

# Georgia Meth Use & Attitudes Survey 2010



**Statewide survey measuring attitudes and behaviors  
toward methamphetamine in Georgia**

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## **Executive Summary**

This report of the 2010 *Georgia Meth Use & Attitudes Survey* details findings from three statewide surveys designed to measure meth-related attitudes and behaviors in Georgia and track changes over time. Following are key findings from the benchmark study.

### **Availability**

- One in four 12-24 year-olds (28%) says it would be at least somewhat easy for him or her to get meth. One in five Georgia teens (20%) says it would be at least somewhat easy for him or her to get meth. One in three young adults (34%) says it would be easy to acquire the drug.
- About one in eight 12-24 year-olds (13%) says someone has offered them or tried to get them to use meth. One in six young adults (17%) and 9% 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, with half (49%) reporting they believe it would be at least somewhat easy.

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

- Fewer than half of Georgia teens believe there is "great risk" to trying meth (41%), and 35% see little or no risk in trying the drug. Moreover, nearly one in four (23%) says there is "little" or "no risk" in using the drug regularly.
- While the majority of Georgia young adults (62%) and parents (90%) believe there is "great risk" in trying meth, nearly one in five young adults (17%) believes there is "little" or "no risk" to trying the drug.
- Respondents were presented with a list of 14 potential negative outcomes from trying meth, and were asked to rate each one as to whether there would be "great," "moderate," "only a little," or "no risk" of the outcome occurring to a person who tries meth. The number of teens who see "little" or "no risk" in the outcomes is worth pointing out, particularly for those items that teens believe constitute a low risk. One in five – or more – teens saw "little" or "no risk" of suffering tooth decay (27%), getting insomnia (23%), dying (22%), lack of hygiene (21%), becoming violent (21%), becoming paranoid (21%), or having sex with someone they don't want to (20%).

- Like teens, as many as a third of young adults see “little” or “no risk” in a number of the 14 negative outcomes associated with trying meth, including suffering tooth decay (31%), lack of hygiene (24%), dying (19%), stealing (17%), suffering brain damage (17%), becoming violent (16%), or having sex with someone they don’t want to (15%).
- Solid majorities of parents, presented with the same 14 potential negative outcomes, see “great risk” of each occurring after trying meth.
- Many Georgia teens, young adults, and parents believe there are specific benefits to trying meth, including weight loss (21%, 32%, and 41%, respectively), feeling euphoric or very happy (19%, 23%, and 29%), increased energy (17%, 26%, and 29%), dealing with boredom (16%, 19%, and 16%), and escaping problems (11%, 12%, and 19%).

### **Social Approval of Meth Use**

- Four in 10 teens (39%) and 24% of young adults agree their friends would not give them a “hard time” if they, themselves, should ever use meth.
- Moreover, half of teens (53%) and 44% of young adults say they have not told their friends to avoid meth.

### **Meth Use**

- About one in 10 Georgia teens says he or she has close friends who use meth (8%). One in twenty-five says he or she has friends who have been in treatment for meth use (4%).
- These numbers grow somewhat when we look at young adults—one in 10 has close friends who use the drug (10%) or has friends who have been treated for meth use (10%).
- About one in 10 teens (11%) and young adults (9%) has family members who have been in treatment for meth.
- About one in ten young adults (9%) and one in 33 Georgia teens (3%) admits to having tried meth.

- Over half of parents believe it is at least somewhat likely that teens and young adults in their community use meth (77%), and that classmates of their own teens use the drug (66%).

### **Parent-Child Communications**

- The majority of both teens and young adults say they have never discussed the subject with their parents (58% and 54%, respectively).
- Two in three teens (64%) and seven in 10 young adults (70%) say they have not discussed the subject of meth with their parents in the past year.
- Most parents (77%), however, say they have discussed the subject with their teen in the past year.

## **Background and Objectives**

### **Background**

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

The Georgia Meth Project was launched in March 2010, to significantly reduce meth use in the state. The integrated program consists of an ongoing, research-based messaging campaign—supported by community outreach programs—that realistically and graphically communicates the realities of methamphetamine use.

The Georgia Meth Project sustains a large-scale prevention campaign including advertising, public relations, and Web sites, to effect attitudinal changes regarding methamphetamine use among Georgia youth.

At the core of the Georgia Meth Project effort is an ongoing, public service messaging campaign that provides hard-hitting television, radio, print, billboard, and Internet advertising.

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

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

The Georgia 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 Georgia Meth Project conducts the *Georgia Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine throughout the state. This document reports findings from a benchmark study conducted from November 2009 through February 2010, prior to the launch of the Georgia Meth Project's prevention campaign.

The survey was conducted among three key groups:

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

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

## **Theoretical Frameworks**

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

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

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

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



## **Survey Methods**

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

#### *Sample*

A total of 2,432 12-17 year-old junior and senior high school students were interviewed for the study. Each respondent attends one of 41 randomly selected junior and senior high schools across Georgia.

All junior and senior high schools in Georgia (public, private, and parochial) were eligible for selection for the study and were sampled using a 4-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 in by each student (see Appendix 6) at their school in their classrooms. All surveys were administered during class time, in the presence of the class teacher, by a representative of GfK Roper Public Affairs & Media, and took approximately 20 minutes, on average, to complete. All responses to the survey are confidential—no respondent is identified in any way on any of the questionnaires.

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

All interviews were conducted from November 6, 2009 to February 26, 2010.

#### *Weighting*

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

## **Statewide Survey Among 18-24 Year-Olds**

### *Sample*

A total of 314 Georgia residents, ages 18-24, were interviewed for the study. All respondents were recruited for the study via a telephone interview designed to screen for eligible respondents (i.e., Georgia residents, ages 18-24) using random digit dial (RDD) sampling techniques.

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

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

All interviews were conducted from November 23, 2009 to February 8, 2010.

### *Weighting*

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

## **Statewide Survey Among Parents of 12-19 Year-Olds**

### *Sample*

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

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

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

All interviews were conducted from February 4 to 15, 2010.

### *Weighting*

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

### **Sampling error**

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

- 2,432 teens: +/- 2 percentage points
- 314 young adults: +/- 6 percentage points
- 400 parents: +/- 3 percentage points

### **Reading Notes**

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

# 1. Perceptions of Meth

## 1.1. Perceived Availability

### *Perceived ease of acquiring various illicit drugs*

One in five Georgia teens (20%) says it would be at least “somewhat easy” for him or her to get meth. Teens have an easier time acquiring meth as they get older, 24% of high-school seniors say they could get meth at least somewhat easily compared to 15% of seventh graders.

One in three young adults (34%) says it would be easy to acquire the drug.

Moreover, one in six young adults (17%) and 9% 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 with 49% reporting they believe it would be “very” or “somewhat easy” for their teen to acquire the drug.

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

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*Base: Total respondents.*

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
Marijuana	61	77	72
Cocaine	31	46	45
Meth	20	34	49
Heroin	18	23	28

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

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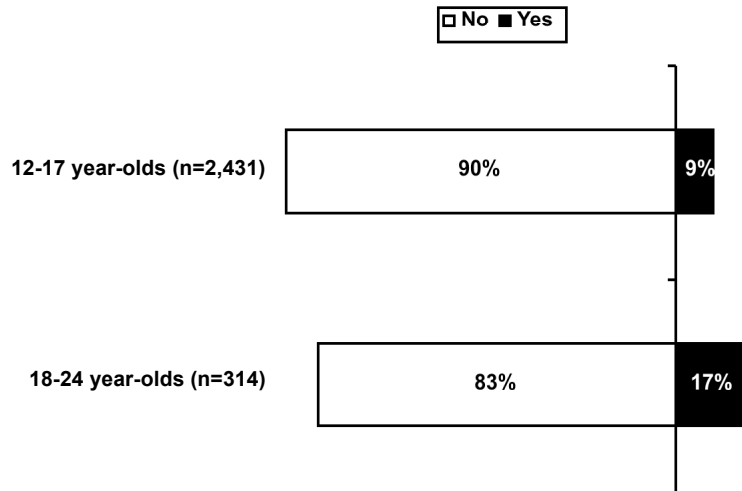
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### Whether or Not Have Personally Been Offered Meth

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Base: Total respondents.



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

## 1.2. Perceived Risks and Benefits of Meth Use

### *Perceived benefits of taking meth*

Many Georgia teens, young adults, and parents believe there are specific benefits to trying meth, including weight loss, feeling euphoric or very happy, increased energy, dealing with boredom, and escaping problems. One in five (21%) teens and 32% of young adults believe the meth will help them lose weight, 16% of teens and 19% of young adults believe it will help alleviate boredom, and 11% of teens and 12% of young adults believe the drug will help them escape their problems.

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### Perceived Benefits of Trying Meth - % who "strongly" or "somewhat agree" with statement -

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*Base: Total respondents.*

	<u>12-17 Year-Olds</u>	<u>18-24 Year-Olds</u>	<u>Parents</u>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
Helps you lose weight	21	32	41
Makes you feel euphoric or very happy	19	23	29
Gives you energy	17	26	29
Helps you deal with boredom	16	19	16
Helps you escape your problems	11	12	19
Makes you more popular	8	4	8
Makes you feel attractive	6	6	8
Helps you study	4	7	6
Makes you intelligent	3	3	2

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

*Perceived risks of taking various illicit drugs*

Fewer than half of Georgia teens believe there is “great risk” associated with trying meth once or twice (41%), and nearly as many (35%) believe there is “only slight” or “no risk” to trying the drug. Moreover, nearly one in four (23%) says there is “little” or “no risk” to taking the drug regularly.

While the majority of Georgia young adults (62%) and parents (90%) believe there is risk in trying meth nearly one in five young adults (17%) believes there is “little” or “no risk” to trying the drug.

## Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

	12-17 Year-Olds	18-24 Year-Olds	Parents
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
<b>Meth</b>			
<u>Once or twice</u>			
Great risk	41	62	90
Great/moderate risk	62	82	93
Only slight/no risk	35	17	7
<u>Regularly</u>			
Great risk	68	88	93
Great/moderate risk	74	91	94
Only slight/no risk	23	8	6
<b>Heroin</b>			
<u>Once or twice</u>			
Great risk	44	70	91
Great/moderate risk	65	87	93
Only slight/no risk	32	11	7
<u>Regularly</u>			
Great risk	68	89	93
Great/moderate risk	73	91	94
Only slight/no risk	23	7	6
<b>Cocaine</b>			
<u>Once or twice</u>			
Great risk	46	60	85
Great/moderate risk	65	82	91
Only slight/no risk	31	16	8
<u>Regularly</u>			
Great risk	67	84	91
Great/moderate risk	73	91	93
Only slight/no risk	23	8	6
<b>Marijuana</b>			
<u>Once or twice</u>			
Great risk	28	31	49
Great/moderate risk	46	47	73
Only slight/no risk	51	51	27
<u>Regularly</u>			
Great risk	46	43	72
Great/moderate risk	61	66	85
Only slight/no risk	36	32	14

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



## *Perceived specific risks of trying meth*

### Teens

Respondents were presented with a list of 14 potential negative outcomes from trying meth and were asked to rate each one as to whether there would be “great,” “moderate,” “only a little,” or “no risk” of the outcome occurring to a person who tries meth. There is near consensus among teens that there is at least a “moderate risk” of each outcome occurring, and solid majorities agree there is “great risk” of each outcome.

However, one in five—or more—teens see “little” or “no risk” in suffering tooth decay (27%), getting insomnia (23%), dying (22%), lack of hygiene (21%), becoming violent (21%), becoming paranoid (21%), having sex with someone they don’t want to (20%), stealing (18%), or suffering brain damage (18%).

### Young adults

Young adults were presented with the same 14 potential negative outcomes and most agree there is at least a “moderate risk” of each outcome occurring if someone tries meth. Half or more say there is “great risk” of each outcome.

Like teens, as many as a third see “little” or “no risk” in a number of items including suffering tooth decay (31%), lack of hygiene (24%), dying (19%), stealing (17%), suffering brain damage (17%), becoming violent (16%), or having sex with someone they don’t want to (15%).

### Parents

Solid majorities of parents, presented with the same 14 potential negative outcomes, are likely to see “great risk” of each occurring after trying meth.

## Perceived Risks of Trying Meth

*Base: Total respondents.*

	<b>12-17 Year-Olds</b> (2,432) %	<b>18-24 Year-Olds</b> (314) %	<b>Parents</b> (400) %
<b>Being a negative influence on a younger brother/sister</b>			
Great risk	73	81	95
Great/moderate risk	86	90	98
Little/no risk	12	9	1
<b>Turning into someone they don't want to be</b>			
Great risk	70	70	88
Great/moderate risk	85	86	95
Little/no risk	13	14	4
<b>Getting hooked on meth</b>			
Great risk	68	69	91
Great/moderate risk	84	89	96
Little/no risk	13	10	4
<b>Making their problems worse</b>			
Great risk	65	73	93
Great/moderate risk	81	89	97
Little/no risk	17	10	3
<b>Losing control of themselves</b>			
Great risk	67	70	91
Great/moderate risk	83	90	97
Little/no risk	14	10	2
<b>Having sex with someone they don't want to</b>			
Great risk	56	64	83
Great/moderate risk	77	84	93
Little/no risk	20	15	5
<b>Suffering brain damage</b>			
Great risk	61	61	84
Great/moderate risk	79	82	93
Little/no risk	18	17	6

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

**Perceived Risks of Trying Meth (Cont'd.)**

*Base: Total respondents.*

	<b>12-17 Year-Olds (2,432) %</b>	<b>18-24 Year-Olds (314) %</b>	<b>Parents (400) %</b>
<b>Stealing</b>			
Great risk	55	64	84
Great/moderate risk	79	82	93
Little/no risk	18	17	6
<b>Becoming violent</b>			
Great risk	52	56	83
Great/moderate risk	76	82	93
Little/no risk	21	16	3
<b>Becoming paranoid</b>			
Great risk	54	64	86
Great/moderate risk	76	87	94
Little/no risk	21	12	3
<b>Getting insomnia or not being able to sleep</b>			
Great risk	49	64	81
Great/moderate risk	74	85	91
Little/no risk	23	14	4
<b>Stop taking care of their hygiene</b>			
Great risk	55	52	79
Great/moderate risk	76	75	92
Little/no risk	21	24	6
<b>Dying</b>			
Great risk	59	60	84
Great/moderate risk	75	80	94
Little/no risk	22	19	6
<b>Suffering tooth decay</b>			
Great risk	49	53	77
Great/moderate risk	70	68	87
Little/no risk	27	31	6

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

### 1.3. Social Approval of Meth Use

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

The majority of teens (80%), young adults (87%), and parents (95%) voice “strong disapproval” of trying meth even once or twice.

Still, four in 10 teens (39%) and 24% of young adults agree their friends would not give them a “hard time” if they, themselves, should ever use meth. Moreover, 53% of teens and 44% of young adults say they have not told their friends to avoid meth.

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#### **Social Approval of Using Various Illicit Drugs - % who “strongly disapprove” of taking drugs –**

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*Base: Total respondents.*

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
<b>Meth</b>			
Once or twice	80	87	95
Regularly	87	95	96
<b>Heroin</b>			
Once or twice	81	89	96
Regularly	87	94	97
<b>Cocaine</b>			
Once or twice	79	82	92
Regularly	86	91	96
<b>Marijuana</b>			
Once or twice	55	46	68
Regularly	65	57	84

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

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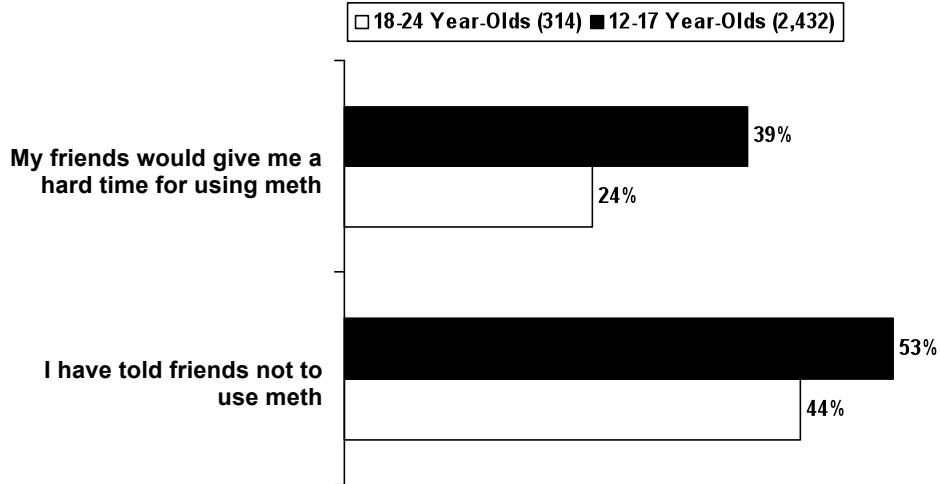
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**Peer Disapproval of Using Meth**  
**- % who disagree with statement -**

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*Base: Total respondents.*



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

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

## 2. Meth Use

### 2.1. Peer and Family Use

#### *Teens/Young Adults*

About one in 10 Georgia teens says he or she has close friends who use meth (8%). One in 25 says he or she has friends who have been in treatment for meth use (4%).

These numbers grow somewhat when we look at young adults—one in 10 has close friends who use meth (10%) or has friends who have been treated for meth use (10%).

About one in 10 teens (11%) and young adults (9%) has family members who have been in treatment for meth.

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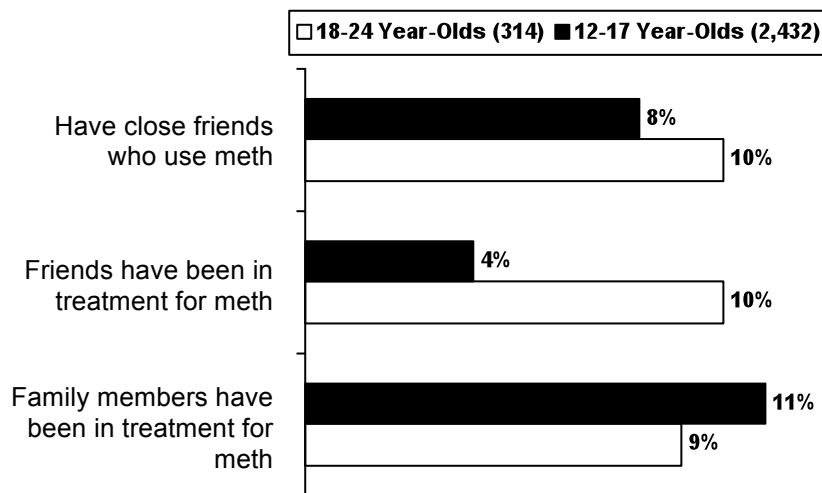
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#### Use/Treatment Among Friends and Family

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*Base: Total respondents.*



*Do you have any close friends who use meth? (Teens and Young Adults: Q14; Parents: NA)  
Have any of your friends been in treatment for using meth? (Teens and Young Adults: Q15; Parents: NA)  
Have any members of your family been in treatment for using meth? (Teens and Young Adults: Q21; Parents: NA)*

Parents

Over half of parents believe it is at least somewhat likely that teens and young adults in their community use meth (77%) and that classmates of their own teens use the drug (66%).

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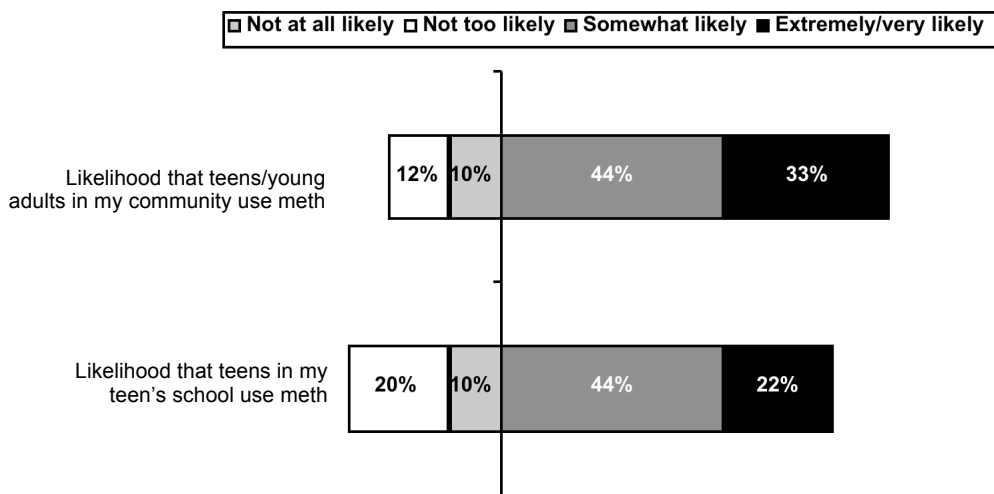
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**Parents' Perceived Likelihood of Use Among Child's Peers**

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Base: Total Parents (n=400).



*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 33 Georgia teens (3%) admits to having tried meth. About one in 10 young adults (9%) admits to trying the drug.

One in 33 parents (3%) believes his or her teen is “extremely” or “very likely” to have ever tried the drug.

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### Meth Usage Among Teens/Young Adults

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*Base: Total respondents.*

	<u>12-17 Year-Olds</u>	<u>18-24 Year-Olds</u>	<u>Parents</u>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
<b><u>Have ever tried meth</u></b>	<u>3</u>	<u>9</u>	<u>NA</u>
Have used meth in past year	2	3	NA
Have used meth in past month	1	2	NA
Mean age of first use <i>(Base: have tried meth)</i>	12.7	17.2	NA
<b><u>Likelihood my teen has tried meth</u></b>			
Extremely/very	NA	NA	3
Somewhat	NA	NA	4
Not too	NA	NA	9
Not at all	NA	NA	83

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

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

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

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



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

Parents would take a number of actions if they ever found out their teen was taking meth, chief among them, "speak to my teen" (78%). At least half would also try to find a drug treatment center (67%), speak to their spouse about it (64%), forbid their teen to do it any more (55%), punish their teen (55%), or speak to their teen's pediatrician or a doctor (51%).

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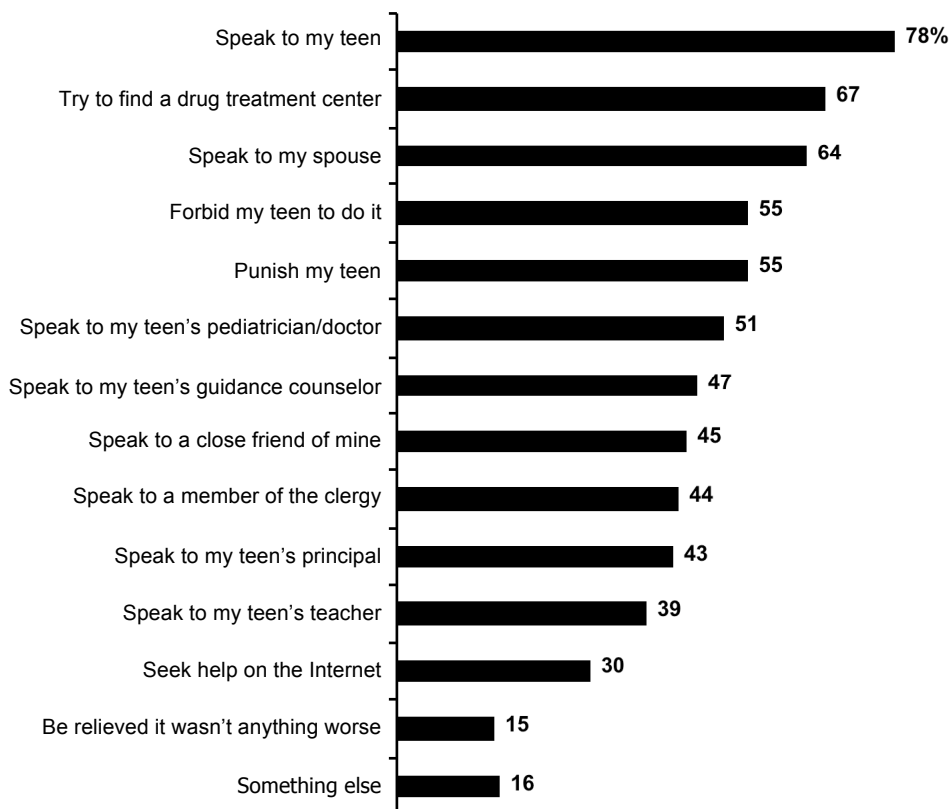
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**Actions Parents Would Take if They Found Out Child Is Taking Meth**

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*Base: Total parents (n=400).*



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

### **3. Information Sources and Advertising Awareness**

#### **3.1. Parental Discussions**

##### *Frequency of parent/child discussions about meth*

Two in three teens (64%) and seven in 10 young adults (70%) say they have never discussed the subject of meth with their parents in the past year. Moreover, majorities of both teens and young adults say they have never discussed the subject with their parents (58% and 54%, respectively).

Most parents (77%), however, say they have discussed the subject with their teen in the past year (65% say more than once) and 38% say they had such a discussion in the past month.

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## Frequency of Parent/Child Discussions About Meth

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Base: Total respondents.

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
		%	%
<b>In past year, my parents talked to me about meth...</b>			
At least once	35	30	NA
Once	13	11	NA
More than once	23	19	NA
Never	64	70	NA
<b>In past year, talked to my teen about meth...</b>			
At least once	NA	NA	77
Once	NA	NA	13
More than once	NA	NA	65
Never	NA	NA	23
<b>Last talked to my parents about meth...</b>			
Within past month	11	8	NA
1-6 months ago	11	5	NA
6-12 months ago	9	6	NA
More than a year ago	11	26	NA
Never	58	54	NA
<b>Last talked to my teen about meth...</b>			
Within past month	NA	NA	38
1-6 months ago	NA	NA	22
6-12 months ago	NA	NA	17
More than a year ago/never	NA	NA	22

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

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

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

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

*Have you ever talked to your teen about meth? (Teens and Young Adults: NA; Parents: Q10b2)*

*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 (28%) who talked with their teens about meth report a TV story led to the discussion, followed by a TV commercial (17%) or a newspaper story (16%).

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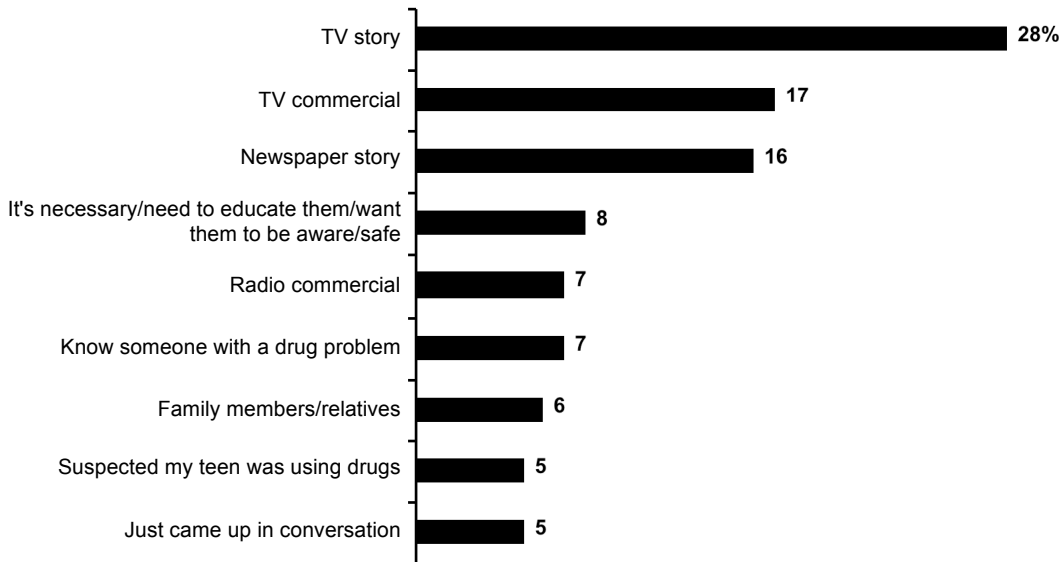
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**Prompts for Parents to Talk to Their Child(ren) About Meth  
- Most common responses -**

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*Base: Parents who talked with teen about meth (n=327).*



*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 (83% and 76%, 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 (72%), but many would turn to their parents as well (52%). Favored information sources change substantially as teens get older. For example, seventh graders are nearly as likely to refer to their parents (58%) as to the Internet (64%). High school seniors, however, are far more likely to consult the Internet (84%) than their parents (46%). Seniors are also more likely than seventh graders to say they would turn to friends (42% versus 27%, respectively).

Girls are somewhat more likely than boys to say they would look to a variety of sources – including parents (55% versus 49%, respectively) and friends (40% versus 32%).

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#### Sources of Information About Meth

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*Base: Total respondents.*

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
The Internet, websites	72	83	76
Parents*	52	33	24
School	38	28	20
Friends	36	36	22
Television	24	24	15
Magazines	19	19	15
Radio	8	8	11
Other	31	24	36
Don't know	14	11	2

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

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

The Internet is also seen by teens and young adults as among the most valuable sources for advice or opinions (48% and 61%, respectively, give it a top two rating on a five point scale). Athletes they respect are also held in relatively high esteem (38% and 35%, respectively), as are TV shows/news/movies (31% and 39%).

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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>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>
(Unweighted base)	(2,432)	(314)
	%	%
Internet sites	48	61
Athletes I respect	38	35
TV shows, news or movies	31	39
Movie actors I respect	29	31
Print ads in newspapers or magazines	28	33
Musicians I listen to	25	33
Radio	22	31
Billboards outside	20	24
TV commercials	19	28
Posters on buses, bus stops, or subways	17	24

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

*General awareness of meth public service advertising*

Over half of teens and young adults say they have never seen an anti-meth ad, or see them less often than once a month (67% and 67%, respectively). Half of parents say the same (52%).

Among teens, anti-drug ads are most commonly seen or heard “recently” in school (54%), on the Internet (47%), or on TV (42%). Young adults are most likely to have seen the ads on TV (51%) and/or the Internet (50%), followed closely by school (47%). Parents also are most likely to have seen the ads on TV (55%), followed by print ads (39%), billboards (38%), radio (32%), school (31%), and the Internet (30%).

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

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*Base: Total respondents.*

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
Not at all	42	35	31
Less than once a month	25	32	21
1-3 times a month	15	21	26
1-3 times a week	7	6	10
Every day or almost every day	5	3	9
More than once a day	3	3	2

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

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## Where See/Hear Meth Public Service Advertising

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*Base: Total respondents.*

	<b>12-17 Year-Olds</b>	<b>18-24 Year-Olds</b>	<b>Parents</b>
(Unweighted base)	(2,432)	(314)	(400)
	%	%	%
School	54	47	31
Internet, web sites	47	50	30
TV commercials	42	51	55
Print ads in newspapers or magazines	30	36	39
Billboards outside	24	32	38
Radio	21	30	32
Posters on buses, bus stops, or subways	15	15	20
Video rentals viewed at home	13	9	11
Movie theaters	11	12	12

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



## Appendix 1: Sample Demography—Teens

(Unweighted base)	12-17 Year-Olds	
	100%	N=2,432
	<b>Weighted %</b>	<b>Unweighted N</b>
<b>Sex</b>		
Male	50	1281
Female	50	1315
<b>Age</b>		
12-13	25	477
14-15	38	1173
16-17	35	782
<b>Ethnicity</b>		
White	50	1192
African-American	40	952
Hispanic/Latino	10	274
American Indian/Native American	3	68
Asian	2	67
Other	9	253

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

(Unweighted base)	18-24 Year-Olds	
	100%	N=314
	<u>Weighted %</u>	<u>Unweighted N</u>
<b>Sex</b>		
Male	52	140
Female	48	174
<b>Age</b>		
18-19	32	92
20-22	39	124
23-24	30	98
<b>Ethnicity</b>		
White	58	178
African-American	36	115
Hispanic/Latino	6	19
American Indian/Native American	2	6
Asian	1	3
Other	5	14

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

(Unweighted base)	Parents	
	100%	N=400
	<u>Weighted %</u>	<u>Unweighted N</u>
<b>Sex</b>		
Male	51	133
Female	49	267
<b>Age</b>		
Under 35	20	49
35-44	33	158
45-54	32	144
55-64	10	31
65+	4	13
<b>Child's age</b>		
12-14	34	129
15-17	39	165
18-19	26	102
<b>Education</b>		
High school graduate or less	35	132
Some college	20	100
College graduate or more	38	163
Technical school/other	5	21
<b>Ethnicity</b>		
White	63	249
African-American	28	117
Hispanic/Latino	4	16
Asian	1	5
American Indian/Native American	0	0
Refused	8	29

## **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 Georgia Meth Project, Colorado Meth Project, Montana Meth Project, Arizona Meth Project, Idaho Meth Project, Illinois Meth Project, Wyoming Meth Project, Hawaii 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 Web sites—to effect attitudinal changes regarding methamphetamine use among youth.

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

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

### **Public Policy and Community Action**

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

The Meth Project coordinates closely with local, state, and federal agencies, including the White House, U.S. Congress, Governors' offices, the state Attorneys General, law enforcement, the Drug Enforcement Administration, and the Department of Health and Human Services.

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

than 660 submissions statewide.

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

### **The Meth Project Strategy**

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

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

### **Consumer Marketing Problem**

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

The goal of the Meth Project is to arm 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  
P.O. Box 240  
Palo Alto, CA 94302  
650-752-1070  
[info@methproject.org](mailto:info@methproject.org)

## Appendix 3: About the Georgia Meth Project

### Project Overview

The Georgia Meth Project is a large-scale, statewide prevention program aimed at significantly reducing methamphetamine use through public service messaging, public policy, and community outreach. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Arizona, Illinois, Idaho, Wyoming, Colorado, Hawaii, and Georgia.

The Georgia Meth Project was launched as a response to the state's critical methamphetamine problem. According to the U.S. Drug Enforcement Administration, Atlanta is a strategic hub for methamphetamine and other drug trafficking by Mexican drug cartels. The widespread use of methamphetamine has had a devastating impact on Georgia's economy and communities.

- Meth abuse costs Georgia an estimated \$1.3 billion annually including expenses related to law enforcement, family and social services, treatment, and lost productivity<sup>1</sup>
- 42% of child endangerment cases in Georgia involve meth<sup>2</sup>
- 43% of federal convictions in Georgia are meth-related<sup>3</sup>

### Strategic Approach

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

The program is based on the Meth Project model, which was first implemented in Montana in 2005. Since its inception, the Meth Project's prevention program has demonstrated significant results in reducing meth use. Following are some key results from the Montana Meth Project:

- When the program launched, Montana ranked #5 in the country for meth abuse, the state now ranks #39<sup>4</sup>
- Adult meth use in the state declined by 72%<sup>5</sup>

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<sup>1</sup> Estimate based on RAND Corp. *The Economic Cost of Methamphetamine Use in the United States*. February 2009.

<sup>2</sup> Applied Research Services. *Statewide Meth Survey*. 2006.

<sup>3</sup> Office of National Drug Control Policy. *Profile of Drug Indicators, State of Georgia*. 2007.

<sup>4</sup> Office of National Drug Control Policy. *Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States*. November 2006.

- Teen meth use declined by 63%<sup>6</sup>
- Meth-related crimes declined 62%<sup>7</sup>

## **Recognition**

The Meth Project campaign has received more than 45 advertising industry awards including:

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

## **Research and Measurement**

To track and refine the program's effectiveness, the Georgia Meth Project utilizes a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to meth use. This research will guide the program's messaging and outreach initiatives.

## **Project Funding**

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

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

The Georgia Meth Project  
 P.O. Box 724436  
 Atlanta, GA 31139  
 (404) 556-9787  
[info@georgiamethproject.org](mailto:info@georgiamethproject.org)

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<sup>5</sup> Montana Department of Justice. *Methamphetamine in Montana: A Follow-up Report on Trends and Progress*. April 2008.

<sup>6</sup> Montana Office of Public Instruction. *2009 Montana Youth Risk Behavior Survey*. June 2009.

<sup>7</sup> Montana Department of Justice. *Methamphetamine in Montana: A Follow-up Report on Trends and Progress*. April 2008.

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

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

Since 2008, GfK Roper has partnered with the Associated Press to produce the AP-GfK Poll, a monthly national survey on current issues, the findings of which are disseminated to all corners of the world, reaching upwards of two billion people each month.

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



## Appendix 5: Teens Meth Study Questionnaire

### Directions

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

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

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

1. Are you male or female?

Male ..... [ ] -1  
 Female ..... [ ] -2

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

3. What grade are you in?

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

4. What is your race?

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

5. Are you Latino, Hispanic, or Spanish?

- Yes ..... [ ] -1
- No ..... [ ] -2

6. What is your 5-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 <u>Agree</u>	Somewhat <u>Agree</u>	Neither Agree nor Disagree	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>
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 <u>Risk</u>	Moderate <u>Risk</u>	Slight <u>Risk</u>	No <u>Risk</u>
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</u> <u>Difficult</u>	<u>Somewhat</u> <u>Difficult</u>	<u>Somewhat</u> <u>Easy</u>	<u>Very</u> <u>Easy</u>	<u>Not</u> <u>Sure</u>
Meth.....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Heroin.....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Marijuana.....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Cocaine.....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5

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

- 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 questions 23b. Otherwise, skip to question 24a.

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

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

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

- 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 .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
TV shows, news, or movies .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Radio .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Print ads in newspapers or magazines .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Musicians I listen to .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Billboards outside .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Posters on buses, bus stops, or subways .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Athletes I respect .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Internet sites .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Movie actors I respect .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5

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

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



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

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

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

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

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

- 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 .....	[ ] -1	[ ] -2
Help you understand that you can't try meth even once.....	[ ] -1	[ ] -2
Make you less likely to try or use meth.....	[ ] -1	[ ] -2
Exaggerate the risks of using meth .....	[ ] -1	[ ] -2
Make you want to talk to someone else about the risks of meth .....	[ ] -1	[ ] -2

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

Yes ..... [ ] -1  
 No ..... [ ] -2

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

## Appendix 6: Young Adults Meth Study Questionnaire

### Phone Recruit

Hello, my name is \_\_\_\_\_. I'm calling from GfK 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.

ADULT ON PHONE.....1 [GO TO S1]  
 WILL GET ADULT ON PHONE .....2 [REPEAT INTRO AND GO TO S1]  
 NO ADULT AVAILABLE .....3 [ARRANGE CALLBACK]  
 SCREENING REFUSAL .....4 [TERMINATE]

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

Georgia.....1  
 Not Georgia .....2 [TERMINATE]  
 Refused .....3 [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 ..... 1  
 One..... 2  
 Two or more ..... 3

- If only one adult in household, ask to speak to adult 18-24, if not arrange for call-back
- If 2 or more young adults in household, ask to speak to the adult age 18-24 who has had the most recent birthday. If selected respondent not home schedule call back.

YOUNG ADULT ON PHONE ..... 1 [CONTINUE]  
 WILL GET ADULT ON PHONE ..... 2 [REPEAT INTRO AND GO TO YAS2b]  
 NO ADULT AVAILABLE ..... 3 [ARRANGE CALLBACK]  
 SCREENING REFUSAL ..... 4 [TERMINATE]

YAS2b. What is your age?

[ENTER AGE] ..... [\_\_ \_\_] [TERMINATE IF NOT AGE 18-24]

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

- 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

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

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

- The Centers for Disease Control and Prevention ..... 1
- The American Medical Association.....2
- The National Cancer Institute .....3
- [DO NOT READ] None .....4

YAS4. You have been selected to participate in a study on important issues in Georgia. A short questionnaire will be sent to you for you to fill out along with a postage paid return envelope and \$10 as a token of our appreciation. Your input is critical. Can we count on you for this important study?

- Yes..... 1 [SKIP TO Q.YAS6]
- No.....2 [CONTINUE]

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

- Yes, I will participate ..... 1



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

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

**Young Adult Mail Survey**

**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?

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

4. Please indicate whether any of the following describes you...("X" all that apply)

- 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 5-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 <u>Agree</u>	Somewhat <u>Agree</u>	Neither Agree nor Disagree	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>
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 <u>Risk</u>	Moderate <u>Risk</u>	Slight <u>Risk</u>	No <u>Risk</u>
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.....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Heroin .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Marijuana .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Cocaine .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5

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

- 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 questions 23b. Otherwise, skip to question 24a.

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

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

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

- 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 .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
TV shows, news, or movies .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Radio .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Print ads in newspapers or magazines .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Musicians I listen to .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Posters at convenience stores or community centers .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Posters on buses or bus stops .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Athletes I respect .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Internet sites .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5
Movie actors I respect .....	[ ] -1	[ ] -2	[ ] -3	[ ] -4	[ ] -5

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

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

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

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

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

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

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

- 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 .....	[ ] -1	[ ] -2
Help you understand that you can't try meth even once.....	[ ] -1	[ ] -2
Make you less likely to try or use meth.....	[ ] -1	[ ] -2
Exaggerate the risks of using meth .....	[ ] -1	[ ] -2
Make you want to talk to someone else about the risks of meth .....	[ ] -1	[ ] -2

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

Yes ..... [ ] -1  
 No ..... [ ] -2

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

33. Did you graduate from high school?

Yes ..... [ ] -1  
 No ..... [ ] -2

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

Yes ..... [ ] -1  
 No ..... [ ] -2

## Appendix 7: Parents of Teens Meth Study Questionnaire

### Introduction

Hello, my name is \_\_\_\_\_. I'm calling from GfK 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 ..... 1 (GO TO S1)
- WILL GET ADULT ON PHONE ..... 2 (REPEAT INTRO AND GO TO S1)
- NO ADULT AVAILABLE ..... 3 (ARRANGE CALLBACK)
- SCREENING REFUSAL ..... 4 (TERMINATE)

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

- Georgia ..... 1
- Not Georgia ..... 2 (TERMINATE)
- Refused ..... 3 (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 ..... 1
- One ..... 2
- Two or more ..... 3

- IF NO CHILDREN 12-19, AND NO ADULTS AGE 18-24 - TERMINATE
- IF NO CHILDREN 12-19, AND SOMEONE AGE 18-24 - CONTINUE TO YOUNG ADULTS RECRUIT
- IF THERE ARE CHILDREN 12-19, AND NO ONE AGE 18-24 - CONTINUE TO PARENTS SURVEY
- IF THERE ARE CHILDREN 12-19, AND SOMEONE AGE 18-24 - RANDOMLY CHOOSE TO TALK TO 18-24 YEAR OLD OR PARENT



**PARENTS SURVEY**

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 ..... 1
- Ecstasy ..... 2
- Heroin ..... 3
- LSD ..... 4
- Marijuana, also known as pot or weed ..... 5
- Methamphetamines, also known as meth,  
crank, crystal, glass, ice, or tina ..... 6
- Amphetamines, also known as speed or  
white cross ..... 7
- (DO NOT READ) None of the above ..... 8
- (DO NOT READ) Don't know/refused ..... X

(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 ..... 1
- 35-44 ..... 2
- 45-54 ..... 3
- 55-64 ..... 4
- Or, 65 or older ..... 5
- (DO NOT READ) Don't know/refused ..... X

D2S. INTERVIEWER RECORD:

- Male ..... 1
- Female ..... 2
- (DO NOT READ) Don't know/refused ..... X

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

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

(RECORD AGE).....   
 Don't know/refused ..... X

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

Male ..... 1  
 Female ..... 2  
 Refused ..... X

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

(RECORD GRADE) .....   
 Not currently in school..... 1  
 Don't know/refused ..... X

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?

(RECORD AGE).....   
 Don't know/refused ..... X

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

Male ..... 1  
 Female ..... 2  
 Refused ..... X

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

(RECORD GRADE) .....   
 Not currently in school..... 1  
 Don't know/refused ..... X

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

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

(READ AS NECESSARY) Is that agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly?

(RANDOMIZE)	<u>SA</u>	<u>SWA</u>	<u>N</u>	<u>SWD</u>	<u>SD</u>	<u>DK/REF</u>
Helps you escape from your problems..	1	2	3	4	5	6
Helps you study.....	1	2	3	4	5	6
Gives you energy .....	1	2	3	4	5	6
Helps you deal with boredom.....	1	2	3	4	5	6
Makes you feel euphoric or very happy	1	2	3	4	5	6
Helps you lose weight .....	1	2	3	4	5	6
Makes you intelligent.....	1	2	3	4	5	6
Makes you more popular.....	1	2	3	4	5	6
Makes you feel attractive .....	1	2	3	4	5	6

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?

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

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

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

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?

	<u>SA</u>	<u>SWA</u>	<u>N</u>	<u>SWD</u>	<u>SD</u>	<u>DK/REF</u>
Trying <u>meth</u> once or twice .....	1	2	3	4	5	X
Using <u>meth</u> regularly .....	1	2	3	4	5	X
Trying <u>heroin</u> once or twice .....	1	2	3	4	5	X
Using <u>heroin</u> regularly .....	1	2	3	4	5	X
Trying <u>marijuana</u> once or twice .....	1	2	3	4	5	X
Using <u>marijuana</u> regularly .....	1	2	3	4	5	X
Trying <u>cocaine</u> once or twice .....	1	2	3	4	5	X
Using <u>cocaine</u> regularly .....	1	2	3	4	5	X

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

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

(RANDOMIZE)	<u>Very Difficult</u>	<u>Somewhat Difficult</u>	<u>Somewhat Easy</u>	<u>Very Easy</u>	<u>Not Sure</u>
Meth .....	1	2	3	4	X
Heroin.....	1	2	3	4	X
Marijuana .....	1	2	3	4	X
Cocaine .....	1	2	3	4	X

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 .....	1
Not too likely.....	2
Somewhat likely .....	3
Very likely .....	4
Or, extremely likely.....	5
DK/REF .....	X

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 ..... 1
- Not too likely..... 2
- Somewhat likely ..... 3
- Very likely ..... 4
- Or, extremely likely..... 5
- DK/REF ..... X

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

- Not at all likely ..... 1
- Not too likely..... 2
- Somewhat likely ..... 3
- Very likely ..... 4
- Or, extremely likely..... 5
- DK/REF ..... X

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

(RANDOMIZE)

- Be relieved it wasn't anything worse ..... 1
- Speak to your teen's pediatrician or a doctor .... 2
- Speak to your teen's teacher..... 3
- Speak to your teen's principal ..... 4
- Speak to your teen's guidance counselor ..... 5
- Speak to your spouse ..... 6
- Speak to your teen ..... 7
- Speak to a close friend of yours ..... 8
- Speak to a member of the clergy ..... 9
- Seek help on the Internet ..... 0
- Try to find a drug treatment center ..... 2
- Punish your teen ..... 3
- Forbid your teen to do it ..... 4
- Something else (ALWAYS ASK LAST)..... 5
- DK/REF ..... X

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

- Never..... 1 (SKIP TO 10b2)
- Once..... 2
- Two or three times ..... 3
- Or, four or more times ..... 4
- DK/REF ..... X

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

- 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 within past year ... 4
- DK/REF ..... X

(ASK IF NEVER IN Q10a)

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

- Yes ..... 1
- No..... 2 (SKIP TO Q12)
- DK/REF ..... X

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

- A TV commercial ..... 1
- A Radio commercial ..... 2
- A newspaper story ..... 3
- A television story ..... 4
- Because you suspected teen was using drugs . 5
- Because you found drug paraphernalia ..... 6
- Anything else (SPECIFY)..... 7
- DK/REF ..... X

12. Which of the following sources, if any, would you go to in order to find information about meth? (READ LIST. RANDOMIZE.)

- Other Parents ..... 1
- Friends ..... 2
- The Internet, websites ..... 3
- Television ..... 4
- School ..... 5
- Radio ..... 6
- Magazines ..... 7
- Somewhere that was not mentioned ..... 8
- DK/REF ..... X

ADVERTISING
-------------

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

- Not at all ..... 1 (SKIP TO Q15)
- Less than once a month ..... 2
- 1-3 times a month ..... 3
- 1-3 times a week ..... 4
- Every day or almost every day ..... 5
- More than once a day ..... 6
- DK/REF ..... X

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

	<u>Yes</u>	<u>No</u>
TV commercials .....	1	2
Movie theaters.....	1	2
Radio.....	1	2
Print ads in newspapers or magazines .....	1	2
Posters at convenience stores or community centers.....	1	2
Posters on buses or bus stops.....	1	2
Video rentals viewed at home .....	1	2
Internet, websites .....	1	2
School .....	1	2
Anywhere else (SPECIFY).....	1	2
Have seen or heard information, but not sure where .....	1	2



15. Have you ever visited a website that talks about the use of meth?

Yes ..... 1  
 No ..... 2 (SKIP TO D1)  
 DK/REF ..... X

16. Have you visited the website once or more than once?

Once ..... 1  
 More than once ..... 2  
 DK/REF ..... X

17. Did the website (READ LIST. RANDOMIZE)...?

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

DEMOGRAPHICS
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D1. What is your age? Are you...?

Under 35 ..... 1  
 35-44 ..... 2  
 45-54 ..... 3  
 55-64 ..... 4  
 Or, 65 or older ..... 5  
 DK/REF ..... X

D2. Right now, how many people including yourself are living in your household, excluding those who are visiting or staying there temporarily?

(ENTER #)..... \_\_\_\_\_  
 DK/REF ..... X

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 ..... 1
- Two ..... 2
- Three or more ..... 3
- DK/REF ..... X

D4. What is the last grade of school you completed? (READ EACH ITEM)

- High school graduate or less..... 1
- Some college ..... 2
- College graduate or more ..... 3
- Technical school/Other ..... 4
- DK/REF ..... X

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

- White ..... 1
- Black/African-American ..... 2
- Asian/Asian-American ..... 3
- American Indian or Native American..... 4
- Something else [SPECIFY] ..... 5
- Rather not say [VOL]..... 6
- DK/REF ..... X

D6. Are you Latino, Hispanic, or Spanish?

- Yes ..... 1
- No ..... 2
- DK/REF ..... X

D7. What is your five-digit zip code?

- (ENTER ZIPCODE)..... [ \_\_\_\_\_ ]
- DK/REF ..... X

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

- Married ..... 1
- Separated..... 2
- Divorced ..... 3
- Widowed ..... 4
- Single but living with a partner ..... 5
- Single, never been married ..... 6
- DK/REF ..... X

D9. In what year were you born?

- (ENTER YEAR)..... [ \_\_\_\_\_ ]
- DK/REF ..... X

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 ..... 1
- \$15,000 to under \$25,000 ..... 2
- \$25,000 to under \$35,000 ..... 3
- \$35,000 to under \$50,000 ..... 4
- \$50,000 to under \$75,000 ..... 5
- \$75,000 to under \$100,000 ..... 6
- \$100,000 or more ..... 7
- DK/REF ..... X

D11. INTERVIEWER RECORD:

- Male ..... 1
- Female ..... 2
- DK/REF ..... X