

# Wyoming Meth Use & Attitudes Survey 2008



## Statewide survey measuring attitudes and behaviors toward methamphetamine in Wyoming

July 21, 2008

## Table of Contents

Executive Summary.....	3
Background and Objectives.....	5
Survey Methods.....	8
1. Perceptions of Meth .....	11
2. Meth Use.....	19
3. Information Sources and Advertising Awareness .....	23
Appendix 1: Sample Demography.....	30
Appendix 2: About The Meth Project.....	33
Appendix 3: About The Wyoming Meth Project .....	35
Appendix 4: About GfK Roper Public Affairs and Media .....	37
Appendices 5-7: Survey Instruments .....	38

## **Executive Summary**

This report of the 2008 *Wyoming Meth Use & Attitudes Survey* details findings from three statewide surveys designed to measure meth-related attitudes and behaviors in Wyoming and to track changes over time.

Findings from the survey will serve as a benchmark to measure progress as the Wyoming 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**

- More than four in 10 12- to 24-year-olds (45%) say it would be at least “somewhat easy” for them to acquire methamphetamine (35% of teens and 54% of young adults).
- One in three young adults (33%) and 16% of teens say someone has offered them meth or tried to get them to use it.
- Two in three parents (65%) believe it would be at least somewhat easy for their child to acquire the drug.

### **Perceived Benefits and Risks of Meth Use**

- Many Wyoming teens, young adults, and parents believe there are benefits to taking meth, including weight loss (30% of teens, 47% of young adults, and 45% of parents), feeling euphoric or very happy (20%, 23%, and 25%, respectively), increased energy (21%, 36%, and 34%), and dealing with boredom (18%, 15%, and 18%).
- About one in four teens (23%) sees little or no risk in trying meth once or twice.
- Moreover, about one in four teens says there is only “slight” or “no” risk of a number of common results of trying meth just once—suffering tooth decay (24%), and dying (23%). One in five sees “slight” or “no” risk in declining personal hygiene (20%), becoming paranoid (19%), stealing (19%), becoming violent (19%), getting insomnia (19%), suffering brain damage (18%), making their problems worse (18%), or having sex with someone they don't want to (18%).

### **Meth Use**

- One in 20 Wyoming teens (6%) and twice as many young adults (11%) admit to having tried meth.
- About one in six Wyoming teens says he or she has close friends who use meth (16%) and/or have friends who have been in treatment for meth use (12%). At least one in five young adults has close friends who use meth (19%) and/or have been treated for meth use (26%).
- About one in five teens (20%) and young adults (22%) has family members who have been in treatment for meth.

### **Social Approval and Parental Discussions**

- Most Wyoming teens (81%), young adults (90%), and parents (95%) “strongly disapprove” of trying meth even once or twice.
- However, one third of teens (32%) and one in five young adults (21%) 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 32%, respectively).
- And about half of teens (48%) and young adults (47%) say they have never discussed the subject of meth with their parents.

## Background and Objectives

### Background

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

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

The Wyoming Meth Project sustains a campaign of public-service messaging—including advertising, public relations, and Internet—to affect attitudinal changes regarding methamphetamine use among Wyoming youth.

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

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

The Wyoming 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 Wyoming Meth Project is to educate potential consumers about the realities of meth use.

The Wyoming Meth Project will conduct 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 Wyoming Meth Project conducts the *Wyoming Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine use across the state. This document reports findings from a study conducted in April and May 2008, prior to initiating its statewide meth-prevention campaign. It is the first such survey conducted in the state.

The survey was conducted among random samples of:

- Teens (12-17 year-olds)
- Young adults (18-24 year-olds)
- Parents of 12-19 year-olds

The goal 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 to be) 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 created an ecological model of risk and protective factors that 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 Meth Project's approach draws from the Catalano and Hawkins model. The 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 benefits, perceived risk, and perceived availability.

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

## Survey Methods

### Statewide Survey Among 12-17 Year-Olds

#### *Sample*

A total of 909 12-17 year-old junior and senior high school students were interviewed for the study. Each respondent attends one of 21 randomly selected junior and senior high schools across Wyoming.

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

#### *Interviewing dates, method, and timing*

The questionnaire, an eight-page printed booklet, was filled out by each student (see Appendix 5) in a classroom at his or her school. 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 April 18 to May 30, 2008.

#### *Weighting*

Completed interviews were weighted by metropolitan and nonmetropolitan, grade, and race within gender to match state norms and to help ensure a reliable and accurate representation of the target population.



## **Statewide Survey of Young Adults and Parents of Teens**

### *Sample*

A total of 300 18-24 year-olds and 323 parents of 12-19 year-olds were interviewed for the study. Each population was screened for separately and each sample was drawn using random digit dial (rdd) sampling techniques. Findings are projectable to all 18-24 year-olds and all parents of 12-19 year-olds reachable by telephone in the state of Wyoming during the interviewing dates.

### *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 April 2 to April 17, 2008.

### *Weighting*

Completed interviews were weighted by age within gender to match state norms (while preserving sample efficiency) and to help ensure a 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:

- 909 teens: +/- 3 percentage points
- 300 young adults: +/- 6 percentage points
- 323 parents: +/- 6 percentage points

*Reading notes*

- For tabulation purposes, percentage points are rounded 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*

More than four in 10 12-24 year-olds (45%) say it would be at least “somewhat easy” for them to acquire methamphetamine (35% of teens and 54% of young adults). Teens have an easier time acquiring meth as they get older (e.g., 47% of 17 year-olds say they could get meth at least somewhat easily compared to 20% of 12 year-olds). About half of young adults (54%) say it would be easy to acquire the drug.

Moreover, one in three young adults (33%) and 16% 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 (65%) than do teens or young adults.

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

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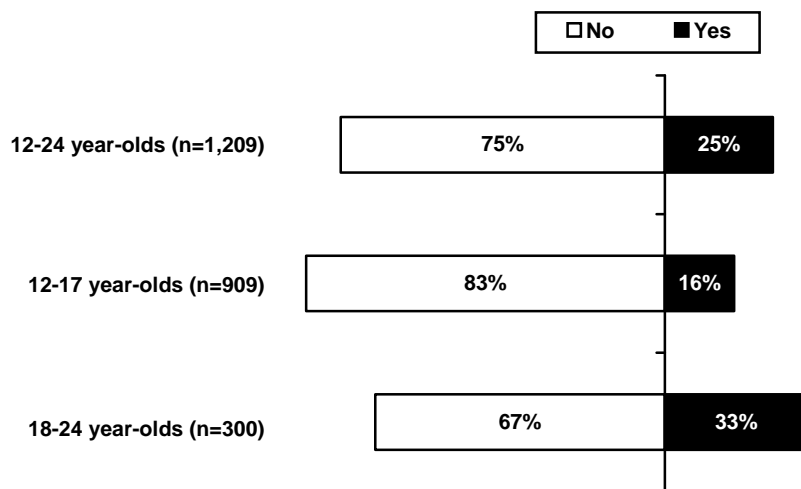
*Base: Total respondents.*

	Easy for YOU to acquire			Easy for YOUR TEEN to acquire
	12-24	12-17	18-24	
	<u>Year-Olds</u>	<u>Year-Olds</u>	<u>Year-Olds</u>	<u>Parents</u>
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
Marijuana	69	65	73	82
Meth	45	35	54	65
Cocaine	39	35	43	46
Heroin	26	24	28	30

*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: Q13; Young Adults and 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: Q17; Young Adults: Q9; Parents: NA)

## 1.2. Perceived Risks and Benefits of Meth Use

### *Perceived benefits of taking meth*

Many Wyoming teens, young adults, and parents believe there are benefits to taking meth, including weight loss (30% of teens, 47% of young adults, and 45% of parents), feeling euphoric or very happy (20%, 23%, and 25%, respectively), increased energy (21%, 36%, and 34%), and dealing with boredom (18%, 15%, and 18%).

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

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*Base: Total respondents.*

	12-24Year-Olds			Parents
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
Helps you lose weight	39	30	47	45
Gives you energy	29	21	36	34
Makes you feel euphoric or very happy	22	20	23	25
Helps you deal with boredom	17	18	15	18
Helps you escape your problems	12	8	16	21
Makes you feel attractive	7	8	6	14
Helps you study	6	5	6	8
Makes you more popular	5	4	5	7
Makes you intelligent	3	3	2	4

*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: Q9; Young Adults and Parents: Q1)*

*Perceived risks of taking various illicit drugs*

Roughly one in four teens (23%) sees little or no risk in trying meth once or twice.

Still, the majority of Wyoming teens (76%), young adults (94%), and parents (96%) believe there is risk in taking meth just once or twice, and half or more believe there is “great” risk in doing so (53%, 84%, and 91%, respectively).

*Perceived risks of trying meth just once*

About one in four teens says there is only “slight” or “no” risk of a number of common results of trying meth just once—suffering tooth decay (24%) and dying (23%). One in five sees “slight” or “no” risk in declining personal hygiene (20%), becoming paranoid (19%), stealing (19%), becoming violent (19%), getting insomnia (19%), suffering brain damage (18%), making their problems worse (18%), or having sex with someone they don’t want to (18%).

## Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

	12-24Year-Olds			Parents
	Total	12-17	18-24	
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
<b>Meth</b>				
<u>Once or twice</u>				
Great risk	69	53	84	91
Great/moderate risk	85	76	94	96
Only slight/no risk	15	23	6	3
<u>Regularly</u>				
Great risk	88	81	94	95
Great/moderate risk	91	86	96	97
Only slight/no risk	8	12	4	3
<b>Heroin</b>				
<u>Once or twice</u>				
Great risk	67	49	85	92
Great/moderate risk	85	77	93	96
Only slight/no risk	15	22	7	4
<u>Regularly</u>				
Great risk	86	78	93	96
Great/moderate risk	91	85	96	97
Only slight/no risk	8	12	4	2
<b>Cocaine</b>				
<u>Once or twice</u>				
Great risk	62	48	75	84
Great/moderate risk	82	75	89	95
Only slight/no risk	17	23	10	5
<u>Regularly</u>				
Great risk	85	76	93	95
Great/moderate risk	91	84	97	97
Only slight/no risk	8	13	3	3
<b>Marijuana</b>				
<u>Once or twice</u>				
Great risk	36	33	39	50
Great/moderate risk	56	53	59	71
Only slight/no risk	43	45	41	28
<u>Regularly</u>				
Great risk	55	50	59	72
Great/moderate risk	72	67	77	90
Only slight/no risk	26	30	22	10

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

### Perceived Risks of Trying Meth Just Once - % say "slight" or "no" risk -

Base: Total respondents.

	12-24 Year-Olds			Parents
	<u>Total</u>	<u>12-17</u>	<u>18-24</u>	
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
Suffering tooth decay	17	24	9	12
Dying	16	23	9	9
Stealing	16	19	12	9
Not taking care of their hygiene	15	20	9	10
Becoming violent	14	19	8	9
Having sex with someone they don't want to	14	18	10	5
Becoming paranoid	13	19	6	4
Getting insomnia or not being able to sleep	12	19	5	4
Suffering brain damage	12	18	5	7
Losing control of themselves	10	15	5	5
Making their problems worse	9	15	3	2
Turning into someone they don't want to be	9	13	4	6
Getting hooked on meth	8	12	3	4
Being a negative influence on a younger brother or sister	7	11	3	3

Please indicate how much risk you think there is of each of the following happening to someone who tries meth once. (Teens: Q11; Young Adults and Parents: Q3)



### 1.3. Social Approval of Meth Use

#### *Social approval of regularly using various illicit drugs*

Most Wyoming teens (81%), young adults (90%), and parents (95%) “strongly disapprove” of trying meth even once or twice.

Still, one in three teens (32%) and one in five young adults (21%) say their friends would not give them a “hard time” for using meth. Moreover, four in 10 teens (40% to 43% of boys and 35% of girls) and 32% of young adults 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			
	<b>Total</b>	<b>12-17</b>	<b>18-24</b>	<b>Parents</b>
	(1,209)	(909)	(300)	(323)
(Unweighted base)	%	%	%	%
<b>Meth</b>				
Once or twice	86	81	90	95
Regularly	91	88	94	97
<b>Heroin</b>				
Once or twice	84	78	90	96
Regularly	91	87	94	96
<b>Cocaine</b>				
Once or twice	79	75	82	93
Regularly	88	83	93	96
<b>Marijuana</b>				
Once or twice	51	50	51	67
Regularly	63	60	65	82

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

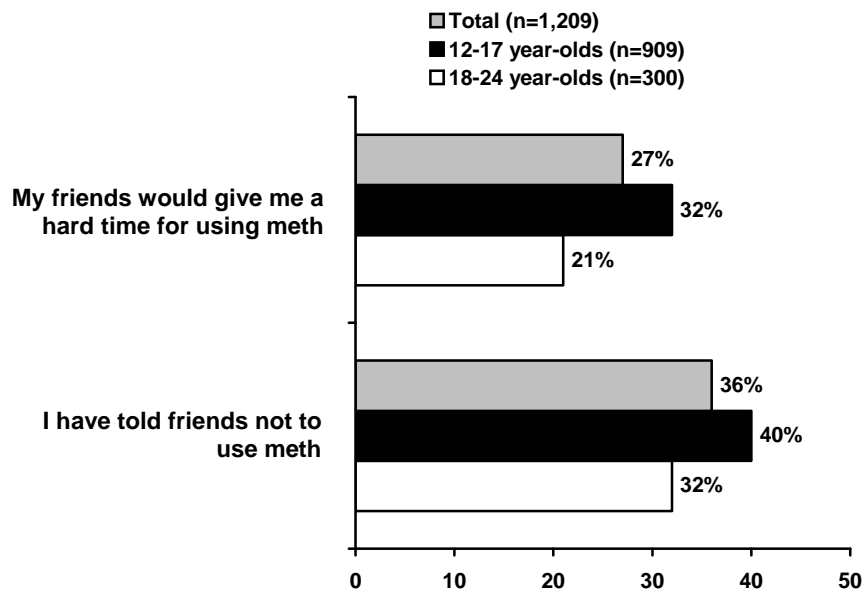
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**Peer Disapproval of Using Meth**  
- % who *disagree* with statement -

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*Base: Total respondents.*



*Would your friends give you a hard time for using meth? (Teens: Q16; Young Adults: Q8; Parents: NA)*

*Have you told your friends not to use meth? (Teens: Q18; Young Adults: Q10; Parents: NA)*

## 2. Meth Use

### 2.1. Peer and Family Use

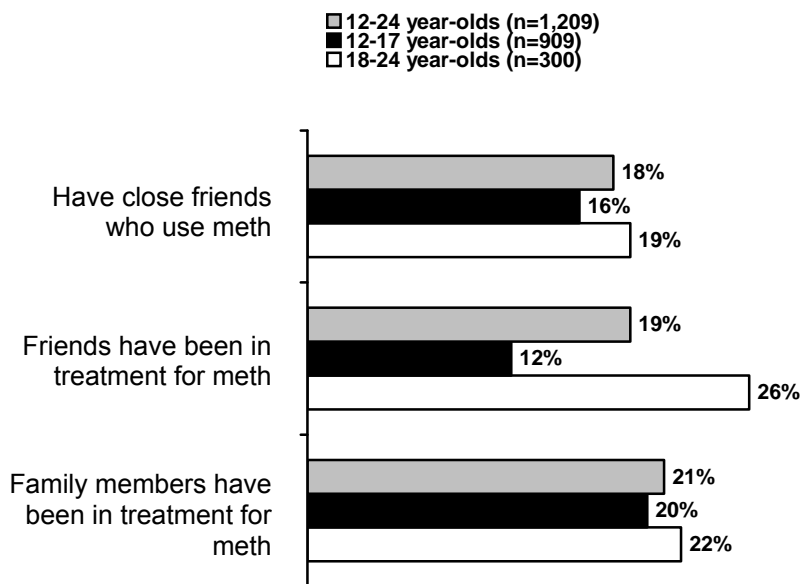
#### *Teens/Young Adults*

About one in six Wyoming teens says he or she has close friends who use meth (16%) and/or have friends who have been in treatment for meth use (12%). At least one in five young adults has close friends who use meth (19%) and/or have been treated for meth use (26%).

About one in five teens (20%) and young adults (22%) 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: Q14; Young Adults: Q6; Parents: NA)*

*Have any of your friends been in treatment for using meth? (Teens: Q15; Young Adults: Q7; Parents: NA)*

*Have any members of your family been in treatment for using meth? (Teens: Q21; Young Adults: Q11; Parents: NA)*

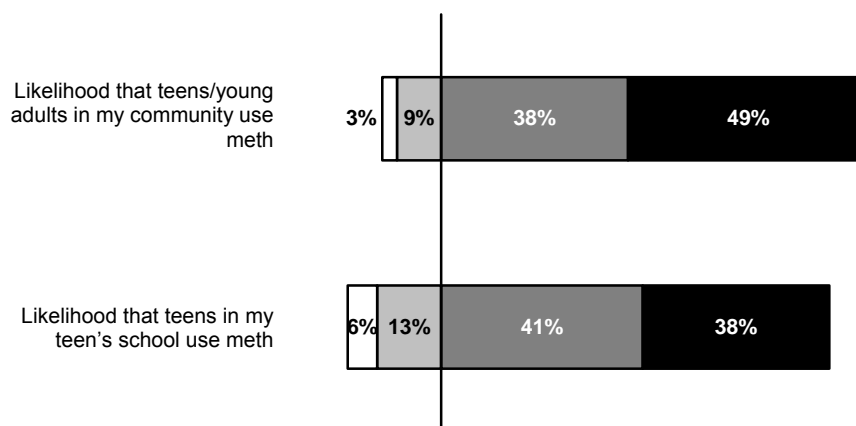
## Parents

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 their teens' fellow students use it (79%).

### Parents' Perceived Likelihood of Use Among Child's Peers

Base: Total Parents (n=323).

□ 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 20 Wyoming teens (6%) and twice as many young adults (11%) admit to having tried meth.

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 25 parents (4%) believes 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)	(1,209)	(909)	(300)	(323)
	%	%	%	%
<b>Have ever tried meth</b>	<b>9</b>	<b>6</b>	<b>11</b>	<b>NA</b>
Have used meth in the past year	3	4	2	NA
Have used meth in the past month	2	2	1	NA
Mean age of first use (Base: have tried meth)	15	14	16	NA
<b>Likelihood of trying meth in the future</b>				
Very	1	2	*	NA
Somewhat	2	3	1	NA
Not too	9	14	3	NA
Not at all	88	80	96	NA
<b>Likelihood my teen has tried meth</b>				
Extremely/very	NA	NA	NA	4
Somewhat	NA	NA	NA	4
Not very	NA	NA	NA	13
Not at all	NA	NA	NA	78

*In your lifetime, have you ever tried meth? (Teens: Q23a; Young Adults: QX1; Parents: NA)*  
*How old were you when you first tried meth? (Teens: Q23b; Young Adults: QX2; Parents: NA)*  
*In the past year, have you used meth? (Teens: Q24a; Young Adults: QX3; Parents: NA)*  
*In the past month, have you used meth? (Teens: Q24b; Young Adults: QX4; Parents: NA)*  
*How likely are you to try meth in the future? (Teens: Q25; Young Adults: QX5; 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 their child was taking meth*

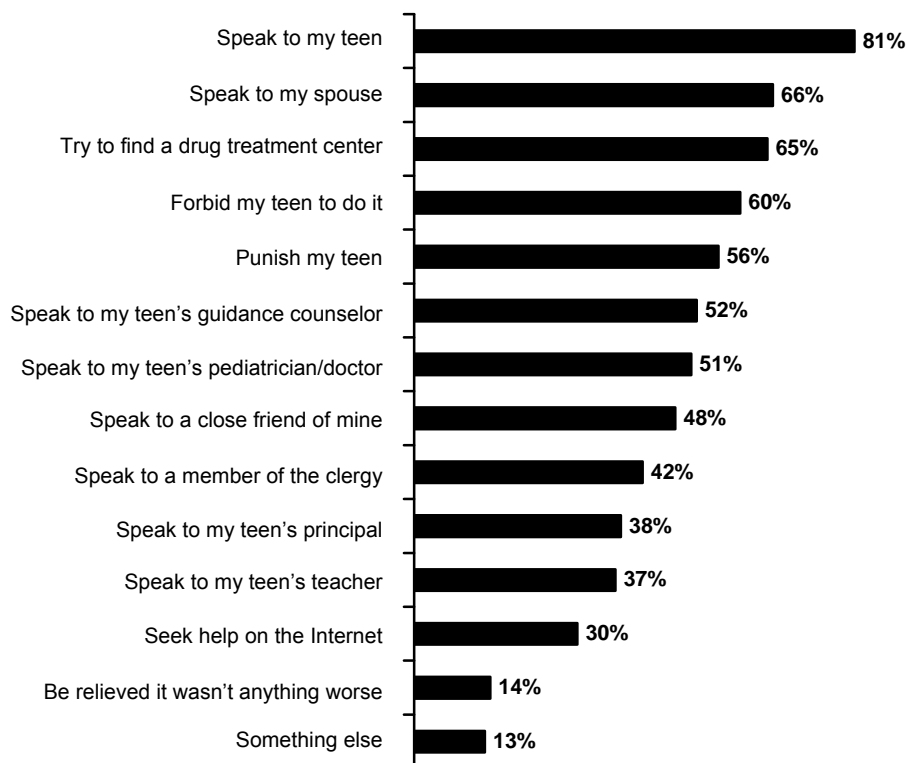
Parents would take a number of actions if they found out their teen was taking meth, chief among them “speak to my teen” (81%). At least half would also speak to their spouse about it (66%), try to find a drug treatment center (65%), forbid their teen to do it anymore (60%), punish their teen (56%), speak to their teen’s guidance counselor (52%), speak to their teen’s pediatrician/doctor (51%), and/or speak to a close friend about it (48%).

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**Actions Parents Would Take if They Found Out Their Child Was Taking Meth**

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*Base: Total parents (n=323).*



*If you found out your teen was 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*

About half of teens (48%) and young adults (47%) say they have never discussed the subject of meth with their parents in the past year.

Most parents (91%) say they have discussed the subject with their teen in the past year (81% say more than once). Moreover, 49% say they had such a discussion in the past month.

## Frequency of Parent/Child Discussions About Meth

Base: Total respondents.

	12-24 Year-Olds			Parents
	Total	12-17	18-24	
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
<b>In the past year, my parents talked to me about meth...</b>				
At least once	52	50	53	NA
Once	14	16	12	NA
More than once	38	34	41	NA
Never	48	48	47	NA
<b>In the past year, I talked to my teen about meth...</b>				
At least once	NA	NA	NA	91
Once	NA	NA	NA	9
More than once	NA	NA	NA	81
Never	NA	NA	NA	8
<b>I last talked to my parents about meth...</b>				
Within the past month	15	17	13	NA
1-6 months ago	14	15	12	NA
6-12 months ago	21	14	27	NA
More than a year ago/never	50	53	47	NA
<b>I last talked to my teen about meth...</b>				
Within the past month	NA	NA	NA	49
16 months ago	NA	NA	NA	29
612 months ago	NA	NA	NA	12
More than a year ago/never	NA	NA	NA	8

*In the past year, how often have your parents talked to you about meth? (Teens: Q19; Young Adults: Q10a; 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: Q20; Young Adults: Q10b; 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. Three in 10 parents (29%) who talked with their teens about meth report that TV commercials led to the discussion, followed by newspaper stories (20%) and TV stories (18%).

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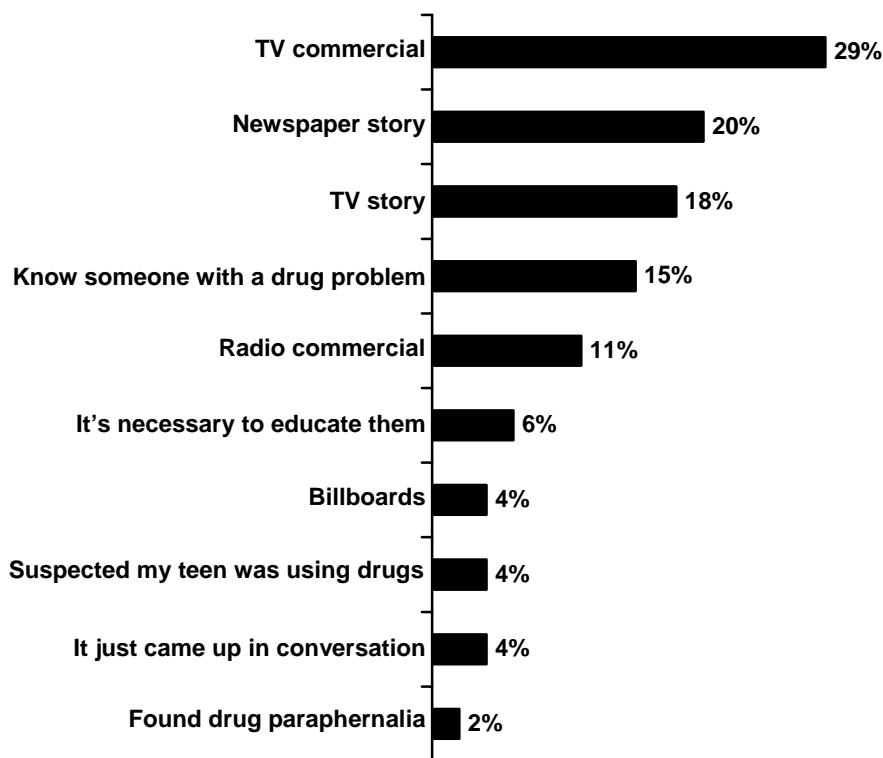
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**Prompts for Parents to Talk to Their Child(ren) About Meth  
- most common responses -**

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*Base: Parents who talked with their teen about meth (n=303).*



*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 (70% and 64%, 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 (67%), but many would turn to their parents as well (60%).

Favored information sources change substantially as teens get older. For example, 12 year-olds are more likely to refer to their parents (69%) than to the Internet (61%). By the time they reach age 17, however, they are far more likely to consult the Internet (64%) than their parents (47%). Seventeen year-olds are also more likely than 12 year-olds to say they would turn to friends (37% versus 20%, respectively).

#### **Sources of Information About Meth**

*Base: Total respondents.*

	<b>12-24 Year-Olds</b>			<b>Parents</b>
	<b>Total</b>	<b>12-17</b>	<b>18-24</b>	
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
The Internet, websites	69	67	70	64
Parents*	48	60	36	24
School	39	48	29	37
Friends	35	38	32	31
Magazines	21	27	19	26
Television	22	25	19	21
Radio	14	11	16	14
Other	29	37	20	43
Don't know	7	12	2	3

*Which of the following sources, if any, would you go to in order to find information about meth? (Teens: Q22; Young Adults and 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 of meth-related advice or opinions (44% and 48%, respectively, rate it as one of the top two most valuable sources). Among teens, athletes they respect (41%) are essentially as valuable a source of information as the Internet (44%), and young adults are about as likely to cite TV commercials (44%) as the Internet (48%).

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

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*Base: Total respondents.*

	<b>12-24 Year-Olds</b>		
	<b>Total</b>	<b>12-17</b>	<b>18-24</b>
(Unweighted base)	(1,209)	(909)	(300)
	%	%	%
Internet sites	46	44	48
Athletes I respect	38	41	35
TV shows, news or movies	35	31	39
Print ads in newspapers or magazines	34	28	40
Billboards outside	34	32	36
TV commercials	34	23	44
Posters on buses, bus stops, or subways	31	27	35
Movie actors I respect	31	28	33
Musicians I listen to	31	24	38
Radio	29	19	38

*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: Q26; Young Adults: Q12a; Parents: NA)*

### *General awareness of meth public-service advertising*

Though most teens (82%) and young adults (82%) report having seen or heard an anti-meth advertisement, many say they have never seen one (17% and 17%, respectively) or see one less often than once a month (21% and 11%). Parents are most likely to say they have seen such an ad (88%).

These anti-drug ads are most commonly seen or heard “recently” by teens in school (78%), on TV (64%), on the Internet (58%), on billboards (59%), and in newspaper/magazine print ads (51%). Young adults are most likely to have seen the ads on TV (64%), followed by billboards (56%), and print ads (45%). Parents are most likely to have seen the ads on TV (72%) and on billboards (72%), but unlikely to have seen them on the Internet (29%). Rather, more than half of parents say they saw such ads in print ads (67%), heard them on the radio (60%), or saw them in school (55%).

### **Frequency See/Hear Meth Public-Service Advertising**

*Base: Total respondents.*

	<b>12-24 Year-Olds</b>			
	<b>Total</b>	<b>12-17</b>	<b>18-24</b>	<b>Parents</b>
(Unweighted base)	(1,209)	(909)	(300)	(323)
	%	%	%	%
Not at all	17	17	17	11
Less than once a month	16	21	11	12
13 times a month	25	26	23	31
13 times a week	21	19	22	21
Every day or almost every day	14	10	17	19
More than once a day	8	6	9	4
Don't know	1	1	1	1

*How frequently do you see or hear commercials or ads telling you about the risks of meth? (Teens: Q27; Young Adults and Parents: Q13)*

## 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)	(1,209)	(909)	(300)	(323)
	%	%	%	%
TV commercials	64	64	64	72
School	59	78	40	55
Billboards outside	58	59	56	72
Internet, websites	50	58	41	29
Print ads in newspapers or magazines	48	51	45	67
Radio	40	36	43	60
Posters on buses, bus stops, or subways	29	34	23	21
Movie theaters	20	22	18	15
Video rentals viewed at home	19	20	18	11

*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: Q28a; Young Adults and Parents: Q14)*

## Appendix 1: Sample Demography—Teens

(Unweighted base)	12-17 Year-Olds	
	100%	(909)
	<u>Weighted %</u>	<u>Unweighted N</u>
<b>Sex</b>		
Male	51	444
Female	49	465
<b>Age</b>		
12-14	39	533
15-17	61	376
<b>Education</b>		
In 7th - 8th grade	36	533
In 9th - 10 grade	40	258
In 11th -12 grade	24	118
<b>Ethnicity</b>		
White	79	695
African-American	1	14
Asian	2	13
American Indian/Native American	9	80
Other	8	103
Rather not say/Refused	3	26
Hispanic origin	8	121

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

(Unweighted base)	18-24 Year-Olds	
	100%	(300)
	<u>Weighted %</u>	<u>Unweighted N</u>
<b>Sex</b>		
Male	53	129
Female	47	171
<b>Age</b>		
18-20	43	108
21-24	55	189
<b>Education</b>		
12th grade or less	20	53
Trade or vocational school	3	11
In college	28	82
In graduate school	1	3
Not currently in school, college graduate	15	48
Not currently in school, not a college graduate	31	96
<b>Ethnicity</b>		
White	79	239
African-American	1	4
Asian	1	2
American Indian/Native American	5	15
Other	13	37
Rather not say/Refused	1	3
Hispanic origin	15	43

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

(Unweighted base)	Parents	
	100% Weighted %	(323) Unweighted N
<b>Sex</b>		
Male	49	124
Female	51	199
<b>Age</b>		
Under 35	22	45
35-44	35	122
45-54	34	119
55-64	6	28
65+	2	9
<b>Child's age</b>		
12-14	35	108
15-17	40	133
18-19	23	74
<b>Education</b>		
High school graduate or less	29	82
Some college	30	96
College graduate or more	38	134
Technical school/other	3	8
<b>Ethnicity</b>		
White	91	295
African-American	2	4
American Indian/Native American	3	9
Other	4	11
Rather not say	1	4
Hispanic origin	5	16



## **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, Illinois Meth Project, Wyoming 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, paid public-service messaging—including advertising, public relations, and websites—to affect 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 the Project's 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 to no 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](http://www.methproject.org) or contact:

The Meth Project  
PO Box 240  
Palo Alto, CA 94302  
650-752-1000  
[info@methproject.org](mailto:info@methproject.org)

## **Appendix 3: About The Wyoming Meth Project**

### **Project Overview**

The Wyoming 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 Montana, Idaho, Arizona, and Illinois. Wyoming is the fifth state to adopt the Meth Project's prevention campaign.

The Wyoming Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Wyoming 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 Wyoming 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.

### **Strategic Approach**

The Wyoming 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.

### **Recognition for the Program**

Meth Project ads have received 40 advertising-industry awards, including:

- Two Gold Effie Awards
- Grand Effie Award Finalist
- Seven Gold Addy Awards
- 18 Silver Addy Awards
- Cannes Lion Award
- Seven 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 Wyoming 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 *Wyoming Meth Use & Attitudes Survey*.

For more information about the Wyoming Meth Project, visit [www.wyomingmethproject.org](http://www.wyomingmethproject.org) or contact:

The Wyoming Meth Project  
P.O. Box 51688-1888  
Casper, WY 82605  
(307) 268-7136  
[info@wyomingmethproject.org](mailto:info@wyomingmethproject.org)



## **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, GfK 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 GfK 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; GfK Roper Reports Worldwide, measuring multicultural similarities and differences in more than 30 countries on six continents since 1995; 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 more than 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.

1. Are you male or female?

Male ..... ☐ -1

Female ..... ☐ -2

2. What is your age? \_\_\_\_\_

3. What grade are you in?

7th ..... ☐ -1

8th ..... ☐ -2

9th ..... ☐ -3

10th..... ☐ -4

11th..... ☐ -5

12th..... ☐ -6

4. What is your race?

White ..... ☐ -1

Black/African-American..... ☐ -2

Asian/Asian-American..... ☐ -3

American Indian/Native American..... ☐ -4

Other..... ☐ -5

Rather not say ..... ☐ -6

5. Are you Latino, Hispanic or Spanish?

Yes ..... ☐ -1  
 No..... ☐ -2

6. What is your five-digit zip code? \_\_\_\_\_

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

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)

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)

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

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



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

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

12. Please indicate how much do you approve or disapprove of the following activities.

	Strongly Approve	Somewhat Approve	Neither Approve nor Disapprove	Somewhat Disapprove	Strongly Disapprove
Trying <u>meth</u> once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Using <u>meth</u> regularly.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Trying <u>heroin</u> once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Using <u>heroin</u> regularly.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Trying <u>marijuana</u> once or twice ....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Using <u>marijuana</u> regularly.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Trying <u>cocaine</u> once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Using <u>cocaine</u> regularly .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5

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

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

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

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

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

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

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

Yes ..... ☐ -1  
 No ..... ☐ -2

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

Yes ..... ☐ -1  
 No ..... ☐ -2

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

Yes ..... ☐ -1  
 No ..... ☐ -2

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

- 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**?

- Within the past 7 days ..... ☐ -1  
 More than 1 week to 1 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**?

- 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)

- 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**?

- Yes ..... ☐ -1  
 No ..... ☐ -2

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

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

- |  |  |
|--|--|
| Under 10 years old ..... <input type="checkbox"/> -1 | 15 years old ..... <input type="checkbox"/> -7 |
| 10 years old ..... <input type="checkbox"/> -2       | 16 years old ..... <input type="checkbox"/> -8 |
| 11 years old ..... <input type="checkbox"/> -3       | 17 years old ..... <input type="checkbox"/> -9 |
| 12 years old ..... <input type="checkbox"/> -4       | 18 years old ..... <input type="checkbox"/> -0 |
| 13 years old ..... <input type="checkbox"/> -5       | 19 years old ..... <input type="checkbox"/> -1 |
| 14 years old ..... <input type="checkbox"/> -6       | 20 years old ..... <input type="checkbox"/> -2 |

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

- Yes ..... ☐ -1
- No ..... ☐ -2

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

- Yes ..... ☐ -1
- No ..... ☐ -2

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

- 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)

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

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

Not at all.....	<input type="checkbox"/> -1
Less than once a month .....	<input type="checkbox"/> -2
1-3 times a month .....	<input type="checkbox"/> -3
1-3 times a week .....	<input type="checkbox"/> -4
Every day or almost every day .....	<input type="checkbox"/> -5
More than once a day .....	<input type="checkbox"/> -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)

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

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

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

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)

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

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

Yes ..... ☐ -1  
 No ..... ☐ -2

32. In what year were you born? \_\_\_\_\_

## Appendix 6: Young Adults 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.

### 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?

Wyoming ..... ( )  
 Not Wyoming ..... ( ) [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 an adult 18-24. If not, arrange for callback.
- If two 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 is not home, schedule callback.

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 ..... ( )

[SKIP TO D1 IF "METHAMPHETAMINE" IS NOT SELECTED OR IF "DK" OR "REF"]

**[READ] 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...?  
[RANDOMIZE]

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Helps you escape your problems .....	( )	( )	( )	( )	( )
Helps you study .....	( )	( )	( )	( )	( )
Gives you energy.....	( )	( )	( )	( )	( )
Helps you deal with boredom .....	( )	( )	( )	( )	( )
Makes you feel euphoric/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]

	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 EACH ITEM] [RANDOMIZE]

	Great Risk	Moderate Risk	Slight Risk	No Risk
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/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]

	Strongly Approve	Somewhat Approve	Neither nor Disapprove	Approve Disapprove	Somewhat Disapprove	Strongly Disapprove
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 .....	( )	( )	( )	( )	( )	( )

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

	<u>Very Difficult</u>	<u>Somewhat Difficult</u>	<u>Somewhat Easy</u>	<u>Very Easy</u>	<u>Not Sure</u>
Meth .....	( )	( )	( )	( )	( )
Heroin.....	( )	( )	( )	( )	( )
Marijuana .....	( )	( )	( )	( )	( )
Cocaine .....	( )	( )	( )	( )	( )

6. Do you have any **close friends who use meth**?

Yes ..... ( )  
 No ..... ( )  
 Not sure ..... ( )

7. Have any of your friends been in treatment for using **meth**?

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

8. Would your friends give you a hard time for using **meth**?

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

9. Has anyone **ever offered you** or tried to get you to use **meth**?

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

10. Have you told your friends **not** to use **meth**?

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

- 10a. In the past year, how often have your **parents** talked to you about **meth**? Have you talked with your parents...? [READ EACH ITEM]

Never ..... ( ) [SKIP TO Q10b2]  
 Once ..... ( )  
 Two or three times ..... ( )  
 Four or more times ..... ( )

- 10b. When was the **last time** your **parents** talked to you about **meth**? Was it...? [READ EACH ITEM]

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 in the past year ..... ( )

[ASK IF "NEVER" IN Q10a]

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

Yes ..... ( )

No ..... ( )

11. Have any members of your family been in treatment for using meth?

Yes ..... ( )

No ..... ( )

12. Which of the following sources, if any, would you go to in order to find information about **meth**? [READ EACH ITEM] [RANDOMIZE]

Parents ..... ( )

Friends..... ( )

The Internet, websites ..... ( )

Television ..... ( )

School..... ( )

Radio ..... ( )

Magazines ..... ( )

Other..... ( )

Don't know ..... ( )

12a. 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? [READ EACH ITEM] [RANDOMIZE]

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

13. How frequently do you see or hear commercials or ads telling you about the risks of **meth**? [READ EACH ITEM]

Not at all ..... ( ) [SKIP TO Q20]

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 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? [READ EACH ITEM] [RANDOMIZE]

	<u>Yes</u>	<u>No</u>
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.....	( )	( )
Have seen or heard information, but not sure where .....	( )	( )
Other place [SPECIFY].....	( )	( )

15. How much do you agree or disagree that the anti-meth ads or commercials you have seen or heard recently gave you the following impressions...? [READ EACH ITEM] [RANDOMIZE]

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
a. The ads show that meth is dangerous to try just one time .....	( )	( )	( )	( )	( )
b. The ads show that meth will make you act in a way you would not want to act .....	( )	( )	( )	( )	( )
c. The ads show that meth will make you look different than you usually do .....	( )	( )	( )	( )	( )
d. The ads show that meth affects many people's lives other than the user .....	( )	( )	( )	( )	( )
e. The ads show that meth is more dangerous to try than you originally thought .....	( )	( )	( )	( )	( )
f. The ads show that problems with meth could happen in your town or school .....	( )	( )	( )	( )	( )

16. Please indicate how strongly you agree or disagree with the following statements about the anti-meth advertisements that you have recently seen or heard. How much do you agree or disagree that the anti-meth ads [INSERT]? [RANDOMIZE]

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
a. Gave you new information or told you things you didn't know about meth..... ( )	( )	( )	( )	( )	( )
b. Made you more aware of the risks of using meth..... ( )	( )	( )	( )	( )	( )
c. Helped you understand that you can't try meth even once ..... ( )	( )	( )	( )	( )	( )
d. Made you less likely to try or use meth..... ( )	( )	( )	( )	( )	( )
e. Exaggerated the risks of using meth..... ( )	( )	( )	( )	( )	( )
f. Made you want to talk to someone else about the risks of meth ..... ( )	( )	( )	( )	( )	( )

NO QUESTIONS 17-19

20. Have you ever visited a website that talks about the use of meth?  
 No ..... ( ) [SKIP TO QD1]  
 Yes ..... ( ) [CONTINUE]

- 20a. Have you visited the website once or more than once?  
 Once ..... ( )  
 More than once..... ( )

[IF YES TO Q20, ASK:]

21. Do you recall the name or address of the website?  
 Yes (ENTER BELOW)

\_\_\_\_\_ ( )  
 No .....

[IF YES TO Q20, ASK:]

22. Did the website...? [READ EACH ITEM]

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

[IF YES TO Q20, ASK:]

23. Have you talked to someone else about the website?  
 Yes ..... ( )  
 No ..... ( )

- D1. How old are you? Are you...?
- 18..... ( )
- 19..... ( )
- 20..... ( )
- 21..... ( )
- 22..... ( )
- 23..... ( )
- 24..... ( )
- 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 your current marital status? Are you...?
- Married ..... ( )
- Separated ..... ( )
- Divorced ..... ( )
- Widowed..... ( )
- Single but living with a partner ..... ( )
- Single, never been married ..... ( )
- D5. What is your race? Are you...? [READ EACH ITEM]
- White ..... ( )
- American Indian/Native American ..... ( )
- Black/African-American ..... ( )
- Other..... ( )
- Asian/Asian-American ..... ( )
- [VOL] Rather not say..... ( )
- D6. Are you Latino, Hispanic, or Spanish?
- Yes ..... ( )
- No ..... ( )
- D7. What is your five-digit zip code? \_\_\_\_\_
- D8. In what year were you born? \_\_\_\_\_

- D9. What grade are you in?
- 12th grade or below..... ( )
  - In graduate school..... ( )
  - In trade or vocational school..... ( )
  - Not currently in school, graduated college..... ( )
  - In college..... ( )
  - Not currently in school, did not graduate college..... ( )

- 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..... ( )
  - \$100,000 or more..... ( )

- D11. [INTERVIEWER RECORD:]
- Male..... ( )
  - Female..... ( )

**And just a few more questions. If you don't feel comfortable answering one or more of them, just let me know. Remember, your answers are completely anonymous and will never be attached to you in any way.**

- X1. In your lifetime, have you **ever tried meth**?
- Yes..... ( ) [CONTINUE]
  - No..... ( ) [SKIP TO QX5]

[IF YES IN X1, ASK:]

- X2. How old were you when you first tried **meth**? [READ EACH ITEM]
- |                            |                       |
|----------------------------|-----------------------|
| Under 10 years old ... ( ) | 18 years old..... ( ) |
| 11 years old..... ( )      | 19 years old..... ( ) |
| 12 years old..... ( )      | 20 years old..... ( ) |
| 13 years old..... ( )      | 21 years old..... ( ) |
| 14 years old..... ( )      | 22 years old..... ( ) |
| 15 years old..... ( )      | 23 years old..... ( ) |
| 16 years old..... ( )      | 24 years old..... ( ) |
| 17 years old..... ( )      |                       |



[IF YES IN X1, ASK:]

X3. In the **past year**, have you used **meth**?

Yes ..... ( )

No ..... ( )

[IF YES IN X1, ASK:]

X4. In the **past month**, have you used **meth**?

Yes ..... ( )

No ..... ( )

X5. How likely are you to try **meth** in the future?

Very likely ..... ( )

Somewhat likely..... ( )

Not too likely ..... ( )

Not at all likely ..... ( )

## 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?

Wyoming ..... ( )  
 Not Wyoming..... ( ) [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

- PS3. CATI TO RANDOMLY ASK a OR b:
- a. May I please speak to the male parent of this household? [IF NO MALE PARENT LIVING IN HOUSEHOLD, ASK TO SPEAK WITH THE FEMALE PARENT OF HOUSEHOLD]
- b. May I please speak to the female parent of this household? [IF NO FEMALE PARENT LIVING IN HOUSEHOLD, ASK TO SPEAK WITH THE MALE PARENT OF HOUSEHOLD]
- YES, CORRECT PARENT ON PHONE..... 1 [GO TO PS4]
- YES, WILL GET PARENT ON PHONE..... 2 [REPEAT INTRO]
- NO MALE/FEMALE PARENT AVAILABLE..... 3 [ARRANGE SPECIFIED CALLBACK FOR PARENT OF DESIGNATED GENDER]
- NO, REFUSAL..... 4 [TERMINATE]
- PS4. Which, if any, of the following types of drugs have you heard of?
- 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 ..... ( )
- [DO NOT READ] None of the above ..... ( )
- [IF "YES" to "METHAMPHETAMINE," skip D1S and D2S and go to PS5a]
- [IF "METHAMPHETAMINE" IS NOT SELECTED OR IF "DK" OR "REF," SKIP TO D1S AND MARK AS A TERMINATE]
- D1S. What is your age? Are you...?
- Under 35 ..... ( )
- 35-44 ..... ( )
- 45-54 ..... ( )
- 55-64 ..... ( )
- Or, 65 or older ..... ( )
- 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.”**

- 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]

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
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.....	( )	( )	( )	( )	( )

- 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]

	<u>Great Risk</u>	<u>Moderate Risk</u>	<u>Slight Risk</u>	<u>No Risk</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 .....	( )	( )	( )	( )

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 EACH ITEM] [RANDOMIZE]

	Great Risk	Moderate Risk	Slight Risk	No Risk
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]

	Strongly Approve	Somewhat Approve	Neither nor Disapprove	Approve Somewhat Disapprove	Strongly Disapprove
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 PS5b OR PS5e]-year-old [INSERT SEX FROM PS5c OR PS5f] 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]

	<u>Very Difficult</u>	<u>Somewhat Difficult</u>	<u>Somewhat Easy</u>	<u>Very Easy</u>	<u>Not Sure</u>
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 ..... ( ) [SKIP TO Q10b2]  
 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 EACH ITEM]

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 EACH ITEM]

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

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

Not at all ..... ( ) [SKIP TO Q20]  
 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 EACH ITEM] [RANDOMIZE]

	<u>Yes</u>	<u>No</u>
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 ...	( )	( )

NO QUESTIONS 15-19

20. Have you ever visited a website that talks about the use of meth?  
 No..... ( ) [SKIP TO QD1]  
 Yes ..... ( ) [CONTINUE]
21. Have you visited the website once or more than once?  
 Once..... ( )  
 More than once ..... ( )
22. Did the website [READ EACH ITEM]
- |   | <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
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- 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 ..... ( )
  - 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..... ( )