



**THE PARTNERSHIP
ATTITUDE TRACKING STUDY
(PATS)
Parents with children 18 and younger
2005**

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The **Partnership for a Drug-Free America®** is a private, non-profit coalition of professionals from the communications industry. Best known for its national, drug-education advertising campaign, the Partnership's mission is to reduce illicit drug use in America. The Partnership's State/City Alliance Program supports the Partnership's mission at the local level. The Partnership accepts no money from alcohol or tobacco manufacturers and receives major funding from the **Robert Wood Johnson Foundation** and financial support from more than 200 private sector corporations.

The Partnership is extremely grateful to the **Robert Wood Johnson Foundation** and the **Procter & Gamble Fund** for their support in making this research possible.

Mission

The Partnership for a Drug-Free America® exists to reduce illicit drug use in America.

Our mission unfolds primarily in the form of a research-based national advertising campaign, now in its 19th year. With a diversity of private sector funders supporting our work, the Partnership is beholden to no special interest, has no political agenda and supports no commercial concern.

The Partnership for a Drug-Free America® Today

The Partnership is comprised of a small staff and hundreds of volunteers from the communications industry who create and disseminate the organization's advertising. Advertising agencies create Partnership messages pro bono; talent unions permit their members to work for free; production professionals bring Partnership messages to life; a network of advertising professionals distribute the group's work to national and local media; public relations firms lend services to various Partnership projects; and media companies donate valuable broadcast time and print space to deliver Partnership messages to millions of Americans.

The organization began in 1986 with seed money provided by the American Association of Advertising Agencies. Today, the Partnership receives major funding from The Robert Wood Johnson Foundation and support from other foun-

dations, corporations, government and individuals. The Partnership accepts no funding from manufacturers of alcohol and/or tobacco products. The Partnership's first ad appeared in March 1987; the campaign is now the largest public service media campaign in advertising history.

Since 1998 the Partnership has participated in an unprecedented public/private marketing effort – the largest ever undertaken in the United States – that is redefining public service advertising. Backed by an annual appropriation¹ and with bipartisan support in the U.S. Congress, the National Youth Anti-Drug Media Campaign has become the centerpiece of the country's efforts to reduce demand for illegal drugs. Rolled out nationally in July 1998, the effort is taking several directions, but at its core the campaign is tapping into the enormous power of mass media through the Partnership's national advertising campaign. The bulk of federal monies appropriated for this program were specifically earmarked for the one thing that eluded the Partnership's campaign in the early and mid-1990s – consistent, targeted and optimal national media exposure for anti-drug advertising.

The Partnership, which receives no funding for its role in this campaign, is the primary provider of advertising to this federally backed effort. The advertising industry – which is and has been the heart and soul of the Partnership – continues to create our messages for free. All the Partnership messages are made available to the National Youth Anti-Drug Media Campaign.

The Office of National Drug Control Policy (ONDCP) in cooperation with the Partnership coordinates the campaign. Working with ONDCP and Congress, the campaign is commanding as much exposure as many leading commercial advertisers, and returning outstanding value to U.S. taxpayers. For every dollar the government

¹ 1998 appropriation: \$195 million; 1999 appropriation: \$185 million; 2000 appropriation: \$185 million; 2001 appropriation: \$185 million; 2002 appropriation: \$180 million; 2003 appropriation: \$145 million; 2004 appropriation \$130; 2005 appropriation \$120 million.

spends on media exposure, media companies are asked to donate equivalent value through additional advertising exposure. To date, the matching component of the campaign has leveraged substantial added media exposure for the campaign.

In addition to its work on the national level, the Partnership has 27 state-level versions of its national advertising campaign through its Affiliate & Alliance Program. Working with state/city governments and locally based drug prevention organizations, the Partnership provides the guidance, on-site technical assistance and creative materials necessary to shape a multimedia campaign tailored to local needs.

The Partnership is an organization that is dedicated to reducing demand for illicit drugs, by 1) preventing teen use, primarily through the NYADMC, 2) monitoring and equipping parents to communicate with their children about the risks of drug and alcohol use, 3) motivating and equipping families to get help for a drug or alcohol problem. Creating effective anti-drug messages requires talent, passion and dedication. It also requires an understanding of the issue that's firmly grounded in research. The Partnership has the largest body of consumer-based attitudinal research on drugs in the nation. This research provides insights into the minds of young people and helps to ensure our messages will reach and resonate with their intended audiences. Consumer research – along with the critically important counsel of our partners in health care, education, government, entertainment and community volunteer organizations across the country – ensure that Partnership ads continue to meet the highest standards of excellence.

(For more information about the Partnership and its programs, go to www.drugfree.org To request a hard copy of the Partnership's latest annual report by mail, call the Partnership's Public Affairs Department @ 212-922-1560.)

The Partnership Attitude Tracking Study

The Partnership Attitude Tracking Study (PATS) is the Partnership's unique contribution to the field of substance abuse prevention. An annual study that tracks the elaborate and complex attitudes consumers have about illegal drugs, this research allows us to understand what our target audiences think and feel about various drugs. This consumer-focused, consumer-based research is the largest drug-related attitudinal tracking study in the country. No other organization in the country – commercial, non-profit or governmental – has the rich insights into consumers and drugs that PATS has captured in its 18 installments. The insights gleaned from this study help us develop advertising designed to unsell drugs to consumers.

Attitudes drive behavior. According to the University of Michigan's Monitoring the Future study, two critical drug-related attitudes – perception of risk (how risky consumers view a particular drug) and perception of social disapproval (consumer appeal and acceptance of a particular drug) – move in correlation with consumption. Generally speaking, as adolescents come to view drug use as more risky and increasingly disapprove of drugs, consumption declines. Similarly, the opposite holds true.

Understanding the vast dimensions of perceptions of risk and social disapproval provides a look into the consumer mindset on drugs, and offers some insight into the challenges of effectively unselling drugs via media communication. It is no easy task. When it comes to drugs and drug taking, youth define risk in a multitude of ways – physical, emotional, social, aspirational. Specific types of attitudes segment each risk category. The same holds true for social disapproval. Both major categories, and the elaborate array of subcategories and attitudinal measures, are influ-

enced by a multitude of variables – age, gender, race, socio-economic background, geography, peers and other influencers.

In developing media messages to speak effectively and persuasively to our target audiences about drugs, we must understand their mindset, their attitudes about drugs. The more we do – and the more our messages acknowledge this reality – the more effective the messages will be.

PATS consists of two nationally projectable samples – a teen sample for students in grades 7 through 12, and a parent sample. The 2005 PATS is the 18th wave of this research conducted since 1987. Prior to 1993, these studies were conducted by interviews in public locations. Since the 1993 study, PATS has been conducted in schools and in homes. Beginning with the 1995 study, the in-home study was conducted with parents of children under the age of 19, and data from that sample are projected accordingly. Since 1993 Roper Public Affairs and Media, a leading market research company, has conducted the studies for the Partnership. PATS is funded, in part, by an organizational grant from The Robert Wood Johnson Foundation. The parents' study also receives support from Procter & Gamble. In the 2005 PATS study, 1,200 parents with children under age 19 nationwide were surveyed. The margin of error for the entire sample is +/-2.8 percent.

The data in this report were collected from March through May 2005. Parents of children under age 19 were questioned with an oversampling of African- and Hispanic-American populations. Questionnaires were self-administered. Each respondent was asked to fill a questionnaire out at his or her convenience, and to place the completed questionnaire into a sealed envelope. Questionnaires were not signed, nor were they identified in any way that might make it possible to associate responses with the individuals who made them.

Significant differences on charts and graphs in this report are indicated only for 2005 results versus 2004, unless otherwise noted. Moreover, long-term trends are noted by using regression lines. If a long-term increase or decrease was noted (defined as a 10% increase or decrease over ten years based on the regression line), a star ★ appears next to the line.

Questionnaire Development

Roper Public Affairs and Media developed the questionnaires for the Partnership Attitude Tracking Study in cooperation with the Partnership for a Drug-Free America.®

Self-Reported Data

PATS is based on self-reported data. Surveys based on self-reported data collection represent the dominant methodology used in the marketplace. Many academic/government institutions use self-reporting data when researching sensitive issues, i.e., Centers for Disease Control (Youth-At-Risk), University of Michigan (Monitoring the Future study), the U.S. Department of Health and Human Services (National Survey on Drug Use and Health).

Executive Summary

Parents today face new challenges to their anti-drug education and prevention efforts.

Prescription and Over-the-Counter Medicines:

As prescription and over-the-counter medicine abuse becomes more prevalent in their children's lives, parents are not aware of the serious health risks to their children.

Parents do not perceive abuse of prescription or over-the-counter cold or cough medicines to be as risky as illegal "street" drugs. In addition, one in 10 parents reports using a prescription medicine to get high at least once in their lives.

Although parents say they are aware of the growing problem of prescription medicine abuse among children and think the drugs are easy to obtain, parents are less likely than last year to think their child perceives a great risk in trying prescription medicines.

They may not be worried about the perceived lack of risk on the part of the children, because they are significantly less likely to believe that their child abuses prescription or non-prescription cold or cough medicines than the actual numbers that teens report.

Marijuana:

Parents' attitudes on marijuana appear to be changing versus ten years ago. They are now more likely to believe that marijuana is easier for their children to get and importantly they are significantly less likely to believe that their child sees a great risk in trying or using the drug.

While parents are more likely to believe more kids are likely to be smoking marijuana today, they don't believe it's their child's friends or their own

teen who are smoking it.

Inhalants:

A similar pattern appears for inhalant abuse. Parents believe that children are more likely than in the past year to think that inhalants are easy to get and that children see less risk today in sniffing things to get high than they did last year.

Ecstasy and Methamphetamine:

The trends are similar for both drugs. Parents believe their children see less risk in trying and using Ecstasy and methamphetamine than they did in the past.

Drug Offers:

Parents in 2005 were more likely than any time in the past to believe that their children have been offered drugs.

Discussions about Drugs:

Parents believe that they are doing a good job in educating their children about the risks of drugs. Over the past year, parents are more likely to report an increase in frequency with which drugs are discussed, more in-depth discussion about drugs and a focus on discussing marijuana, Ecstasy, and inhalants.

Discussions about Prescription and Over-the-Counter Medicine Abuse:

Although reported frequency and depth of discussions have significantly increased, parents are not discussing the risks of abuse of prescription or over-the-counter medicines with their children.

Monitoring Children:

While frequency of and thoroughness in discussing drugs has increased, there has been a tailing off of monitoring children's behavior.

Internet:

As parents recognize that children are now more likely to have access to the Internet, they have become more concerned about what their children might be exposed to over the Internet.

The Partnership Attitude Tracking Study Among Parents

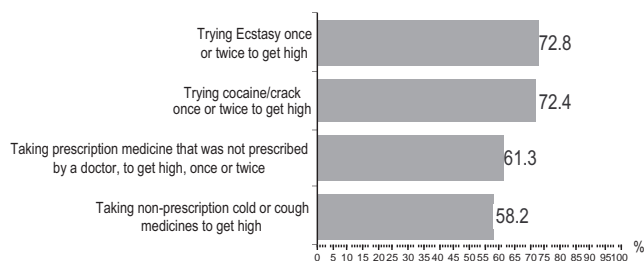
Issues on Prescription and Over-The-Counter Medicines

Prescription medications can be extremely helpful to those for whom they are prescribed. However, non-medical use of these substances can lead to serious health risks including addiction.

Parents do not perceive abuse of prescription medicines to be as risky as illegal drugs. In addition, only 58.2 percent of parents believe there is "great risk" in taking non-prescription cold or cough medicine to get high.

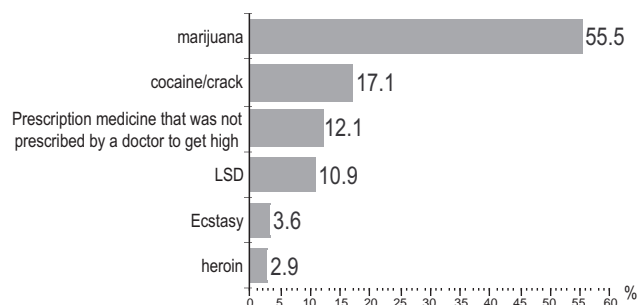
Parents Perceptions of Risk

% Great Risk



Over one in 10 parents (12.1 percent) report using a prescription medicine that was not prescribed by a doctor to get high at least once in their lives.

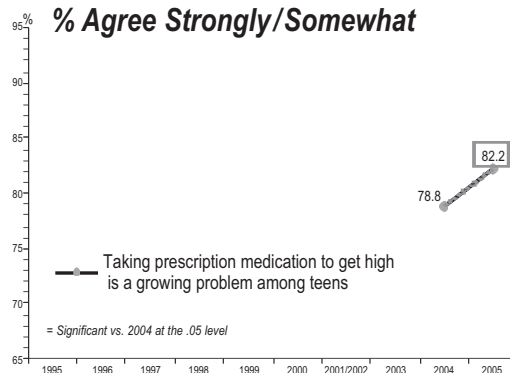
Parents' Lifetime Use



Today, parents perceive abuse of prescription medicines to be a growing problem among teens.

Prescription Medicine:

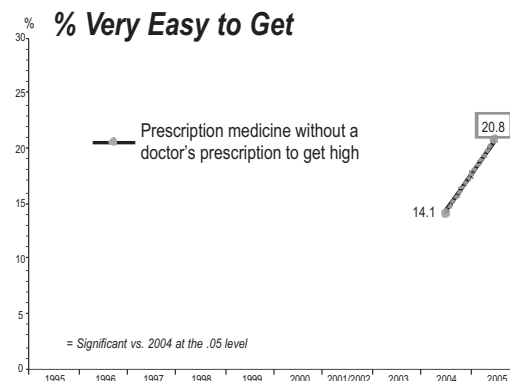
% Agree Strongly/Somewhat



At the same time, parents believe these medicines are getting easier for their children to obtain

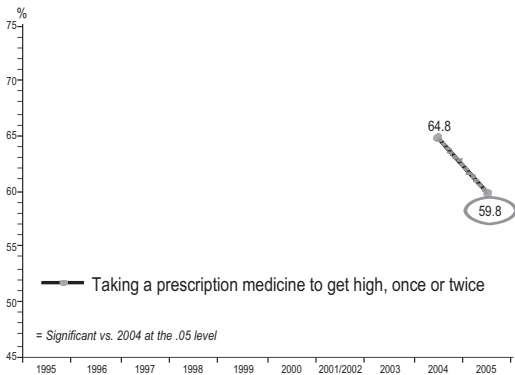
Prescription Medicine:

% Very Easy to Get



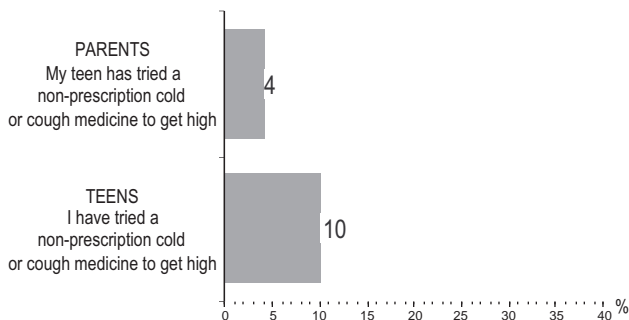
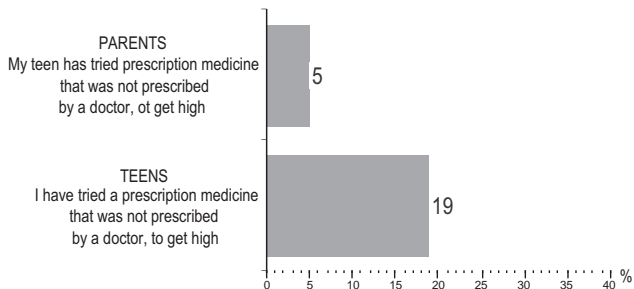
Parents also believe their children see less risk today in trying prescription medicines than they did last year.

Prescription Medicine: Child's Perceived Risk in Trying % Great Risk



Parental Disconnect

Parents are less likely to believe that their child abuses prescription or non-prescription cold or cough medicines than teens report.



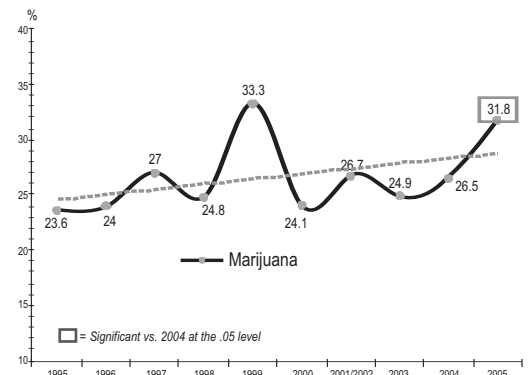
Issues on Marijuana

1995 to 2005: Parents attitudes are changing

Today's parents are less likely than parents 10 years ago to believe that their children see a great risk in marijuana.

Parents now believe marijuana is easier for their children to get.

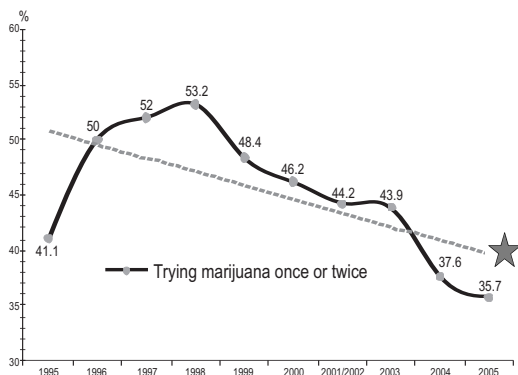
Marijuana: Ease of Children Getting Marijuana % Very Easy to get



Since 1998, parents believe the risk their children see in trying or using marijuana has steadily decreased -- and while there is no significant difference between 2005 data and 2004 data, both declines can be regarded as a long-term trend. A star on the graph indicates at least a 10 percent decrease over the years.

Marijuana:

**Overall Risk Child Has in Trying
% Great Risk**



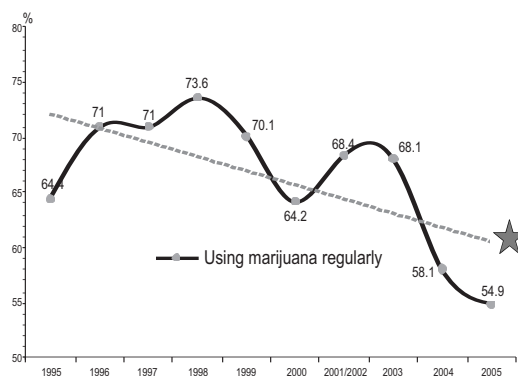
Marijuana:

**Child's Perceived Risk in Using Marijuana
% Great Risk**



Marijuana:

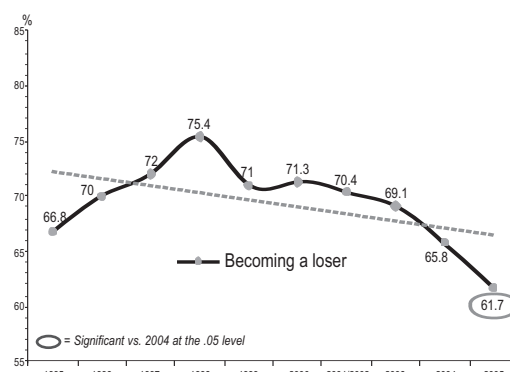
**Overall Risk Child Has in Using Regularly
% Great Risk**



Relative to last year, parents are now more likely to believe the risk their child would place on becoming a loser as a result of using marijuana has also fallen significantly.

Marijuana:

**Child's Perceived Risk in Using Marijuana
% Great Risk**



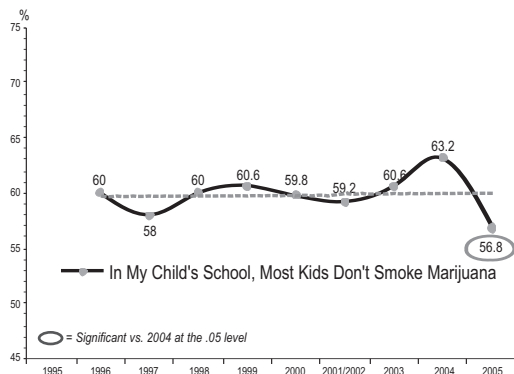
Parents were also asked the perceived risk for various outcomes they believe their children see in using marijuana.

Their perception of what risk their child might say to missing out on the good things in life has fallen -- both vs. last year and over the long run.

The belief that more and more children in their child's school are smoking marijuana has also increased over last year.

Marijuana:

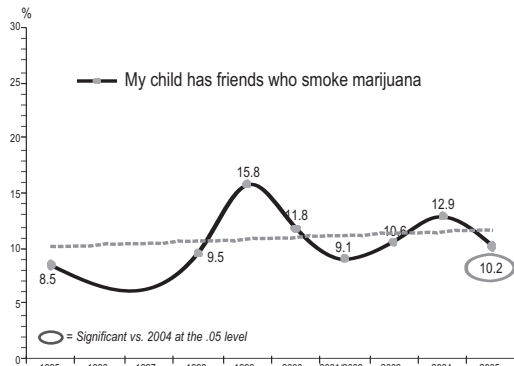
% Agree Strongly/Somewhat



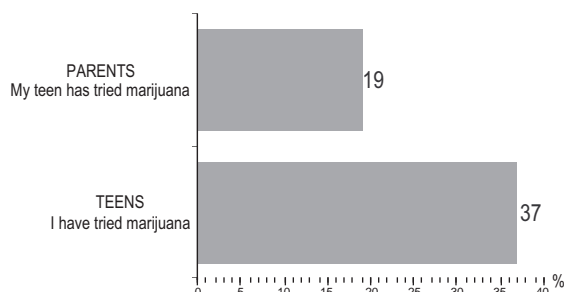
While parents are more likely to believe more kids are likely to be smoking marijuana today, they don't believe it's *their* child's friends or their own teens who are smoking it.

Marijuana:

% Agree Strongly



Parental Disconnect



Issues on Inhalants

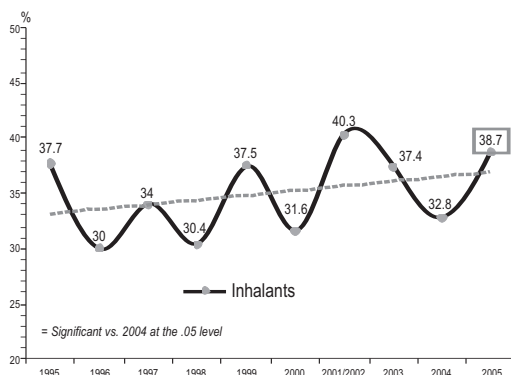
Inhalants are ordinary household products that are inhaled or sniffed by children to get high. There are hundreds of household products on the market today that can be misused.

Effects of inhalants can include a rapid high similar to alcohol intoxication –i.e. initial excitation, then drowsiness, disinhibition, lightheadedness, and agitation. Anesthesia, a loss of sensation, and even unconsciousness are also possible. Sniffing highly concentrated inhalants can directly induce heart failure and death (“sudden sniffing death”) even the first time. Chronic abuse of solvents can cause severe, long-term damage to the brain, the liver, and the kidneys. For more information go to www.drugfree.org.

Parents believe that children are more likely than in the past year to think that inhalants are easy to get.

Inhalants:

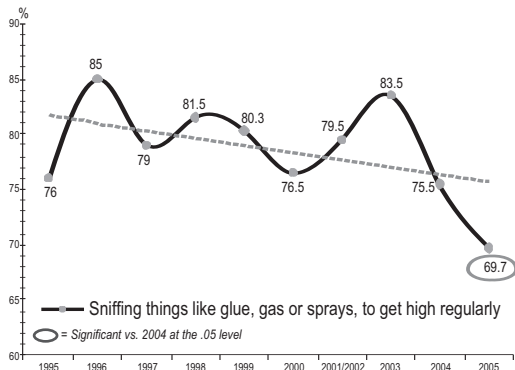
% Very Easy to Get



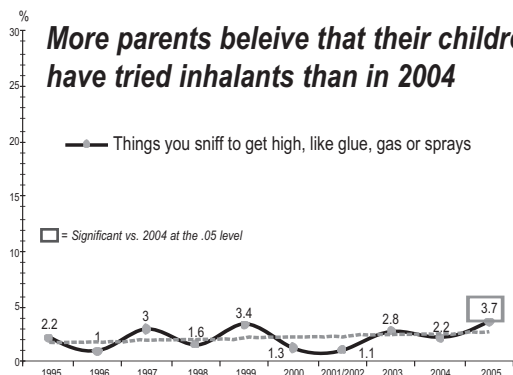
Parents believe children see less risk today in sniffing things to get high than they did last year.

Inhalants:

Child's Perceived Risk in Using % Great Risk



More parents believe that their children have tried inhalants than in 2004



Issues on Ecstasy

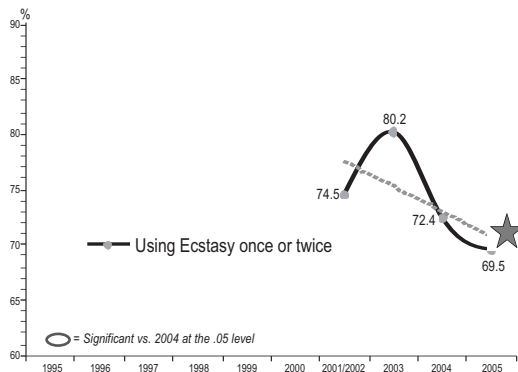
MDMA or Ecstasy (3-4-methylenedioxymethamphetamine) is a synthetic drug with amphetamine-like and hallucinogenic properties.

Effects of Ecstasy can include feelings of peacefulness and acceptance, a loss of inhibitions, involuntary teeth clenching, severe dehydration and hyperthermia potentially leading to muscle breakdown and organ failure. After-effects can include anxiety and depression. For more information visit: www.drugfree.org.

Parents believe their children see less risk in using Ecstasy than in 2004. The decline in the belief that their child's perceived risk in using Ecstasy regularly is a long-term trend.

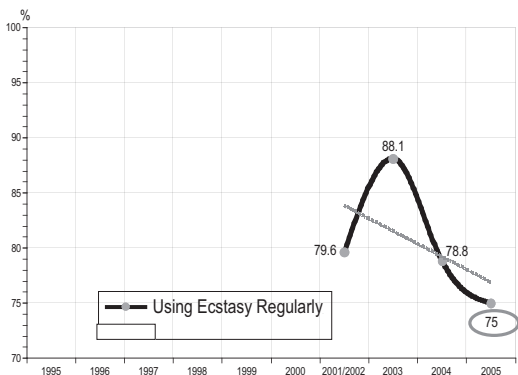
Ecstasy

Child's Perceived Risk in Trying % Great Risk



Ecstasy

Child's Perceived Risk in Using % Great Risk



Issues on Methamphetamine

Methamphetamine ('meth', 'speed', 'ice' or 'crystal') is a synthetic stimulant made in makeshift laboratories from ingredients including pseudoephedrine, battery acid and paint thinner. It is highly addictive and can cause heart attacks and death. Long term use can cause paranoia, delusions and violent behavior.

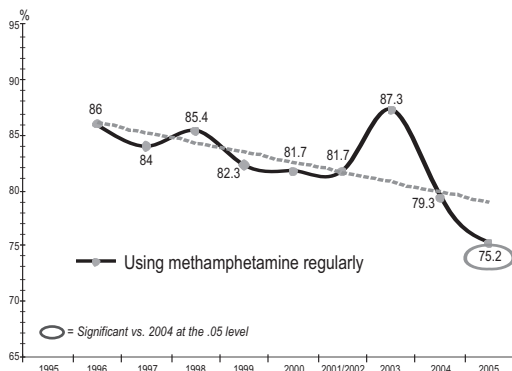
Warning signs of meth use include insomnia,

decreased appetite and possible weight loss, increased agitation or physical activity, excited speech and repetitive actions such as cleaning and grooming or sorting/ disassembling objects. For more information go to www.drugfree.org.

Over the past year, parents believe their children see less risk in using methamphetamine regularly than they did in 2004.

Methamphetamine

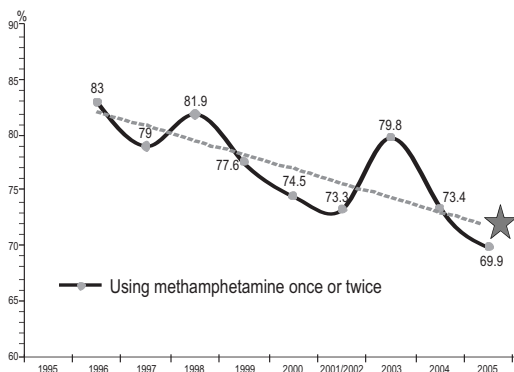
Child's Perceived Risk in Using % Great Risk



Moreover, there has been a long-term trend in children's perceived use of this drug once or twice.

Methamphetamine

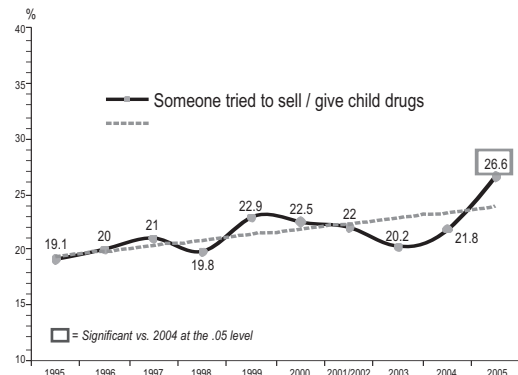
Child's Perceived Risk in Trying % Great Risk



Offers/Sales of Drugs to Kids

Parents in 2005 were more likely than any time in the past to believe that their children have been offered drugs. Sales of these drugs are believed not to come from friends but from strangers in malls.

Incidence of Selling Drugs to Children

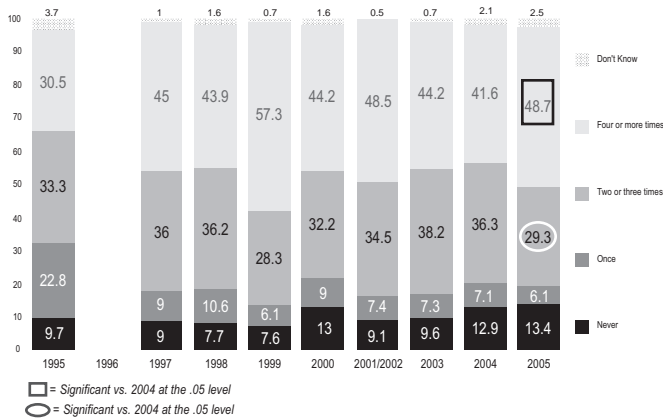


Discussions about Drugs

Over the past year, parents are more likely to report an increase in the frequency with which drugs are discussed, more in-depth discussions about drugs and a focus on discussing marijuana, Ecstasy and inhalants.

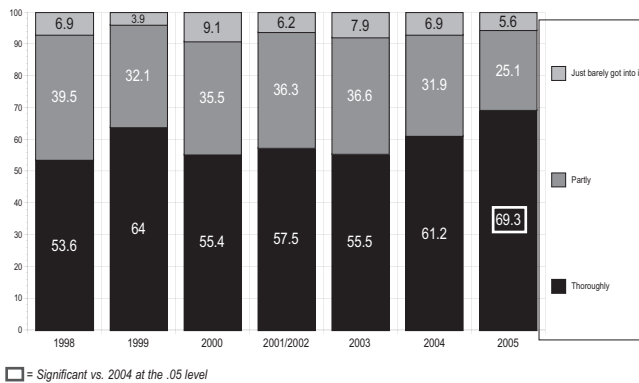
Frequency of talking about drugs increased this year significantly over the levels reached in 2004.

Frequency of Talking about Drugs



Parents also report that their discussions about drugs have been more thorough than reported over the last ten years.

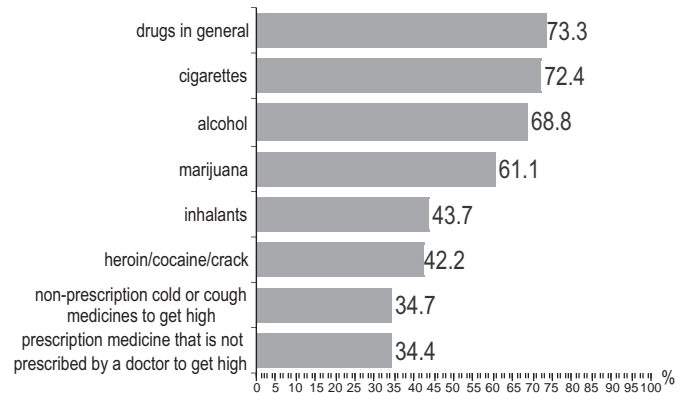
Depth of Discussions about Drugs



Although reported frequency and depth of discussions have significantly increased, parents are not discussing the risks of abuse of prescription or over-the-counter medicines with their children.

Parents Not Discussing the Risks of Prescription or Over-the-Counter Medicine Abuse

% Discussed Topic a Lot

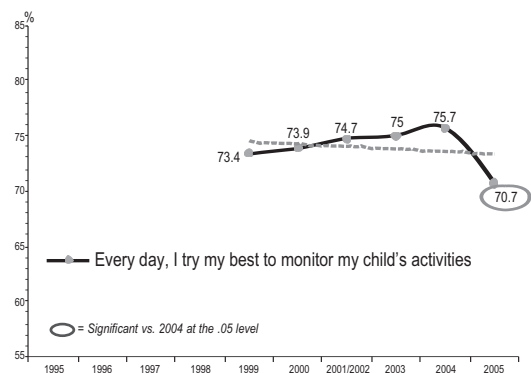


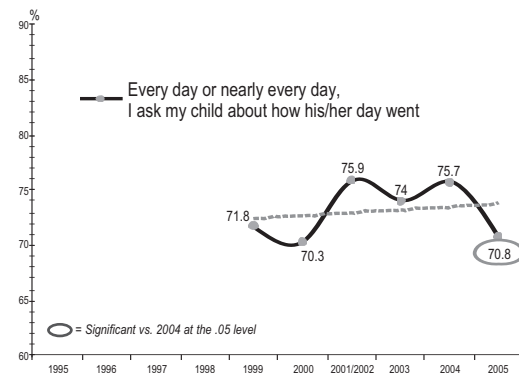
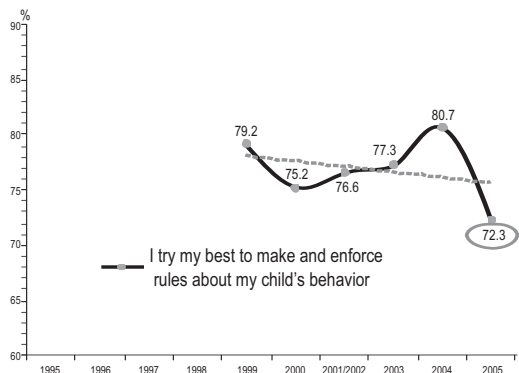
Monitoring Children

While frequency of and thoroughness in discussing drugs has increased, there has been a tailing off of monitoring children's behavior and other discussions with them.

Agreement with Statements about Drugs

% Agree Strongly



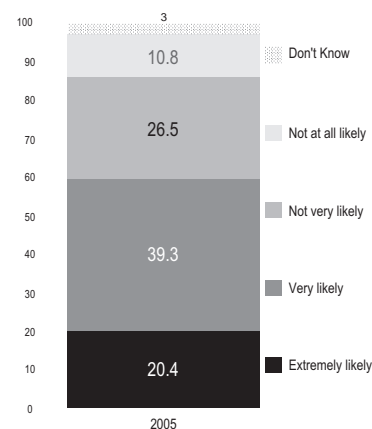


Issues about the Internet

In 2005, 69.9 percent of parents are aware that you can get information about drug treatment and intervention on the internet.

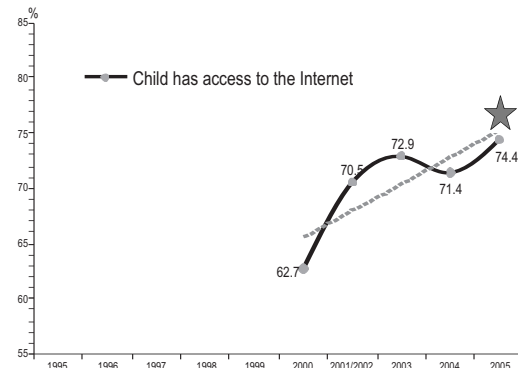
Fully 60 percent are very or extremely likely to be seeking intervention information from the internet.

Likelihood of Using Internet for Intervention Information



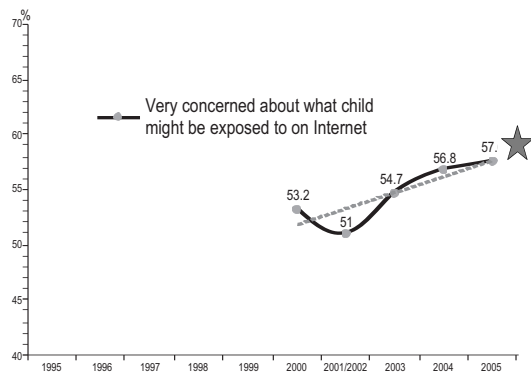
Not surprisingly there has been a long-term perceived increase in *children's access to the internet*.

Child's Access to Internet



And coupled with children's greater access to the internet are parents growing concerns about what their children might be exposed to over the internet.

Concern over Information on Internet



While there has been a long-term increase in parents' admission that they are very knowledgeable about their child's activities on the internet, last year interestingly marks a decrease in their belief.

Child's Access to Internet

