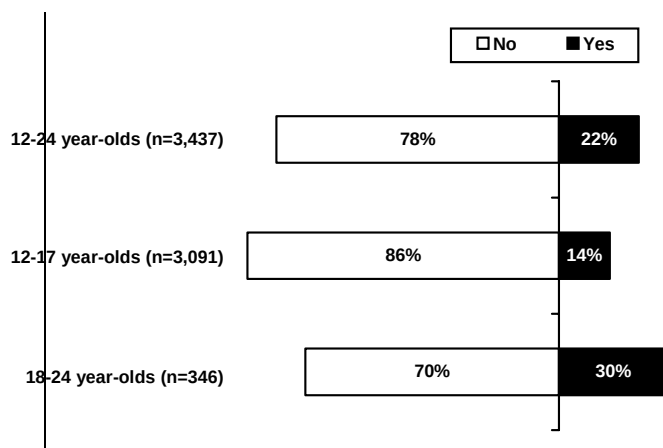
Base: Total respondents.

	Easy for YOU to get meth			Easy for YOUR TEEN to get meth
	12-24 <u>Year-Olds</u>	12-17 <u>Year-Olds</u>	18-24 <u>Year-Olds</u>	<u>Parents</u>
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
Marijuana	64	55	71	78
Meth	38	30	45	69
Cocaine	34	29	39	48
Heroin	23	21	25	32

How difficult, or easy, do you think it would be for you/your teenage child to get each of the following types of drugs? (Teens and Young Adults: Q13; Parents: Q5)

Whether or Not Have Personally Been Offered Meth

Base: Total respondents.



Has anyone ever offered you or tried to get you to use meth? (Teens and Young Adults: Q17; Parents: NA)

1.2. Perceived Risks and Benefits of Meth Use

Perceived benefits of taking meth

Many Idaho teens, young adults, and parents believe there are specific *benefits* to taking meth, including weight loss, feeling euphoric or very happy, increased energy, dealing with boredom, and escaping problems.

Perceived Benefits of Taking Meth - % who “strongly” or “somewhat agree” with statement -

Base: Total respondents.

	12-24 Year-Olds			
	Total	12-17	18-24	Parents
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
Helps you lose weight	32	25	38	49
Makes you feel euphoric or very happy	23	22	23	32
Gives you energy	24	17	30	38
Helps you deal with boredom	19	16	21	18
Helps you escape your problems	8	9	8	20
Makes you feel attractive	8	7	8	15
Makes you more popular	5	5	5	7
Helps you study	5	3	6	7
Makes you intelligent	1	2	1	2

Whether or not you or someone you know uses meth, we would like your ideas. Please indicate how much you agree or disagree with the following statements about meth... (Teens and Young Adults: Q9; Parents: Q1)

Perceived risks of taking various illicit drugs

The majority of Idaho teens (77%), young adults (86%), and parents (96%) believe there is risk in taking meth just once or twice, and most believe there is “great” risk in doing so (55%, 68%, and 94%, respectively).

Perceived risks of trying meth regularly

Though, generally speaking, virtually all Idaho teens understand there is a wide range of risks associated with regular meth use, about one in twenty say there is “little” or “no” risk of a number of common results of extended meth use – having sex with someone they don’t want to (5% say there is little or no risk), stealing (5%), stop taking care of their hygiene (5%), suffering tooth decay (5%), and getting insomnia (5%).

Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

	12-24 Year-Olds			Parents
	Total	12-17	18-24	
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
Meth				
<u>Once or twice</u>				
Great risk	62	55	68	94
Great/moderate risk	82	77	86	96
Only slight/no risk	15	20	10	4
<u>Regularly</u>				
Great risk	87	83	90	98
Great/moderate risk	90	88	92	98
Only slight/no risk	6	9	4	2
Heroin				
<u>Once or twice</u>				
Great risk	64	55	72	95
Great/moderate risk	83	79	87	98
Only slight/no risk	14	19	10	2
<u>Regularly</u>				
Great risk	85	81	88	96
Great/moderate risk	89	87	90	97
Only slight/no risk	8	10	6	3
Cocaine				
<u>Once or twice</u>				
Great risk	59	53	64	88
Great/moderate risk	81	79	83	97
Only slight/no risk	16	19	13	3
<u>Regularly</u>				
Great risk	84	80	87	98
Great/moderate risk	89	87	90	99
Only slight/no risk	7	9	5	1
Marijuana				
<u>Once or twice</u>				
Great risk	37	40	34	57
Great/moderate risk	53	59	48	80
Only slight/no risk	43	38	48	19
<u>Regularly</u>				
Great risk	52	60	46	78
Great/moderate risk	71	75	68	89
Only slight/no risk	25	22	27	10

Please indicate how much risk, if any, you think there is involved in each of the following activities. (Teens and Young Adults: Q10; Parents: Q2)

1.3. Social Approval of Meth Use

Social approval of regularly using various illicit drugs

The majority of teens (80%), young adults (85%), and parents (97%) voice “strong” disapproval of trying meth even once or twice.

Still, one in four teens (25%) agree their friends would *not* give them a “hard time” if they, themselves, should ever use it, and 13% of young adults say the same thing. Moreover, four in ten teens (40% — and nearly half of boys, 45%) and young adults (41%) say they have *not* told their friends to avoid meth.

Social Approval of Regularly Using Various Illicit Drugs - % say “strongly disapprove” -

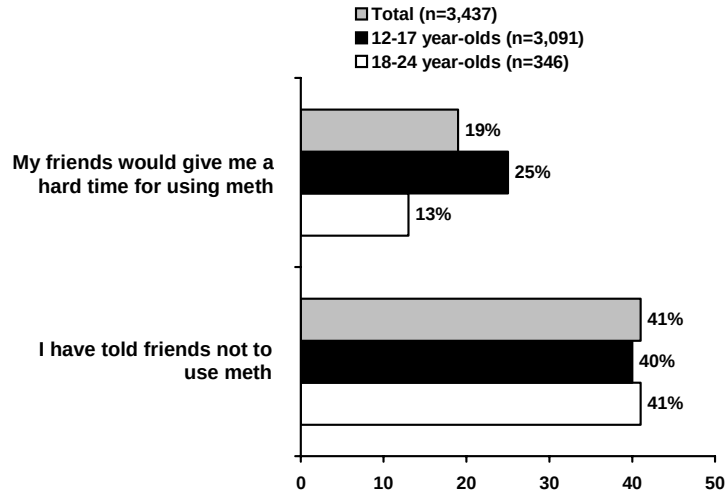
Base: Total respondents.

	12-24 Year-Olds			Parents (400)
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	
	(3,437)	(3,091)	(346)	
(Unweighted base)		%	%	%
Meth				
Once or twice	83	80	85	97
Regularly	92	89	95	98
Heroin				
Once or twice	84	80	88	97
Regularly	92	88	95	98
Cocaine				
Once or twice	78	77	79	95
Regularly	89	86	91	98
Marijuana				
Once or twice	54	59	49	73
Regularly	64	69	60	87

How much do you approve or disapprove of the following activities. (Teens and Young Adults: Q12; Parents: Q4)

Peer Disapproval of Using Meth
- % who *disagree* with statement -

Base: Total respondents.



Would your friends give you a hard time for using meth? (Teens and Young Adults: Q16; Parents: NA)

Have you told your friends not to use meth? (Teens and Young Adults: Q18; Parents: NA)

2. Meth Use

2.1. Peer and Family Use

Teens/Young Adults

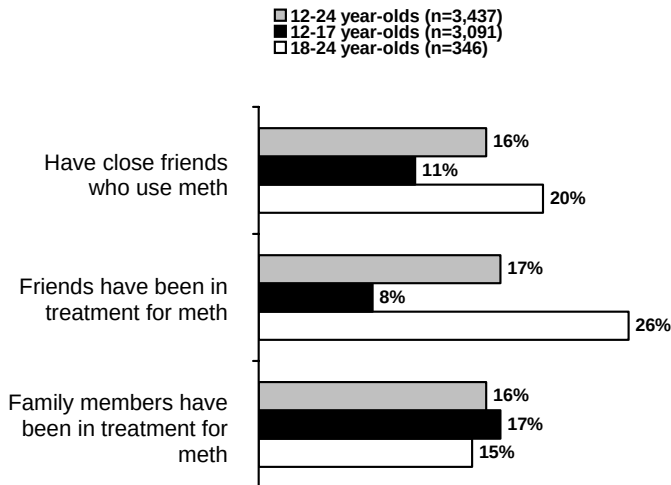
About one in ten Idaho teens says he or she has close friends who use meth (11%) and/or have friends who have been in treatment for meth use (8%).

These numbers grow considerably as teens turn into young adults — one in five have close friends who use it (20%) and one in four have friends who have been treated for it (26%).

Nearly one in five teens (17%) and young adults (15%) have family members who have been in treatment for meth.

Use/Treatment Among Friends and Family

Base: Total respondents.



Do you have any close friends who use meth? (Teens and Young Adults: Q14; Parents: NA)

Have any of your friends been in treatment for using meth? (Teens and Young Adults: Q15; Parents: NA)

Have any members of your family been in treatment for using meth? (Teens and Young Adults: Q21; Parents: NA)

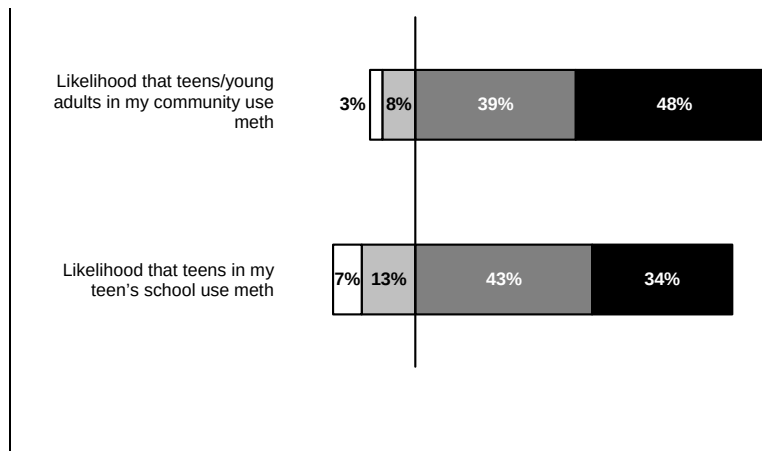
Parents

Parents are aware of the meth problem among teens — most believe it is at least somewhat likely that teens and young adults in their community use meth (87%) and that fellow students of their own teens use it (77%).

Parents' Perceived Likelihood of Use Among Child's Peers

Base: Total Parents (n=400).

□ Not at all likely □ Not too likely ■ Somewhat likely ■ Extremely/very likely



How likely do you think it is that teens or young adults in your community use meth? Would you say it is...? (Teens and Young Adults: NA; Parents: Q6)

How likely do you think it is that teens in your teen's school use meth? Would you say it is...? (Teens and Young Adults: NA; Parents: Q7)

2.2. Personal Use of Meth

One in twenty-five Idaho teens (4%) admit to having tried meth. By the time they reach young adulthood, about one in seven (14%) will admit to it.

Few teens or young adults say they intend to use meth in the future (94% and 99%, respectively, say they are “not too” or “not at all likely” to do so).

One in twenty parents (5%) believe their teen is “extremely” or “very likely” to have ever tried the drug.

Meth Usage Among Teens/Young Adults

Base: Total respondents.

	12-24 Year-Olds			Parents
	Total	12-17	18-24	
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
	%	%	%	%
Have ever tried meth	<u>9</u>	<u>4</u>	<u>14</u>	<u>NA</u>
Have used meth in past year	2	2	2	NA
Have used meth in past month	1	1	1	NA
Mean age of first use (Base: have tried meth)	14	13	15	NA
Likelihood of trying meth in the future				
Very	*	1	*	NA
Somewhat	1	3	*	NA
Not too	7	10	5	NA
Not at all	89	84	94	NA
Likelihood my teen has tried meth				
Extremely/very	NA	NA	NA	5
Somewhat	NA	NA	NA	2
Not very	NA	NA	NA	14
Not at all	NA	NA	NA	78

In your lifetime, have you ever tried meth? (Teens and Young Adults: Q23a; Parents: NA)

In the past year, have you used meth? (Teens and Young Adults: Q24a; Parents: NA)

In the past month, have you used meth? (Teens and Young Adults: Q24b; Parents: NA)

How old were you when you first tried meth? (Teens and Young Adults: Q24; Parents: NA)

How likely are you to try meth in the future? (Teens and Young Adults: Q25; Parents: NA)

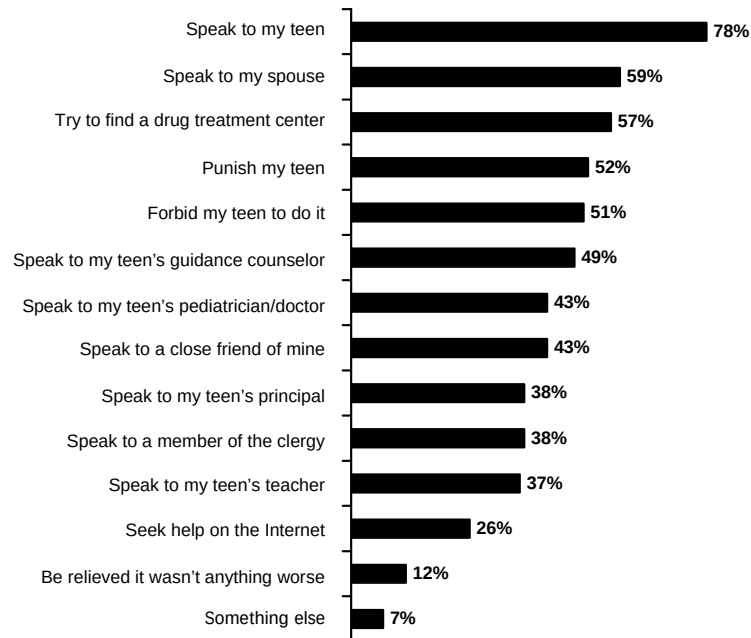
How likely do you think it is that your teen has tried meth? Would you say it is...? (Teens and Young Adults: NA; Parents: Q8)

Actions parents would take if they found out child is taking meth

Parents would take a number of actions if they ever found out their teen was taking meth, chief among them, “speak to my teen” (78%). At least half would also speak to their spouse about it (59%), try to find a drug treatment center (57%), punish their teen (52%), forbid their teen to do it anymore (51%), and/or speak to their teen’s guidance counselor (49%).

Actions Parents Would Take if They Found Out Child Is Taking Meth

Base: Total parents (n=400).



If you found out your teen were using meth, which of the following would you do, if any. (Teens and Young Adults: NA; Parents: Q9)

3. Information Sources and Advertising Awareness

3.1. Parental Discussions

Frequency of parent/child discussions about meth

Over half of teens (56%) and three in ten young adults (30%) say they have discussed the subject of meth with their parents in the past year. However, more than four in ten teens (43%) and a solid majority of young adults (69%) say they have *never* discussed the subject of meth with their parents in the past year.

Most parents (88%) say they have discussed the subject with their teen in the past year (79% say more than once). Moreover, 48% say they had such a discussion in the past month.

Parents of younger teens, however, are more likely to have discussed meth with their child – e.g., 65% of 13 year-olds versus 43% of 17 year-olds say they have had such a discussion in the past year.

Frequency of Parent/Child Discussions About Meth

Base: Total respondents.

	12-24 Year-Olds			Parents
	Total	12-17	18-24	
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
	%	%	%	%
In past year, my parents talked to me about meth...				
At least once	42	56	30	NA
Once	13	19	8	NA
More than once	29	37	22	NA
Never	57	43	69	NA
In past year, talked to my teen about meth...				
At least once	NA	NA	NA	88
Once	NA	NA	NA	9
More than once	NA	NA	NA	79
Never	NA	NA	NA	12
Last talked to my parents about meth...				
Within past month	12	16	9	NA
1-6 months ago	15	19	11	NA
6-12 months ago	10	13	8	NA
More than a year ago	19	14	23	NA
Never	44	36	50	NA
Last talked to my teen about meth...				
Within past month	NA	NA	NA	48
1-6 months ago	NA	NA	NA	30
6-12 months ago	NA	NA	NA	11
More than a year ago	NA	NA	NA	3
Never	NA	NA	NA	9

In the past year, how often have your parents talked to you about meth? (Teens and Young Adults: Q19; Parents: NA)

In the past year, how often, have you talked to your teen about meth? Have you talked with your teen...? (Teens and Young Adults: NA; Parents: Q10a)

When was the last time your parents talked to you about meth? (Teens and Young Adults: Q20; Parents: NA)

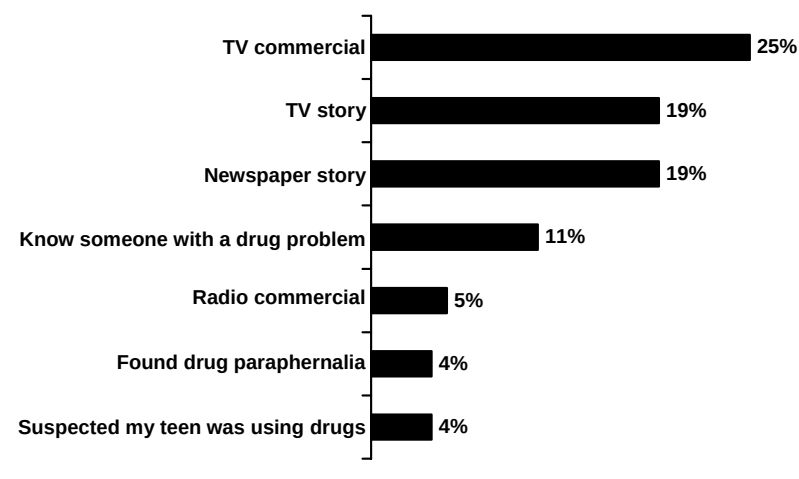
When was the last time you talked to your teen about meth? Was it...? (Teens and Young Adults: NA; Parents: Q10b)

Prompts for parents to talk to their child(ren) about meth

Various types of media prompt parents to discuss the subject of meth with their teens. One in four parents (25%) who talked with their teens about meth report TV commercials led to the discussion, followed by TV stories (19%), and newspaper stories (19%).

**Prompts for Parents to Talk to Their Child(ren) About Meth
- Most common responses -**

Base: Parents who talked with teen about meth (n=363).



Which of the following, if any, prompted you to discuss meth with your teen? (Teens and Young Adults: NA; Parents: Q11)

3.2. Key Information Sources

Sources of information about meth

For young adults and parents, the Internet is by far the most favored source of information about meth (88% and 58%, respectively). Fewer than half cite any other specific source as one they would turn to for such information.

Teens are also most likely to turn to the Internet to learn about meth (68%), but many would turn to their parents as well (60%).

Girls are somewhat more likely than boys to say they would look to a variety of sources – including parents (63% versus 57%, respectively) and friends (45% versus 38%).

Favored information sources change substantially as teens get older. For example, 13 year-olds are more likely to refer to their parents (69%) than to the Internet (58%). By the time they reach age 17, however, they are far more likely to consult the Internet (81%) than their parents (51%). Seventeen year-olds are also more likely than 13 year-olds to say they would turn to friends (51% versus 34%, respectively).

Sources of Information About Meth

Base: Total respondents.

	12-24 Year-Olds			
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	<u>Parents</u>
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
The Internet, websites	79	68	88	58
Parents*	48	60	38	17
School	37	45	30	29
Friends	44	41	46	25
Television	27	30	24	13
Magazines	22	26	18	16
Radio	11	13	9	9
Other	31	33	29	39
Don't know	8	12	4	4

Which of the following sources, if any, would you go to in order to find information about meth? (Teens and Young Adults: Q22; Parents: Q12)

*Appears as "other parents" in the parent's survey.

The Internet is also seen by teens and young adults as among the most *valuable* sources for advice or opinions (43% and 55%, respectively, give it a top two rating on a five point scale). Among teens, athletes they respect are essentially as valuable a source of information as the Internet (41%).

**Perceived Value of Various Meth Information Sources
Among Teens and Young Adults
- % say "1" or "2" on a 5-point scale-**

Base: Total respondents.

	12-24 Year-Olds		
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>
(Unweighted base)	(3,437)	(3,091)	(346)
		%	%
Internet sites	49	43	55
Athletes I respect	38	41	35
TV shows, news or movies	31	28	33
Print ads in newspapers or magazines	29	28	29
Movie actors I respect	27	26	28
Musicians I listen to	22	22	22
Billboards outside	25	22	28
Posters on buses, bus stops, or subways	22	20	23
TV commercials	24	19	29
Radio	22	18	25

Besides school, friends, and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. (Teens and Young Adults: Q26; Parents: NA)

General awareness of meth public service advertising

Though most teens (78%) and young adults (81%) say they have at some point seen or heard an anti-meth advertisement, about half say they have never seen one or see them less often than once a month (49% and 51%, respectively). Parents are more likely to say they have seen such an ad (87%).

Among teens, anti-drug ads are most commonly seen or heard “recently” in school (72%), on TV (61%), on the Internet (51%), and in newspaper/magazine print-ads (45%). Young adults are most likely to have seen the ads on TV (62%), followed by the Internet (41%), and print ads (41%). Parents also are most likely to have seen the ads on TV (73%), but unlikely to have seen them on the Internet (26%). Rather, half or more say they saw such ads in print media (58%), on billboards (50%), in school (48%), or heard them on the radio (48%).

Frequency See/Hear Meth Public Service Advertising

Base: Total respondents.

	12-24 Year-Olds			
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	<u>Parents</u>
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
Not at all	20	21	19	13
Less than once a month	30	27	32	22
1-3 times a month	27	23	30	34
1-3 times a week	14	16	12	19
Every day or almost every day	6	8	5	10
More than once a day	3	4	2	2

How frequently do you see or hear commercials or ads telling you about the risks of meth? (Teens and Young Adults: Q27; Parents: Q.13)

Where See/Hear Meth Public Service Advertising

Base: Total respondents.

	12-24 Year-Olds			Parents
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	
(Unweighted base)	(3,437)	(3,091)	(346)	(400)
		%	%	%
School	55	72	40	48
TV commercials	62	61	62	73
Internet, web sites	46	51	41	26
Print ads in newspapers or magazines	43	45	41	58
Billboards outside	33	33	33	50
Radio	35	33	37	48
Posters on buses, bus stops, or subways	18	20	16	19
Video rentals viewed at home	14	17	11	13
Movie theaters	13	16	10	12

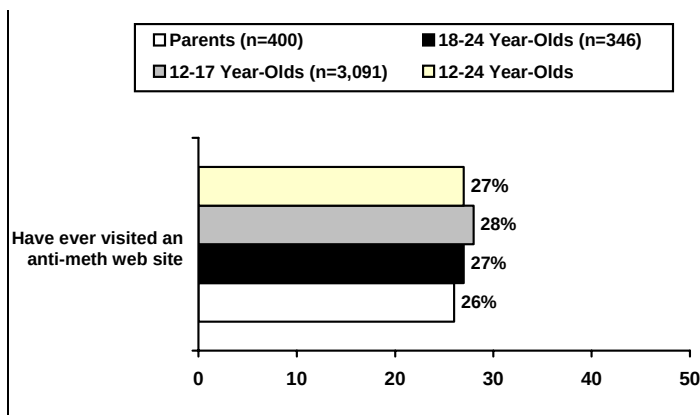
Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship and other activities that promote them. Have you seen or heard anti-meth advertisements RECENTLY in any of the following? (Teens and Young Adults: Q28a; Parents: Q.14)

Anti-meth web site visits

Anti-meth web sites have attracted about one in four of Idaho's teenagers (28%), young adults (27%), and parents of 12 to 19 year-olds (26%). Likelihood to have visited such a site is essentially the same across sex and age.

Anti-Meth Web Site Visits
- % who have ever visited an anti-meth site -

Base: Total respondents.



Have you ever visited a website that talks about the use of meth? (Teens and Young Adults: Q20; Parents: Q.29a)

Appendix 1: Sample Demography — Teens

(Unweighted base)	12-17 Year-Olds	
	100%	(3,091)
	<u>Weighted %</u>	<u>Unweighted N</u>
Sex		
Male	51	1,592
Female	48	1,492
Age		
12-14	47	1,531
15-17	53	1,560
Education		
In 7th - 8th grade	35	1,219
In 9th - 10 grade	36	1,073
In 11th -12 grade	28	799
Ethnicity		
White	87	2,428
African-American	1	60
Asian	1	46
American Indian/Native American	2	104
Other	9	383
Rather not say/Refused	2	126
Hispanic origin	12	466

Appendix 1 (Cont'd.): Sample Demography — Young Adults

(Unweighted base)	18-24 Year-Olds	
	100%	(346)
	<u>Weighted %</u>	<u>Unweighted N</u>
Sex		
Male	52	118
Female	48	228
Age		
18-20	44	121
21-24	56	225
Education		
12th grade or less	8	22
Trade or vocational school	5	13
In college	35	118
In graduate school	2	7
Not currently in school, college graduate	9	40
Not currently in school, not a college graduate	40	145
Ethnicity		
White	89	306
African-American	1	4
Asian	*	1
American Indian/Native American	1	5
Other	10	32
Rather not say/Refused	1	5
Hispanic origin	9	30

Appendix 1 (Cont'd.): Sample Demography — Parents

(Unweighted base)	Parents	
	100%	(400)
	<u>Weighted %</u>	<u>Unweighted N</u>
Sex		
Male	50	129
Female	50	271
Age		
Under 35	25	53
35-44	35	169
45-54	32	147
55-64	7	26
65+	*	3
Child's age		
12-14	45	163
15-17	41	177
18-19	14	56
Education		
High school graduate or less	35	118
Some college	24	103
College graduate or more	38	163
Technical school/other	3	13
Ethnicity		
White	91	362
African-American	*	2
Asian	1	3
American Indian/Native American	1	5
Other	5	21
Rather not say	1	7
Hispanic origin	6	25

Appendix 2: About The Meth Project

What is the Meth Project?

The Meth Project is a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Montana Meth Project, Arizona Meth Project, Idaho Meth Project and other state affiliates implement the Meth Project prevention programs in their respective states. The Meth Project is funded by a grant from the Siebel Foundation.

Public Service Messaging

The Meth Project is active in three areas: 1) public service messaging, 2) public policy, and 3) community action. It sustains a campaign of research-based public service messaging — including advertising, public relations, and Web sites — to effect attitudinal changes regarding methamphetamine use among youth.

At the core of the Meth Project's effort is research-validated, nationally recognized, high-impact advertising that graphically communicates the risks of meth use. Targeting youth ages 12-17, the Project reaches 70-90% of that target audience three to five times a week with hard-hitting messaging.

The Meth Project conducts extensive surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine. This research provides the foundation for their messaging programs.

Public Policy and Community Action

The Meth Project activities significantly increase awareness of the critical nature of the meth problem, influencing an escalating public dialogue to find solutions.

The Meth Project coordinates closely with local, state, and federal agencies, including the White House, U.S. Congress, office of the Governor, the Attorney General, law enforcement, the Federal Drug Enforcement Agency, and the Department of Health and Human Services. In October 2006, the Meth Project was cited by the White House as a model prevention program for the nation.

The Meth Project organizes a broad range of community outreach programs to mobilize communities to assist in meth awareness and prevention activities. Through its Paint the State art contest in Montana, the Meth Project prompted thousands of teens and their families to take action in the fight against meth use by creating highly visible public art with a strong anti-meth message. The contest drew more than 660 submissions statewide.

The Meth Project also collaborated with HBO to develop a one-hour documentary film—entitled Montana Meth—as part of the organization's mission to raise awareness of the dangers of methamphetamine use. The film shows, first-hand the impact of the meth problem in an effort to raise the level of public discourse.

The Meth Project Strategy

The Meth Project employs a three-pronged strategy to achieve a significant reduction in methamphetamine abuse statewide:

- Sustain a large-scale public service advertising campaign targeted at each state's most meth vulnerable group—youth ages 12-17
- Maintain ongoing community outreach to raise the levels of awareness of the critical nature of the meth problem
- Mobilize community groups across the state in meth education and prevention efforts

Consumer Marketing Problem

Every day, young people are making product consumption decisions regarding meth. Many perceive benefits in using meth. Many perceive little risk in using meth. Unfortunately, many are making the decision to give meth a try. This is the root of the meth problem.

The goal of the Meth Project is to arm the youth, ages 12-17, with the facts about methamphetamine so that they can make a better informed product consumption decision.

For more information about the Meth Project visit www.methproject.org or contact:

The Meth Project
270 University Ave.
Palo Alto, CA 94301
650-752-1000
info@methproject.org

Appendix 3: About The Idaho Meth Project

Project Overview

The Idaho Meth Project is a large-scale, statewide program engaged in a range of prevention efforts to reduce first-time methamphetamine use. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Idaho, Montana, Illinois, and Arizona. Idaho is the third state to adopt the Meth Project's prevention campaign.

The Idaho Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Idaho is considerably higher than the national average, and according to law enforcement officials is the state's leading drug problem. Potent, low-cost Meth is readily available and abused throughout the state.

The financial and social consequences of Meth abuse in Idaho are devastating. It is a contributing cause for much of the crime in the state, costs millions of dollars in productivity, contributes to the increasing jail and prison populations and adversely impacts families and children:

- 80% of the child placements by Idaho Health and Welfare are directly related to drug abuse, with methamphetamine being the most prevalent
- 74% of defendants in drug courts are charged with possession of Meth
- 52% of Idaho inmates directly attribute Meth use to their incarceration
- Idaho spends \$66 million annually to house adult male inmates addicted to Meth
- Idaho ranks among the states reporting the highest increase in arrests due to methamphetamine, up 90% year over year

Strategic Approach

The Idaho Meth Project has implemented a statewide integrated prevention campaign that includes public service messaging, community outreach, and public policy initiatives. The centerpiece of the program is research-based advertising that graphically communicates the risks of Meth use.

The program is based on the Meth Project model, which was first implemented in Montana in 2005. Since its inception, the Montana Meth Project has demonstrated significant results.

- Montana ranks #39 in the nation for Meth abuse (down from #5)¹
- Teen Meth use has declined by 45%²
- Adult Meth use has declined as much as 70%³
- Meth-related crimes have decreased by 53%⁴

Recognition for the Program

The Idaho Meth Project will air advertising throughout the state beginning in January 2008. The ads were created by the Meth Project, which has received 40 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 7 Gold Addy Awards
- 18 Silver Addy Awards
- Cannes Lion Award
- 7 AdCritic.com "Top Ten" Awards for the best ads in the U.S.

Research and Measurement

To track and refine the program's effectiveness and guide the program's messaging, the Idaho Meth Project will utilize a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to methamphetamine use, including the statewide Idaho Meth Use & Attitudes Survey.

Project Funding

The Idaho Meth Project is funded through the generous contributions of private individuals, corporations, and foundations.

For more information about the Idaho Meth Project visit www.idahomethproject.org or contact:

The Idaho Meth Project
PO Box 738
Boise, ID 83701-0738
888-331-2060
info@idahomethproject.org

¹ Office of National Drug Control Policy, *Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States*. November 2006.

² Montana Office of Public Instruction, *2007 Montana Youth Risk Behavior Survey*. September 2007.

³ Montana Attorney General, Mike McGrath. *Methamphetamine in Montana: A Preliminary Report on Trends and Impact*. January 2007.

⁴ Ibid.

Appendix 4: About GfK Roper Public Affairs & Media

GfK Roper Public Affairs & Media traces its roots back to the 1930s, when it, along with rivals Gallup and Crossley, pioneered the polling and marketing research techniques in use today.

Today Roper services a wide range of clients who require research — in America and around the world — on topics ranging from public policy to communications effectiveness to brand strategy. Roper clients include government agencies, NGOs, universities, think tanks, Fortune 500 companies, and major media outlets, among many others.

In addition to Roper's custom research capabilities, it owns the world's longest-running public opinion and consumer research databases: GfK Roper Reports US, tracking American citizen and consumer opinion since 1973; and GfK Roper Reports Worldwide, since 1995 measuring multicultural similarities and differences in over 30 countries on six continents, and Roper Polls on current issues.

GfK Roper Public Affairs & Media is a division of GfK Custom Research North America. Headquartered in New York, GfK Custom Research North America is part of the GfK Group, the world's fourth-largest market research organization. It comprises approximately 130 companies located in more than 70 countries and over 7,700 employees worldwide.

Appendix 5: Teens Meth Study Questionnaire

Directions

This is not a test. We want to know what you think. Just put an "X" next to whatever answer is right for you. If you don't find an answer that fits exactly, use the one which comes closest. If you are uncomfortable answering any question or feel you cannot answer it honestly, just leave it blank.

Your answers are completely confidential. Please **do not write your name anywhere** on the questionnaire. All questionnaires will therefore be completely anonymous, and it will be impossible to identify who filled out which one. Moreover, no one from your school will look at any of the questionnaires.

When you have finished the questionnaire, put it in the box that will be passed around, so that it will be mixed together with all the other questionnaires.

Deleted: <sp>¶

1. Are you male or female?

(6)

Male -1
Female -2

2. What is your age? _____

(7-8)

3. What grade are you in?

(9)

7th -1	10th -4
8th -2	11th -5
9th -3	12th -6

4. What is your race?

(11)

White -1	American Indian/Native American -4
Black/African-American -2	Other -5
Asian/Asian-American -3	Rather Not Say -6

5. Are you Latino, Hispanic or Spanish? (12)

Yes..... -1

No -2

6. What is your 5-digit zip code? _____ (13-17)

7. Are your parents...? ("X" all that apply) (18)

Married to each other -1

Divorced or separated - neither has married again..... -2

Divorced - one or both has married again..... -3

My parents were never married to each other -4

One or both of my parents has died -5

8. Before this survey, which of the following drugs had you heard of? ("X" ALL THAT YOU HAVE HEARD OF) (19)

Cocaine -1

Ecstasy..... -2

Heroin..... -3

LSD -4

Marijuana, also known as pot or weed -5

Methamphetamine, also known as meth, crank,

crystal, glass, ice, or tina -6

Amphetamines, also known as speed or white cross -7

None of the above -8

Many of the remaining questions ask about “meth,” also known as methamphetamine, crank, crystal, glass, ice, or tina.

9. Whether or not you or someone you know uses **meth**, we would like your ideas. Please indicate how much you agree or disagree with the following statements about **meth**: (“X” ONE ANSWER FOR EACH ITEM)

(20-28)

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	Neither Agree nor <u>Disagree</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>
Helps you escape your problems	-1	-2	-3	-4	-5
Helps you study	-1	-2	-3	-4	-5
Gives you energy	-1	-2	-3	-4	-5
Helps you deal with boredom	-1	-2	-3	-4	-5
Makes you feel euphoric or very happy	-1	-2	-3	-4	-5
Helps you lose weight	-1	-2	-3	-4	-5
Makes you intelligent.....	-1	-2	-3	-4	-5
Makes you more popular	-1	-2	-3	-4	-5
Makes you feel attractive.....	-1	-2	-3	-4	-5

10. Please indicate how much risk, if any, you think there is involved in each of the following activities. (“X” ONE ANSWER FOR EACH ITEM)

(29-36)

	Great <u>Risk</u>	Moderate <u>Risk</u>	Slight <u>Risk</u>	No <u>Risk</u>
Trying <u>meth</u> , once or twice	-1	-2	-3	-4
Using <u>meth</u> regularly	-1	-2	-3	-4
Trying <u>heroin</u> , once or twice	-1	-2	-3	-4
Using <u>heroin</u> regularly	-1	-2	-3	-4
Trying <u>marijuana</u> once or twice	-1	-2	-3	-4
Using <u>marijuana</u> regularly	-1	-2	-3	-4
Trying <u>cocaine</u> once or twice	-1	-2	-3	-4
Using <u>cocaine</u> regularly	-1	-2	-3	-4

11. Please indicate how much risk you think there is that each of the following would happen to **someone** (37-50) **who tries meth once.** ("X" ONE ANSWER FOR EACH ITEM)

	Great Risk	Moderate Risk	Slight Risk	No Risk
Getting hooked on meth	-1	-2	-3	-4
Becoming violent	-1	-2	-3	-4
Dying	-1	-2	-3	-4
Becoming paranoid	-1	-2	-3	-4
Suffering brain damage	-1	-2	-3	-4
Suffering tooth decay	-1	-2	-3	-4
Getting Insomnia or not being able to sleep	-1	-2	-3	-4
Making their problems worse	-1	-2	-3	-4
Losing control of themselves	-1	-2	-3	-4
Having sex with someone they don't want to	-1	-2	-3	-4
Being a negative influence on a younger brother/sister	-1	-2	-3	-4
Stealing	-1	-2	-3	-4
Stop taking care of their hygiene	-1	-2	-3	-4
Turning into someone they don't want to be	-1	-2	-3	-4

12. Please indicate how much do you approve or disapprove of the following activities. (51-58)

	Strongly Approve	Somewhat Approve	Neither Approve Nor Disapprove	Somewhat Disapprove	Strongly Disapprove
Trying <u>meth</u> once or twice	-1	-2	-3	-4	-5
Using <u>meth</u> regularly	-1	-2	-3	-4	-5
Trying <u>heroin</u> once or twice	-1	-2	-3	-4	-5
Using <u>heroin</u> regularly	-1	-2	-3	-4	-5
Trying <u>marijuana</u> once or twice	-1	-2	-3	-4	-5
Using <u>marijuana</u> regularly	-1	-2	-3	-4	-5
Trying <u>cocaine</u> once or twice	-1	-2	-3	-4	-5
Using <u>cocaine</u> regularly	-1	-2	-3	-4	-5

13. How difficult, or easy, do you think it would be for **you** to get each of the following types of drugs? (59-62)

	<u>Very Difficult</u>	<u>Somewhat Difficult</u>	<u>Somewhat Easy</u>	<u>Very Easy</u>	<u>Not Sure</u>
Meth	-1	-2	-3	-4	-5
Heroin.....	-1	-2	-3	-4	-5
Marijuana	-1	-2	-3	-4	-5
Cocaine	-1	-2	-3	-4	-5

14. Do you have any **close friends who use meth**? (63)

Yes.....	-1
No	-2
Not sure	-3

15. Have any of your friends been in treatment for using **meth**? (64)

Yes.....	-1
No	-2
Not sure	-3

16. Would your friends give you a hard time for using **meth**? (65)

Yes.....	-1
No	-2

17. Has anyone **ever offered you** or tried to get you to use **meth**? (66)

Yes.....	-1
No	-2

18. Have you told your friends **not** to use **meth**? (67)

Yes.....	-1
No	-2

19. In the past year, how often have your **parents** talked to you about **meth**? (68)

- Never..... -1
- Once..... -2
- Two or three times..... -3
- Four or more times -4

20. When was the **last time** your **parents** talked to you about **meth**? (69)

- Within the past 7 days -1
- More than 1 week to one month ago -2
- More than 1 month to 6 months ago -3
- More than 6 months ago, but in the past year -4
- More than a year ago -5
- Never..... -6

21. Have any members of your family been in treatment for using **meth**? (70)

- Yes..... -1
- No -2

22. Which of the following sources, if any, would you go to in order to find information about **meth**?
("X" all that apply) (71)

- Parents..... -1
- Friends -2
- The Internet, websites -3
- Television -4
- School -5
- Radio..... -6
- Magazines..... -7
- Other -8
- Don't know -9

23a. In your lifetime, have you **ever tried meth**? (72)

- Yes..... -1
- No -2

If you answered “Yes” to question 23a, answer questions 23b. Otherwise, skip to question 24a.

23b. How old were you when you first tried **meth**? (“X” ONE ONLY)

(73), (74)

Under 10 years old	-1	15 years old	-7
10 years old	-2	16 years old	-8
11 years old	-3	17 years old	-9
12 years old	-4	18 years old	-0
13 years old	-5	19 years old	-1
14 years old	-6	20 years old	-2

24a. In the **past year**, have you used **meth**?

(75)

Yes	-1
No	-2

24b. In the **past month**, have you used **meth**?

(76)

Yes	-1
No	-2

25. How likely are you to try **meth** in the future?

(77)

Very likely	-1
Somewhat likely	-2
Not too likely	-3
Not at all likely	-4

26. Besides school, friends, and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. ("X" ONE ANSWER FOR EACH ITEM) (6-15)

	1	2	3	4	5
	<u>Highly valuable</u>				<u>Not at all valuable</u>
TV commercials.....	-1	-2	-3	-4	-5
TV shows, news, or movies.....	-1	-2	-3	-4	-5
Radio.....	-1	-2	-3	-4	-5
Print ads in newspapers or magazines.....	-1	-2	-3	-4	-5
Musicians I listen to	-1	-2	-3	-4	-5
Billboards outside	-1	-2	-3	-4	-5
Posters on buses, bus stops, or subways.....	-1	-2	-3	-4	-5
Athletes I respect.....	-1	-2	-3	-4	-5
Internet sites.....	-1	-2	-3	-4	-5
Movie actors I respect	-1	-2	-3	-4	-5

27. How frequently do you see or hear commercials or ads telling you about the risks of **meth**? (16)

Not at all	-1
Less than once a month	-2
1-3 times a month.....	-3
1-3 times a week	-4
Every day or almost every day	-5
More than once a day.....	-6

28a. Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship, and other activities that promote them. Have you seen or heard **anti-meth advertisements** RECENTLY in any of the following? (Please select either Yes or No for each) (17-27)

	<u>Yes</u>	<u>No</u>
TV commercials.....	-1	-2
Movie theaters.....	-1	-2
Radio.....	-1	-2
Print ads in newspapers or magazines.....	-1	-2
Billboards outside	-1	-2
Posters on buses, bus stops, or subways.....	-1	-2
Video rentals viewed at home	-1	-2
Internet, websites	-1	-2
School.....	-1	-2
Have seen or heard information, but not sure where	-1	-2
Other place.....	-1	-2

If you said “**Other place**” in question 28a, answer 28b. Otherwise, skip to question 29a.

28b. You said “Other place” in question 28a, please specify below the other place it was that you saw that anti-meth advertisement.

29a. Have you ever visited a website that talks about the use of meth? (52)

No, never.....	-1
Yes, only once.....	-2
Yes, more than once	-3

29b. Do you recall the name or address of the website? (49)

Yes (WRITE IT IN HERE:)

.....	-1
No	-2

30. If you have visited such a website, did the website...? ("X" ONE ANSWER FOR EACH ITEM) (53-57)

	<u>Yes</u>	<u>No</u>
Make you more aware of the risks of using meth	-1	-2
Help you understand that you can't try meth even once	-1	-2
Make you less likely to try or use meth.....	-1	-2
Exaggerate the risks of using meth	-1	-2
Make you want to talk to someone else about the risks of meth.....	-1	-2

31. If you have visited such a website, have you talked to someone else about the website? (58)

Yes.....	-1
No	-2

32. In what year were you born? _____ (59-62)

Appendix 6: Young Adults Meth Study Questionnaire

Phone Recruit

Introduction

Hello, my name is _____. I'm calling from Roper, a public opinion research company. We are conducting a survey about issues that are important to people in your state and would like to include the views of someone in your household.

AS NECESSARY:

- Your answers to this survey are completely confidential.
- We are a research company and we don't sell anything. No one will ever try to sell you something as a result of this survey.

Screener

ADULT ON PHONE () GO TO S1
 WILL GET ADULT ON PHONE..... () REPEAT INTRO AND GO TO S1
 NO ADULT AVAILABLE () ARRANGE CALLBACK
 SCREENING REFUSAL..... () TERMINATE

Sa. Just to confirm, what state do you live in?

Idaho ()
 Not Idaho () [TERMINATE]
 Refused..... () [TERMINATE]

S1. How many children [INSERT AGE GROUPS], if any, are living in your household?

Under age 12..... ____
 Ages 12-19..... ____

S2. How many people age 18-24 are currently living in your household?

None ()
 One..... ()
 Two or more..... ()

- If only one adult in household, ask to speak to adult 18-24, if not arrange for call back
- If 2 or more young adults in household, ask to speak to the adult age 18-24 who has had the most recent birthday. If selected respondent not home schedule call back.
 YOUNG ADULT ON PHONE () CONTINUE
 WILL GET ADULT ON PHONE..... () REPEAT INTRO AND GO TO YAS2b
 NO ADULT AVAILABLE () ARRANGE CALLBACK
 SCREENING REFUSAL..... () TERMINATE

YAS2b. What is your age? ____ [TERMINATE IF NOT AGE 18-24]

YAS3. Which, if any, of the following drugs have you heard of? (READ EACH ITEM.)

Cocaine ()

Ecstasy..... ()

Heroin ()

LSD ()

Marijuana, also known as pot or weed..... ()

Methamphetamine, also known as meth, crank, crystal, glass, ice, or tina ()

Amphetamines, also known as speed or white cross ()

None of the above ()

[TERMINATE IF "METHAMPHETAMINE" IS NOT SELECTED OR IF "DK" OR "REF"]

YAS3a. Which, if any, of the following health organizations have you heard of
[READ LIST]?

The Centers for Disease Control and Prevention ()

The American Medical Association ()

The National Cancer Institute ()

[DO NOT READ] None ()

YAS4. You have been selected to participate in a study on important issues in Idaho.
A short questionnaire will be sent to you for you to fill out along with a
postage paid return envelope and \$5 as a token of our appreciation. Your
input is critical. Can we count on you for this important study?

Yes 1 (Skip to question YAS6)

No 2 (continue)

YAS5. May I ask why? [PROBE - IF CONTINUES TO SAY NO THANK AND
TERMINATE - IF CHANGES MIND AND SAYS THEY WILL PARTICIPATE
CONTINUE TO YAS6]

Yes I will participate1

YAS6. What is your name and current mailing address so we can mail you the
survey?

You should be receiving the survey in 3-5 days, and we would greatly appreciate it if
you could fill it out and return it within a few days. Thank you for your assistance
and we look forward to hearing your opinions.

Young Adult Mail Survey

1. Are you male or female? (6)

Male	-1
Female	-2

2. What is your age? _____ (7-8)

3. What grade are you in? (9)

12th grade or below.....	-1	In graduate school	-4
Trade or vocational school	-2	Not currently in school, graduated college	-5
In college.....	-3	Not currently in school, did not graduate college	-6

4. What is your race? (11)

White.....	-1	American Indian/Native American....	-4
Black/African-American	-2	Other.....	-5
Asian/Asian-American	-3	Rather Not Say	-6

5. Are you Latino, Hispanic, or Spanish? (12)

Yes..... -1

No -2

6. What is your 5-digit zip code? _____ (13-17)

7. Are your parents...? ("X" all that apply) (18)

Married to each other -1

Divorced or separated - neither has married again..... -2

Divorced - one or both has married again..... -3

My parents were never married to each other -4

One or both of my parents has died -5

8. Before this survey, which of the following drugs had you heard of? ("X" ALL THAT YOU HAVE HEARD OF) (19)

Cocaine -1

Ecstasy..... -2

Heroin..... -3

LSD -4

Marijuana, also known as pot or weed -5

Methamphetamine, also known as meth, crank,

crystal, glass, ice, or tina -6

Amphetamines, also known as speed or white cross -7

None of the above -8

Many of the remaining questions ask about “meth,” also known as methamphetamine, crank, crystal, glass, ice, or tina.

9. Whether or not you or someone you know uses **meth**, we would like your ideas. Please indicate how much you agree or disagree with the following statements about **meth**: (“X” ONE ANSWER FOR EACH ITEM)

(20-28)

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	Neither Agree nor <u>Disagree</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>
Helps you escape your problems	-1	-2	-3	-4	-5
Helps you study	-1	-2	-3	-4	-5
Gives you energy	-1	-2	-3	-4	-5
Helps you deal with boredom	-1	-2	-3	-4	-5
Makes you feel euphoric or very happy	-1	-2	-3	-4	-5
Helps you lose weight	-1	-2	-3	-4	-5
Makes you intelligent	-1	-2	-3	-4	-5
Makes you more popular	-1	-2	-3	-4	-5
Makes you feel attractive	-1	-2	-3	-4	-5

10. Please indicate how much risk, if any, you think there is involved in each of the following activities. (“X” ONE ANSWER FOR EACH ITEM)

(29-36)

	Great <u>Risk</u>	Moderate <u>Risk</u>	Slight <u>Risk</u>	No <u>Risk</u>
Trying <u>meth</u> once or twice	-1	-2	-3	-4
Using <u>meth</u> regularly	-1	-2	-3	-4
Trying <u>heroin</u> once or twice	-1	-2	-3	-4
Using <u>heroin</u> regularly	-1	-2	-3	-4
Trying <u>marijuana</u> once or twice	-1	-2	-3	-4
Using <u>marijuana</u> regularly	-1	-2	-3	-4
Trying <u>cocaine</u> once or twice	-1	-2	-3	-4
Using <u>cocaine</u> regularly	-1	-2	-3	-4

11. Please indicate how much risk you think there is that each of the following would happen to **someone** (37-50) **who tries meth once.** ("X" ONE ANSWER FOR EACH ITEM)

	Great Risk	Moderate Risk	Slight Risk	No Risk
Getting hooked on meth	-1	-2	-3	-4
Becoming violent	-1	-2	-3	-4
Dying	-1	-2	-3	-4
Becoming paranoid	-1	-2	-3	-4
Suffering brain damage	-1	-2	-3	-4
Suffering tooth decay	-1	-2	-3	-4
Getting Insomnia or not being able to sleep	-1	-2	-3	-4
Making their problems worse	-1	-2	-3	-4
Losing control of themselves	-1	-2	-3	-4
Having sex with someone they don't want to	-1	-2	-3	-4
Being a negative influence on a younger brother/sister	-1	-2	-3	-4
Stealing	-1	-2	-3	-4
Stop taking care of their hygiene	-1	-2	-3	-4
Turning into someone they don't want to be	-1	-2	-3	-4

12. Please indicate how much do you approve or disapprove of the following activities. (51-58)

	Strongly Approve	Somewhat Approve	Neither Approve Nor Disapprove	Somewhat Disapprove	Strongly Disapprove
Trying <u>meth</u> once or twice	-1	-2	-3	-4	-5
Using <u>meth</u> regularly	-1	-2	-3	-4	-5
Trying <u>heroin</u> once or twice	-1	-2	-3	-4	-5
Using <u>heroin</u> regularly	-1	-2	-3	-4	-5
Trying <u>marijuana</u> once or twice	-1	-2	-3	-4	-5
Using <u>marijuana</u> regularly	-1	-2	-3	-4	-5
Trying <u>cocaine</u> once or twice	-1	-2	-3	-4	-5
Using <u>cocaine</u> regularly	-1	-2	-3	-4	-5

13. How difficult, or easy, do you think it would be for **you** to get each of the following types of drugs? (59-62)

	<u>Very Difficult</u>	<u>Somewhat Difficult</u>	<u>Somewhat Easy</u>	<u>Very Easy</u>	<u>Not Sure</u>
Meth	-1	-2	-3	-4	-5
Heroin.....	-1	-2	-3	-4	-5
Marijuana	-1	-2	-3	-4	-5
Cocaine	-1	-2	-3	-4	-5

14. Do you have any **close friends who use meth**? (63)

Yes.....	-1
No	-2
Not sure	-3

15. Have any of your friends been in treatment for using **meth**? (64)

Yes.....	-1
No	-2
Not sure	-3

16. Would your friends give you a hard time for using **meth**? (65)

Yes.....	-1
No	-2

17. Has anyone **ever offered you** or tried to get you to use **meth**? (66)

Yes.....	-1
No	-2

18. Have you told your friends **not** to use **meth**? (67)

Yes.....	-1
No	-2

19. In the past year, how often have your **parents** talked to you about **meth**? (68)

- Never..... -1
- Once..... -2
- Two or three times..... -3
- Four or more times -4

20. When was the **last time** your **parents** talked to you about **meth**? (69)

- Within the past 7 days -1
- More than 1 week to one month ago -2
- More than 1 month to 6 months ago -3
- More than 6 months ago, but in the past year -4
- More than a year ago -5
- Never..... -6

21. Have any members of your family been in treatment for using **meth**? (70)

- Yes..... -1
- No -2

22. Which of the following sources, if any, would you go to in order to find information about **meth**?
("X" all that apply) (71)

- Parents..... -1
- Friends -2
- The Internet, websites -3
- Television -4
- School -5
- Radio..... -6
- Magazines..... -7
- Other -8
- Don't know -9

23a. In your lifetime, have you **ever tried meth**? (72)

- Yes..... -1
- No -2

If you answered “Yes” to question 23a, answer questions 23b. Otherwise, skip to question 24a.

23b. How old were you when you first tried **meth**? (“X” ONE ONLY)

(73), (74)

Under 10 years old	-1	15 years old	-7	21 years old	-7
10 years old	-2	16 years old	-8	22 years old	-7
11 years old	-3	17 years old	-9	23 years old	-7
12 years old	-4	18 years old	-0	24 years old	-7
13 years old	-5	19 years old	-1		
14 years old	-6	20 years old	-2		

24a. In the **past year**, have you used **meth**?

(75)

Yes	-1
No	-2

24b. In the **past month**, have you used **meth**?

(76)

Yes	-1
No	-2

25. How likely are you to try **meth** in the future?

(77)

Very likely	-1
Somewhat likely	-2
Not too likely	-3
Not at all likely	-4

26. Besides school, friends, and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. ("X" ONE ANSWER FOR EACH ITEM) (6-15)

	1	2	3	4	5
	<u>Highly valuable</u>				<u>Not at all valuable</u>
TV commercials.....	-1	-2	-3	-4	-5
TV shows, news, or movies.....	-1	-2	-3	-4	-5
Radio.....	-1	-2	-3	-4	-5
Print ads in newspapers or magazines.....	-1	-2	-3	-4	-5
Musicians I listen to	-1	-2	-3	-4	-5
Billboards outside	-1	-2	-3	-4	-5
Posters on buses, bus stops, or subways.....	-1	-2	-3	-4	-5
Athletes I respect.....	-1	-2	-3	-4	-5
Internet sites.....	-1	-2	-3	-4	-5
Movie actors I respect	-1	-2	-3	-4	-5

27. How frequently do you see or hear commercials or ads telling you about the risks of **meth**? (16)

Not at all	-1
Less than once a month	-2
1-3 times a month.....	-3
1-3 times a week	-4
Every day or almost every day	-5
More than once a day.....	-6

28a. Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard, or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship, and other activities that promote them. Have you seen or heard **anti-meth advertisements** RECENTLY in any of the following? (Please select either Yes or No for each) (17-27)

	<u>Yes</u>	<u>No</u>
TV commercials.....	-1	-2
Movie theaters.....	-1	-2
Radio.....	-1	-2
Print ads in newspapers or magazines.....	-1	-2
Billboards outside	-1	-2
Posters on buses, bus stops, or subways.....	-1	-2
Video rentals viewed at home	-1	-2
Internet, websites	-1	-2
School.....	-1	-2
Have seen or heard information, but not sure where	-1	-2
Other place.....	-1	-2

If you said “**Other place**” in question 28a, answer 28b. Otherwise, skip to question 29a.

28b. You said “Other place” in question 28a, please specify below the other place it was that you saw that anti-meth advertisement.

29a. Have you ever visited a website that talks about the use of meth? (52)

No, never.....	-1
Yes, only once.....	-2
Yes, more than once	-3

29b. Do you recall the name or address of the website? (49)

Yes (WRITE IT IN HERE:)

.....	-1
No	-2

30. If you have visited such a website, did the website...? ("X" ONE ANSWER FOR EACH ITEM) (53-57)

	<u>Yes</u>	<u>No</u>
Make you more aware of the risks of using meth	-1	-2
Help you understand that you can't try meth even once	-1	-2
Make you less likely to try or use meth.....	-1	-2
Exaggerate the risks of using meth	-1	-2
Make you want to talk to someone else about the risks of meth.....	-1	-2

31. If you have visited such a website, have you talked to someone else about the website? (58)

Yes.....	-1
No	-2

32. In what year were you born? _____ (59-62)

33. Did you graduate high school? (63)

Yes	-1
No	-2

34. Although, you may have told us this earlier, have you ever attended college? (64)

Yes	-1
No	-2

Appendix 7: Parents of Teens Meth Study Questionnaire

Introduction

Hello, my name is _____. I'm calling from Roper, a public opinion research company. We are conducting a survey about issues that are important to people in your state and would like to include the views of someone in your household.

AS NECESSARY:

- Your answers to this survey are completely confidential.
- We are a research company and we don't sell anything. No one will ever try to sell you something as a result of this survey.

Screeners

ADULT ON PHONE.....() GO TO S1
WILL GET ADULT ON PHONE() REPEAT INTRO AND GO TO S1
NO ADULT AVAILABLE() ARRANGE CALLBACK
SCREENING REFUSAL() TERMINATE

Sa. Just to confirm, what state do you live in?

Idaho..... ()
Not Idaho () [TERMINATE]
Refused () [TERMINATE]

S1. How many children [INSERT AGE GROUPS], if any, are living in your household?

Under age 12.....
Ages 12-19.....

S2. How many people age 18-24 are currently living in your household?

None..... ()
One..... ()
Two or more..... ()

- IF NO CHILDREN 12-19 TERMINATE
- IF CHILDREN 12-19 CONTINUE

Deleted: <sp>¶

- D2S. Interviewer record gender of respondent?
Male..... ()
Female..... ()

PS5a. We are going to be asking some questions about parents and their children in the 12 to 19 age range.

PS5b. (IF ONE CHILD AGE 12-19) What is the exact age of your child who is in this 12 to 19 age range?

_____ (RANGE 12-19)

PS5c. (IF ONE CHILD AGE 12-19) Is that child male or female?

MALE()

FEMALE.....()

REFUSED.....()

PS5d. What grade in school is that child currently in?

_____ RANGE (5-12)

PS5e. (IF MORE THAN ONE CHILD AGE 12-19) What is the exact age of your youngest/oldest (ROTATE) child who is in this 12 to 19 age range?

_____ (RANGE 12-19)

PS5f. (IF MORE THAN ONE CHILD AGE 12-19) Is that child male or female?

MALE()

FEMALE.....()

REFUSED.....()

PS5g. What grade in school is that child currently in?

_____ RANGE (5-12)

READ TO RESPONDENT: “Many of the remaining questions ask about meth, also known as methamphetamine, crank, crystal, glass, ice, or tina.”

1. Whether or not you or someone you know uses “meth,” we would like your ideas. How much do you agree or disagree with the following statements about meth? Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly that meth [INSERT]? What about...?

[READ AS NECESSARY] Is that agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly?
[RANDOMIZE]

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Helps you escape from your problems	()	()	()	()	()
Helps you study	()	()	()	()	()
Gives you energy	()	()	()	()	()
Helps you deal with boredom...	()	()	()	()	()
Makes you feel euphoric or very happy	()	()	()	()	()
Helps you lose weight	()	()	()	()	()
Makes you intelligent.....	()	()	()	()	()
Makes you more popular	()	()	()	()	()
Makes you feel attractive.....	()	()	()	()	()

2. How much risk, if any, do you think there is involved in each of the following activities. Is there great risk, moderate risk, slight risk, or no risk involved in [INSERT]? What about...?

[READ AS NECESSARY] Is there great risk, moderate risk, slight risk, or no risk involved? [RANDOMIZE BY GROUP, BOTH METH TOGETHER ETC]

	Great Risk	Moderate Risk	Slight Risk	No Risk
Trying meth once or twice	()	()	()	()
Using meth regularly	()	()	()	()
Trying heroin once or twice	()	()	()	()
Using heroin regularly	()	()	()	()
Trying marijuana once or twice.....	()	()	()	()
Using marijuana regularly.....	()	()	()	()
Trying cocaine once or twice	()	()	()	()
Using cocaine regularly	()	()	()	()

3. How much risk do you think there is that each of the following would happen to someone who tries meth once? Is there great risk, moderate risk, slight risk, or no risk [READ LIST]? [RANDOMIZE]

	<u>Great Risk</u>	<u>Moderate Risk</u>	<u>Slight Risk</u>	<u>No Risk</u>
Getting hooked on meth.....()	()	()	()	()
Becoming violent	()	()	()	()
Dying	()	()	()	()
Becoming paranoid	()	()	()	()
Suffering brain damage	()	()	()	()
Suffering tooth decay	()	()	()	()
Getting insomnia or not being able to sleep	()	()	()	()
Making their problems worse	()	()	()	()
Losing control of themselves.....()	()	()	()	()
Having sex with someone they don't want to	()	()	()	()
Being a negative influence on a younger brother or sister.....()	()	()	()	()
Stealing	()	()	()	()
Stop taking care of their hygiene ...()	()	()	()	()
Turning into someone they don't want to be	()	()	()	()

4. How much do you approve or disapprove of the following activities?
Do you strongly approve, somewhat approve, neither approve nor disapprove, somewhat disapprove, or strongly disapprove of [INSERT]? What about...?

[READ AS NECESSARY] Is that strongly approve, somewhat approve, neither approve nor disapprove, somewhat disapprove, or strongly disapprove? [RANDOMIZE BY GROUP, BOTH METH TOGETHER ETC]

	<u>Strongly Approve</u>	<u>Somewhat Approve</u>	<u>Neither Nor Disapprove</u>	<u>Approve Somewhat Disapprove</u>	<u>Strongly Disapprove</u>
Trying meth once or twice	()	()	()	()	()
Using meth regularly	()	()	()	()	()
Trying heroin once or twice	()	()	()	()	()
Using heroin regularly	()	()	()	()	()
Trying marijuana once or twice....()	()	()	()	()	()
Using marijuana regularly.....()	()	()	()	()	()
Trying cocaine once or twice	()	()	()	()	()
Using cocaine regularly	()	()	()	()	()

READ TO RESPONDENT: "For the remainder of this survey, when I talk about your teenage child, I am referring to the (INSERT AGE FROM Q1 OR Q4) year-old (INSERT SEX FROM Q2 OR Q5) child that I asked you about previously, unless I specify otherwise.

5. How difficult or easy do you think it would be for **your teenage child** to get each of the following types of drugs? Do you think it is very difficult to get, somewhat difficult, somewhat easy, or very easy to get [INSERT] or are you not sure? What about...? [RANDOMIZE]

	Very Difficult	Somewhat Difficult	Somewhat Easy	Very Easy
Meth	()	()	()	()
Heroin	()	()	()	()
Marijuana	()	()	()	()
Cocaine	()	()	()	()

6. How likely do you think it is that teens or young adults **in your community** use **meth**? Would you say it is...?

Not at all likely ()
 Not too likely ()
 Somewhat likely ()
 Very likely ()
 Or, extremely likely ()

7. How likely do you think it is that **teens in your teen's school** use **meth**? Would you say it is...?

Not at all likely ()
 Not too likely ()
 Somewhat likely ()
 Very likely ()
 Or, extremely likely ()
 [DO NOT READ] Teen is not in school ()

8. How likely do you think it is that **your teen** has tried **meth**? Would you say it is...?

Not at all likely ()
 Not very likely ()
 Somewhat likely ()
 Very likely ()
 Or, extremely likely ()

9. If you found out your teen was using meth, which of the following would you do, if any:
(MULTIPLE ANSWERS ACCEPTED)

Be relieved it wasn't anything worse ()
 Speak to your teen's pediatrician or a doctor ()
 Speak to your teen's teacher ()
 Speak to your teen's principal..... ()
 Speak to your teen's guidance counselor ()
 Speak to your spouse ()
 Speak to your teen ()
 Speak to a close friend of yours..... ()
 Speak to a member of the clergy ()
 Seek help on the Internet ()
 Try to find a drug treatment center ()
 Punish your teen ()
 Forbid your teen to do it ()
 Something else [ALWAYS SHOW LAST]..... ()

- 10a. In the past year, how often have you talked to your teen about meth? Have you talked with your teen...?

Never ()
 Once ()
 Two or three times..... ()
 Or, four or more times ()

- 10b. When was the **last time**, you talked to your teen about meth? Was it...?

Within the past 7 days..... ()
 More than 1 week to 1 month ago ()
 More than 1 month to 6 months ago ()
 More than 6 months ago but within the past year

[ASK IF NEVER IN Q10a]

- 10b2. Have you ever talked to your teen about meth?

Yes ()
 No () [SKIP TO Q12]

11. Which of the following, if any, prompted you to discuss meth with your teen?
[READ LIST]

A TV Commercial ()
 A Radio Commercial ()
 A newspaper story ()
 A television story ()
 Because you suspected your teen was using drugs ()
 Because you found drug paraphernalia..... ()
 Anything else [SPECIFY]..... ()

12. Which of the following sources, if any, would you go to find information about meth? [READ LIST]

Other Parents ()
 Friends ()
 The Internet, websites ()
 Television ()
 School ()
 Radio ()
 Magazines ()
 Somewhere that was not mentioned ()
 Don't Know ()

ADVERTISING

13. How frequently do you see or hear commercials or ads telling you about the risks of meth?

Not at all ()
 Less than once a month ()
 1-3 times a month ()
 1-3 times a week ()
 Every day or almost every day ()
 More than once a day ()

14. Thinking about anti-drug campaigns, please think about all the different places you have seen, heard, or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship, and other activities that promote them. Have you seen or heard anti-*meth advertisements* RECENTLY in any of the following? First/ next... [READ LIST]
 [RANDOMIZE]

	<u>Yes</u>	No
TV commercials	()	()
Movie theaters	()	()
Radio	()	()
Print ads in newspapers or magazines	()	()
Billboards outside	()	()
Posters on buses, bus stops, or subways	()	()
Video rentals viewed at home	()	()
Internet, websites	()	()
School	()	()
Anywhere else [SPECIFY]	()	()
Have seen or heard information, but not sure where ..	()	()

20. Have you ever visited a website that talks about the use of meth?
 No, ()
 Yes, ()
21. Have you visited the website once or more than once?
 Once..... ()
 More than once ()
22. Did the website [READ LIST]...?

	<u>Yes</u>	<u>No</u>
Make you more aware of the risks of using meth	()	()
Help you understand that you can't try meth even once	()	()
Make you less likely to try or use meth.....	()	()
Exaggerate the risks of using meth	()	()
Make you want to talk to someone else about the risks of meth.....	()	()

DEMOGRAPHICS

- D1. What is your age? Are you...?
 Under 35..... ()
 35-44 ()
 45-54 ()
 55-64 ()
 Or, 65 or older..... ()
- D2. Right now, how many people including yourself are living in your household, excluding those who are visiting or staying there temporarily?
 [ENTER #]..... []
 Don't know..... ()
 Refused..... ()
- D3. How many phone numbers, including this one, are there for your household – please do not count phone numbers that are used only for a computer or fax machine and please don't count cellular phones?
 One..... ()
 Two ()
 Three or more ()
 Don't know (vol.) ()
 Refused (vol.) ()

D4. What is the last grade of school you completed? [READ EACH ITEM]

- High school graduate or less.....()
- Some college.....()
- College Graduate or more.....()
- Technical school/Other.....()
- Don't know (vol.).....()
- Refused (vol.).....()

D5. What is your race? Are you...?

- White.....()
- Black/African-American.....()
- Asian/Asian-American.....()
- American Indian/Native American.....()
- Other.....()
- [Vol.] Rather Not Say.....()

D6. Are you Latino, Hispanic or Spanish?

- Yes.....()
- No.....()

D7. What is your five-digit zip code _____?

D8. What is your current marital status? Are you...

- Married,.....()
- Separated,.....()
- Divorced,.....()
- Widowed,.....()
- Single but living with a partner, or.....()
- Single, never been married.....()

D9. In what year were you born? _____

D10. For statistical purposes only, we need to know your total household income. I am going to read off some income categories. Would you please stop me when I name the category that best describes the combined annual income of this household, including wages or salary, interest, and all other sources?

- Under \$15,000,.....()
- \$15,000 to under \$25,000,.....()
- \$25,000 to under \$35,000,.....()
- \$35,000 to under \$50,000,.....()
- \$50,000 to under \$75,000,.....()
- \$75,000 to under \$100,000, or.....()
- \$100,000 or more.....()

D11. Interviewer record gender of respondent?

- Male.....()
- Female.....()

