

Partnership Attitude Tracking
Study 2003 Teens Study:
Survey of Teens' Attitudes and
Behaviors Toward Marijuana

August 2003

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I. Introduction & Methodology

A. Introduction

In the spring of 2003, RoperASW conducted the PATS Interim Teens Study for the Office of National Drug Control Policy and the Partnership for a Drug-Free America. The interviews for this study were conducted in schools (public, private and parochial), and the study itself was designed to be projectable to all students in the U.S. in grades 6¹ through 12. The purpose of this research is to monitor the behavior and attitudes of young people as they relate to drugs and to compare them to similar data collected in previous research conducted in the spring of 2002 for the Partnership for a Drug-Free America (the Partnership Attitude Tracking Study or “PATS”).

Since 1993, RoperASW (or ASW, which conducted the studies prior to the RoperASW merger in 2001) has been conducting an annual tracking study among students for the Partnership for a Drug-Free America. These studies of young people were conducted in-school and were divided into two segments, determined by grade, for which the questionnaires were separately developed and administered: the youth study and the teen study. From 1993 through 1998, the youth study was projectable to all students in grades 4 through 6; the teen study was projectable to all students in grades 7 through 12. In 1999 for the first time, the interviews with 6th graders were split between the two segments – 6th graders in “elementary” schools were included in the youth study; 6th graders in “non-elementary schools” were included in the teen study, and projections were adjusted accordingly.²

In order to allow for detailed analyses by race, African-American and Hispanic areas were oversampled to obtain a sufficient number of interviews for reliability of estimates. This oversampling was then balanced by weighting to yield correct proportions in the final analysis.

¹ Including 6th graders in middle schools only, not those in elementary schools (see definition below).

² For the purpose of this distinction among 6th graders, “elementary” schools were defined as all schools including 6th grade that had no children in grades higher than 6th (e.g., K-6, 4-6, etc.). “Non-elementary” schools were all schools including 6th grade that had any children in grades higher than 6th (e.g., 6-8, 6-12, K-8, K-12, etc.).

B. The Sample

Universe

The universe to be sampled for the study consisted of all non-elementary students in grade 6 plus all students in grades 7 through 12 in the contiguous 48 states of the U.S.

The School Sample

The sample of schools was drawn from all schools in the country -- public, private and parochial -- which included students in any of the seven grades being sampled -- i.e., 6th through 12th grade (see footnote 2 on the previous page-- the sixth grade portion of the sample was drawn only from sixth graders attending non-elementary schools).

Interviews were conducted at 131 schools, drawn in three parts -- a national sample of 86 schools, a supplemental sample of 21 schools in heavily African-American areas, and a supplemental sample of 24 schools in heavily Hispanic areas. Schools were drawn in such a way that about half the schools in each category were drawn from middle schools/junior high schools and about half were drawn from high schools (schools which include both levels, such as K-12 schools and junior/senior high schools, were also represented in proportion to their enrollment of students in grades 6 through 12).

A total of 8336 interviews were conducted among 6th through 12th graders, 4339 among middle school students in grades 6 through 8, and 3997 among high school students in grades 9 through 12.

The national sample was drawn in the following stages:

In the first stage, a sample of counties was selected to be included in the study. The selection was made on a systematic random basis, stratified geographically, with probability proportional to population.

In the second stage, each county was randomly assigned to either the middle school or the high school sample, such that equal numbers of counties within each sample (national, African-American, Hispanic) were assigned to each.

In the third stage, schools were drawn from among all those in each selected county, with the probability of selection for each school in the middle school sample proportional to the number of students enrolled in non-elementary grades 6, 7 and 8 in that school and the probability of selection for each school in the high school sample proportional to the number of students enrolled in grades 9 through 12 in that school.

In the fourth stage, a sample of classes was drawn from each school. Each school selected for inclusion in the study submitted a list of all classes for the qualifying grades in that school. A systematic random sample of three of these classes was then drawn, separately for each school.

All students in these selected classes constituted the selected sample of students for the study.

The African-American sample was drawn similarly, but with the initial selection of counties being proportional to the African-American population in each county. Once a county was drawn, the school and classes were drawn identically to the above, with no further specific requirements by ethnicity.

The Hispanic sample was drawn in the same manner, with the initial counties being drawn with probability proportional to their Hispanic population.

C. Questionnaire Development

The questionnaire for this study was developed by RoperASW in cooperation with the Office of National Drug Control Policy and the Partnership for a Drug-Free America. It was based on the 2002-2003 PATS questionnaires, with an emphasis on the marijuana questions and with a modification designed to cover a new area of interest—measurement of exposure to specific ads being run in the recent anti-marijuana campaign.

D. Field Procedures

In-School Sample

Once the sample of classes was selected for a given school, a date was agreed upon for the administration of the questionnaires. This date was determined in consultation with the school, such that all selected classes

would be available for interviewing. Parental consent letters were sent to the school for distribution to the students in those classes.

On the scheduled interviewing day, a RoperASW interviewer visited each class in turn to administer the questionnaires. All interviewing was conducted with the teacher present in the room. Once the interviewer had introduced the study and explained procedures, the students completed the questionnaires at their own pace.

Responses were confidential -- students did not put their names on their questionnaires. At the end of the interviewing period, all questionnaires were collected and put in a box, which was closed and labeled so as to identify the class and school.

Interviewers and teachers were instructed at no time to look at any student's work during the course of the administration of the study, so that each student could be assured of the confidentiality of his or her responses.

Interviews were conducted from March through June of 2003.

E. Data Processing

Before tabulation, data were weighted in order to accurately represent the universe under study.

The following elements were taken into account in the weighting process:

- Grade
- Sex
- Region
- Ethnicity

Since school size was taken into account in the sampling process, the first step in the weighting was to weight the number of completed interviews for each school up to a constant.

The other demographics were balanced by separately weighting the interviews to match known universe counts for each demographic.

Based on an analysis of past waves of PATS data, we've looked at the impact of the design on the data (i.e., the clustering effect of schools, as well as the stratification of classes for selection within schools). This is taken into account when performing significance testing, which we normally perform at the 95% confidence level.

F. A Note on the 2003 vs. 2002 Comparison

All comparisons in this report to 2002 data refer to the Partnership for a Drug Free America's PATS Teens 2002 results. The 2002 results from the PDFA PATS Teens survey used a somewhat different survey instrument that included questions about marijuana and other drugs. Findings from the ONDCP Marijuana Report are based on a shorter questionnaire that specifically addressed teens' attitudes and behaviors with respect to marijuana (drawing largely on questions used in the PATS 2002, and adding a segment on viewership of specific ONDCP anti-marijuana ads). Some of the differences highlighted in this report may have been affected by these questionnaire differences.

I. Executive Summary

Adolescents Are More Likely To Say They Have Learned A Lot About The Risks Of Drugs From TV Commercials Than From Other Listed Sources, And This Has Risen Significantly Since Last Year

Overall, 42.4% of 6th-12th graders say that they have learned a lot about the risks of drugs from TV commercials, up 11.7 percentage points since 2002. Adolescents are much more likely to say they have learned “a lot” from TV commercials than from other sources of anti-drug messaging, such as the Internet (22%), school posters (21.7%), billboards (18.2%), print ads (17.6%), or posters on public transportation (15.7%).

Among the key target groups for the anti-marijuana campaign, teens ages 14-16 and those in grades 9-11, TV commercials are also the top source for learning about the risks of drugs.

More Adolescents Today Compared To A Year Ago Say They Regularly See Or Hear Anti-Drug Messages

Anti-drug messages have not escaped the notice of most adolescents. More than half (53.9%) of 6th-12th graders say they see or hear anti-drug ads about the risks of drugs almost every day or more, up 4.8 percentage points over findings from a comparable sample of youth surveyed in 2002.

Among adolescents in the target sub-groups, teens ages 14-16 and those in grades 9-11, data indicate that more are seeing and hearing anti-drug messages on a regular basis.

Adolescents Are Not Blasé When It Comes to the Anti-Drug Ads-- Many Feel Strongly That Anti-Drug Ads Inform Them About the Risks Associated with Using Drugs, Provide Them with New Information, and Make Them Less Likely to Use Drugs

Similar to findings from a comparable sample of adolescents surveyed in 2002, sizable pluralities of 6th-12th graders agree a lot that anti-drug commercials and ads have made them more aware of the risks of drug use

(46.3%) or given them new information about drugs (44.9%). Moreover, more than four in ten (43.2%) agree a lot that these messages have made them less likely to try or use drugs.

Consistent with findings among the total sample of teens, many teens in the two key subgroups feel that anti-drug ads have made them more aware of drug risks, given them new information on the topic, and reduced the likelihood that they will use drugs.

ONDCP's Anti-Marijuana Ads Have Succeeded In Reaching The Vast Majority Of Adolescents

Nearly all 6th-12th graders (93.5%) say they have seen one or more of the Office of National Drug Control's marijuana negative consequences commercials. Moreover, about seven in ten (72.4%) say they have seen more than half of the anti-marijuana ads.

More Adolescents Now Say They Don't Want to Hang Around Anyone Who Uses Marijuana Than Was the Case Last Year. This Is Particularly True of the Youngest Adolescents. In Addition, There Are Indications That Many Other Attitudes Are Moving In the Direction Sought by ONDCP's Campaign

Many attitudes toward marijuana among teens appear to have been moving in the desired direction over the past year. One of the two highest shifts in attitude over the past year has been in the proportion of 6th-12th graders, as well as in the three key subcategories—14-16, 9th-11th graders, and 6th-8th graders—who agree strongly that they do not want to hang out with anyone who uses marijuana, 37.3% of all kids in grades 6-12 compared to 32% in 2002. This shift is encouraging since about half (51.4%) the teens who have used marijuana in the past month say all or most of their friends get high or stoned regularly, compared with 6.4% of non-users.

More Teens Perceive Experimentation With Marijuana As Highly Risky

Nearly six in ten 6th-12th graders (59.1%) think regular use of marijuana involves a great deal of risk, unchanged since 2002. The proportion of adolescents who perceive experimentation with marijuana as risky, however, has increased. Today, more than one in five 6th-12th graders (21.6%) thinks that trying marijuana once or twice involves a great deal of

risk, compared with 18.5% in 2002. Data also indicate a significant increase in the proportion of 14-16 year olds who think trying marijuana once or twice involves a great deal of risk (20.6% vs. 17.4% in 2002).

Roughly Two-Thirds Of Adolescents Think That Someone Who Uses Marijuana Risks Addiction And Transition To Harder Drugs. However, There Appears To Be A Softening Of Attitudes Associated With Certain Other Life Risks

Consistent with findings from 2002 research, most adolescents believe that there are serious life risks associated with marijuana use such as going on to harder drugs (68.1%) or getting hooked on marijuana (67.2%).

There have been significant, though modest, declines in the proportions who think marijuana users are at great risk of experiencing 8 out of the 13 listed life risks associated with using the drug. The largest declines have been in the proportions of 6th-12th graders who think marijuana users put themselves at great risk of messing up their lives, dropping out of school, not getting into college, missing out on the good things in life, and becoming a dealer. It should be pointed out, however, that in each of these eight instances (and the other five as well), the majority of kids still see great risk in marijuana usage.

The general softening of teens' attitudes towards the negative consequences of marijuana use is further evidenced by the declining proportions of teens who feel use of the drug puts users' emotional state and personal relationships at risk.

Looking specifically at the risks highlighted in the ONDCP anti-marijuana ads, more than six in ten adolescents think that there is a great risk that someone who uses marijuana (a) will expose themselves to more cancer causing tar than cigarette smoking and (b) put themselves at great risk of endangering themselves or others. More than half of 6th-12th graders also believe that marijuana users risk losing control of themselves, impairing their judgement, and putting themselves in sexual situations they might regret.

Roughly One In Five Adolescents Say All or Most of Their Close Friends Use Marijuana, But There Are Indications That Such Usage Is Declining Among 9th-11th Graders

As in 2002, about 20% of 6th-12th graders are exposed to marijuana through close friends who use the drug. About 22% of 6th-12th graders say all or most of their close friends usually get high at parties. Similar proportions say all or most of their close friends use marijuana either occasionally (18.8%) or regularly (16.6%).

Although the overall proportions of adolescents with friends who use marijuana occasionally or regularly have remained relatively unchanged since 2002, there have been directional downward shifts in the proportion of 9th-11th graders who have close friends who use marijuana.

The Data In Total And For Key Sub-Groups Indicate That It Is Getting Harder For Adolescents To Get Marijuana And Ecstasy

About four in ten (42.2%) 6th-12th graders say it is very easy to obtain marijuana, compared to 48.9% in 2002. However, nearly half (47.8%) of 6th-12th graders have had someone try to sell or give them drugs, unchanged since 2002. Nearly one-fourth have been offered drug at school.

There Are Encouraging Signs That Marijuana Use Among Teens May Be Trending Down

Usage of marijuana appears to be trending down among 6th-12th graders. Data suggest that the proportion of all teens who have used marijuana in the past 12 months is down significantly compared to a year ago, 26.2% versus 28.9% in 2002. Among teens in grades 9-11 there was an even stronger downward shift in the percentage who reported having used marijuana in the past year, down 3.5 percentage points to 32.9%. Although this change among 9th-11th graders is not statistically significant, it is directionally downward and consistent with the outcome sought by the ONDCP.

There Are Data To Suggest That Marijuana Users And Non-Users Have Very Different Personality Types, And That These Differences Should Be Kept In Mind When Creating Messages To Prevent Or Discourage These Very Different Types Of Youth From Using Drugs, Especially Marijuana

Young people who have used marijuana in the past 30 days are much more likely than non-users to be thrill seeking risk takers, while non-users tend to be much more conservative, with a tendency to play it safe.

Teens Who Have Received Regular Exposure To All Or Most Of The Ads In The ONDCP's Campaign Tend To Have More Favorable Opinions About The Effectiveness Of Anti-Drug Commercials And Indicate Less Willingness To Try Drugs. This Impact Appears To Cut Across All Categories Of Teens—Younger And Older, Users And Non-Users, All Ethnicities. While The Campaign Is Impacting Its Intended Target, It Appears To Be Having Even Greater Influence On Middle School Kids

Among the key target groups, 14-16 year olds and 9th-11th graders, teens who have regularly seen more than half of the ONDCP ads are nearly twice as likely as teens with less exposure to say they have learned a lot about drug risks from TV commercials.

Although older teens are the primary target for the campaign, middle school kids who have received regular exposure to most of the ads in the campaign are more likely than older teens with equal exposure to the ads to say that anti-drug commercials have made them more aware of drug risks, given them new information about drugs, or made them less likely to use drugs.

The ONDCP campaign has likely played a role in educating both marijuana users and non-users about the risks associated with drugs. Regardless of teens' marijuana usage habits, data suggest a correlation between regular viewership of ONDCP ads and teens' perceptions of learning about drug risks from TV commercials.

Adolescents Regularly Exposed To The ONDCP Anti-Marijuana Commercials Are Considerably More Likely Than Those Who Have Not Been Exposed To Perceive Regular Use Of Marijuana As Risky

About six in ten (61.7%) adolescents who have regularly seen more than half of the ONDCP anti-marijuana commercials say there is a great risk involved in using marijuana regularly, compared with only about half (53.2%) of youth who have not been regularly exposed to any of the commercials.

Furthermore, youth who have received high exposure to the ads in the ONDCP's anti-marijuana campaign are markedly more likely than teens who have received little to no exposure to the ads to feel that marijuana users put themselves at great risk for experiencing all of the listed life risk factors. Similarly, youth regularly exposed to most of the ads are more likely than those who have not seen any of the ads often to say that marijuana users risk negative emotional and interpersonal consequences.

Not surprisingly, there is a strong correlation between regular exposure to most of the anti-marijuana ads and heightened perceptions of risk associated with marijuana use that **have been specifically highlighted in the ONDCP's campaign.**

Data Suggest Heavier Exposure To ONDCP Anti-Marijuana Ads May Be Having Some Impact On Teens' Involvement With Marijuana

About one-fourth (25.3%) of 6th-12th graders who have often seen five or more of the eight commercials in the ONDCP's anti-marijuana campaign say they used marijuana in the past year, compared with 27.7% of those who have not received regular exposed to any of the commercials in the campaign. There has also been a suggestive difference in the likelihood of past month's usage of marijuana between teens with high (15.8%) and low (19.1%) levels of exposure to ads in the ONDCP campaign.

Slight differences in past year's and past month's marijuana usage (compared to 2002), although not significant, suggest that the ONDCP ads may be having some effect on discouraging teens from using marijuana. Supporting this hypothesis is the finding that the differences in marijuana usage between teens with high and low exposure to the ONDCP ads are counter to reported usage patterns for other substances. For all other listed substances teens with high exposure to the ONDCP ads are generally either just about as likely or slightly more likely than low exposure teens to have used the substances in the past year or the past month.

II. Exposure To Anti-Drug Information Sources and Advertisements

Adolescents Are More Likely To Say They Have Learned A Lot About The Risks Of Drugs From TV Commercials Than From Other Listed Sources, And This Has Risen Significantly Since Last Year

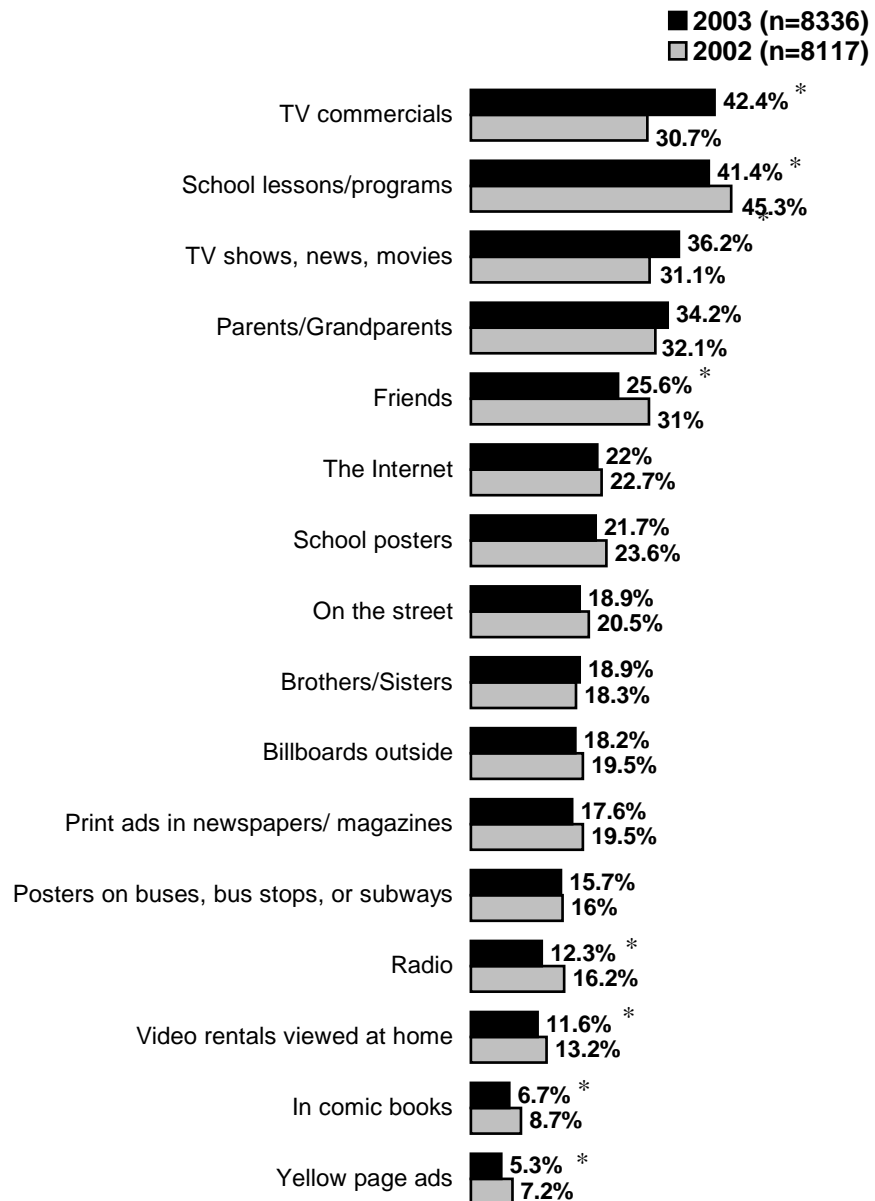
Overall, 42.4% of 6th-12th graders say that they have learned a lot about the risks of drugs from TV commercials, up 11.7 percentage points since 2002. Adolescents are much more likely to say they have learned “a lot” from TV commercials than from other sources of anti-drug messaging, such as the Internet (22%), school posters (21.7%), billboards (18.2%), print ads (17.6%), or posters on public transportation (15.7%).

Adolescents in grades 6-12 are as likely to say they have learned a lot from TV commercials (42.4%) as from school lessons and drug education programs (41.4%). They are more likely, however, to say that they have learned a lot about drug risks from TV commercials than from parents or grandparents (34.2%) and friends (25.6%). These findings are consistent with the fact that about three in ten adolescents in grades 6-12 (28.2%) say their parents or grandparents have not talked to them about drugs in the past year; nearly one in five says that his or her parents or grandparents have only talked with him or her once about this issue in the past 12 months. Conversely, only about 6% of the kids say they have not seen or heard anti-drug ads and nearly 9 in 10 (88.8%) see or hear them at least once a month.

Among the key target groups for the anti-marijuana campaign, teens ages 14-16 and those in grades 9-11, TV commercials are also the top source for learning about the risks of drugs. Nearly four in ten teens in the target subgroups, up significantly (by about 10 percentage points) since 2002, say they have learned a lot about the risks of drugs from TV commercials. Middle school youth in grades 6-8 (53.7%, up 13.5 percentage points since 2002), however, are even more likely than those in grades 9-11 (35.5%) to say they have learned a lot about drug risks from TV commercials. In nearly all instances middle school youth are more likely than 9th-11th graders to say they learned a lot about drugs from the listed information sources.

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following



*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	Teens 14-16			Grades 9-11			Grades 6-8		
	2002 (3554) %	2003 (3459) %	Pt. Diff	2002 (3120) %	2003 (3055) %	Pt. Diff.	2002 (4019) %	2003 (4339) %	Pt. Diff.
TV Commercials	29.5	39.8	10.3*	26.2	35.5	9.4*	40.2	53.7	13.5*
School lessons/programs	45.2	40.5	-4.7*	43.1	37.1	-6.0*	51.4	49.6	-1.8
TV shows, news, or movies	30.5	35.1	4.6*	27.6	32.0	4.5*	38.0	43.3	5.3*
Parents/Grandparents	30.4	33.7	3.3	27.6	30.8	3.2	39.8	41.8	1.9
Friends	32.3	26.3	-6.0*	34.7	27.5	-7.2*	24.3	20.9	-3.4*
The Internet	21.8	21.5	-0.4	20.8	19.1	-1.7	26.3	27.7	1.4
School posters	21.3	20.0	-1.2	18.7	16.9	-1.9	31.9	30.0	-1.8
On the street	19.3	17.8	-1.5	20.3	17.5	-2.9	20.4	20.0	-0.4
Brothers/Sisters	17.7	19.8	2.1	17.0	19.3	2.2	19.7	18.7	-1.0
Billboards outside	18.4	16.1	-2.3	16.4	13.9	-2.5	25.5	25.8	0.4
Print ads in magazines/newspapers	17.2	16.4	-0.8	15.9	15.0	-1.0	25.3	22.3	-2.9
Posters on buses, bus stops, or subways	14.9	14.1	-0.8	13.4	12.6	-0.8	20.9	21.5	0.6
Radio	14.9	11.9	-3.0*	13.2	10.9	-2.3	21.4	15.5	-5.9*
Video rentals viewed at home	11.8	9.9	-1.8	10.8	9.8	-0.9	16.9	14.9	-1.9
In comic books	7.4	5.4	-1.9	6.6	4.6	-1.9	11.6	9.9	-1.8
Yellow pages ads	6.5	4.3	-2.2*	6.0	4.3	-1.6	9.5	7.1	-2.4*

*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

In nearly all instances, black and Hispanic youth are more likely than white youth to say they have learned a lot about drugs from each of the listed sources. Black youth are particularly more likely than white or Hispanic youth to say they have learned a lot about drug risks from TV commercials. However, the percentage point increase versus 2002 is about the same for each of the three groups (about 12 points), and the proportional increase is highest for white youth (a proportional increase of 43%--i.e., $11.6 \div 27.2$).

Findings suggest that non-marijuana users may be more receptive than users to receiving information about the risks associated with drug use from parents, schools, and media sources. In nearly all instances, considerably greater proportions of non-marijuana users than teens who have used marijuana in the past 30 days say they have learned a lot about drugs from the listed information sources.

Teen marijuana users are a challenging group to reach because they are less likely than non-users to rely on credible and positive sources for information about the risks of drug-use. Rather, users are more inclined than non-users to acquire information about drugs from their friends (34.7% users vs. 22% non-users) and on the street (22% vs. 17.2%). This is disturbing since about half of teens who have smoked marijuana in the past 30 days (51.4%) say that all or most of their friends regularly get stoned or high on marijuana. These data suggest that steps should be taken to better educate marijuana users that their friends may not be the best sources for information about the negative health and social consequences of marijuana use.

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff.</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
TV Commercials	27.2	38.9	11.6*	44.1	55.9	11.8*	32.8	44.7	11.8*
School lessons/programs	44.5	41.2	-3.3	48.5	45.2	-3.3	46.6	40.7	-5.9*
TV shows, news, or movies	27.0	32.0	5.0*	43.7	50.1	6.4*	34.6	40.6	6.0*
Parents/Grandparents	28.2	31.0	2.9	46.2	46.3	0.2	38.4	40.1	1.7
Friends	31.0	25.3	-5.7*	31.5	26.3	-5.3*	34.1	30.1	-4.0
The Internet	19.9	19.0	-1.0	29.9	29.8	-0.1	28.4	26.9	-1.5
School posters	20.6	19.4	-1.2	33.8	29.4	-4.4	27.8	24.4	-3.4
On the street	17.1	15.1	-2.0	31.7	29.7	-2.0	24.6	25.7	1.1
Brothers/Sisters	15.6	16.7	1.1	24.6	24.2	-0.4	24.9	24.6	-0.3
Billboards outside	16.1	15.3	-0.8	31.1	28.7	-2.4	23.8	20.6	-3.2
Print ads in magazines/newspapers	16.3	14.5	-1.8	29.6	26.7	-2.9	21.6	22.3	0.7
Posters on buses, bus stops, or subways	11.7	11.4	-0.3	28.9	28.3	-0.6	20.2	20.7	0.5
Radio	13.0	8.7	-4.2*	27.4	23.8	-3.6	19.0	15.1	-3.9*
Video rentals viewed at home	10.1	8.9	-1.2	21.7	16.8	-4.9*	18.3	17.4	-1.9
In comic books	6.3	4.6	-1.6*	14.8	10.7	-4.1*	11.8	10.6	-1.2
Yellow pages ads	5.2	3.6	-1.6*	13.7	9.2	-4.5*	9.4	8.3	-1.1

*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible (Used, But Not in Past 30 Days)		
	<i>2002 (5273) %</i>	<i>2003 (5632) %</i>	<i>Pt. Diff</i>	<i>2002 (1357) %</i>	<i>2003 (1280) %</i>	<i>Pt. Diff.</i>	<i>2002 (1380) %</i>	<i>2003 (1325) %</i>	<i>Pt. Diff.</i>
TV Commercials	36.4	48.4	11.9*	18.0	23.6	5.6*	24.5	37.5	13.0*
School lessons/programs	52.2	47.6	-4.6*	30.7	25.3	-5.4	36.9	33.5	-3.4
TV shows, news, or movies	35.6	40.6	5.0*	22.2	22.5	0.3	25.2	32.2	7.1*
Parents/Grandparents	36.3	37.6	1.2	21.4	24.7	3.3	28.5	30.9	2.4
Friends	27.4	22.0	-5.4*	36.4	34.7	-1.7	37.7	31.2	-6.5*
The Internet	23.9	23.8	-0.1	19.0	18.2	-0.8	22.2	18.3	-3.9
School posters	27.0	24.1	-2.9*	16.2	15.7	-0.5	19.2	18.7	-0.5
On the street	18.8	17.2	-1.5	21.9	22.0	0.1	24.6	22.3	-2.3
Brothers/Sisters	17.4	16.7	-0.8	19.5	23.8	4.3	20.3	23.0	2.7
Billboards outside	22.2	20.7	-1.5	13.0	11.2	-1.8	17.1	15.9	-1.2
Print ads in magazines/newspapers	22.6	19.8	-2.8*	12.2	11.2	-1.0	16.0	15.2	-0.7
Posters on buses, bus stops, or subways	18.2	17.2	-1.0	10.4	10.9	0.5	14.0	14.9	0.9
Radio	17.8	12.9	-4.9*	13.0	9.9	-3.0	14.1	12.5	-1.5
Video rentals viewed at home	14.5	12.1	-2.4*	9.8	10.6	0.8	11.8	11.2	-0.6
In comic books	9.4	7.0	-2.4*	7.5	6.5	-1.0	7.2	5.9	-1.4
Yellow pages ads	7.4	5.3	-2.1*	7.4	5.7	-1.7	6.6	5.5	-1.2

*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

More Adolescents Today Compared To A Year Ago Say They Regularly See Or Hear Anti-Drug Messages

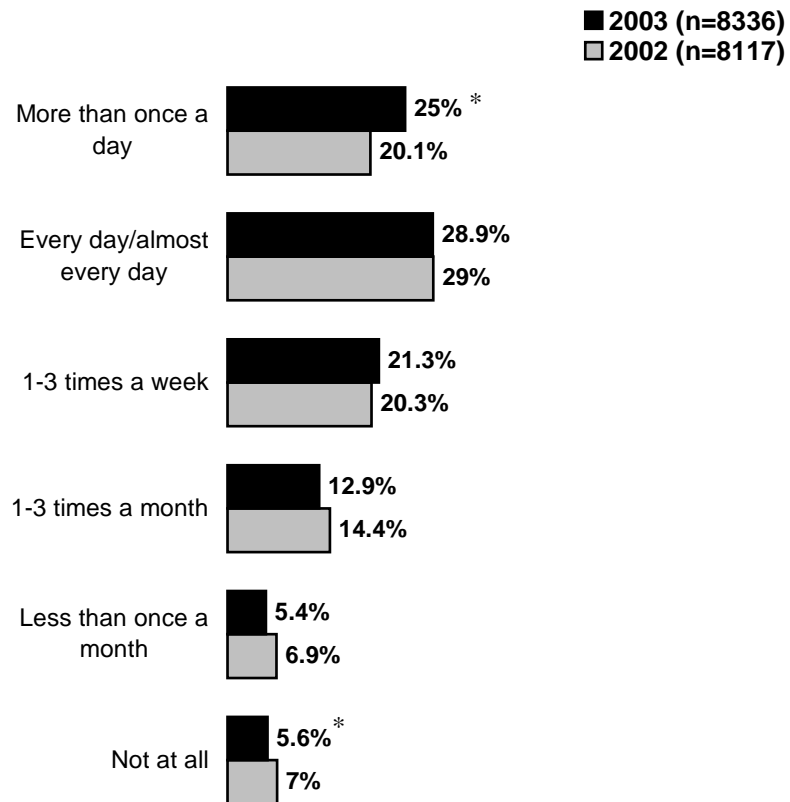
Anti-drug messages have not escaped the notice of most adolescents. More than half (53.9%) of 6th-12th graders say they see or hear anti-drug ads about the risks of drugs almost every day or more, up 4.8 percentage points over findings from a comparable sample of youth surveyed in 2002. Nearly one-fourth of 6th-12th graders (25%) say they see or hear these ads more than once a day, compared with 20.1% in 2002. A slightly larger proportion (28.9%) sees or hears such ads every day or almost every day. Only about 6% of adolescents in these grades claim to have never seen or heard any anti-drug ads or commercials.

Among adolescents in the target sub-groups, teens ages 14-16 and those in grades 9-11, data suggest that more are seeing and hearing anti-drug messages on a regular basis. Up notably since 2002 are the proportions of 14-16 year olds (24.8%, up 4.1 percentage points since 2002) and 9th-11th graders (23.4%, up 5.4 percentage points) who say they see or hear commercials about the risks of drugs more than once a day. Also up compared to a year ago is the proportion of 6th-8th graders (29%, up 4.7 percentage points) who see or hear ads and commercials about the risks of drugs more than once a day.

Across all ethnic groups there have been significant increases in the proportions of teens who report regular exposure to anti-drug ads. Anti-drug ads have been particularly successful at reaching black teens. A greater proportion of black teens (61.3%) than white (52.5) or Hispanic (55.8%) teens report seeing or hearing anti-drug announcements almost everyday or more, with significant increases since 2002 in the proportions that report seeing ads more than once a day. Again, the proportional increase from 2002 to 2003 is highest among whites—about 12%.

Exposure to Anti-Drug Commercials and Ads

% of teens who say they see anti-drug ads and commercials



*- Significant difference at the 95% confidence level

Q20. "How frequently do you see or hear commercials or ads telling you about the risks of drugs?"

Exposure to Anti-Drug Commercial and Ads

% of teens who say they have seen or heard commercials or ads telling them about the risks of drugs

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (1654) %	<u>2003</u> (1695) %	<i>Pt. Diff</i>	<u>2002</u> (1339) %	<u>2003</u> (1350) %	<i>Pt. Diff.</i>	<u>2002</u> (2444) %	<u>2003</u> (2526) %	<i>Pt. Diff.</i>
<u>Almost every day or more</u>	<u>51.5</u>	<u>55.0</u>	<u>3.9</u>	<u>49.5</u>	<u>53.5</u>	<u>4.0</u>	<u>51.2</u>	<u>56.4</u>	<u>5.2*</u>
More than once a day	20.7	24.8	4.1*	18.1	23.4	5.4*	24.3	29.0	4.7*
Every day / almost every day	30.4	30.2	-0.2	31.4	30.0	-1.4	26.9	27.4	0.5
1-3 times a week	21.1	21.2	0.1	22.6	24.0	1.4	16.0	16.3	0.3
<u>Less than 1-3 times a week</u>	<u>26.5</u>	<u>23.3</u>	<u>-3.2</u>	<u>26.5</u>	<u>21.8</u>	<u>-4.7*</u>	<u>29.5</u>	<u>26.2</u>	<u>-3.3*</u>
1-3 times a month	13.8	12.5	-1.3	14.3	12.3	-2.0	13.0	12.3	-0.7
Less than once a month	6.1	5.5	-0.5	5.9	5.0	-0.9	8.0	6.4	-1.5
Not at all	6.6	5.3	-1.4	6.3	4.6	-1.7	8.5	7.5	-1.1

Exposure to Anti-Drug Commercial and Ads

% of teens who say they have seen or heard commercials or ads telling them about the risks of drugs

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
<u>Almost every day or more</u>	<u>46.9</u>	<u>52.5</u>	<u>5.6*</u>	<u>57.8</u>	<u>61.3</u>	<u>3.6</u>	<u>52.1</u>	<u>55.8</u>	<u>3.7</u>
More than once a day	18.0	23.4	5.4*	26.1	31.3	5.2*	22.8	26.1	3.4
Every day / almost every day	28.9	29.1	0.2	31.6	30.0	-1.6	29.3	29.6	0.3
1-3 times a week	23.5	24.0	0.5	12.0	14.5	2.5	16.9	17.9	1.0
<u>Less than 1-3 times a week</u>	<u>28.4</u>	<u>22.9</u>	<u>-5.5*</u>	<u>25.9</u>	<u>22.7</u>	<u>-3.2</u>	<u>29.0</u>	<u>25.4</u>	<u>-3.5</u>
1-3 times a month	16.1	14.6	-1.5	9.7	8.7	-1.0	12.6	10.3	-2.2
Less than once a month	7.2	4.6	-2.5*	5.5	5.7	0.2	6.5	7.6	1.1
Not at all	5.1	3.6	-1.4	10.7	8.3	-2.4	9.9	7.5	-2.4

*- Significant difference at the 95% confidence level

Q20. "How frequently do you see or hear commercials or ads telling you about the risks of drugs?"

Teens who use marijuana are about as likely as non-users to say they regularly see or hear anti-drug commercials. About half of marijuana users (50.7%) see or hear anti-drug messaging almost every day or more, compared with 54.3% of non-users. Although marijuana users are as exposed as non-users to anti-drug ads, users are less likely than non-users to say they have learned a lot about the risks associated with drug use from ads.

It is worth noting that the largest reported increase in exposure to anti-marijuana ads occurred among marijuana susceptible youth—teens who have used marijuana, but not in the past 30 days. About 57% of these teens report seeing or hearing anti-drug ads almost every day or more, up 9.8 points since 2002. This increase is more than double the increases reported by teens who have used marijuana in the past 30 days (4.2 point increase) and non-users (3.7 point increase).

Exposure to Anti-Drug Commercials and Ads

% of teens who say they have seen or heard commercials or ads telling them about the risks of drugs

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible (Used, But Not in Past 30 Days)		
	<i>2002</i> (5273) %	<i>2003</i> (5632) %	<i>Pt. Diff</i>	<i>2002</i> (1357) %	<i>2003</i> (1280) %	<i>Pt. Diff.</i>	<i>2002</i> (1380) %	<i>2003</i> (1325) %	<i>Pt. Diff.</i>
<u>Almost every day or more</u>	<u>50.6</u>	<u>54.3</u>	<u>3.7*</u>	<u>46.5</u>	<u>50.7</u>	<u>4.2</u>	<u>46.9</u>	<u>56.8</u>	<u>9.8*</u>
More than once a day	20.6	25.8	5.1	20.5	22.8	2.3	18.2	24.6	6.4*
Every day / almost every day	30.0	28.5	-1.5	26.0	27.9	1.8	28.7	32.2	3.5
1-3 times a week	20.4	21.3	1.0	17.9	22.8	5.0	23.0	19.6	-3.4
<u>Less than 1-3 times a week</u>	<u>26.8</u>	<u>23.6</u>	<u>-3.1*</u>	<u>32.5</u>	<u>25.2</u>	<u>-7.3*</u>	<u>28.3</u>	<u>23.2</u>	<u>-5.1</u>
1-3 times a month	13.7	13.2	-0.5	15.7	11.9	-3.8	15.2	12.7	-2.5
Less than once a month	6.8	5.3	-1.5	8.3	5.6	-2.6	5.6	4.9	-0.7
Not at all	6.3	5.2	-1.1	8.5	7.6	-0.9	7.5	5.5	2.0

*- Significant difference at the 95% confidence level

Q20. "How frequently do you see or hear commercials or ads telling you about the risks of drugs?"

Adolescents Are Not Blasé When It Comes To The Anti-Drug Ads-- Many Feel Strongly That Anti-Drug Ads Inform Them About The Risks Associated With Using Drugs, Provide Them With New Information, And Make Them Less Likely To Use Drugs. However, A Substantial, Though Smaller, Proportion Also Feel That The Ads Exaggerate Marijuana's Dangers And Don't Portray Kids The Way They Really Are

Similar to findings from a comparable sample of adolescents surveyed in 2002, sizable pluralities of 6th-12th graders agree a lot that anti-drug commercials and ads have made them more aware of the risks of drug use (46.3%) or given them new information about drugs (44.9%). Moreover, more than four in ten (43.2%) agree a lot that these messages have made them less likely to try or use drugs.

Despite the positive reactions of many teens to anti-drug commercials and ads, data suggest that there is still some margin for improvement. Notable proportions of adolescents agree a lot that anti-drug ads do not show kids the way they really are (31.1%). A similar proportion agrees a lot that such ads exaggerate the risks or dangers of marijuana use (30.4%). Data also indicate that the proportion of teens who feel encouraged by these ads to talk with someone about drug risks is down somewhat compared to a year ago (28.9%, compared with 31.6% in 2002).

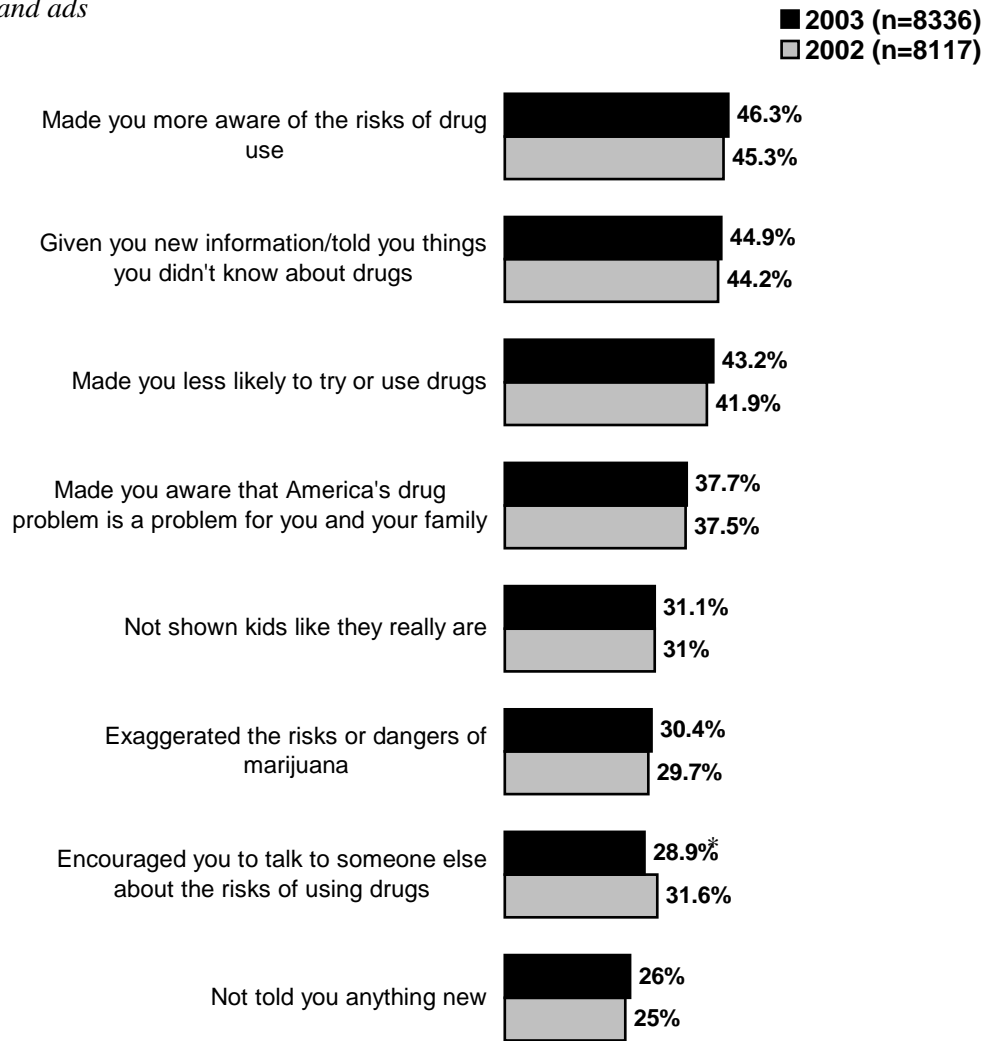
Consistent with findings among the total sample of teens, many teens in the two key subgroups feel that anti-drug ads have made them more aware of drug risks, given them new information on the topic, and reduced the likelihood that they will use drugs. Roughly four in ten teens in the 14-16 age range (44.1%) and in the 9th-11th grades (40%) agree a lot that such ads have made them more aware of drug risks. Nearly as many teens in these target sub-groups (14-16: 43.3%; 9th-11th graders: 40.3%) agree strongly that these ads have told them something they did not know about drugs. More than one-third of teens in both groups feel strongly that these ads have made them less likely to use drugs. However, similar to all adolescents surveyed, about three in ten teens in these groups agree a lot that these ads do not accurately portray kids the way they really are and that they exaggerate the risks or dangers of marijuana.

Consistent with findings from 2002 research, 6th-8th graders are particularly likely to report being influenced by anti-drug commercials and ads. About six in ten middle-school youth in these grades agree a lot that anti-drug messages have made them more aware of the risks of drugs

(58.1) and have made them less likely to use drugs (57.3%). Nearly as many (54.1%) agree a lot that anti-drug messages have given them new information about this topic.

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads



*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have:"

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (1654) %	<u>2003</u> (1695) %	<i>Pt. Diff</i>	<u>2002</u> (1339) %	<u>2003</u> (1350) %	<i>Pt. Diff.</i>	<u>2002</u> (2444) %	<u>2003</u> (2526) %	<i>Pt. Diff.</i>
Made you aware of the risks of using drugs	43.2	44.1	0.9	39.5	40.0	0.5	56.6	58.1	1.5
Given you new information/told you something you didn't know about drugs	43.4	43.3	-0.2	40.1	40.3	0.2	53.7	54.1	0.4
Made you less likely to try or use drugs	39.1	40.7	1.5	34.1	35.6	1.4	56.6	57.3	0.7
Made you aware that America's drug problem is a problem for you and your family	36.9	35.1	-1.8	33.1	32.2	-0.8	46.0	46.9	0.9
Not shown kids like they really are	32.6	31.9	-0.6	31.7	31.8	-	29.6	28.7	-0.9
Exaggerated the risks or dangers of marijuana	30.3	29.8	-0.6	30.9	30.5	-0.4	29.0	30.0	1.0
Encouraged you to talk to someone else about the risks of using drugs	30.2	26.9	-3.3	27.3	24.2	-3.2	40.4	36.9	-3.5*
Not told you anything new	25.9	26.8	0.8	25.5	26.3	0.7	24.2	23.5	-0.7

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

Not only are black teens more likely than teens of other ethnicities to report regular exposure to anti-drug ads, they are also more likely to say that these ads have informed them and positively influenced their decisions with respect drugs. Specifically, black teens are more likely than white or Hispanic teens to strongly agree that anti-drug ads have increased their awareness of the risks of using drugs, given them new information about drugs, and made them less likely to try or use drugs.

It is worth noting that opinions about the accuracy of anti-drug ads also vary slightly by gender. Teen boys are somewhat more likely than teen girls to feel that ads do not show teens the way they really are (34.4% boys vs. 27.9% girls) and that they exaggerate the risks or dangers of marijuana (33.5% vs. 27.3%). Teen boys are also more likely than teen girls to say these ads have not told them anything new (28.8% vs. 23%).

Perceptions of Anti-Drug Commercials and Ads

% of teens *agree a lot* with the following statements about anti-drug commercials and ads

	White			Black			Hispanic		
	<i>2002</i> (3673) %	<i>2003</i> (3592) %	<i>Pt. Diff.</i>	<i>2002</i> (1717) %	<i>2003</i> (1783) %	<i>Pt. Diff.</i>	<i>2002</i> (1844) %	<i>2003</i> (2232) %	<i>Pt. Diff.</i>
Made you aware of the risks of using drugs	40.9	43.8	3.0	59.4	54.7	-4.7	48.0	47.2	-0.8
Given you new information/told you something you didn't know about drugs	40.9	42.0	1.2	55.6	54.3	-1.3	45.1	46.8	1.6
Made you less likely to try or use drugs	39.1	41.7	2.6	52.8	49.9	-2.9	42.0	42.2	0.1
Made you aware that America's drug problem is a problem for you and your family	33.6	34.2	0.6	48.7	45.3	-3.4	41.0	41.0	-
Not shown kids like they really are	30.4	30.4	-	31.8	31.2	-0.6	34.2	33.9	-0.3
Exaggerated the risks or dangers of marijuana	28.4	28.3	-	33.0	34.3	1.3	30.3	31.5	1.3
Encouraged you to talk to someone else about the risks of using drugs	28.6	26.1	-2.5	41.1	35.4	-5.7*	34.0	31.3	-2.7
Not told you anything new	24.4	25.0	0.6	26.2	27.7	1.5	26.4	27.6	1.2

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

Marijuana users are far more critical of anti-drug ads than non-users. Almost half of teens who have used marijuana in the past 30 days (45.2%) feel strongly that anti-drug ads exaggerate the risks or dangers of marijuana, compared with 25.4% of non-users. Nearly as many feel that ads do not show kids as they really are, 41.1% versus 27.3% of non-users. In contrast, considerably greater proportions of non-users compared to users feel strongly that anti-drug ads have made them more aware of the risks of using drugs, given them new information about drugs, and encouraged them to talk to someone else about the risks of using drugs.

With respect to the impact of ads on behavior, data suggest that ads may be more effective at discouraging youth from experimenting with drugs than at convincing users to stop taking drugs. More than half of non-users (55.2%) feel strongly that anti-drug ads have made them less likely to try or use drugs, compared with only 11.2% of teens who have used marijuana in the past 30 days. These findings are consistent with the proportions of teen users and non-users who say they have learned a lot about the dangers of drug use from ads. Users, who are less likely than non-users to say they have learned a lot from anti-drug ads, are also less likely to have had their behaviors affected by ads. Conversely, non-users, who are more apt than users to have learned a lot about the risks of drug use from anti-drug ads, are also more likely to say that such ads have had a positive influence on their attitudes and behaviors with respect to drugs.

The opinions of teens who have used marijuana, but not in the past 30 days, tend to fall somewhere in between those of the two extreme groups— i.e., the past month's users and the non-users.

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible (Used, But Not in Past 30 Days)		
	<u>2002</u> (5273) %	<u>2003</u> (5632) %	<i>Pt. Diff.</i>	<u>2002</u> (1357) %	<u>2003</u> (1280) %	<i>Pt. Diff.</i>	<u>2002</u> (1380) %	<u>2003</u> (1325) %	<i>Pt. Diff.</i>
Made you aware of the risks of using drugs	54.5	55.3	0.8	23.4	17.8	-5.7	36.0	38.3	2.4
Given you new information/told you something you didn't know about drugs	53.5	52.4	-1.1	20.9	21.3	0.4	36.0	38.6	2.6
Made you less likely to try or use drugs	54.9	55.2	0.3	12.8	11.2	-1.7	27.2	27.9	0.7
Made you aware that America's drug problem is a problem for you and your family	44.9	44.5	-0.4	19.0	16.1	-2.9	30.8	32.3	1.5
Not shown kids like they really are	27.9	27.3	-0.6	37.3	41.1	3.7	35.1	36.5	1.4
Exaggerated the risks or dangers of marijuana	24.4	25.4	1.0	42.4	45.2	2.7	35.0	35.2	0.2
Encouraged you to talk to someone else about the risks of using drugs	38.0	34.8	-3.2*	14.9	11.2	-3.7	26.4	22.7	-3.8
Not told you anything new	22.1	23.2	1.1	31.1	33.4	2.3	28.3	29.3	1.0

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

ONDCP's Anti-Marijuana Ads Have Succeeded In Reaching The Vast Majority Of Adolescents

Nearly all 6th-12th graders (93.5%) say they have seen one or more of the Office of National Drug Control Policy's marijuana negative consequences commercials. Moreover, about seven in ten (72.4%) say they have seen more than half of the anti-marijuana ads.

Between 66% and 75% of adolescents in grades 6-12 say they have seen each of the listed anti-marijuana ads at least a few times in the past few months. One-third or more of kids and teens in these grades say they have seen each of the listed ads often.

Across all key sub-groups, nine in ten teens or more have been exposed to ads from the ONDCP anti-marijuana campaign.

Exposure to Anti-Marijuana Ad Campaign

% of teens who have seen the following number of anti-marijuana ads

	Total (8336) %	Age 14-16 (3459) %	Grades 9-11 (3055) %	Grades 6-8 (4339) %	Race/Ethnicity			Marijuana Usage		
					White (3592) %	Black (1783) %	Hispanic (2232) %	Non-User (5632) %	Used in past 30 days (1280) %	Susceptible, Used but, not in past 30 days (1325) %
None	6.5	5.9	5.8	7.5	5.0	10.1	7.0	6.9	6.3	5.2
1 or more	93.5	94.1	94.2	92.5	95.0*	89.9	93.0	93.1	93.7	94.8
1-2	6.5	5.8	6.9	6.1	6.5	7.0	6.2	7.1	5.4	5.2
3-4	14.5	14.7	14.6	14.2	14.9	12.6	14.1	15.6	12.0	12.4
5-6	26.8	26.5	26.0	26.5	28.0	24.8	26.9	27.0	24.5	27.5
7-8	45.7	47.1	46.7	45.7	45.5	45.5	45.7	43.3	51.2	49.7

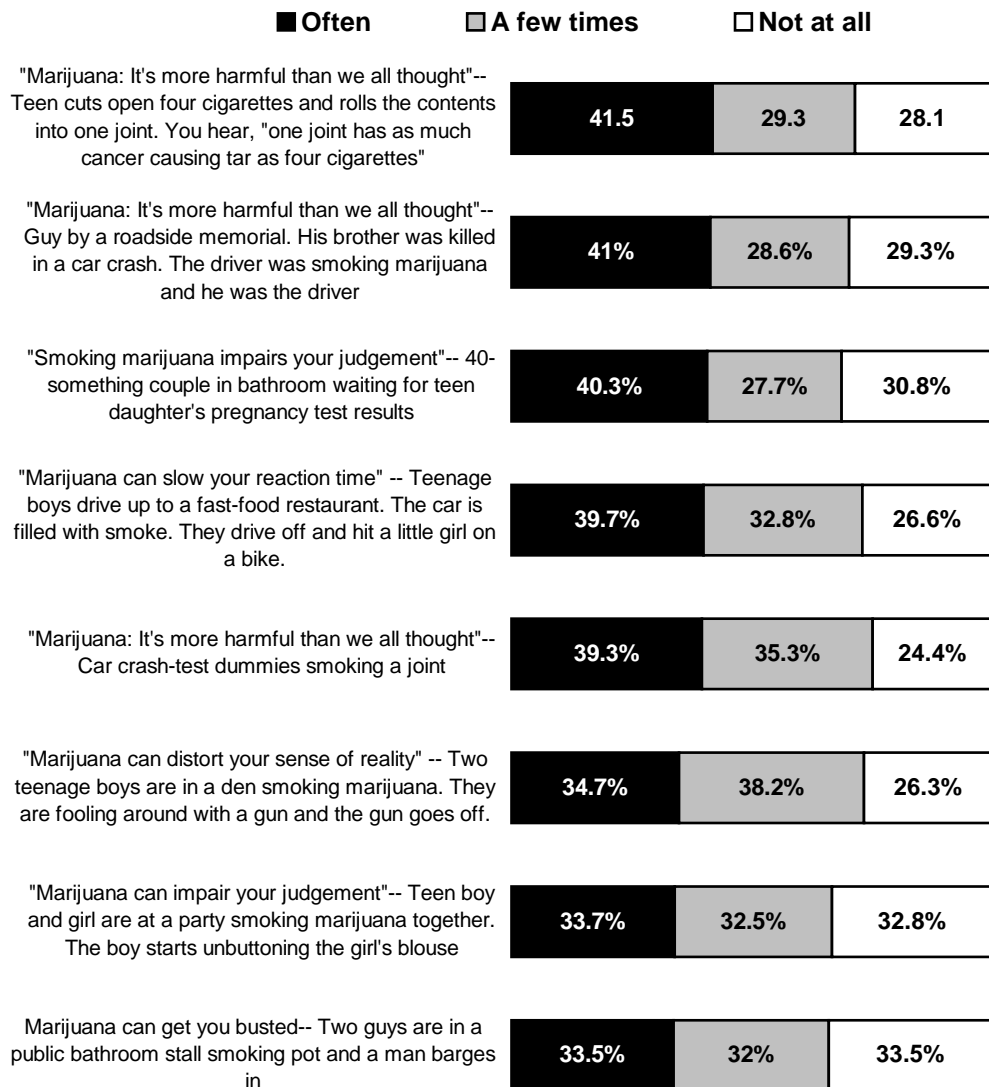
*- Significant difference at the 95% confidence level between white and black teens

Q22. "Below are short descriptions of anti-drug television commercials that may or may not have been shown in your area over the past few months. Please read each description and tell us whether you have seen the commercial often, a few times or not at all. How often have you seen the following ads in the past few months?"

Interestingly, in the series of ads there is no one ad that stands out as having been seen by more teens than other ads in the series. (See chart below.)

Exposure to Anti-Marijuana Ad Campaign

*% of teens who say they have seen the listed anti-marijuana commercials
(Base: 8336)*



Q22. "Below are short descriptions of anti-drug television commercials that may or may not have been shown in your area over the past few months. Please read each description and tell us whether you have seen the commercial often, a few times or not at all. How often have you seen the following ads in the past few months?"

Girls are slightly more likely than boys to have often seen four out of the eight ONDCP ads asked about in the survey. Specifically, more girls than boys say they have often seen the ad about marijuana having more cancer causing tar than cigarettes, the roadside memorial ad linking marijuana usage with dangerous driving, and the teen pregnancy test and teen party ads highlighting the connection between marijuana use and regrettable sexual situations.

The level of exposure to the ads does not vary widely by race. However, for three out of the eight ads in the anti-marijuana series the proportion of teens that often see the ads are slightly lower among Hispanic than among white or black teens.

Consistent with findings from more general questions about exposure to anti-drug ads, teens who use marijuana are about as likely as those who do not to have been exposed to ads in the ONDCP anti-marijuana campaign. However, marijuana users' more skeptical opinions of anti-drug ads in general are possibly making them less willing to heed the warnings about the dangers of marijuana use that are highlighted in each of the ONDCP ads.

Exposure to Anti-Marijuana Ad Campaign

% of teens who have seen the following anti-marijuana ads often

	<i>Boys</i> (3592) %	<i>Girls</i> (1783) %	<i>Teens</i> <i>14-16</i> (3459) %	<i>Grades</i> <i>9-11</i> (3055) %	<i>Grades</i> <i>6-8</i> (4339) %
“Marijuana: It’s more harmful than we all thought”— Teen cuts open four cigarettes and rolls the contents into one joint. You hear, “one joint has as much cancer causing tar as four cigarettes	37.5	45.7*	39.0	38.4	46.2
“Marijuana” It’s more harmful than we all thought”— Guy by a roadside memorial. His brother was killed in a car crash. The driver was smoking marijuana and he was the driver	37.0	45.2*	40.3	38.6	45.4
“Smoking marijuana impairs your judgement”— 40-something couple in bathroom waiting for teen daughter’s pregnancy test results	35.2	45.7*	39.9	39.4	41.4
“Marijuana can slow your reaction time”—Teenage boys drive up to a fast-food restaurant. The car is filled with smoke. They drive off and hit a little girl on a bike	38.4	41.1	39.1	38.3	41.0
“Marijuana” It’s more harmful than we all thought”— Car crash test dummies smoking a joint	38.9	39.8	39.3	37.3	44.3
“Marijuana can distort your sense of reality”—Two teenage boys are in a den smoking marijuana. They are fooling around with a gun and the gun goes off	33.6	33.1	33.9	33.4	36.2
“Marijuana can impair your judgement”—Teen boy and girl are at a party smoking marijuana together. The boy starts unbuttoning the girl’s blouse	31.0	36.6*	34.3	34.1	32.6
“Marijuana can get you busted”—Two guys are in a public bathroom stall smoking pot and a man barges in	32.6	34.3	32.8	32.0	35.7

*- Significant difference at the 95% confidence level between girls and boys

Q22. “Below are short descriptions of anti-drug television commercials that may or may not have been shown in your area over the past few months. Please read each description and tell us whether you have seen the commercial often, a few times or not at all. How often have you seen the following ads in the past few months

Exposure to Anti-Marijuana Ad Campaign

% of teens who have seen the following anti-marijuana ads often

	<u>White</u> (3592) %	<u>Black</u> (1783) %	<u>Hispanic</u> (2232) %	<u>Non-Users</u> (5632) %	<u>Used in Past 30 Days</u> (1280) %	<u>Susceptible, Used, But Not in Past 30 Days</u> (1325) %
“Marijuana: It’s more harmful than we all thought”—Teen cuts open four cigarettes and rolls the contents into one joint. You hear, “one joint has as much cancer causing tar as four cigarettes	43.1	39.1	39.0	41.6	39.2	43.4
“Marijuana” It’s more harmful than we all thought”— Guy by a roadside memorial. His brother was killed in a car crash. The driver was smoking marijuana and he was the driver	41.6	42.3	37.9	43.1	36.1	38.1
“Smoking marijuana impairs your judgement”—40-something couple in bathroom waiting for teen daughter’s pregnancy test results	41.9	37.6	38.2	41.1	36.3	41.8
“Marijuana can slow your reaction time”—Teenage boys drive up to a fast-food restaurant. The car is filled with smoke. They drive off and hit a little girl on a bike	41.1	42.4	34.4	39.1	38.2	43.4
“Marijuana” It’s more harmful than we all thought”—Car crash test dummies smoking a joint	39.3	40.4	40.1	40.3	34.2	40.8
“Marijuana can distort your sense of reality”—Two teenage boys are in a den smoking marijuana. They are fooling around with a gun and the gun goes off	36.4	36.3	29.9	34.3	35.3	35.9
“Marijuana can impair your judgement”—Teen boy and girl are at a party smoking marijuana together. The boy starts unbuttoning the girl’s blouse	33.4	36.3	33.8	32.5	36.5	35.8
“Marijuana can get you busted”—Two guys are in a public bathroom stall smoking pot and a man barges in	35.6	30.9	29.6	33.6	33.5	32.9

Q22. “Below are short descriptions of anti-drug television commercials that may or may not have been shown in your area over the past few months. Please read each description and tell us whether you have seen the commercial often, a few times or not at all. How often have you seen the following ads in the past few months

Few Teens Receive Information About Drugs From The Internet

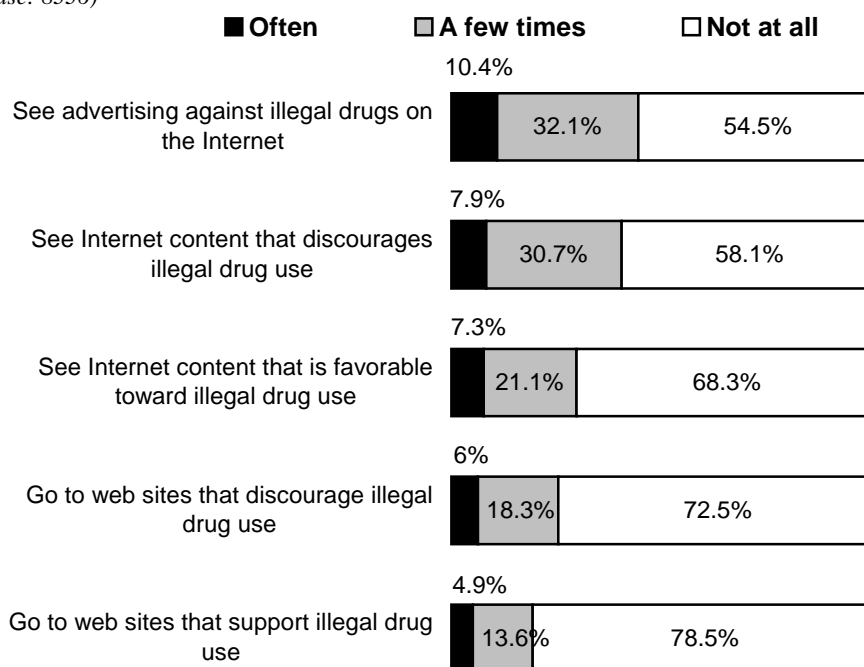
Between 6% and 10% of teens in grades 6-12 have seen Internet ads against illegal drugs or online content that discourages illegal drug use. These data are not surprising since the Internet is not one of teens' primary sources for learning about drugs. In fact, teens are roughly twice as likely to say they learn a lot about drugs from TV ads as they are to say they learn a lot about them via the Internet. (See chart on page 13.)

Similarly small proportions of teens have seen Internet content (7.3%) or gone to web sites (4.9%) that support drug use.

The proportions of teens who have sought or come across drug and anti-drug related content online are fairly consistent across all key sub-groups.

Exposure to Drug/Anti-Drug Information Online

*% of teens who say they have seen the listed anti-marijuana commercials
(Base: 8336)*



Q44-48. "How often do you come across web sites that support illegal drug use? How often have you seen web sites that discourage illegal drug use? How often have you seen advertising against illegal drug use on the Internet? How often have you seen Internet content that discourages illegal drug use? How often have you seen Internet content that is favorable toward illegal drug use?"

IV. Attitudes And Beliefs About Marijuana

More Adolescents Now Say They Don't Want To Hang Around Anyone Who Uses Marijuana Than Was The Case Last Year. In Addition, There Are Indications That Most Other Attitudes Are Moving In The Direction Sought By ONDCP's Campaign

Many attitudes toward marijuana among teens appear to have been moving in the desired direction over the past year. One of the two highest shifts in attitude over the past year has been in the proportion of 6th-12th graders, as well as in the three key subcategories—14-16, 9th-11th graders, and 6th-8th graders—who agree strongly that they do not want to hang out with anyone who uses marijuana, 37.3% of all kids in grades 6-12 compared to 32% in 2002. This shift is encouraging since about half (51.4%) the teens who have used marijuana in the past month say all or most of their friends get high or stoned regularly, compared with 6.4% of non-users. The other sizable change has been in the proportion of teens who agree that illegal drug use funds terrorist attacks against America, 19%, down 5.9 percentage points since 2002.

Other less dramatic, albeit significant, shifts in teens' attitudes provide more subtle indications that attitudes are moving in the direction sought by the ONDCP's media campaign. Specifically, among the two especially targeted segments (14-16, 9th-11th graders), whenever the indicated movement from 2002 to 2003 was two percentage points or more, in almost every instance the movement was in the desired direction. (Note: the table on page 37 indicates which of these 2+ point shifts are significant):

Subtle Indicators of Attitude Change		
Subcategory	Pt. Diff. in 2003 was +2pts or more	Number moved in desired direction
14-16	9 out of 14	8 out of 9*
9 th -11 th graders	8 out of 14	7 out of 8*

*- The only exception was the proportions that acknowledged the link between illegal drugs and terrorist attacks, which have declined rather than increased over the past year.

A growing majority of teens ages 14-16 and younger adolescents in grades 6-8 feel strongly that it would not matter to their friends if they turned down an offer to smoke marijuana (65.5%, up 4.2 percentage points, and 57.4%, up 5.2 percentage points, respectively). There has also been a directional, albeit statistically insignificant, increase in the proportion of 9-11 graders who share this view (67%, up 3.7 percentage points). It is worth noting, however, that 6th-8th graders remain significantly less likely than older youth in grades 9-11 and those ages 14-16 to feel confident that their friends would not object if they said no to an offer of marijuana. Perhaps this is partially why 6th-8th graders (52.3%) are more likely than those in grades 9-11 (27.9%) and those age 14-16 (32.2%) to feel strongly about not hanging around with people who smoke marijuana.

Despite the lack of pressure most high school youth feel to accept offers to smoke marijuana, many teens in grades 9-11 continue to perceive the drug as omnipresent. Although the percentages are down somewhat since 2002, more than four in ten 14-16 year olds (41.6%, down 4.4 percentage points) and teens in grades 9-11 (43.7, down 3.5 percentage points) feel strongly that marijuana is everywhere today.

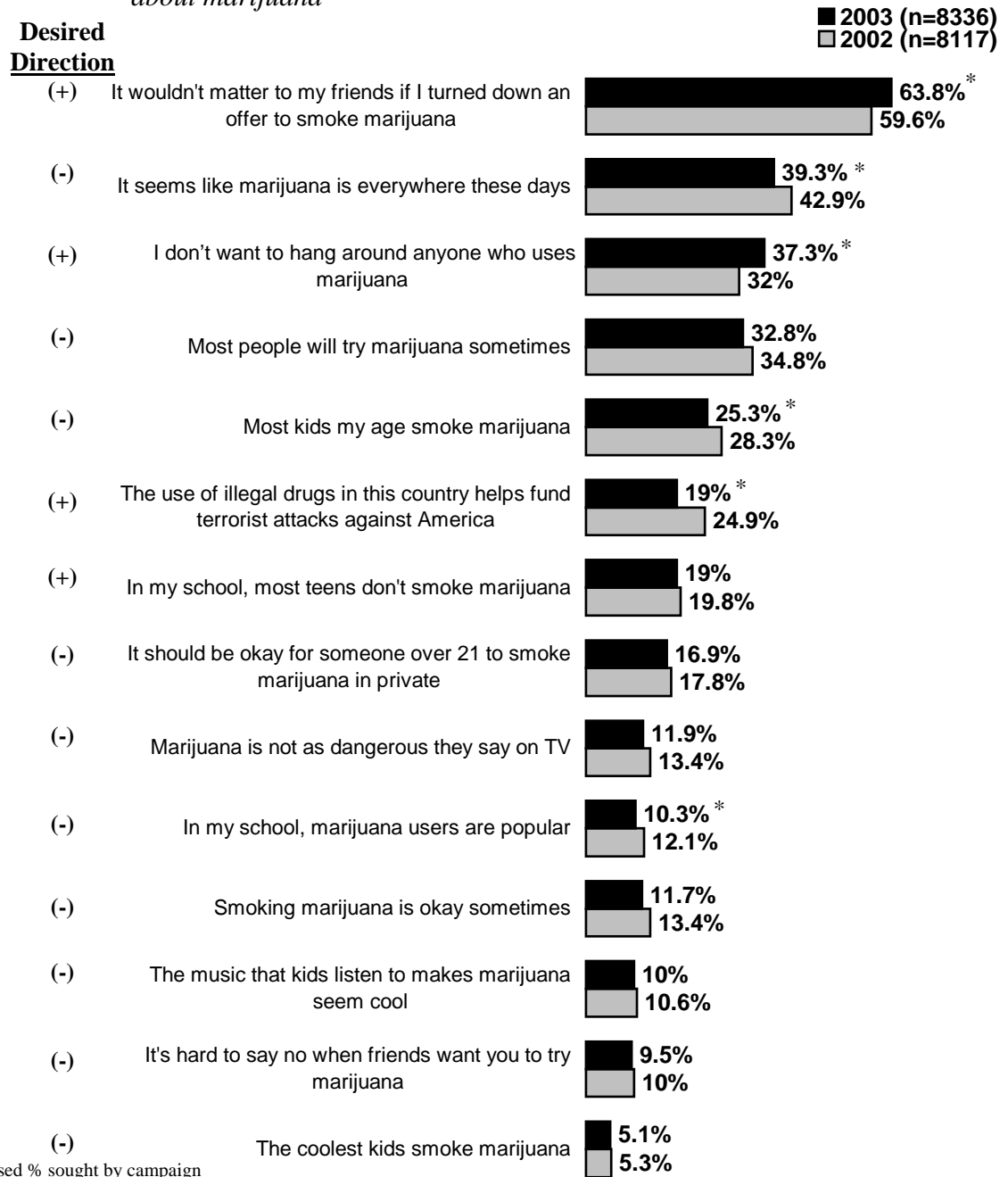
Encouragingly, data suggest fewer teens today compared to a year ago are likely to feel pressured to try marijuana because “everybody is doing it.” Since 2002, there have been directional declines of almost three percentage points in the proportions of teens who believe that most people will try marijuana sometimes. What is more, there have been similar three percentage point declines in the proportions of 14-16 year olds and 9-11 graders who feel strongly that most kids their age smoke marijuana.

There is also evidence that marijuana usage is losing some of its cachet among teens. Since 2002 there have been directional declines in the proportions of 14-16 year olds and 9-11 graders (10.9%, down 2.7 percentage points, and 11.8%, down 3.5 percentage points, respectively) who feel strongly that marijuana users are popular at their school.

While there have been no significant changes in marijuana users’ attitudes towards the drug, non-users are more likely than they were a year ago to say that it would not matter to their friends if they turned down an offer to smoke marijuana (up 6.4 percentage points to 62.9%). More also say that they do not want to hang around people who use marijuana (up 5 percentage points to 51%).

Attitudes about Marijuana

% of teens who say they agree strongly with the following statements about marijuana



+ = Increased % sought by campaign
 - = Decreased % sought by campaign

*- Significant difference at the 95% confidence level

Q1. "Listed below are some statements about drugs like marijuana, cocaine and crack. Please "X" one answer for each statement to tell how much you agree or disagree with it"

Attitudes about Marijuana

% of teens who say they agree strongly with the following statements about marijuana

<i>Direction Sought</i>		Teens 14-16			Grades 9-11			Grades 6-8		
		<u>2002</u>	<u>2003</u>	<i>Pt. Diff</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>
		(3554) %	(3459) %		(3120) %	(3055) %		(4019) %	(4339) %	
(+)	It wouldn't matter to my friends if I turned down an offer to smoke marijuana	60.9	65.1	4.2*	63.4	67.0	3.7	52.3	57.4	5.2*
(-)	It seems like marijuana is everywhere these days	46.0	41.6	-4.4*	47.3	43.7	-3.5	36.1	33.2	-2.9
(+)	I don't want to hang around anyone who uses marijuana	25.0	32.2	7.2*	21.4	27.9	6.5*	48.3	52.3	4.0*
(-)	Most people will try marijuana sometimes	37.3	34.5	-2.8	40.0	37.2	-2.9	26.1	25.1	-1.0
(-)	Most kids my age smoke marijuana	30.7	27.6	-3.1	35.8	33.0	-2.7	15.6	13.6	-2.0
(+)	The use of illegal drugs in this country helps fund terrorist attacks	24.3	20.4	-3.9*	22.8	19.0	-3.8*	29.1	21.3	-7.8*
(+)	In my school, most teens don't smoke marijuana	14.7	15.2	0.5	9.8	10.5	0.7	36.0	32.8	-3.2
(-)	It should be okay for someone over 21 to smoke marijuana in private	19.0	17.5	-1.5	21.2	20.3	-0.9	11.4	11.2	-0.3
(-)	Marijuana is not as dangerous as they say on TV	14.3	12.3	-2.1	15.7	14.1	-1.6	9.6	8.5	-1.2
(-)	Smoking marijuana is okay sometimes	14.8	12.2	-2.6	16.9	14.7	-2.2	7.7	6.6	-1.1
(-)	In my school, marijuana users are popular	13.7	10.9	-2.7*	15.2	11.8	-3.5*	8.3	7.9	-0.4
(-)	The music that kids listen to makes marijuana seem cool	10.1	9.8	-0.3	10.1	9.1	-1.0	12.1	11.4	-0.6
(-)	It's hard to say no when friends want you to try marijuana	9.5	8.7	-0.7	8.8	7.9	-1.0	12.8	12.6	-0.2
(-)	The coolest kids smoke marijuana	5.4	4.9	-0.5	5.7	5.2	-0.5	5.2	5.0	-0.2

*- Significant difference at the 95% confidence level

+ = Increased % sought by campaign
- = Decreased % sought by campaign

Q1. "Listed below are some statements about drugs like marijuana, cocaine and crack. Please "X" one answer for each statement to tell how much you agree or disagree with it"

Although There Are Encouraging Signs That Attitudes Toward Marijuana Among All Youth, Regardless Of Their Race, Are Moving In The Direction Sought By The ONDCP, There Are Data To Suggest That More May Need To Be Done To Address The Attitudes Of Minority Teens, Particularly Hispanics

Since 2002, there have been significant increases in the proportions of white (66.3%, up 4.4 percentage points) and black (64.4%, up 5.3 percentage points) teens who feel strongly that their friends would not object to their turning down an offer of marijuana. There has, however, been no change in the proportion of Hispanic youth who share this view. Furthermore, the proportion of Hispanic teens (55.3%) who feel comfortable turning down offers to smoke marijuana continues to lag about 10 points behind those of white and black teens.

Generally, white youth seem to have experienced the most encouraging changes in attitudes toward marijuana over the past year. Down notably since 2002 are the proportions of white teens who feel strongly that marijuana is everywhere these days (33.9%, down 5.6 points) and that most kids their age smoke marijuana (20.3%, down 3.8 points). Also up significantly are the proportions that reject the idea of hanging out with people who use marijuana (38.7%, up 6.7 points).

There have also been some positive shifts in attitudes among black teens. In addition to being less likely to feel obligated to accept offers to use marijuana, fewer black teens today compared to a year ago feel strongly that it is okay to smoke marijuana sometimes (9.9%, down 4.3 points).

Despite these encouraging shifts, black and Hispanic youth remain markedly more apt than white youth to strongly agree that marijuana is everywhere these days, that most people will try marijuana sometimes, and that most kids their age smoke marijuana. Moreover, more Hispanics today, compared to a year ago, feel strongly that its okay for adults to smoke marijuana in private. This suggests that more anti-drug messaging may need to be directed specifically at minority youth.

Attitudes about Marijuana

% of teens who say they agree strongly with the following statements about marijuana

<i>Direction Sought</i>		White			Black			Hispanic		
		<u>2002</u>	<u>2003</u>	<i>Pt. Diff</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>
		(3673) %	(3592) %		(1717) %	(1783) %		(1844) %	(2232) %	
(+)	It wouldn't matter to my friends if I turned down an offer to smoke marijuana	61.9	66.3	4.4*	59.1	64.4	5.3*	53.3	55.3	1.9
(-)	It seems like marijuana is everywhere these days	39.5	33.9	-5.6*	53.9	52.5	-1.4	50.1	52.8	2.7
(+)	I don't want to hang around anyone who uses marijuana	32.0	38.7	6.7*	32.1	34.1	2.0	28.0	31.3	3.3
(-)	Most people will try marijuana sometimes	33.0	30.6	-2.4	38.3	37.3	-1.0	40.2	41.8	1.6
(-)	Most kids my age smoke marijuana	24.1	20.3	-3.8*	40.3	37.0	-3.2	35.5	39.5	4.0
(+)	The use of illegal drugs in this country helps fund terrorist attacks	25.3	19.3	-6.1	23.2	18.2	-4.9	25.1	20.2	-4.9
(+)	In my school, most teens don't smoke marijuana	19.7	18.7	-1.0	19.6	19.6	-	16.2	17.3	1.2
(-)	It should be okay for someone over 21 to smoke marijuana in private	15.9	15.3	-0.7	24.0	21.4	-2.6	15.8	20.5	4.7*
(-)	Marijuana is not as dangerous as they say on TV	13.0	11.1	-2.0	13.7	12.2	-1.5	13.7	15.5	1.8
(-)	Smoking marijuana is okay sometimes	13.0	11.7	-1.2	14.2	9.9	-4.3*	13.0	14.2	1.2
(-)	In my school, marijuana users are popular	10.9	9.5	-1.4	14.6	12.0	-2.5	13.5	12.6	-0.9
(-)	The music that kids listen to makes marijuana seem cool	8.8	8.4	-0.4	15.0	12.5	-2.5	13.3	14.0	0.7
(-)	It's hard to say no when friends want you to try marijuana	9.5	8.5	-1.0	10.0	9.3	-0.7	11.1	13.1	2.1
(-)	The coolest kids smoke marijuana	4.2	4.0	-0.3	6.4	5.4	-1.0	7.9	9.4	1.4

*- Significant difference at the 95% confidence level

+ = Increased % sought by campaign
- = Decreased % sought by campaign

Q1. "Listed below are some statements about drugs like marijuana, cocaine and crack. Please "X" one answer for each statement to tell how much you agree or disagree with it"

Findings Also Suggest That More May Need To Be Done To Address Boys' Attitudes Towards Marijuana

Although more teen boys today compared to a year ago are confident that it would not matter to their friends if they turned down an offer to smoke marijuana (60.1%, up 4.8 percentage points), boys remain less likely than girls to hold this view (60.1% vs. 67.9%, respectively). Moreover, boys remain more likely than girls to feel strongly that it is okay for someone over 21 to smoke marijuana in private and that smoking marijuana is okay sometimes. Teen boys are also more than twice as likely as teen girls to feel strongly that marijuana is not as dangerous as it is portrayed to be on TV.

Encouragingly, however, there has been a significant increase since 2002 in the proportion of teen boys who strongly agree that they do not want to hang around people who use marijuana (36.2%, up 6.7 percentage points).

Attitudes about Marijuana

% of teens who say they agree strongly with the following statements about marijuana

<i>Direction Sought</i>		Boys			Girls		
		<u>2002</u>	<u>2003</u>	<i>Pt. Diff</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>
		(3740) %	(4150) %		(4060) %	(4075) %	
(+)	It wouldn't matter to my friends if I turned down an offer to smoke marijuana	55.2	60.1	4.8*	64.7	67.9	3.2
(-)	It seems like marijuana is everywhere these days	42.0	38.7	-3.3	43.5	39.8	-3.7
(+)	I don't want to hang around anyone who uses marijuana	29.5	36.2	6.7*	34.5	38.5	4.0*
(-)	Most people will try marijuana sometimes	36.5	32.5	-3.9	32.8	32.9	0.2
(-)	Most kids my age smoke marijuana	27.9	23.7	-4.2*	28.2	26.8	-1.5
(+)	The use of illegal drugs in this country helps fund terrorist attacks	29.1	22.7	-6.4*	21.0	15.2	-5.8
(+)	In my school, most teens don't smoke marijuana	20.6	20.6	-	18.8	17.3	-1.5
(-)	It should be okay for someone over 21 to smoke marijuana in private	22.5	20.7	-1.9	12.4	12.7	0.3
(-)	Marijuana is not as dangerous as they say on TV	16.9	15.8	-1.0	9.3	7.7	-1.6
(-)	Smoking marijuana is okay sometimes	16.1	14.4	-1.7	10.3	8.7	-1.6
(-)	In my school, marijuana users are popular	13.2	11.8	-1.4	10.6	8.5	-2.1
(-)	The music that kids listen to makes marijuana seem cool	11.7	11.7	-	9.0	7.8	-1.1
(-)	It's hard to say no when friends want you to try marijuana	11.2	10.9	-0.3	8.4	7.7	-0.6
(-)	The coolest kids smoke marijuana	6.1	6.7	0.6	4.1	3.1	-1.0

*- Significant difference at the 95% confidence level

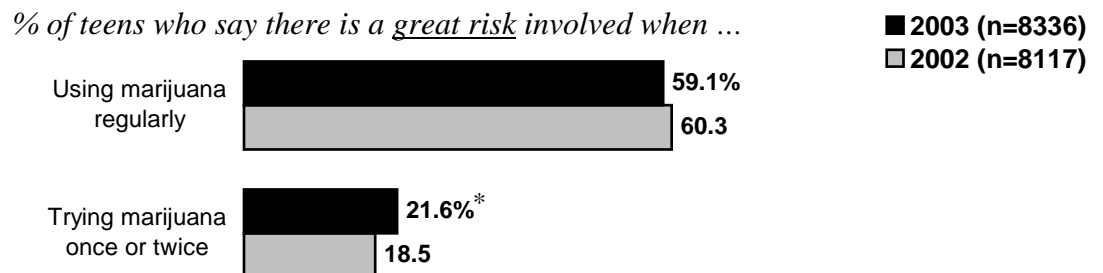
+ = Increased % sought by campaign
- = Decreased % sought by campaign

Q1. "Listed below are some statements about drugs like marijuana, cocaine and crack. Please "X" one answer for each statement to tell how much you agree or disagree with it"

More Teens Perceive Experimentation With Marijuana As Highly Risky

Nearly six in ten 6th-12th graders (59.1%) think regular use of marijuana involves a great deal of risk, unchanged since 2002. The proportion of adolescents who perceive experimentation with marijuana as risky, however, has increased. Today more than one in five 6th-12th graders (21.6%) thinks that trying marijuana once or twice involves a great deal of risk, compared with 18.5% in 2002. Data also suggest a significant increase in the proportion of 14-16 year olds who think trying marijuana once or twice involves a great deal of risk (20.6% vs. 17.4% in 2002). There has also been a directional increase in the proportion of 9th-11th graders who share this view. The proportion of 6-8 graders who believe experimentation with marijuana is risky has also increased to 26%, up 3.5 percentage points since 2002.

Perceived Risk Associated with Regular and Experimental Use of Marijuana



Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Using marijuana regularly	59.2	57.9	-1.3	56.6	54.5	-2.1	68.3	67.8	-0.6
Trying marijuana once or twice	17.4	20.6	3.2*	16.0	18.9	2.8	22.5	26.0	3.5*

*- Significant difference at the 95% confidence level
Q.2 "How much overall risk is there in using marijuana?"

Since 2002, there has been little change in the proportions of white, black, and Hispanic teens who consider regular marijuana use risky. There has, however, been a notable increase in the proportion of white teens who feel that experimentation with the drug involves a high degree of risk, up 4.3 percentage points to 21%.

It is worth noting that although teens' perceptions of the risk posed by experimentation with marijuana do not vary by race, white teens (61.5%) are considerably more likely than black (53%) and Hispanic (53%) teens to say that using marijuana regularly involves a great deal of risk. These findings further suggest the need to target black and Hispanic youth with anti-drug messaging to increase their awareness of the risks posed by marijuana use.

Although the attitudes of marijuana users regarding the risks involved with regular and experimental use of the drug have not changed over the past year, data suggest that the attitudes of non-users have shifted, in both positive and negative directions. Non-users remain much more likely to consider regular use of marijuana (71.7%), rather than experimentation with the drug (26.4%), as very risky. However, since 2002, there has been a notable increase in the proportion who perceive great risk in experimenting with the drug (up 3.6 percentage points to 26.4%). On the other hand, the proportion who consider regular use risky has declined by a similar degree (down 3 percentage points to 71.7%).

Not surprisingly, consistent with 2002 findings, non-users remain two to three times more likely than marijuana users to say that regular (71.1% non-users vs. 25.2% users) and experimental (26.4% non-users vs. 11.7% users) use of marijuana involve a great deal of risk.

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	White			Black			Hispanic		
	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>
	(3673) %	(3592) %		(1717) %	(1783) %		(1844) %	(2232) %	
Using marijuana regularly	61.5	61.5	-0.1	55.8	53.0	-2.8	57.5	53.0	-4.5
Trying marijuana once or twice	16.7	21.0	4.3*	22.9	22.4	-0.5	18.4	20.4	2.0

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible Used, But Not in the Past 30 Days		
	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>	<u>2002</u>	<u>2003</u>	<i>Pt. Diff.</i>
(5273) %	(5632) %	(1357) %		(1280) %	(1380) %		(1325) %		
Using marijuana regularly	74.7	71.7	-3.0*	26.2	25.2	-1.0	45.9	43.6	-2.2
Trying marijuana once or twice	22.8	26.4	3.6*	11.9	11.7	-0.1	11.1	12.4	1.3

*- Significant difference at the 95% confidence level

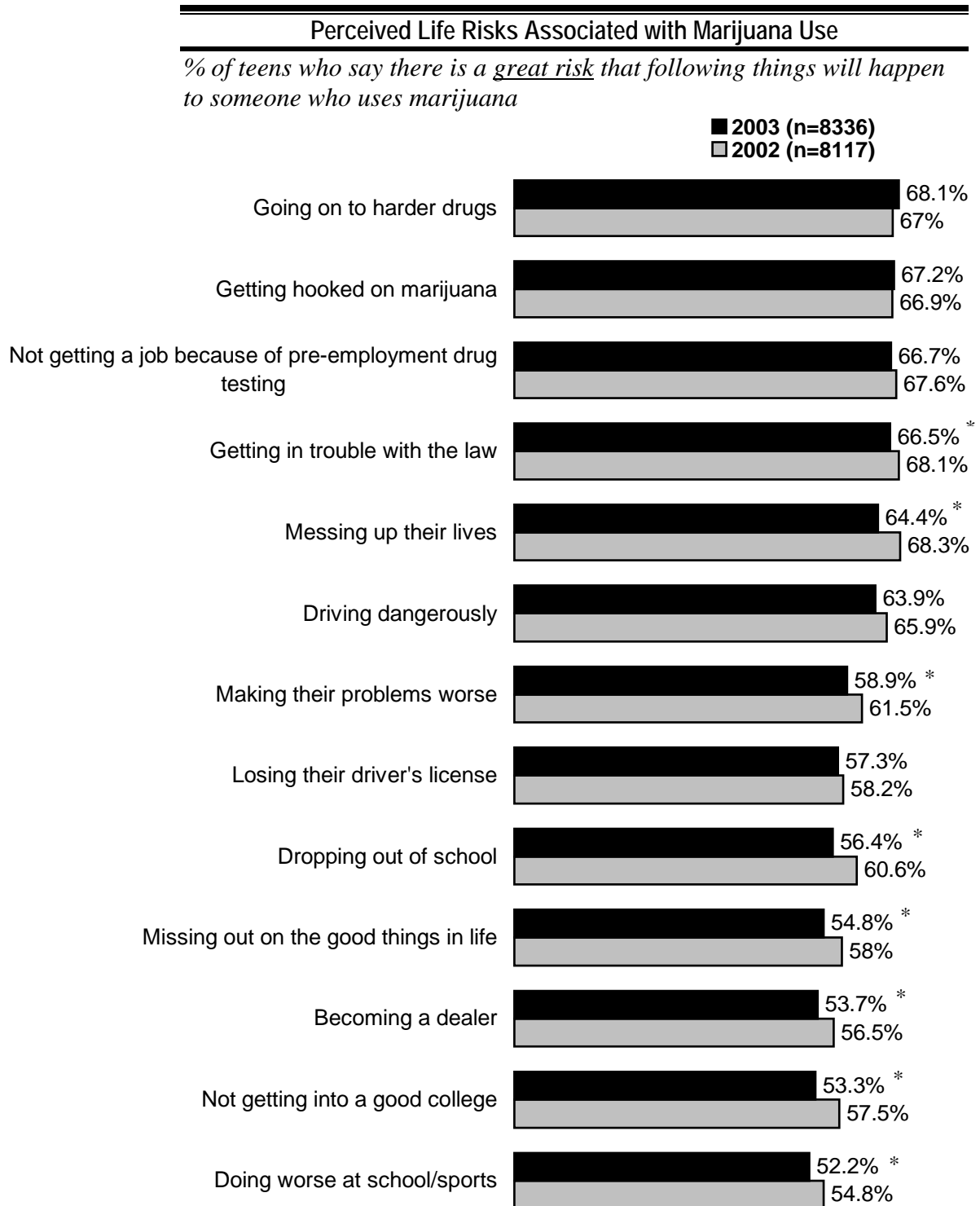
Q.2 "How much overall risk is there in using marijuana?"

Roughly Two-Thirds Of Adolescents Think That Someone Who Uses Marijuana Risks Addiction And Transition To Harder Drugs. However, There Appears To Be A Softening Of Attitudes About Certain Other Life Risk Attitudes Associated With Marijuana

Consistent with findings from 2002 research, most adolescents believe that there are serious negative consequences associated with marijuana use. More than two-thirds of 6th-12th graders think that someone who uses marijuana puts themselves at great risk of going on to harder drugs (68.1%) or getting hooked on marijuana (67.2%). Similar proportions think that those who use marijuana are at great risk of not getting jobs because of pre-employment drug testing (66.7%) or getting in trouble with the law (66.5%). More generally, roughly six in ten believe that marijuana users are at great risk of messing up their lives (64.4%) and making their problems worse (58.9%).

There have been significant, though modest, declines in the proportions who think marijuana users are at great risk of experiencing 8 out of the 13 listed life risks associated with using the drug. The largest declines have been in the proportions of 6th-12th graders who think marijuana users put themselves at great risk of messing up their lives, dropping out of school, not getting into college, missing out on the good things in life, and becoming a dealer. It should be pointed out, however, that in each of these eight instances (and the other five as well), the majority of kids still see great risk in marijuana usage.

More than six in ten 6th-12th graders (63.9%) think there is a great risk that someone who uses marijuana will drive dangerously. Although this risk factor has been highlighted in the Office of National Drug Control's anti-marijuana campaign, the proportion of adolescents who perceive dangerous driving as a possible consequence of marijuana use has not changed significantly over the past year. Similarly, the proportion of youth who believe that marijuana users risk losing their driver's licenses is also relatively unchanged (57.3% vs. 58.2% in 2002) compared to a year ago.



* Significant difference at the 95% confidence level
 Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

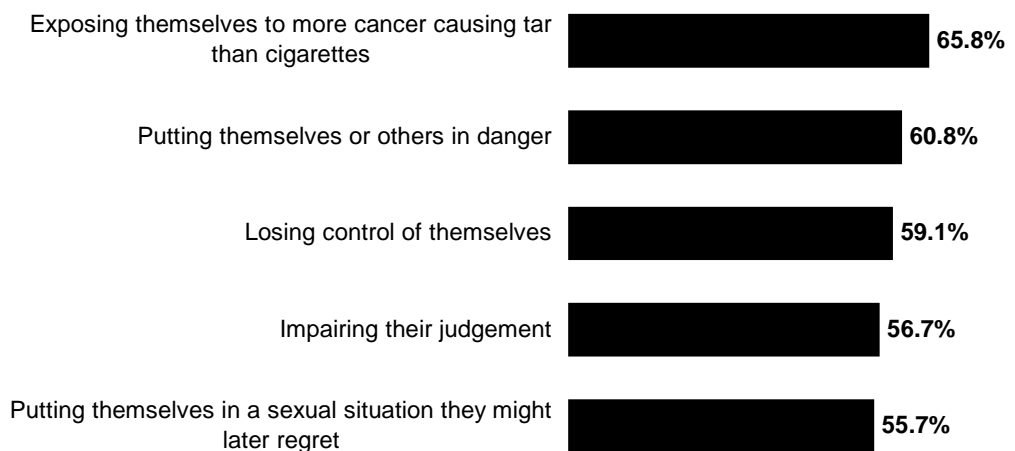
Roughly two-thirds of adolescents think that there is a great risk that someone who uses marijuana will expose themselves to more cancer causing tar than cigarette smoking. Although trend data is not available on this item, it states one of the consequences of marijuana use highlighted in the ONDCP anti-marijuana commercials and it ranks among the top five risks that teens are likely to associate with marijuana use.

About six in ten 6th-12th graders also believe that marijuana users put themselves at great risk of endangering themselves or others (60.8%), or losing control of themselves (59.1%). More than half think users risk impairing their judgement (56.7%) and putting themselves in sexual situations they might regret (55.7%)--all themes touched upon in one or more of the ONDCP's anti-marijuana commercials.

Perceived Life Risks Associated with Marijuana Use (Con't.)

% of teens who say there is a great risk that following things will happen to someone who uses marijuana
(Base: 8336)

Only Included On 2003 Survey



Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Perceptions Of Specific Life Risks Associated With Marijuana Use Among The Target Subgroups Have Not Changed Significantly Since 2002. However, Such Perceptions Are Down Among 6th-8th Graders Compared To 2002; Nevertheless, This Younger Group Is Still Well Above Average In Seeing Great Risk In These Things Happening To Someone Who Uses Marijuana

As with 6th-12th graders overall, majorities of youth in the target subgroups, teens ages 14-16 and those in grades 9-11, believe that marijuana users put themselves at great risk of going on to harder drugs, getting hooked on marijuana, and getting into trouble with the law, as well as messing up their lives in general.

Among these target groups, modest directional, declines in the proportions of 14-16 year olds and 9th-11th graders who associate nearly all of the listed life risks with marijuana use are responsible for significantly depressing the perceptions of negative consequences associated with the drug on a number of life risk measures among the full sample of 6th-12th graders. Although the changes in teens' perceptions of the negative consequences of marijuana use have not changed significantly over the past year, the directional slippage in the proportions who associate various life risks with use of the drug may suggest a possible softening of teens' attitudes towards marijuana when it comes to some life risks.

Despite possible indications of a general softening of adolescents' perceptions of the risks associated with marijuana use, 6th-8th graders remain significantly more likely than 9th-11th graders to believe that marijuana use could potentially result in these and other negative consequences, including the dangers introduced for the first time in 2003. Furthermore, 6th-8th graders are notably more inclined than 9th-11th graders to say that marijuana users are at great risk of exposing themselves to nearly all of the negative consequences highlighted in the ONDCP's anti-marijuana ads.

Although there have been directional declines since 2002 in the proportions of both boys and girls who associate negative consequences with marijuana use, girls remain significant more likely than boys to say that marijuana users put themselves at great risk of experiencing all of the listed consequences.

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Going on to harder drugs	66.9	67.9	1.1	64.6	65.3	0.7	72.9	73.7	0.8
Getting hooked on marijuana	66.0	65.9	-0.1	61.7	61.9	0.1	76.5	76.9	0.4
Getting into trouble with the law	68.2	66.2	-2.0	63.9	63.3	-0.6	76.8	75.0	-1.8
Not getting a job because of pre-employment drug testing	67.9	68.0	0.2	65.2	65.9	0.7	72.6	71.3	-1.3
Messing up their lives	67.8	65.0	-2.8	63.5	60.7	-2.8	78.7	74.4	-4.2*
Driving dangerously	65.3	63.8	-1.5	60.8	59.6	-1.2	76.4	73.8	-2.5
Making their problems worse	61.6	58.2	-3.4	58.3	54.7	-3.6	68.7	66.9	-1.8
Losing their driver's license	57.3	58.0	0.7	54.6	54.9	0.3	64.6	62.8	-1.8
Dropping out of school	59.6	56.3	-3.3	55.0	51.7	-3.3	71.7	68.3	-3.4*
Missing out on the good things in life	57.9	55.2	-2.7	54.4	51.7	-2.7	66.0	62.6	-3.3
Not getting into a good college	57.9	54.1	-3.7	53.2	50.1	-3.1	67.5	62.4	-5.1*
Becoming a dealer	56.1	53.2	-2.8	52.0	49.4	-2.6	64.9	63.6	-1.3
Doing worse at school or sports	55.7	53.4	-2.3	52.8	51.1	-1.8	59.8	54.1	-5.8*

Only Included On 2003 Survey

Exposing themselves to more cancer causing tar than cigarette smoke	--	65.0	--	--	62.6	--	--	74.0	--
Putting themselves or others in danger	--	59.9	--	--	56.1	--	--	70.8	--
Losing control of themselves	--	58.1	--	--	54.1	--	--	69.3	--
Impairing their judgement	--	57.7	--	--	55.8	--	--	58.8	--
Putting themselves in a sexual situation they might later regret	--	55.9	--	--	52.0	--	--	64.0	--

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Boys			Girls		
	<u>2002</u> (3740) %	<u>2003</u> (4150) %	<i>Pt. Diff.</i>	<u>2002</u> (4060) %	<u>2003</u> (4075) %	<i>Pt. Diff.</i>
Going on to harder drugs	64.0	64.9	1.0	70.3	71.6	1.3
Getting hooked on marijuana	61.2	62.0	0.9	73.6	72.7	-0.9
Getting into trouble with the law	64.3	62.0	-2.3	72.5	71.5	-1.0
Not getting a job because of pre-employment drug testing	63.8	62.6	-1.2	72.3	71.4	-0.9
Messing up their lives	63.7	59.2	-4.5*	73.8	70.1	-3.7*
Driving dangerously	62.6	59.9	-2.7	69.7	68.4	-1.4
Making their problems worse	58.4	55.3	-3.1	65.2	62.8	-2.5
Losing their driver's license	55.4	54.0	-1.4	61.6	60.8	-0.8
Dropping out of school	56.7	52.8	-3.9*	64.8	60.5	-4.4*
Missing out on the good things in life	54.6	49.8	-4.8*	62.2	60.2	-2.0
Not getting into a good college	54.8	49.5	-5.2*	61.0	57.4	-3.5
Becoming a dealer	52.9	50.1	-2.8	61.0	57.6	-3.4
Doing worse at school or sports	52.7	50.5	-2.1	57.6	54.3	-3.3
<u>Only Included On 2003 Survey</u>						
Exposing themselves to more cancer causing tar than cigarette smoke	--	60.7	--	--	71.4	--
Putting themselves or others in danger	--	56.1	--	--	65.8	--
Losing control of themselves	--	53.7	--	--	64.8	--
Impairing their judgement	--	54.2	--	--	59.6	--
Putting themselves in a sexual situation they might later regret	--	49.6	--	--	62.0	--

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Data Suggest A Significant Softening Of Attitudes About The Risks Associated With Marijuana Among Minorities, Particularly Among Hispanic Youth

Although the mostly suggestive declines in teens' perceptions of the risks associated with marijuana use cross racial lines, the shifts have been somewhat more dramatic among black and Hispanic youth. There have been declines of 5 percentage points or more in the proportions of black and Hispanic youth who think that marijuana users put themselves at great risk of making their problems worse, missing out on the good things in life, not getting into a good college, and driving dangerously. There have also been significant 5 to 9 percentage point drops since 2002 in the proportions of Hispanic youth who feel that users risk messing up their lives, dropping out of school, and becoming dealers.

The shifts among white youth have been less dramatic; however, even within this population there have been notable declines in the proportions who believe marijuana users are at great risk of messing up their lives, dropping out of school, and not getting into a good college. Despite these declines, white teens remain more likely than black or Hispanic teens to say that users put themselves at great risk of experiencing nearly all of the aforementioned consequences. Furthermore, white teens remain notably more inclined than black or Hispanic teens to say that marijuana users are at great risk of moving onto harder drugs, getting hooked on marijuana, and experiencing most of the other negative consequences highlighted in the ONDCP's anti-marijuana ads.

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	Pt. Diff.	<u>2002</u> (1717) %	<u>2003</u> (1783) %	Pt. Diff.	<u>2002</u> (1844) %	<u>2003</u> (2232) %	Pt. Diff.
Going on to harder drugs	66.8	68.8	1.9	65.2	64.9	-0.2	68.0	66.5	-1.5
Getting hooked on marijuana	67.9	68.5	0.6	66.6	64.4	-2.2	64.8	63.1	-1.6
Getting into trouble with the law	68.4	67.0	-1.4	66.9	62.7	-4.1	68.1	67.0	-1.1
Not getting a job because of pre-employment drug testing	67.5	66.9	-0.5	68.4	66.0	-2.4	68.5	66.0	-2.5
Messing up their lives	69.4	65.9	-3.4*	64.6	60.5	-4.1	68.9	59.6	-9.3*
Driving dangerously	65.8	64.7	-1.1	64.7	59.5	-5.3*	67.2	61.8	-5.5*
Making their problems worse	62.3	60.9	-1.4	58.8	52.5	-6.4*	61.8	55.3	-6.5*
Losing their driver's license	60.0	58.9	-1.1	53.7	52.0	-1.7	56.5	56.3	-0.2
Dropping out of school	59.4	55.7	-3.7*	61.2	57.1	-4.1	63.7	57.9	-5.8*
Missing out on the good things in life	59.1	56.7	-2.5	55.6	50.4	-5.2	57.3	51.5	-5.8*
Not getting into a good college	58.0	54.0	-4.0*	55.7	49.7	-6.0*	59.2	52.2	-6.9*
Becoming a dealer	55.7	52.8	-2.9	58.2	54.8	-3.5	59.9	54.1	-5.8*
Doing worse at school or sports	55.9	52.9	-3.0	51.7	50.0	-1.7	55.4	49.0	-6.4*

Only Included On 2003 Survey

Exposing themselves to more cancer causing tar than cigarette smoke	--	66.7	--	--	62.1	--	--	64.1	--
Putting themselves or others in danger	--	62.2	--	--	55.8	--	--	59.7	--
Losing control of themselves	--	60.5	--	--	51.7	--	--	58.4	--
Impairing their judgement	--	61.1	--	--	45.6	--	--	49.8	--
Putting themselves in a sexual situation they might later regret	--	55.3	--	--	55.1	--	--	56.2	--

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

While Very High Proportions Of Non-Users See Great Risk In The Various Life Risk Measures, There Are Also Indications That Attitudes Among These Non-Users, As Well As Users, Are Softening As Well

Even though non-users remain significantly more likely than marijuana users to associate negative consequences with marijuana use, trends suggest that attitudes among non-users towards the risks associated with marijuana may be softening. Since 2002, there have been 4 to 6 percentage point declines in the proportions of non-users who say that people who use marijuana put themselves at great risk of dropping out of school, not getting into a good college, messing up their lives, and making their problems worse.

Similar declines among marijuana susceptible youth—teens who have used marijuana, but not in the past 30 days—suggest that their attitudes about the negative consequences of using the drug are becoming more relaxed as well. The proportions of these teens who think people who use the drug are at great risk of dropping out of school, not getting into a good college and messing up their lives have dropped by about 5 to 7 percentage points since 2002.

Despite these shifts, teens who do not use marijuana remain significantly more likely than teens who have used the drug in the past 30 days to say that users risk experiencing all of the negative consequences listed in the survey included those addressed in the ONDPC's anti-marijuana campaign. (non-users are generally two to three times more likely than past month's users to see such risks).

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible (Used, But Not in Past 30 Days)		
	<u>2002</u> (5273)	<u>2003</u> (5632)	<i>Pt. Diff.</i>	<u>2002</u> (1357)	<u>2003</u> (1280)	<i>Pt. Diff.</i>	<u>2002</u> (1380)	<u>2003</u> (1325)	<i>Pt. Diff.</i>
	%	%	%	%	%	%	%	%	%
Going on to harder drugs	77.1	75.9	-1.2	40.1	45.0	4.9	59.4	60.2	0.8
Getting hooked on marijuana	80.4	79.7	-0.7	31.9	32.6	0.6	56.2	52.4	-3.8
Getting into trouble with the law	78.0	75.7	-2.4	41.4	39.5	-1.9	60.9	56.9	-4.0
Not getting a job because of pre-employment drug testing	75.8	74.1	-1.8	45.7	42.0	-3.7	61.7	61.8	-
Messing up their lives	81.6	76.2	-5.4*	33.4	30.6	-2.8	58.1	51.8	-6.2
Driving dangerously	77.7	74.8	-2.9	35.9	31.6	-4.2	55.7	52.8	-2.9
Making their problems worse	73.9	69.8	-4.1*	28.6	25.8	-2.8	52.5	48.6	-3.9
Losing their driver's license	66.8	64.3	-2.5	36.2	32.7	-3.5	50.8	54.0	3.2
Dropping out of school	71.9	65.9	-6.0	30.2	30.2	0.1	52.7	45.6	-7.0*
Missing out on the good things in life	70.3	65.1	-5.2*	26.5	25.4	-1.2	47.5	42.7	-4.8
Not getting into a good college	68.3	61.8	-6.5*	29.5	28.9	-0.6	49.0	43.9	-5.1
Becoming a dealer	66.8	62.0	-4.8*	29.8	29.5	-0.3	48.2	45.5	-2.8
Doing worse at school or sports	63.8	59.5	-4.3*	30.3	26.9	-3.4	48.7	48.7	-

Only Included On 2003 Survey

Exposing themselves to more cancer causing tar than cigarette smoke	--	76.1	--	--	33.7	--	--	56.4	--
Putting themselves or others in danger	--	73.1	--	--	26.6	--	--	46.0	--
Losing control of themselves	--	70.9	--	--	27.6	--	--	43.9	--
Impairing their judgement	--	66.3	--	--	26.6	--	--	48.9	--
Putting themselves in a sexual situation they might later regret	--	65.4	--	--	27.7	--	--	45.3	--

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

The General Softening Of Teens' Attitudes Towards The Negative Consequences Of Marijuana Use Is Further Evidenced By The Declining Proportions Of Teens Who Feel Use Of The Drug Puts Users' Emotional State And Personal Relationships At Risk

Although majorities of 6th-12th graders continue to say that marijuana users are at great risk of upsetting their parents (65%) and losing the respect of friends and family (59.6%), the proportions are down 3 to 4 percentage points compared to findings from a year ago. There have also been significant declines in the proportions of youth who believe marijuana users are at great risk of experiencing nearly all of the listed emotional and interpersonal consequences associated with the drug.

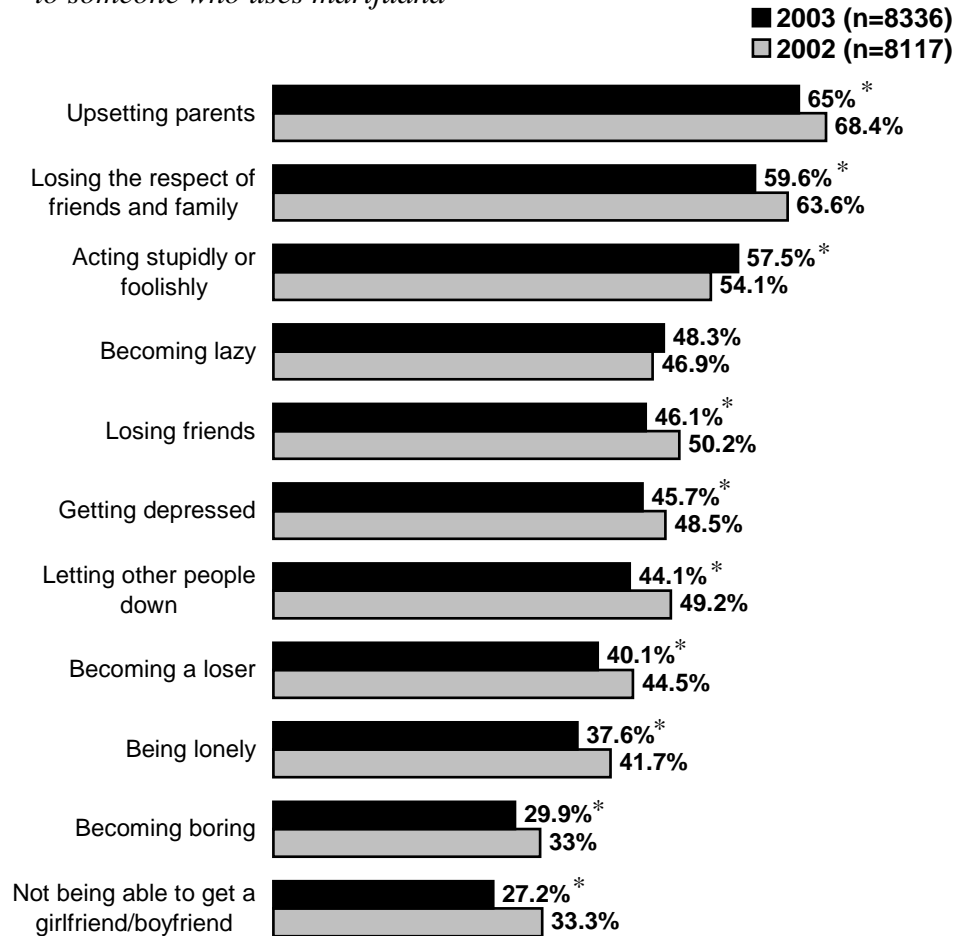
In contrast to data suggesting a trend in softening attitudes, more teens today than a year ago believe that marijuana users risk acting stupidly or foolishly (57.5%, up 3.4 percentage points). There has also been a suggestive increase in the proportion who believe that users risk becoming lazy.

Among 14-16 year olds there has been a considerable decline since 2002 in the proportion who think that marijuana use could adversely affect users' relationships with others. Down significantly are the proportions who say that users put themselves at great risk of losing the respect of family and friends, letting others down, and losing friends as a result of using marijuana. Furthermore, fewer teens this age now compared to a year ago associate marijuana use with the risk of becoming a loser, being lonely, or not being able to get a boyfriend or girlfriend. Perceptions of the potentially negative consequences of marijuana use on users' relationships have changed less dramatically among teens in grades 9-11. However, there have been significant declines since 2002 in the proportions of 9th-11th graders who think marijuana puts users at great risk of letting others down or not being able to get a boyfriend or girlfriend.

There has also been a shift in middle-school kids' perceptions of the social and emotional risks associated with marijuana use. Since 2002, there have been significant declines in the proportions of 6th-8th graders who believe marijuana users put themselves at great risk of upsetting parents, losing the respect of family and friends, letting people down, or losing friends. Also down from a year ago is the proportion of middle-school kids who think marijuana use puts users at great risk for boredom.

Perceived Emotional and Interpersonal Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana



*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

**Perceived Interpersonal and Emotional Risks Associated with
Marijuana Use**

*% of teens who say there is a great risk that following things will happen
to someone who uses marijuana*

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Upsetting parents	69.3	65.9	-3.4	67.5	63.6	-4.0	70.4	66.9	-3.5*
Losing the respect of friends and family	63.7	58.4	-5.3*	59.7	56.1	-3.6	71.2	66.9	-4.3*
Acting stupidly or foolishly	54.8	57.4	2.6	53.0	55.9	2.9	56.3	59.6	3.3
Becoming lazy	47.6	49.1	1.5	47.5	48.9	1.4	46.1	47.0	0.9
Letting other people down	49.2	43.6	-5.6*	46.2	41.9	-4.4*	54.7	48.6	-6.1*
Getting depressed	47.8	47.4	-0.4	45.9	45.2	-0.7	53.0	49.9	-3.1
Losing friends	48.9	44.7	-4.2*	44.9	41.8	-3.1	59.5	54.7	-4.8*
Becoming a loser	43.5	39.1	-4.4*	43.2	39.2	-4.0	46.2	41.1	-5.1*
Being lonely	40.9	36.8	-4.1*	38.9	35.6	-3.3	46.3	42.9	-3.4
Becoming boring	32.1	31.0	-1.1	31.2	30.1	-1.1	35.4	31.1	-4.4*
Not being able to get a girlfriend/boyfriend	31.0	25.4	-5.6*	29.2	23.0	-6.2*	40.2	34.3	-5.9*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

By gender, girls are generally more likely than boys to feel that marijuana use puts users' emotions and interpersonal relationships at risk. Moreover, data indicate that boys' perceptions of the emotional and interpersonal risks associated with marijuana use have softened considerably more than those of girls over the past year.

Perceived Interpersonal and Emotional Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Boys			Girls		
	<u>2002</u> (3740) %	<u>2003</u> (4150) %	Pt. Diff	<u>2002</u> (4060) %	<u>2003</u> (4075) %	Pt. Diff.
Upsetting parents	66.0	61.6	-4.5*	71.6	68.6	-3.0
Losing the respect of friends and family	59.7	55.7	-4.0*	68.0	63.9	-4.0*
Acting stupidly or foolishly	53.0	54.5	1.4	55.9	60.7	4.7*
Becoming lazy	47.3	47.2	-0.1	47.1	49.7	2.6
Letting other people down	46.7	41.1	-5.5*	52.7	47.4	-5.3*
Getting depressed	45.0	41.0	-3.9*	52.6	50.7	-1.9
Losing friends	47.3	42.3	-5.1*	53.9	50.2	-3.6
Becoming a loser	44.1	37.8	-6.3*	45.5	42.5	-2.9
Being lonely	40.2	35.5	-4.6*	43.9	39.7	-4.2*
Becoming boring	33.7	29.3	-4.4*	32.9	30.7	-2.2
Not being able to get a girlfriend/boyfriend	34.9	29.5	-5.4*	31.8	24.9	-6.9*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Generally, white teens are more inclined than black or Hispanic teens to feel that marijuana use puts people's interpersonal relationships and emotional state at risk. Although declines in perceptions of risk have occurred across all three racial groups, the shifts in minority teens' attitudes have been more dramatic.

Among black teens there have been 6 to 7 percentage point declines since 2002 in the proportions who feel that marijuana users risk upsetting parents, losing the respect of friends and family, letting other people down, losing friends, and being lonely. There have also been similar 5 to 7 percentage point declines in these areas among Hispanic youth. There has also been a 6-percentage point drop in the proportion of Hispanic teens who associate marijuana use with increased risk of depression. The greater softening of attitudes about the negative consequences of marijuana use among minority youth suggests that more needs to be done to target these populations with information about the emotional and interpersonal consequences of using this drug.

Non-users' attitudes about the emotional and interpersonal risks of marijuana use also appear to be softening. Among non-users, in 9 of the 11 emotional and interpersonal risk areas there have been 4 to 8 percentage point declines in perceptions of risk.

There have also been marked declines in the proportions of marijuana susceptible youth who consider losing the respect of friends and family, letting other people down, and becoming a loser among the negative consequences of using the drug.

Despite these shifts, a majority of non-users see great risk when it comes to most of these interpersonal and emotional measures. Non-users also remain considerably more likely than users to feel that marijuana use puts people's emotional state and personal relationships at risk.

**Perceived Interpersonal and Emotional Risks Associated with
Marijuana Use**

*% of teens who say there is a great risk that following things will happen
to someone who uses marijuana*

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
Upsetting parents	70.2	67.4	-2.9	64.5	57.6	-6.9*	68.3	63.3	-5.0
Losing the respect of friends and family	65.0	62.1	-2.8	58.0	51.2	-6.8*	63.2	55.7	-7.5*
Acting stupidly or foolishly	55.7	59.7	4.1*	49.9	53.9	4.1	52.4	53.0	0.6
Becoming lazy	48.6	50.5	1.9	41.8	42.9	1.1	45.5	46.3	0.9
Letting other people down	51.5	46.9	-4.6*	44.5	37.2	-7.3*	47.3	39.9	-7.4*
Getting depressed	49.4	47.6	-1.8	44.8	41.5	-3.3	47.9	41.9	-5.9*
Losing friends	51.3	48.3	-3.0	46.4	39.2	-7.2*	50.2	44.5	-5.7*
Becoming a loser	44.2	39.8	-4.4*	44.1	38.5	-5.6*	47.4	41.7	-5.6
Being lonely	42.5	38.8	-3.7*	38.6	32.0	-6.6*	43.5	36.3	-7.3*
Becoming boring	33.8	31.9	-1.9	30.0	25.1	-4.9	33.3	28.1	-5.2*
Not being able to get a girlfriend/boyfriend	34.2	27.8	-6.4*	29.2	23.4	-5.8*	33.0	28.1	-4.9*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

**Perceived Interpersonal and Emotional Risks Associated with
Marijuana Use**

*% of teens who say there is a great risk that following things will happen
to someone who uses marijuana*

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			<u>Marijuana Susceptible</u> (Used, but no in past 30 days)		
	<u>2002</u> (5273) %	<u>2003</u> (5632) %	<i>Pt. Diff.</i>	<u>2002</u> (1357) %	<u>2003</u> (1280) %	<i>Pt. Diff.</i>	<u>2002</u> (1380) %	<u>2003</u> (1325) %	<i>Pt. Diff.</i>
Upsetting parents	75.2	72.0	-3.2*	48.5	42.6	-5.9	65.4	59.6	-5.9
Losing the respect of friends and family	74.3	69.9	-4.5*	33.5	29.7	-3.8	57.1	49.2	-7.9*
Acting stupidly or foolishly	62.3	64.5	2.2	32.4	34.0	1.6	48.6	53.5	4.9
Becoming lazy	51.1	52.8	1.7	32.2	30.1	-2.1	47.3	48.6	1.3
Letting other people down	59.1	52.5	-6.6*	22.4	19.8	-2.6	42.4	34.8	-7.6*
Getting depressed	58.5	53.6	-5.0*	23.1	22.2	-0.9	40.0	38.2	-1.8
Losing friends	61.8	55.3	-6.5*	21.7	19.4	-2.3	39.5	36.5	-3.0
Becoming a loser	52.8	47.3	-5.5*	21.5	18.9	-2.5	39.4	33.2	-6.2*
Being lonely	51.0	44.8	-6.2*	19.7	18.1	-1.6	31.9	28.7	-3.2
Becoming boring	39.4	35.0	-4.4*	15.8	15.2	-0.6	28.4	24.4	-4.1
Not being able to get a girlfriend/boyfriend	40.8	32.6	-8.2*	15.8	13.7	-2.1	25.4	19.6	-5.7*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

V. Marijuana and Other Drug Usage Habits

Roughly One In Five Adolescents Say All Or Most Of Their Close Friends Use Marijuana. There Are Indications That Occasional Usage Is Declining Among 9th-11th Graders

As in 2002, about 20% of 6th-12th graders are exposed to marijuana through close friends who use the drug. About 22% of 6th-12th graders say all or most of their close friends usually get high at parties. Similar proportions say all or most of their close friends use marijuana either occasionally (18.8%) or regularly (16.6%).

Although the overall proportions of adolescents with friends who use marijuana occasionally or regularly have remained relatively unchanged since 2002, there has been a suggestive decline in the proportion of 9th-11th graders who have close friends who use marijuana. Today 22.8% of teens in these grades say all or most of their friends smoke marijuana occasionally, compared with 26.3% in 2002. There has also been a modest directional shift in the proportion of teens in these grades who say all or most of their close friends use marijuana regularly, 20.2%, down from 21.8% in 2002.

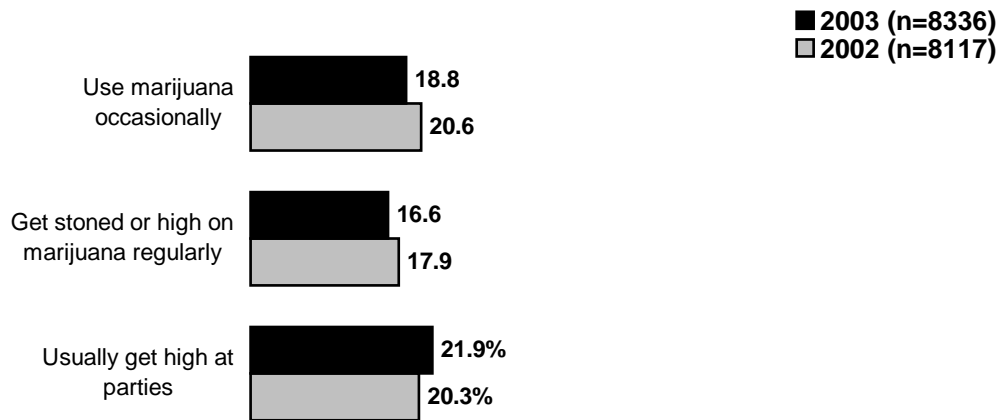
Among 14-16 year olds, there has also been a modest directional shift in the proportion who say all or most of their friends use marijuana occasionally, 20.2%, down from 22.1% in 2002.

Despite the aforementioned shifts that are in the direction sought by the ONDCP, there have been suggestive 2 percentage point increases in the proportions of 14-16 year olds and 9th-11th graders with friends who usually get high at parties.

Even with these shifts, exposure to drugs through friends remains more of an issue for high school age youth than for middle-school youth. Adolescents in grades 9-11 remain more than twice as likely as youth in grades 6-8 to have friends who regularly or occasionally use marijuana.

Exposure to Drugs through Friends

% of teens who say all/most of their close friends do the following



Exposure to Drugs through Friends

% of teens who say all/most of their close friends do the following

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Use marijuana occasionally	22.1	20.2	-1.9	26.3	22.8	-3.5	11.9	11.5	-0.3
Get stoned or high on marijuana regularly	18.5	17.7	-0.9	21.8	20.2	-1.7	11.6	10.8	-0.8
Usually get high at parties	20.6	22.9	2.2	24.8	26.8	2.1	12.5	13.5	1.0

*- Significant difference at the 95% confidence level

Q. 4 How many of your close friends, if any, do each of the following...as far as you know?

Minority teens, particularly Hispanics, are considerably more likely to be exposed to marijuana through friends. Hispanic and black teens are more likely than white teens to say that all or most of their friends use marijuana either regularly, occasionally, or at parties. Moreover, since 2002, there has been a significant increase in the proportion of Hispanic teens who say that all or most of their friends get high at parties (30.5%, up 5.2 percentage points since 2002). There have also been suggestive increases over the past year in the proportions of Hispanic teens who say all or most of their friends are either occasional or regular users of the drug, while the opposite appears to be true among whites and blacks.

The proportions of users and non-users of marijuana who have friends that are involved with the drug have not changed dramatically over the past year. Although there have been suggestive increases in the proportions of users and non-users who say that all or most of their friends get high at parties, users remain markedly more apt than non-users to have friends who use marijuana either regularly or occasionally. Teen who have tried marijuana, but have not used the drug recently, are also notably more apt than non-users to have friends who use the drug.

More generally, the proportions of teens who have friends who usually get high at parties is the only one of the three measures that is moving counter to the direction desired by ONDCP. This could be because this measure is not specific to marijuana. Thus, teens may be referring to friends who use other drugs besides marijuana at parties.

Exposure to Drugs through Friends

% of teens who say all/most of their close friends do the following

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
Use marijuana occasionally	19.8	17.5	-2.3	21.2	19.3	-1.8	23.3	26.8	3.4
Get stoned or high on marijuana regularly	16.4	14.3	-2.0	20.7	19.4	-1.3	22.2	25.4	3.2
Usually get high at parties	19.2	19.5	0.2	20.8	24.6	3.9	25.3	30.5	5.2*

Exposure to Drugs through Friends

% of teens who say all/most of their close friends do the following

	Non-Users			Used in Past 30 Days			Marijuana Susceptible Used, but not in past 30 days		
	<u>2002</u> (5273) %	<u>2003</u> (5632) %	<i>Pt. Diff</i>	<u>2002</u> (1357) %	<u>2003</u> (1280) %	<i>Pt. Diff.</i>	<u>2002</u> (1380) %	<u>2003</u> (1325) %	<i>Pt. Diff.</i>
Use marijuana occasionally	7.7	7.8	-0.1	56.3	53.9	-2.4	28.8	28.3	-0.4
Get stoned or high on marijuana regularly	6.6	6.4	-0.2	52.3	51.4	-0.9	22.9	23.3	0.4
Usually get high at parties	7.5	9.4	1.8*	58.9	62.8	3.9	26.4	32.0	5.6

*- Significant difference at the 95% confidence level

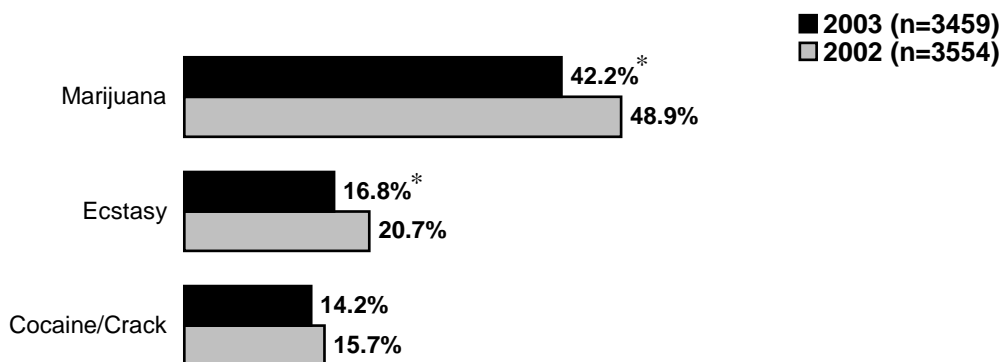
Q. 4 How many of your close friends, if any, do each of the following...as far as you know?

The Data In Total And For Key Sub-Groups Indicate That It Is Getting Harder For Adolescents To Get Marijuana And Ecstasy

Fewer 6th-12th graders today compared to a year ago say it is very easy to obtain marijuana, 42.2% vs. 48.9% in 2002. In addition, there have been roughly 10 percentage point declines in the proportions of teens ages 14-16 (down 9.9 percentage points) and those in grades 9-11 (down 10.5 percentage points) who say marijuana is very easy to obtain. There have also been apparent declines in the proportions of teens overall and in these ages and grades who say ecstasy is very easy to obtain.

Perceptions of How Easy It Is To Obtain Various Drugs

% of teens who say it is very easy to obtain the following drugs



Exposure to Drugs through Friends

% of teens who say it is very easy to obtain the following drugs

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Marijuana	55.5	45.6	-9.9*	62.0	51.6	-10.5*	26.1	23.6	-2.5
Ecstasy	21.5	17.4	-4.1*	23.6	20.1	-3.4	13.5	11.2	-2.3
Cocaine/Crack	15.8	14.0	-1.8	16.8	15.8	-1.0	11.8	11.0	-0.8

*- Significant difference at the 95% confidence level
 Q.5 "How difficult or easy do you think it would be for you to get each of the following?"

Across all three racial groups, fewer teens today than a year ago think marijuana is very easy to obtain. The most significant decrease, however, has been in the proportion of white teens who have this view, down 8 percentage points compared with roughly 5-percentage point declines among black and Hispanic teens.

Although sizeable majorities of users and teens who have used marijuana in the past, but not recently, continue to consider the drug very easy to obtain, the proportions are down compared to a year ago.

Exposure to Drugs through Friends

% of teens who say it is very easy to obtain the following drugs

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	Pt. Diff.	<u>2002</u> (1717) %	<u>2003</u> (1783) %	Pt. Diff.	<u>2002</u> (1844) %	<u>2003</u> (2232) %	Pt. Diff.
Marijuana	50.2	42.2	-8.0*	48.1	43.2	-4.9	51.6	46.4	-5.2*
Ecstasy	20.6	15.6	-5.0*	18.7	18.7	-	22.9	20.9	-2.0
Cocaine/Crack	14.2	12.4	-1.8	18.9	17.5	-1.3	20.5	19.8	-0.7

Exposure to Drugs through Friends

% of teens who say it is very easy to obtain the following drugs

Marijuana Usage

	Non-Users			Used in Past 30 Days			Marijuana Susceptible Used, but not in past 30 days		
	<u>2002</u> (5273) %	<u>2003</u> (5632) %	Pt. Diff.	<u>2002</u> (1357) %	<u>2003</u> (1280) %	Pt. Diff.	<u>2002</u> (1380) %	<u>2003</u> (1325) %	Pt. Diff.
Marijuana	33.0	29.0	-4.1*	78.8	74.6	-4.3	75.3	64.9	-10.4*
Ecstasy	15.7	13.1	-2.6	32.2	26.6	-5.6	27.4	23.1	-4.2
Cocaine/Crack	11.7	10.6	-1.1	26.0	25.6	-0.5	19.7	18.0	-1.7

*- Significant difference at the 95% confidence level

Q.5 "How difficult or easy do you think it would be for you to get each of the following?"

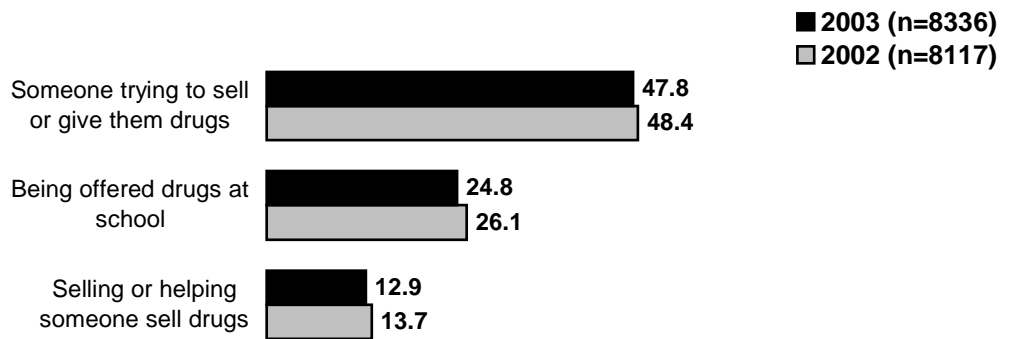
Nearly Half Of Adolescents Have Been Offered Drugs

Similar to 2002 data, nearly half (47.8%) of 6th-12th graders have had someone try to sell or give them drugs. Nearly one-fourth (24.8%) of adolescents in these grades have been offered drugs at school. About one in eight (12.9%) have sold or helped someone else sell drugs.

Teens in grades 9-11 are considerably more likely than middle-school youth in grades 6-8 to have been offered drugs or to have helped sell them.

Experience Being Offered or Helping to Sell Drugs

% of teens who say they have experienced the following



Experience Being Offered or Helping to Sell Drugs

% of teens who say they have experienced the following

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Someone trying to sell or give them drugs	53.8	51.3	-2.5	58.5	56.4	-2.1	32.0	32.3	0.3
Being offered drugs at school	30.3	28.1	-2.2	35.4	32.5	-2.9	11.8	14.1	2.3
Selling or helping someone sell drugs	14.6	13.6	-1.0	17.5	17.2	-0.3	6.6	6.6	-0.1

Q.16 "Has anyone ever tried to sell or give you drugs?" /Q.17 "Have you ever been offered drugs at school?"/Q18 "Have you ever sold or helped someone else sell drugs"

Although at least four in ten teens, regardless of their race, have had someone try to sell or give them drugs, this type of experience is more common among Hispanic teens. Nearly six in ten Hispanic teens (58.8%) have been offered drugs, compared with 46.8% of white teens and 45.4% of black teens. Hispanic teens are also more likely than white or black teens to have been offered drugs at schools and to have helped someone else sell drugs.

Data suggest that fewer white teens today compared to a year ago have been offered drugs, while the proportions of black and Hispanic teens who have been offered drugs has remained unchanged since 2002.

In addition to race, there are also notable differences in exposure to drug dealers between the sexes. Boys are considerably more likely than girls to have been offered drugs, to have received offers to buy drugs at schools, and to have helped others sell drugs.

Experience Being Offered or Helping to Sell Drugs

% of teens who say they have experienced the following

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
Someone trying to sell or give them drugs	49.7	46.8	-2.9	43.2	45.4	2.2	54.0	58.8	4.8
Being offered drugs at school	26.7	23.3	-3.4*	19.0	21.7	2.7	34.1	36.4	2.4
Selling or helping someone sell drugs	12.7	12.1	-0.6	15.6	13.0	-2.7	16.9	16.1	-0.7

Experience Being Offered or Helping to Sell Drugs

% of teens who say they have experienced the following

	Boys			Girls		
	<u>2002</u> (3740) %	<u>2003</u> (4150) %	<i>Pt. Diff</i>	<u>2002</u> (4060) %	<u>2003</u> (4075) %	<i>Pt. Diff.</i>
Someone trying to sell or give them drugs	52.9	51.2	-1.7	44.2	44.2	-0.1
Being offered drugs at school	29.7	28.0	-1.7	22.5	21.5	-1.0
Selling or helping someone sell drugs	16.9	15.0	-1.8	10.4	10.6	0.2

Q.16 "Has anyone ever tried to sell or give you drugs?" /Q.17 "Have you ever been offered drugs at school?"/Q18 "Have you ever sold or helped someone else sell drugs"

Regardless of whether or not teens use drugs, they are likely to be approached by dealers, even in presumably drug-free zones such as schools. Three in ten non-users of marijuana have had someone try to sell them drugs and one in eight have received such offers at schools.

Not surprisingly, teens who either use or have used marijuana are much more likely than non-users to have had someone offer to sell them drugs or to have helped someone else to sell them. Indeed, nearly half of marijuana users have helped sell drugs.

Experience Being Offered or Helping to Sell Drugs

% of teens who say they have experienced the following

	Marijuana Usage								
	Non-Users			Used in Past 30 Days			Marijuana Susceptible Used, but not in past 30 days		
	<u>2002</u> (5273) %	<u>2003</u> (5632) %	<i>Pt. Diff.</i>	<u>2002</u> (1357) %	<u>2003</u> (1280) %	<i>Pt. Diff.</i>	<u>2002</u> (1380) %	<u>2003</u> (1325) %	<i>Pt. Diff.</i>
Someone trying to sell or give them drugs	32.3	30.8	-1.4	82.0	86.5	4.5	69.7	76.8	7.0*
Being offered drugs at school	12.9	12.9	-	56.1	57.4	1.3	40.7	40.0	-0.7
Selling or helping someone sell drugs	2.5	2.6	-	44.8	47.1	2.3	20.5	20.3	-0.2

*- Significant difference at the 95% confidence level

Q.16 "Has anyone ever tried to sell or give you drugs?" /Q.17 "Have you ever been offered drugs at school?" /Q.18 "Have you ever sold or helped someone else sell drugs"

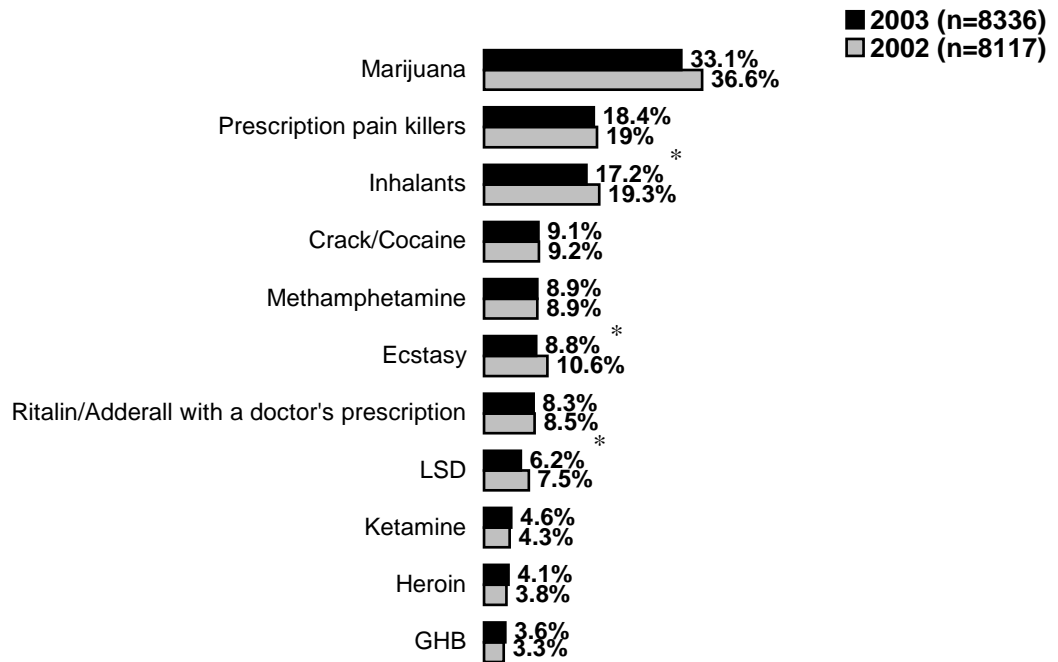
Modest Declines Suggest That Fewer Adolescents May Be Experimenting With Marijuana In Their Lifetime

One-third (33.1%) of 6th-12th graders say they have tried marijuana at least once in their lifetime, down a suggestive 3.5 percentage points since 2002. Moreover, this decrease seems to be consistent with other evidence that fewer 6th-12th graders are experimenting with drugs in general. There have also been directional declines since 2002 in the proportions of teens who say they have tried inhalants and LSD, and a significant decline in experimentation with ecstasy. Despite encouraging declines in marijuana use among 6th-12th graders, marijuana remains the most widely used drug by kids and teens in these grades.

Consistent with overall data for 6th-12th graders, there has been a significant decline in the proportion 9th-11th graders (40.5% down 4.7 percentage points) who say they have tried marijuana at least once in their lifetime. There has been a suggestive 3.4 percentage point decline since 2002 in the proportion of 14-16 year olds who have tried marijuana at least once. The data, however, suggest no change since 2002 in the proportion of 6th-8th graders who have tried marijuana at least once (19.2% vs. 19.3% in 2002).

Lifetime Illicit Drug Usage among Teens

% of teens who say they have tried the following drugs in their lifetime



Lifetime Illicit Drug Usage among Teens

% of teens who say they have tried the following drugs at least once in their lifetime

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Marijuana	39.2	35.8	-3.4	45.2	40.5	-4.7*	19.3	19.2	-0.1
Prescription pain killers	21.2	19.3	-1.8	22.8	22.6	-0.3	11.7	12.4	0.7
Inhalants	19.9	16.8	-3.1*	17.8	15.6	-2.3	21.7	20.6	-1.0
Crack/Cocaine	8.8	8.5	-0.3	9.7	10.0	0.4	7.0	6.5	-0.5
Methamphetamine	8.9	8.1	-0.7	10.0	9.6	-0.5	6.3	6.8	0.5
Ecstasy	10.8	8.8	-2.0	12.3	10.1	-2.2	7.1	5.9	-1.2
Ritalin/Adderall without a doctors prescription	8.8	8.4	-0.4	9.2	9.9	0.7	6.6	5.9	-0.7
LSD	7.8	5.6	-2.2*	8.7	7.1	-1.6	4.9	4.0	-0.9
Ketamine	4.2	4.3	-	4.7	5.1	0.4	3.5	3.8	0.3
Heroin	4.1	4.3	0.2	3.6	4.5	0.9	4.2	3.6	-0.6
GHB	3.6	3.3	-0.3	3.6	3.9	0.3	2.9	3.0	0.1

*- Significant difference at the 95% confidence level
 Q.6 "In your lifetime how many times, if any, have you done each of the following?"

There Are Encouraging Signs That Marijuana Use Among Teens May Be Trending Down

Usage of marijuana appears to be trending down among 6th-12th graders. Data suggest that the proportion of all teens who have used marijuana in the past 12 months is down significantly compared to a year ago, 26.2% versus 28.9% in 2002. Among teens in grades 9-11 there was an even stronger downward shift in the percentage who reported having used marijuana in the past year, down 3.5 percentage points to 32.9%. Although this change among 9th-11th graders is not statistically significant, it is directionally downward.

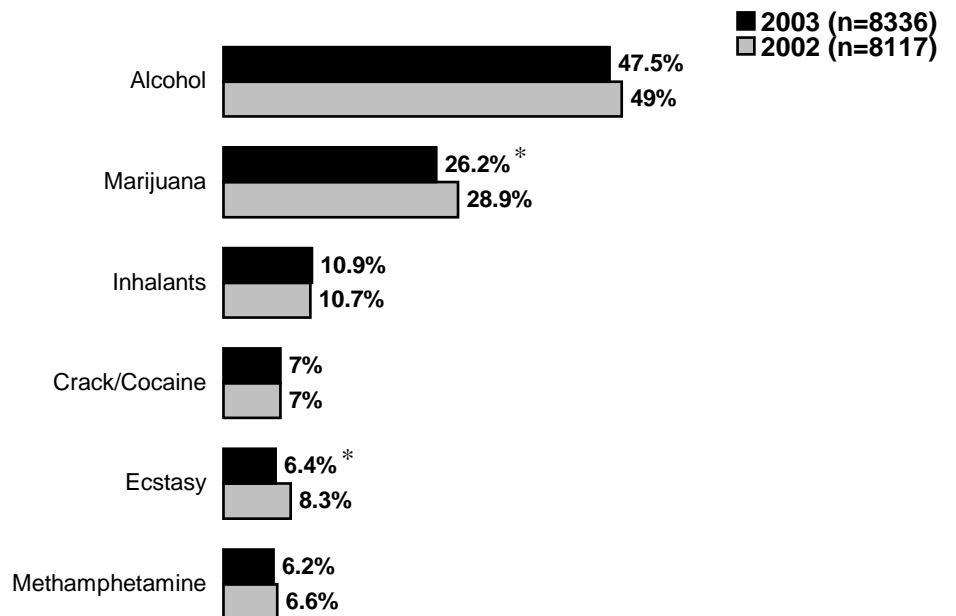
Past year's usage of ecstasy among teens is also down, while usage of inhalants, cocaine, and methamphetamine among 6th-12th graders has not changed significantly since 2002.

Overall, there has only been a directional downward shift in past month's usage of marijuana among teens, down 1.9 percentage points to 16.3%.

By race, marijuana usage appears to be trending down among white teens (down 3.9 percentage points since 2002), while remaining flat among blacks and Hispanics. Perhaps more disturbing than this lack of change among minority youth is the greater proportion of Hispanic youth, compared to white and Black youth, who have used illicit drugs including marijuana in the past year or the past month.

Past Year's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past year



Past Year's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past year

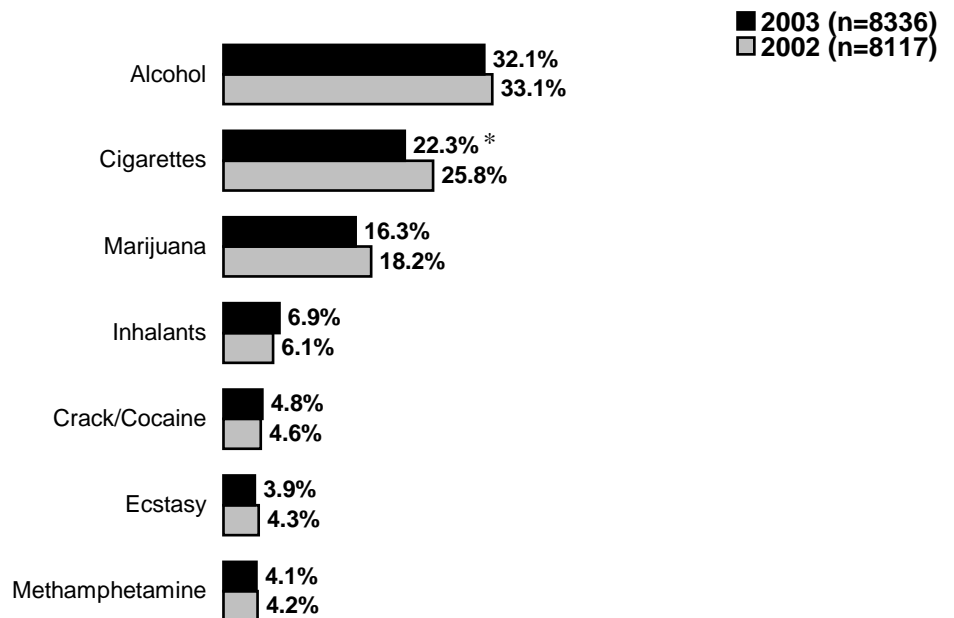
	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Alcohol	54.0	51.7	-2.3	58.6	56.1	-2.5	32.3	31.9	-0.4
Marijuana	31.8	29.1	-2.7	36.4	32.9	-3.5	15.7	14.8	-0.9
Inhalants	11.1	10.4	-0.8	8.9	8.8	-0.1	14.4	14.7	0.3
Crack/Cocaine	6.7	6.5	-0.2	7.3	7.6	0.3	5.8	5.0	-0.8
Ecstasy	8.6	6.7	-1.9	9.6	7.4	-2.1	5.4	4.4	-1.0
Methamphetamine	6.5	6.1	-0.5	7.5	6.6	-0.8	4.6	4.8	0.3

*- Significant difference at the 95% confidence level

Q.7-14 "How many times have you used ____ in the past 12 months?"

Past Month's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past 30 days



Past Month's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past month

	Teens 14-16			Grades 9-11			Grades 6-8		
	<u>2002</u> (3554) %	<u>2003</u> (3459) %	<i>Pt. Diff.</i>	<u>2002</u> (3120) %	<u>2003</u> (3055) %	<i>Pt. Diff.</i>	<u>2002</u> (4019) %	<u>2003</u> (4339) %	<i>Pt. Diff.</i>
Alcohol	36.5	34.9	-1.6	40.3	38.7	-1.6	19.8	18.8	-1.0
Cigarettes	26.4	23.0	-3.4*	29.1	24.5	-4.6*	17.9	17.2	-0.8
Marijuana	19.2	18.1	-1.1	22.9	20.8	-2.1	9.4	8.8	-0.6
Inhalants	6.4	7.0	0.6	5.1	5.8	0.7	8.5	9.2	0.7
Crack/Cocaine	4.8	4.4	-0.4	5.1	5.4	0.3	4.1	3.7	-0.4
Ecstasy	4.4	4.1	-0.4	4.7	4.6	-0.1	3.6	3.1	-0.5
Methamphetamine	4.2	4.2	0.1	4.6	4.6	0.1	3.5	3.5	-

*- Significant difference at the 95% confidence level

Q.7-14 "How many times have you used ____ in the past month?"

Past Year's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past year

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff.</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
Alcohol	51.8	48.6	-3.2	41.4	41.0	-0.4	51.8	54.6	2.7
Marijuana	29.5	25.6	-3.9*	25.3	25.7	0.4	33.4	33.1	-0.3
Inhalants	10.8	9.7	-1.1	6.3	10.5	4.3*	13.8	15.4	1.5
Crack/Cocaine	6.6	6.3	-0.3	4.0	5.4	1.4	11.3	12.3	1.0
Ecstasy	8.5	5.8	-2.7	5.5	5.3	-0.2	10.3	9.7	-0.6
Methamphetamine	6.8	5.7	-1.1	4.3	4.7	0.5	8.2	10.3	2.1

*- Significant difference at the 95% confidence level
 Q.7-14 "How many times have you used ____ in the past 12 months?"

Past Month's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past month

	White			Black			Hispanic		
	<u>2002</u> (3673) %	<u>2003</u> (3592) %	<i>Pt. Diff.</i>	<u>2002</u> (1717) %	<u>2003</u> (1783) %	<i>Pt. Diff.</i>	<u>2002</u> (1844) %	<u>2003</u> (2232) %	<i>Pt. Diff.</i>
Alcohol	36.3	33.6	-2.7	24.0	25.9	1.9	34.2	37.0	2.8
Cigarettes	27.8	23.4	-4.4*	19.2	17.2	-2.0	25.6	26.0	0.4
Marijuana	18.4	16.0	-2.4	16.6	15.8	-0.8	21.4	21.1	-0.2
Inhalants	5.6	6.0	0.4	4.3	7.6	3.3*	8.8	9.5	0.7
Crack/Cocaine	4.0	4.1	0.1	3.3	4.7	1.4	8.3	8.6	0.3
Ecstasy	4.0	3.4	-0.6	3.4	4.0	0.6	6.4	6.0	-0.4
Methamphetamine	4.0	3.3	-0.7	3.5	3.8	0.3	6.1	7.2	1.1

*- Significant difference at the 95% confidence level
 Q.7-14 "How many times have you used ____ in the past month?"

Profile Of Marijuana Users vs. Non-Users

There are data to suggest that marijuana users and non-users have very different personality types, and that these differences should be kept in mind when creating messages to prevent or discourage these very different types of youth from using drugs, especially marijuana. Young people who have used marijuana in the past 30 days are much more likely than non-users to be thrill seeking risk takers, while non-users tend to be much more conservative, with a tendency to play it safe.

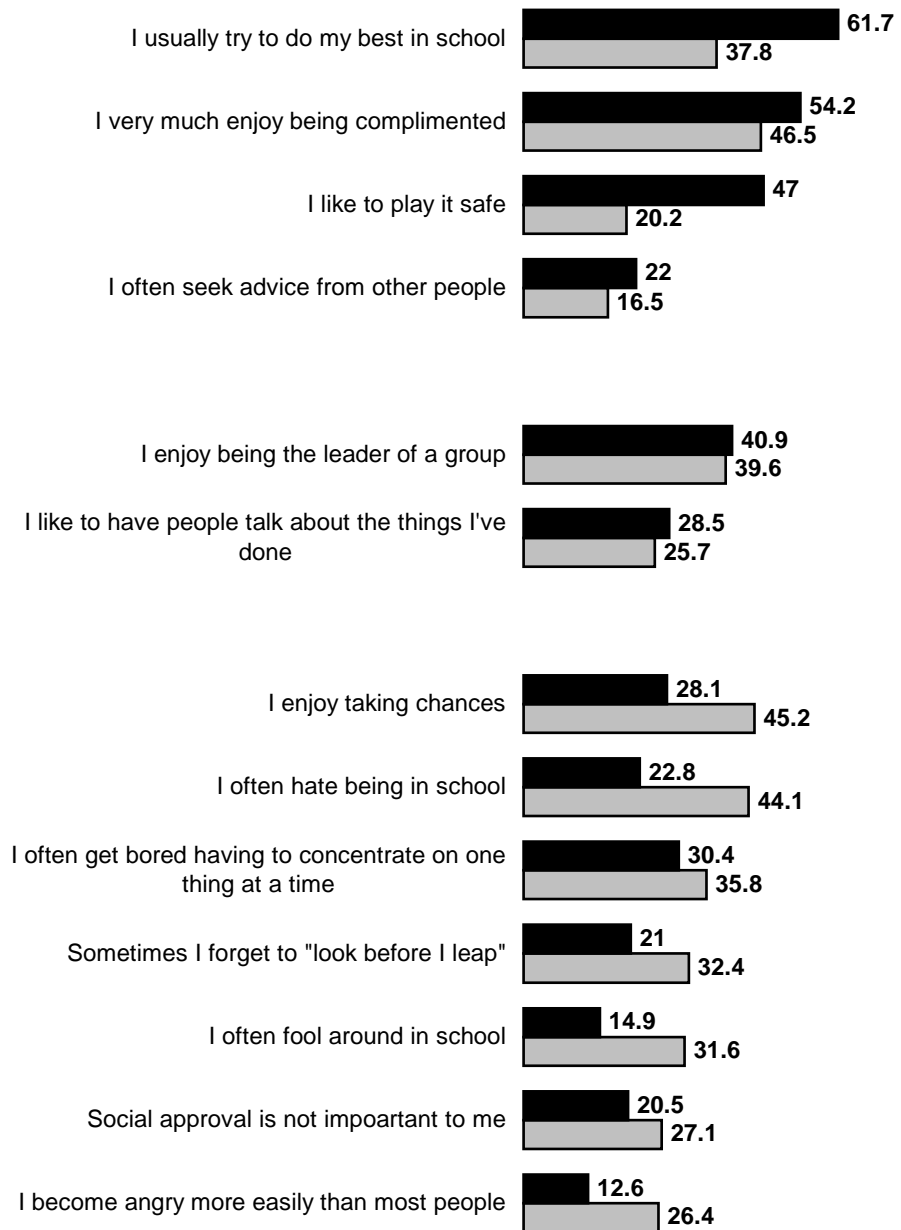
Markedly greater proportions of non-users than users say they usually try to do their best in school, that they enjoy being complimented, and that they like to play it safe. In contrast, marijuana users are more likely than non-users to say that they enjoy taking chances, that they hate being in school, and that social approval is not important to them. Moreover, teens who use marijuana are more likely than those who do not to like wild parties, to have exciting and unpredictable friends, and to have new and exciting experiences even if having those experiences is against the rules.

Even though it is critical that all teens be discouraged from using drugs, the key differences in the personality traits of users and non-users suggest that a one-size-fits-all anti-drug messaging program may not be the best approach for reaching these two diametrically opposed target groups. While a play-it-safe strategy that highlights avoidance of risks is likely to appeal to non-users, it may well not have such appeal for many teens who are already involved with marijuana. For this group, an approach that focuses on ways to find fun and excitement without the use of substances may be more effective.

Phrases Teens Use to Describe Themselves

% of teens who say the following phrases describe them very well

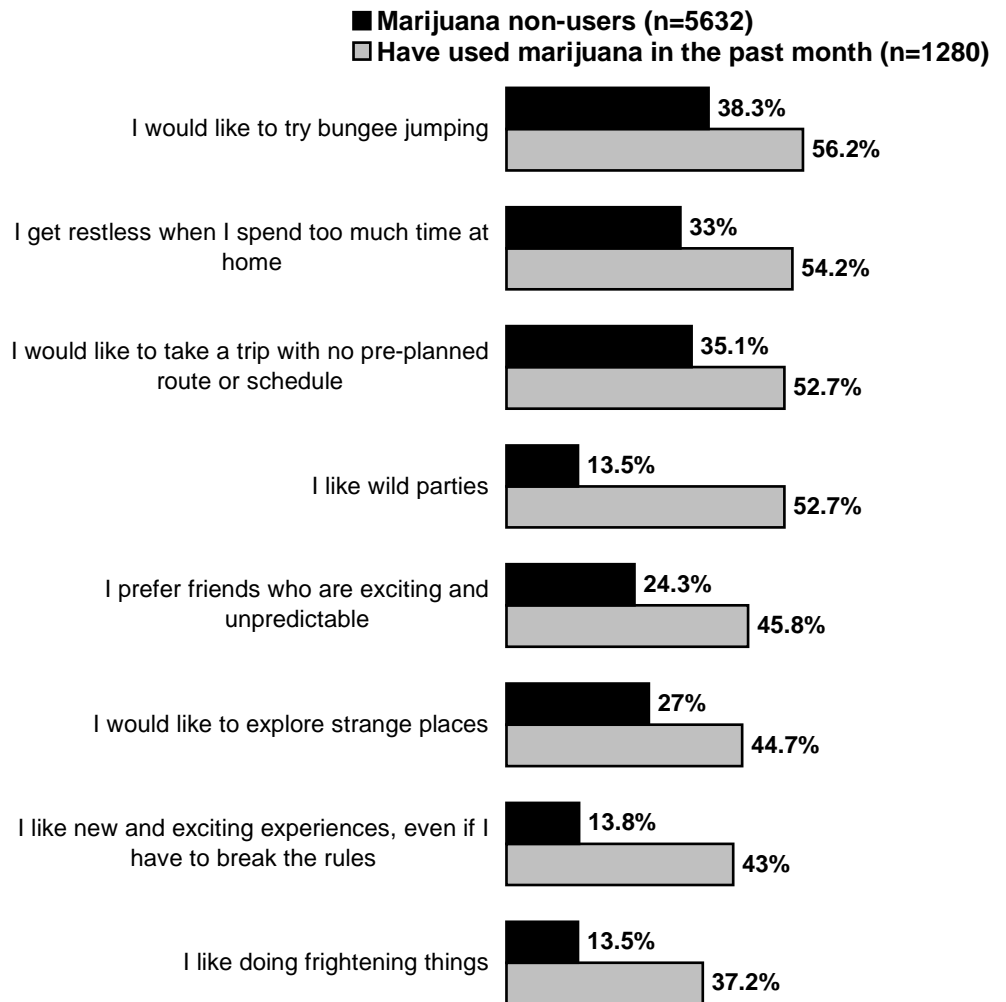
■ **Marijuana non-users (n=5632)**
 □ **Have used marijuana in the past month (n=1280)**



Q39. For each phrase below, "X" how well it describes you--very well, somewhat well, no at all?

Phrases Teens Think Describe Them

% of teens who strongly agree that the phrases below describe them



Q40. For each statement, how much you agree it describes you.

VI. Impact of Exposure To Anti-Marijuana Ad Campaign On Teens' Marijuana Attitudes and Behaviors

Adolescents Who Have Received High Exposure To The ONDCP Anti-Marijuana Ads Are Particularly Likely To Say They Have Learned A Lot About The Risk Of Drugs From Television Commercials

More than half of adolescents in grades 6-12 who have often seen five or more of the eight ONDCP anti-marijuana commercials (54.9%) say that they have learned a lot about the risks of drugs from TV commercials. By comparison, only 30.1% of youth in these grades who have not received regular exposure to the anti-marijuana ads (i.e., did not see any of them often) say they have learned a lot about drug risks from TV commercials.

Teens regularly exposed to more than half of the ONDCP anti-marijuana ads are also more likely than teens with less exposure to the ads to say that they have learned a lot about drug risks from nearly all of the listed information sources.

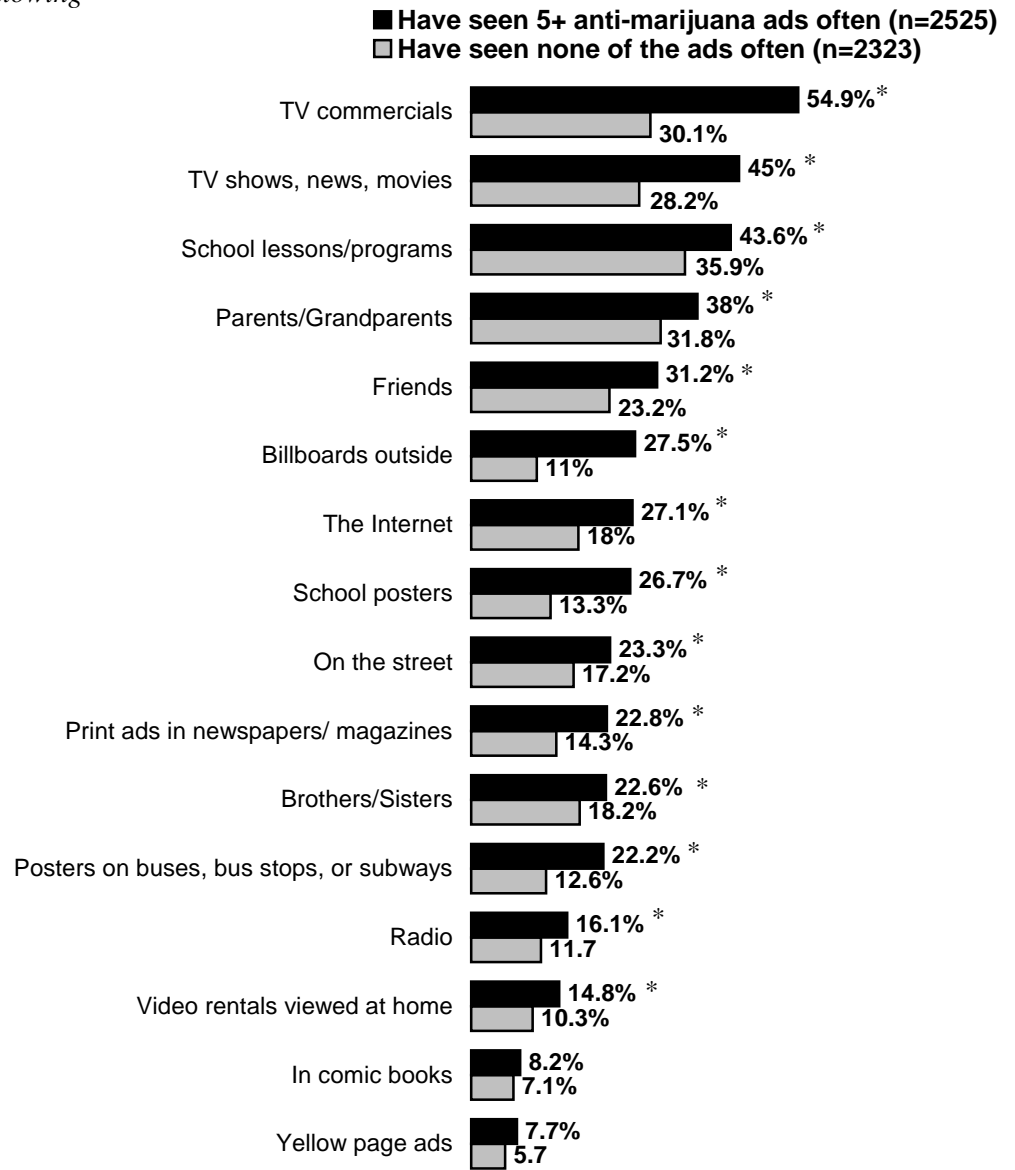
Among the key target groups, 14-16 year olds and 9th-11th graders, teens who have regularly seen more than half of the ONDCP ads are nearly twice as likely as teens with less exposure to say they have learned a lot about drug risks from TV commercials. Middle school viewers of the ads, however, have the most favorable opinions regarding the effectiveness of TV commercials. Two-thirds of 6th-8th graders who have received regular exposure to most of the ONDCP ads (66.9%) feel that TV commercials have taught them a lot about drug risks, compared with 47.7% of 9th-11th graders with a similar level of exposure to the ONDCP ads.

By race, as with teens in general, white, black, and Hispanic teens who have seen five or more of the eight ONDCP ads often are considerably more likely than less exposed teens of their race to say that they have learned a lot about drug risks from TV commercials. Black teens, particularly those who have been regularly exposed to more than half of the ONDCP anti-marijuana ads, are more likely than white or Hispanic teens to say that they have learned a lot about drug risks from TV commercials.

The ONDCP campaign has likely played a role in educating both marijuana users and non-users about the risks associated with drugs. **Regardless of teens' marijuana usage habits, data suggest a correlation between regular viewership of ONDCP ads and teens' perceptions of learning about drug risks from TV commercials.** About six in ten non-users who have regularly seen more than half of the ONDCP ads say they have learned a lot about drug risks from TV commercials, compared with 35.2 of non-users who have not received regular exposure to most of the ads in the campaign. Similarly, a higher proportion of users who have received regular exposure to most of the ads in the campaign than less exposed users feel that they have learned a lot about drug risks from TV commercials (30.8% vs. 14.9% respectively).

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following



*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	Teens 14-16		Grades 9-11		Grades 6-8	
	<i>Seen none of the ads often</i> (963) %	<i>Seen 5+ ads often</i> (1077) %	<i>Seen none of the ads often</i> (899) %	<i>Seen 5+ ads often</i> (904) %	<i>Seen none of the ads often</i> (1125) %	<i>Seen 5+ ads often</i> (1372) %
TV Commercials	27.8	52.6*	24.0	47.7*	42.5	66.9*
School lessons/programs	33.4	43.6*	31.7	38.3	46.3	51.7
TV shows, news, or movies	27.9	44.2*	23.5	41.3*	37.6	51.2*
Parents/Grandparents	29.9	38.2*	28.1	32.6	40.1	46.2
Friends	24.0	32.5*	23.0	33.7*	21.8	25.7*
The Internet	17.5	25.2*	15.2	21.6*	22.6	34.8*
School posters	18.3	24.8*	14.5	22.1*	25.4	36.7*
On the street	15.8	21.9*	14.9	21.9*	17.7	25.5*
Brothers/Sisters	18.3	21.5	16.9	21.2	20.8	22.0
Billboards outside	13.1	23.0*	9.9	20.6*	19.8	35.9*
Print ads in magazines/newspapers	13.0	21.3	11.6	18.5*	20.0	29.0*
Posters on buses, bus stops, or subways	11.5	19.4*	9.4	17.9*	18.9	28.9*
Radio	11.3	16.0	9.5	14.8*	17.1	19.3
Video rentals viewed at home	7.9	13.1*	7.0	12.6*	15.3	18.7
In comic books	5.3	8.0	4.5	6.3	11.3	11.5
Yellow pages ads	3.9	6.5	3.5	6.3	8.8	10.2

*- Significant difference at the 95% confidence level
Q23. "How much have you learned about the risks of drugs from each of the following?"

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
TV Commercials	24.6	50.7*	43.5	71.7*	34.4	59.3*
School lessons/programs	35.5	42.4*	38.0	48.8*	36.5	45.7*
TV shows, news, or movies	23.7	40.3*	40.7	61.0	31.9	51.4*
Parents/Grandparents	28.8	34.7	40.2	50.0	38.2	43.4
Friends	22.1	35.1*	28.5	28.3	25.8	36.5*
The Internet	14.3	23.2*	24.2	37.2*	23.8	34.3*
School posters	13.4	24.7*	26.0	37.2	22.7	30.2
On the street	13.8	18.8	26.9	34.4	22.2	31.2*
Brothers/Sisters	16.1	20.0	23.6	27.5	24.7	27.6
Billboards outside	10.1	23.3*	20.2	40.9*	15.6	29.6*
Print ads in magazines/newspapers	10.0	19.5*	23.5	33.1*	20.0	26.3
Posters on buses, bus stops, or subways	7.9	17.3*	20.9	38.7*	18.2	27.2
Radio	8.3	12.0	19.5	30.9*	14.4	19.0
Video rentals viewed at home	8.1	11.1	15.0	19.6	15.5	22.3
In comic books	5.1	5.9	12.4	11.3	10.3	13.2
Yellow pages ads	3.9	5.5	10.5	11.0	8.3	12.1

*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

Sources of Learning about the Risks of Drugs

% of teens who say they have learned a lot about the risks of drugs from the following

	Marijuana Usage					
	Non-Users		Used in Past 30 Days		Marijuana Susceptible (Used, but no in past 30 days)	
	<i>Seen none of the ads often</i> (1539) %	<i>Seen 5+ ads often</i> (1762) %	<i>Seen none of the ads often</i> (417) %	<i>Seen 5+ ads often</i> (343) %	<i>Seen none of the ads often</i> (343) %	<i>Seen 5+ ads often</i> (391) %
TV Commercials	35.2	62.2*	14.9	30.8*	28.7	48.9*
School lessons/programs	42.1	50.0	20.6	25.5	29.2	35.2
TV shows, news, or movies	33.7	50.5	13.3	29.1	25.2	38.0
Parents/Grandparents	34.6	42.9*	23.9	24.5	30.5	31.5
Friends	19.9	28.1*	30.3	36.3	28.9	39.9
The Internet	21.1	29.7	12.9	22.1	12.1	21.7
School posters	20.2	31.1*	10.4	19.1	18.0	20.6
On the street	16.3	22.0*	19.1	26.8	19.4	25.1
Brothers/Sisters	16.7	20.4	21.2	26.7	21.4	28.0
Billboards outside	14.4	31.4*	7.3	16.5*	16.5	18.5
Print ads in magazines/newspapers	16.5	25.7*	7.6	14.8	14.3	19.2
Posters on buses, bus stops, or subways	13.9	25.0	7.8	15.0	14.0	18.6
Radio	13.3	17.7	5.3	14.0*	13.6	12.4
Video rentals viewed at home	11.5	15.2	7.7	13.7	9.0	14.5
In comic books	8.2	8.4	5.7	9.1	4.6	7.1
Yellow pages ads	6.3	7.8	3.1	9.9	6.6	5.6

*- Significant difference at the 95% confidence level

Q23. "How much have you learned about the risks of drugs from each of the following?"

Teens Who Have Received Regular Exposure To All Or Most Of The Ads In The ONDCP's Campaign Tend To Have More Favorable Opinions About The Effectiveness Of Anti-Drug Commercials And Indicate Less Willingness To Try Drugs. This Impact Appears To Cut Across All Categories Of Teens—Younger And Older, Users And Non-Users, All Ethnicities. While The Campaign Is Impacting Its Intended Target, It Appears To Be Having Even Greater Influence On Middle School Kids

A majority of teens who have regularly seen more than half of the ONDCP anti-marijuana ads feel strongly that anti-drug commercials have made them more aware of the risks of drug use (53.4%) or given them new information about drugs (51.4%), compared with about one-third of low exposed teens. Furthermore, there is evidence to suggest that regular exposure to ads may impact behavior. **Nearly half of teens who have seen more than half of the ONDCP ads often (48.5%) say that anti-drug commercials have made them less likely to try or use drugs, compared with 37.7% of teens with little to no regular exposure to ads in the campaign.**

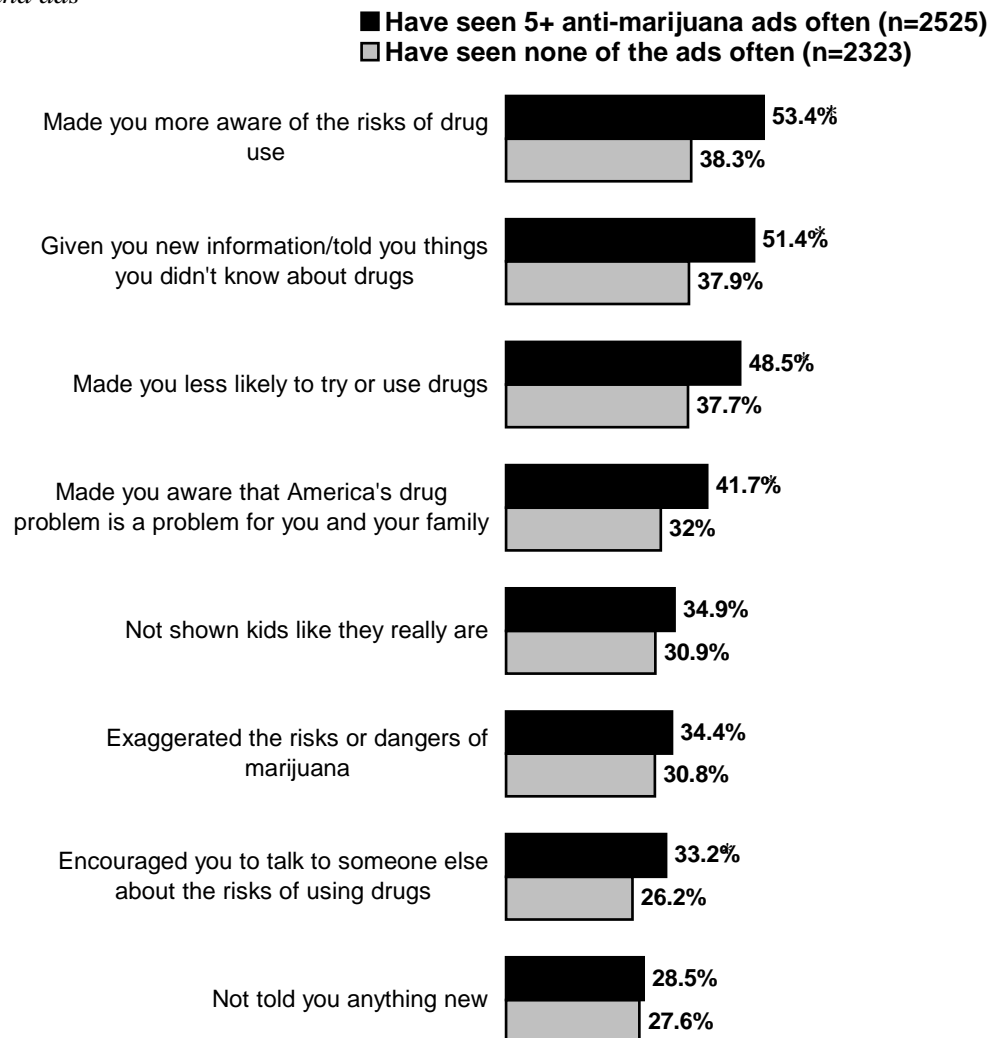
Data suggest that exposure to ads in the ONDCP campaign may have the greatest influence on the attitudes and behaviors of middle school youth. Although older teens are the primary targets for the campaign, middle school kids who have received regular exposure to most of the ads in the campaign are more likely than older teens with equal exposure to the ads to say that anti-drug commercials have made them more aware of drug risks, given them new information about drugs, or made them less likely to use drugs.

There are also encouraging signs that exposure to the campaign may be having a particularly strong impact on black teens. Black teens who have often seen half or more of the ads in the ONDCP campaign are more likely than white or Hispanic teens with an equal degree of exposure to say that anti-drug commercials have made them more aware of the risk of using drugs or made them less likely to try or use drugs. Furthermore, minority youth, both blacks and Hispanics, with high exposure to the campaign are more likely than white teens with equal exposure to say that anti-drug commercials have encouraged them to talk to someone else about the risks of using drugs.

Especially encouraging are the indications that high exposure to the campaign may have an effect on the attitudes and behaviors of marijuana users. Marijuana users who have received high exposure to ads in the ONDCP campaign are more than twice as likely as users with little to no regular exposure to ONDCP ads to say that TV ads have made them aware of the risks of using drugs (23.1% vs. 10.3%, respectively) or made them less likely to try or use drugs (14.6% vs. 6%).

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads



*- Significant difference at the 95% confidence level
 Q21. "How much do you agree or disagree that these commercials or ads have:"

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads

	Teens 14-16		Grades 9-11		Grades 6-8	
	<i>Seen none of the ads often</i> (963) %	<i>Seen 5+ ads often</i> (1077) %	<i>Seen none of the ads often</i> (899) %	<i>Seen 5+ ads often</i> (904) %	<i>Seen none of the ads often</i> (1125) %	<i>Seen 5+ ads often</i> (1372) %
Made you aware of the risks of using drugs	38.3	49.4*	33.7	45.4*	50.2	64.8*
Given you new information/told you something you didn't know about drugs	39.9	47.0	35.6	44.3*	46.5	62.5*
Made you less likely to try or use drugs	36.0	45.3*	30.9	39.5*	51.9	62.8*
Made you aware that America's drug problem is a problem for you and your family	30.8	39.7*	27.6	33.9	43.0	51.8*
Not shown kids like they really are	31.1	37.6	28.8	39.6*	30.6	30.3
Exaggerated the risks or dangers of marijuana	29.9	34.7	27.6	37.2*	33.7	31.3
Encouraged you to talk to someone else about the risks of using drugs	26.8	30.1	22.8	27.3	35.1	41.3
Not told you anything new	26.3	30.6	25.1	30.9	25.7	26.0

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads

	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
Made you aware of the risks of using drugs	36.3	49.7*	39.5	66.4*	41.5	55.6*
Given you new information/told you something you didn't know about drugs	33.7	48.5*	43.5	63.0*	41.7	55.5*
Made you less likely to try or use drugs	36.6	45.2*	37.6	60.5*	36.3	52.9*
Made you aware that America's drug problem is a problem for you and your family	27.3	37.5	37.0	52.8*	38.2	47.7*
Not shown kids like they really are	31.5	33.2	30.6	36.4	31.6	37.4
Exaggerated the risks or dangers of marijuana	30.2	32.7	27.4	37.4*	29.4	33.5
Encouraged you to talk to someone else about the risks of using drugs	23.3	29.6*	28.2	42.7*	28.6	38.2*
Not told you anything new	29.4	27.3	23.9	31.4	24.9	29.2

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

Perceptions of Anti-Drug Commercials and Ads

% of teens agree a lot with the following statements about anti-drug commercials and ads

	Marijuana Usage					
	<u>Non-Users</u>		<u>Used in Past 30 Days</u>		<u>Marijuana Susceptible (Used, but no in past 30 days)</u>	
	<u>Seen none of the ads often</u> (1539) %	<u>Seen 5+ ads often</u> (1762) %	<u>Seen none of the ads often</u> (417) %	<u>Seen 5+ ads often</u> (343) %	<u>Seen none of the ads often</u> (343) %	<u>Seen 5+ ads often</u> (391) %
Made you aware of the risks of using drugs	46.8	62.6*	10.3	23.1*	37.8	44.4
Given you new information/told you something you didn't know about drugs	45.3	59.5	15.0	24.7	36.6	44.5
Made you less likely to try or use drugs	49.4	60.7*	6.0	14.6*	28.7	31.5
Made you aware that America's drug problem is a problem for you and your family	38.8	48.6*	10.2	18.0	31.2	36.7
Not shown kids like they really are	28.4	32.1	35.9	46.4	36.5	35.9
Exaggerated the risks or dangers of marijuana	26.6	29.9	41.7	49.7	35.2	37.7
Encouraged you to talk to someone else about the risks of using drugs	32.4	39.6*	7.5	14.2	23.9	25.6
Not told you anything new	24.9	26.2	33.0	39.1	30.9	27.3

*- Significant difference at the 95% confidence level

Q21. "How much do you agree or disagree that these commercials or ads have?"

Adolescents Regularly Exposed To The ONDCP Anti-Marijuana Commercials Are Considerably More Likely Than Those Who Have Not Been Exposed To Perceive Regular Use Of Marijuana As Risky

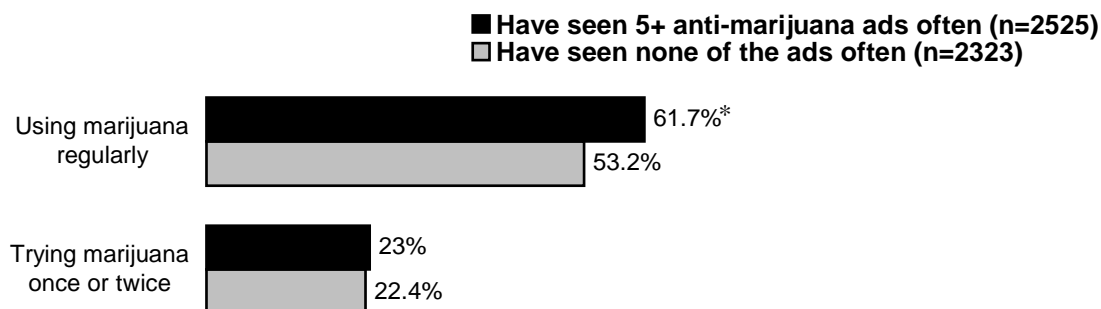
About six in ten (61.7%) adolescents who have regularly seen more than half of the ONDCP anti-marijuana commercials say there is a great risk involved in using marijuana regularly, compared with only about half (53.2%) of youth who have not been regularly exposed to any of the commercials. Perceptions of the risks associated with experimental use (i.e., trying the drug once or twice) of marijuana, however, do not differ across the two subgroups.

Among youth with high exposure to the ONDCP anti-marijuana ads, middle school kids are more likely than older teens with equal exposure to perceive regular use of marijuana as highly risky, 70.6% compared with 55.6% of 9th-11th graders. This further suggests the stronger impact that the campaign may be having on the attitudes of younger kids compared to teens.

Across both racial and marijuana usage groups, data suggest that high exposure to the anti-marijuana ads makes teens more aware of the risks associated with regular marijuana use. Interestingly, exposure to the ads has no significant impact on teens' perceptions of the risks associated with experimenting with the drug.

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...



*- Significant difference at the 95% confidence level

Q.2 "How much overall risk is there in using marijuana?"

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	Teens 14-16		Grades 9-11		Grades 6-8	
	<u>Seen none of the ads often</u> (963) %	<u>Seen 5+ ads often</u> (1077) %	<u>Seen none of the ads often</u> (899) %	<u>Seen 5+ ads often</u> (904) %	<u>Seen none of the ads often</u> (1125) %	<u>Seen 5+ ads often</u> (1372) %
Using marijuana regularly	53.2	60.7*	50.0	55.6	59.7	70.6*
Trying marijuana once or twice	21.8	22.2	20.9	18.7	27.2	26.9

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	White		Black		Hispanic	
	<u>Seen none of the ads often</u> (890) %	<u>Seen 5+ ads often</u> (1164) %	<u>Seen none of the ads often</u> (496) %	<u>Seen 5+ ads often</u> (554) %	<u>Seen none of the ads often</u> (684) %	<u>Seen 5+ ads often</u> (615) %
Using marijuana regularly	55.6	62.8*	46.7	60.4*	46.0	56.8*
Trying marijuana once or twice	22.2	21.7	21.3	26.3	19.4	22.5

Perceived Risk Associated with Regular and Experimental Use of Marijuana

% of teens who say there is a great risk involved when ...

	Marijuana Usage					
	Non-Users		Used in Past 30 Days		Marijuana Susceptible (Used, but no in past 30 days)	
	<u>Seen none of the ads often</u> (1539) %	<u>Seen 5+ ads often</u> (1762) %	<u>Seen none of the ads often</u> (417) %	<u>Seen 5+ ads often</u> (343) %	<u>Seen none of the ads often</u> (343) %	<u>Seen 5+ ads often</u> (391) %
Using marijuana regularly	66.5	73.6*	19.0	26.5	39.9	48.2
Trying marijuana once or twice	27.5	28.2	13.3	13.0	12.3	11.6

*- Significant difference at the 95% confidence level
Q.2 "How much overall risk is there in using marijuana?"

Adolescents Who Have Received High Exposure To ONDCP Anti-Marijuana Ads Are More Likely To Say There Are Great Life, Emotional, And Interpersonal Risks Involved With Marijuana Use. This Holds True For The Risks Specifically Addressed In The ONDCP Campaign

Adolescents who have seen more than half of the ONDCP anti-marijuana commercials often are considerably more likely than those who have not been regularly exposed to any of the ads to think that those who use marijuana put themselves at risk of going on to harder drugs (70.7% vs. 62.9%, respectively), or getting hooked on marijuana (69.6% vs. 61.5%).

Indeed, youth who have received high exposure to the ads in the ONDCP's anti-marijuana campaign are markedly more likely than teens who have received little to no exposure to the ads to feel that marijuana users put themselves at great risk for experiencing all of the listed life risk factors. Similarly, youth regularly exposed to most of the ads are more likely than those who have not seen any of the ads often to say that marijuana users risk negative emotional and interpersonal consequences. Youth who have often seen most of the ONDCP commercials are especially likely to say that marijuana users put themselves at great risk of upsetting parents, losing the respect of family and friends, and acting foolishly.

Not surprisingly, there is a strong correlation between regular exposure to most of the anti-marijuana ads and heightened perceptions of risk associated with marijuana use that **have been specifically highlighted in the ONDCP's campaign**. Youth who have regularly seen more than half of the commercials in the campaign are considerably more likely than those who have not received regular exposure to any of the ads to say that marijuana puts users at great risk of driving dangerously (67% vs. 58.6%), impairing their judgement (61.2% vs. 49.7%), and putting themselves in regrettable sexual situations (60% vs. 49.6%).

Exposure to the ONDCP anti-marijuana campaign appears to have the greatest impact on the attitudes of middle school youth. Middle school kids who have been highly exposed to the ONDCP anti-marijuana ads are significantly more likely than those with little to no regular exposure to the ads to say that marijuana users are at great risk of experiencing nearly all of the negative consequences listed in the survey. Among 9th-11th graders (and 14-16 year olds) there is less consistent disparity in the perceptions of marijuana risks among teens who have been highly exposed to the campaign and less exposed teens. This is true of the life risks, as well as the emotional and interpersonal consequences of marijuana use.

The impact of the ads on perceptions of marijuana risk is seen among all ethnic groups, but is particularly strong among black teens, especially with respect to life risks associated with marijuana use. Black teens who have received high exposure to the ONDCP anti-marijuana ads are significantly more likely than less exposed black teens to say that marijuana puts users at great risk of experiencing nearly all of the negative life consequences listed in the survey. While there are somewhat fewer instances among whites and Hispanics where teens' attitudes about life risks associated with marijuana use vary significantly by their degree of exposure to the ONDCP anti-marijuana ads, they vary significantly for every one of the themes permeating the ONDCP ads.

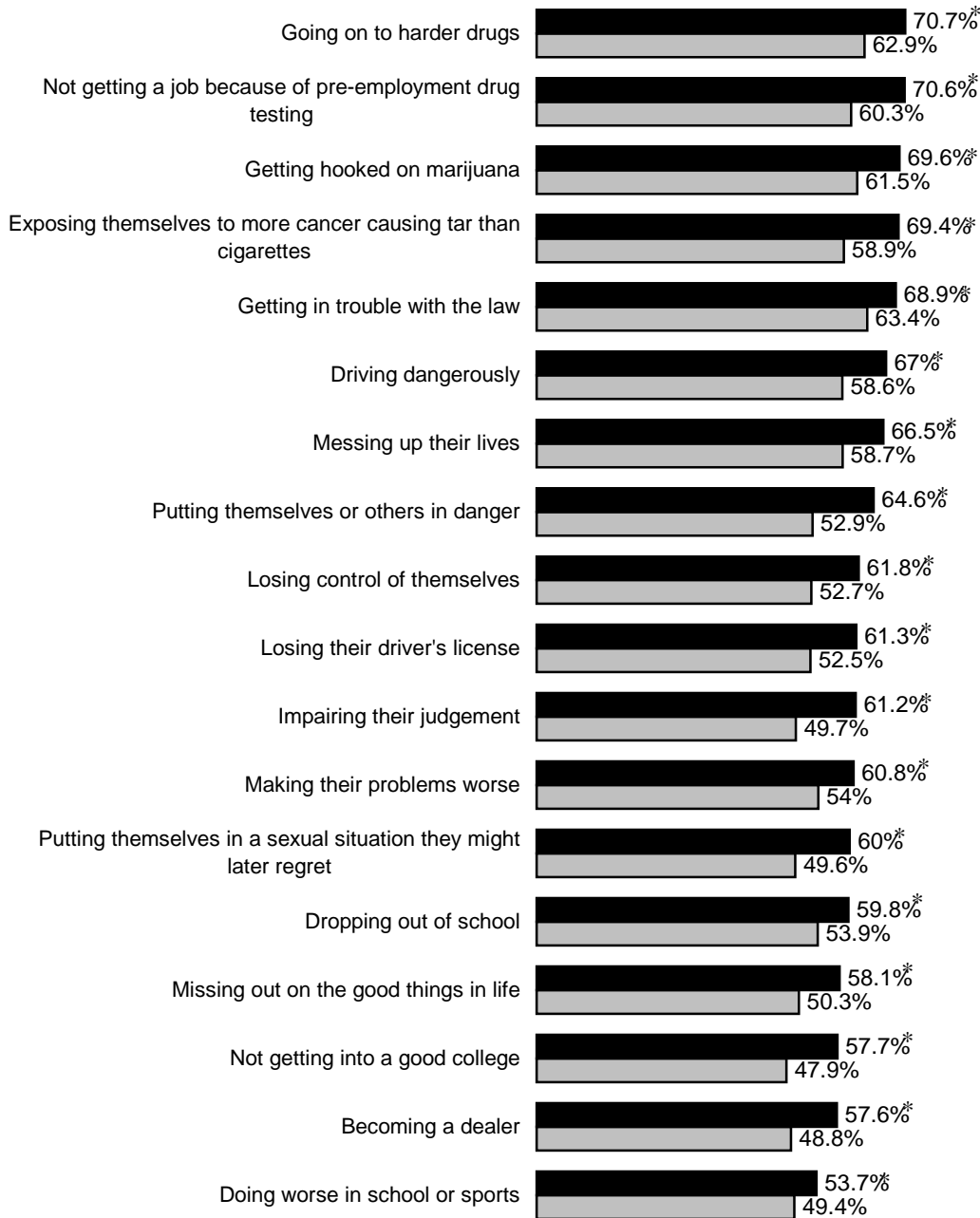
Attitudinal difference between high and low ad exposure groups with respect to the emotional and interpersonal risks of marijuana use are also stronger in many areas among black teens than among white and Hispanic teens.

Among marijuana users and non-users, there is little difference in perceptions of risk between high and low ad exposure groups.

Teens Exposed to the Anti-Marijuana Ads Are More Likely To Be Aware of the Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

■ **Have seen 5+ anti-marijuana ads often (n=2525)**
 □ **Have seen none of the ads often (n=2323)**



*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Teens 14-16		Grades 9-11		Grades 6-8	
	<i>Seen none of the ads often</i> (963) %	<i>Seen 5+ ads often</i> (1077) %	<i>Seen none of the ads often</i> (899) %	<i>Seen 5+ ads often</i> (904) %	<i>Seen none of the ads often</i> (1125) %	<i>Seen 5+ ads often</i> (1372) %
Going on to harder drugs	64.1	70.1	63.2	65.7	66.2	77.1*
Getting hooked on marijuana	62.5	66.4	59.9	61.4	69.7	81.1*
Getting into trouble with the law	65.0	66.7	61.8	64.3	70.6	78.5*
Not getting a job because of pre-employment drug testing	62.4	69.7*	60.7	68.2	63.9	76.3*
Messing up their lives	61.3	65.3	57.5	60.0	67.4	77.5*
Driving dangerously	59.4	64.8	55.5	61.2	68.4	76.7*
Making their problems worse	54.1	59.2	50.4	54.2	62.3	69.4*
Losing their driver's license	54.9	60.0	51.5	56.3	55.6	69.1*
Dropping out of school	56.3	56.9	52.6	51.3	63.2	73.3*
Missing out on the good things in life	52.6	55.7	47.7	52.0	57.4	67.9*
Not getting into a good college	49.6	57.2*	47.2	50.5	54.0	68.4*
Becoming a dealer	51.9	54.5	47.6	50.8	56.0	68.0*
Doing worse at school or sports	50.0	54.4	47.3	51.4	50.9	57.6*
Themes Specific to ONDCP Anti-Marijuana Ads						
Exposing themselves to more cancer causing tar than cigarette smoke	59.6	67.8*	58.4	64.8	65.4	76.8*
Putting themselves or others in danger	54.6	62.5*	50.6	57.1	62.7	75.2*
Losing control of themselves	54.0	58.7	50.4	53.5	61.9	73.4*
Impairing their judgement	52.9	60.1	50.4	57.1	50.2	66.2*
Putting themselves in a sexual situation they might later regret	53.9	57.9	50.2	53.2	54.9	68.7*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana"

Perceived Life Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

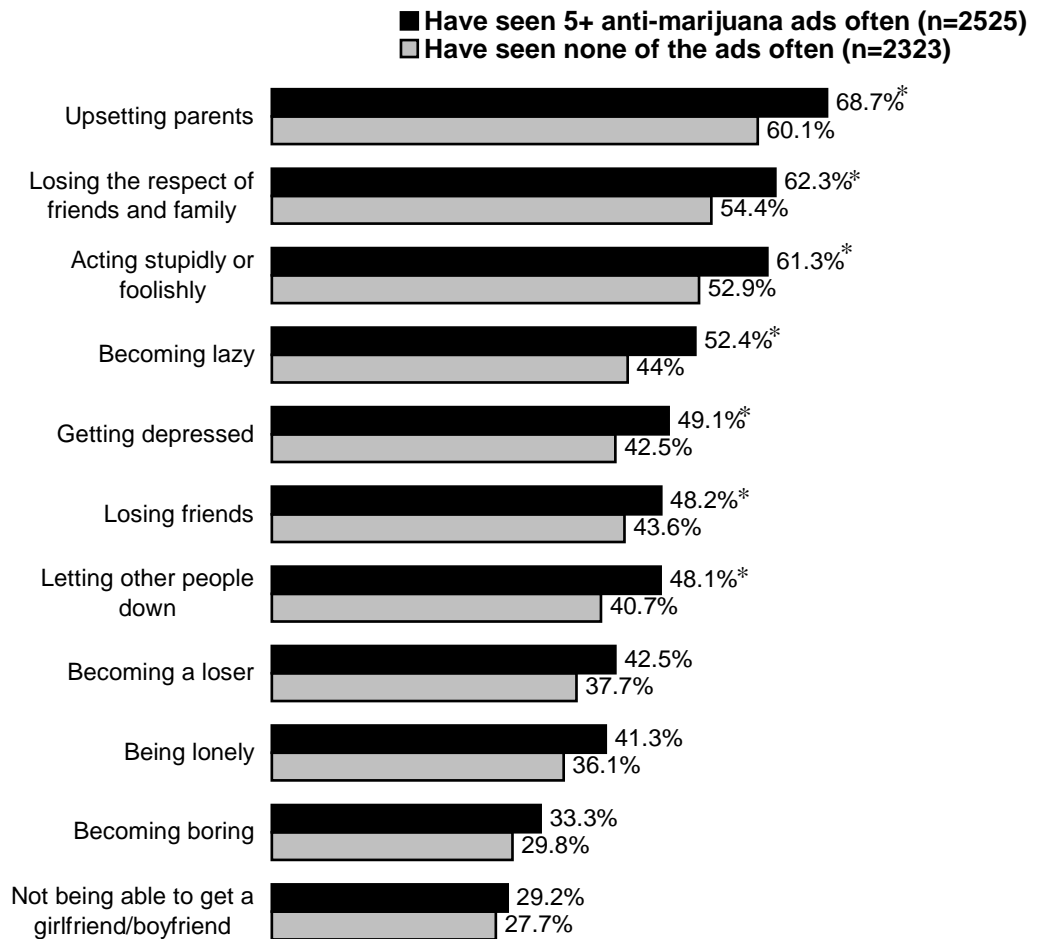
	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
Going on to harder drugs	62.7	70.8*	60.5	67.9	66.1	69.6
Getting hooked on marijuana	61.6	69.9*	59.3	70.4*	59.2	65.6
Getting into trouble with the law	65.0	68.0	57.0	68.5*	64.4	71.1
Not getting a job because of pre-employment drug testing	59.4	69.5*	58.6	73.6*	62.7	73.3*
Messing up their lives	60.4	65.5	52.2	69.0*	55.3	64.6*
Driving dangerously	58.8	67.7*	53.3	66.6*	57.9	65.1
Making their problems worse	56.0	61.1	45.2	60.4*	51.4	60.4
Losing their driver's license	53.8	62.2*	45.4	60.2*	53.5	59.8
Dropping out of school	52.8	58.6	54.6	62.0*	55.3	62.3
Missing out on the good things in life	51.9	58.3	45.1	58.3*	47.9	56.2
Not getting into a good college	48.7	57.1*	44.5	56.9*	45.3	59.6*
Becoming a dealer	47.6	55.7*	49.2	62.2*	52.1	58.1
Doing worse at school or sports	50.0	52.6	45.0	58.6*	47.6	49.5
Themes Specific to ONDCP Anti-Marijuana Ads						
Exposing themselves to more cancer causing tar than cigarette smoke	60.3	68.9*	52.2	72.1*	57.9	67.3*
Putting themselves or others in danger	54.3	64.2*	44.4	67.8*	55.4	65.4*
Losing control of themselves	53.8	61.7*	44.9	60.4*	53.4	63.0*
Impairing their judgement	53.3	63.5*	41.0	55.9*	41.6	59.2*
Putting themselves in a sexual situation they might later regret	50.2	58.7*	48.2	61.7*	49.3	62.5*

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Teens Exposed to the Anti-Marijuana Ads Are More Likely To Be Aware of the Interpersonal and Emotional Risks Associated with Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana



*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Perceived Emotional/Interpersonal Risks of Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	Teens 14-16		Grades 9-11		Grades 6-8	
	<i>Seen none of the ads often</i> (963) %	<i>Seen 5+ ads often</i> (1077) %	<i>Seen none of the ads often</i> (899) %	<i>Seen 5+ ads often</i> (904) %	<i>Seen none of the ads often</i> (1125) %	<i>Seen 5+ ads often</i> (1372) %
Upsetting parents	62.2	68.0	59.7	66.4	61.1	70.8*
Losing the respect of friends and family	54.3	60.6	51.1	57.8	61.3	69.9*
Acting stupidly or foolishly	52.0	61.5	51.1	59.3*	54.7	64.4*
Becoming lazy	45.1	52.3	44.6	51.7	41.9	52.7*
Letting other people down	41.3	48.1	38.8	45.5	45.0	52.0*
Getting depressed	45.2	49.5	43.0	46.8	45.8	54.3*
Losing friends	44.4	43.7	40.8	40.0	50.6	58.8*
Becoming a loser	39.5	39.9	40.4	39.7	35.0	44.8*
Being lonely	37.3	39.2	35.2	37.7	41.3	46.9
Becoming boring	32.0	34.6	31.1	31.8	29.3	34.8*
Not being able to get a girlfriend/boyfriend	28.2	26.3	24.4	23.6	35.0	35.8

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Perceived Emotional/Interpersonal Risks of Marijuana Use

% of teens who say there is a great risk that following things will happen to someone who uses marijuana

	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
Upsetting parents	62.7	70.8*	60.5	67.9	66.1	69.6
Losing the respect of friends and family	56.8	62.8	44.0	59.2*	52.3	61.1
Acting stupidly or foolishly	55.8	61.9	48.3	63.7*	47.4	57.1*
Becoming lazy	45.6	53.0*	39.2	51.7*	42.8	52.3*
Letting other people down	43.8	49.3	34.5	45.4*	36.1	45.7*
Getting depressed	43.6	50.4*	37.5	50.2*	40.0	43.3
Losing friends	46.6	49.4	32.6	46.4*	42.9	47.4
Becoming a loser	36.8	41.3	37.7	46.3	38.5	44.3
Being lonely	37.7	41.7	30.0	38.9	35.1	38.6
Becoming boring	31.7	34.8	25.3	31.2	28.3	30.4
Not being able to get a girlfriend/boyfriend	29.4	28.8	23.3	28.4	26.9	30.8

*- Significant difference at the 95% confidence level

Q.3 "How much risk is there that each of the following would happen to someone who uses marijuana?"

Data Suggest Heavier Exposure To ONDCP Anti-Marijuana Ads May Be Having Some Impact On Teens' Involvement With Marijuana

About one-fourth (25.3%) of 6th-12th graders who have often seen five or more of the eight commercials in the ONDCP's anti-marijuana campaign say they used marijuana in the past year, compared with 27.7% of those who have not received regular exposure to any of the commercials in the campaign. There is also a suggestive difference in the likelihood of past month's usage of marijuana between teens with high (15.8%) and low (19.1%) levels of exposure to ads in the ONDCP campaign.

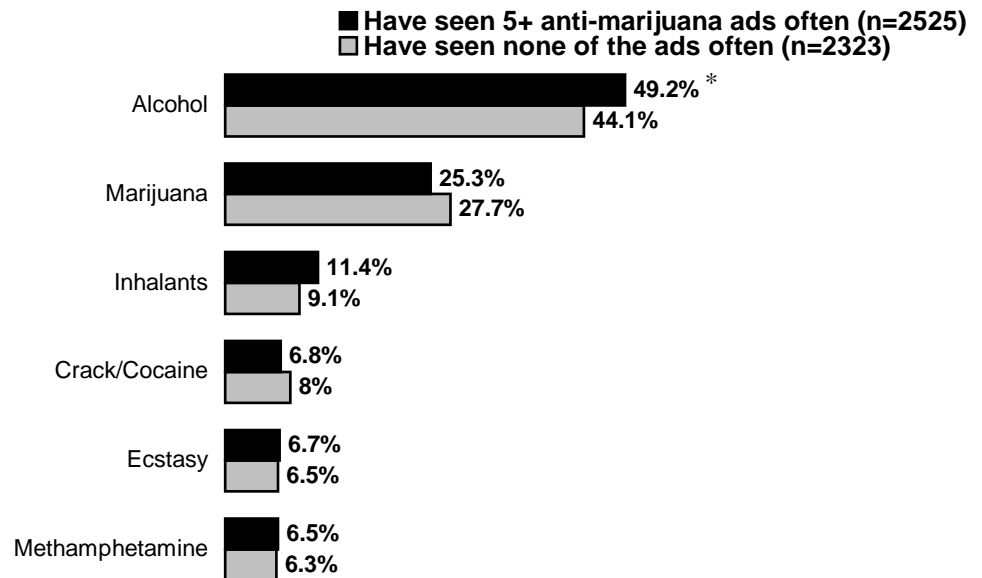
These slight differences in past year's and past month's marijuana usage, although not significant, suggest that the ONDCP ads may be having some effect on discouraging teens from using marijuana. Supporting this hypothesis is the finding that the differences in marijuana usage between teens with high and low exposure to the ONDCP ads are counter to reported usage patterns for other substances. For all other listed substances, teens with high exposure to the ONDCP ads are generally either just about as likely or slightly more likely than low exposure teens to have used the substances in the past year or the past month.

As with the total sample, teens in the target sub-groups—those age 14-16 and those in grades 9-11—who have been highly exposed to the ONDCP ads are directionally less likely than teen with lower exposure to have used marijuana in the past month. About 17% of teens age 14-16 who have seen more than half of the ONDCP ads often have used marijuana in the past month, compared with 20.9% of teens with little to no regular exposure to the ads. Among 9th-11th graders, 21.3% of teens with high exposure to the ads have used marijuana in the past 30 days, versus 24.6% of teens who have seen none of the ads often. Again, although these differences are not statistically significant, they are consistent with the behavioral outcome sought by the ONDCP, which is lower usage of marijuana among teens exposed to the ads in the campaign.

It is worth noting that among Hispanic teens there is a significant difference in past month's marijuana usage between teens with high exposure to the ONDCP ads (19%) and those with lower exposure (26.7%). Differences between high and low exposure groups among white and black teens suggest a similar trend, but are not statistically significant.

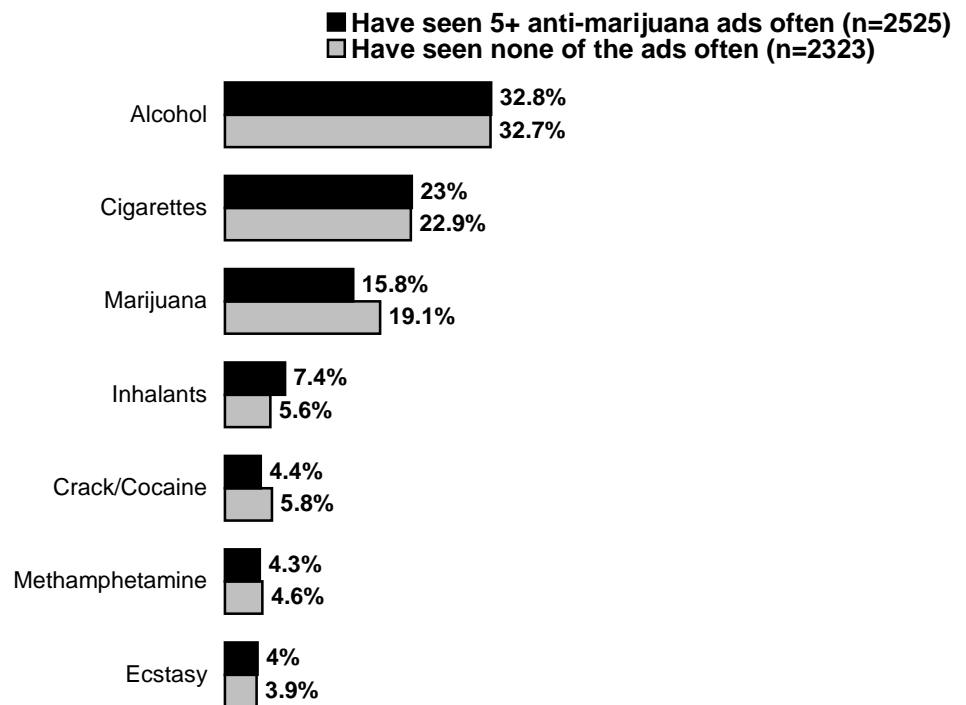
Past Year's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past year



Past Month's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past 30 days



*- Significant difference at the 95% confidence level

Q.7-14 "How many times have you used ____ in the past 30 days/12 months?"

Past Year's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past year

	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
Alcohol	45.1	51.2	40.0	37.0	52.8	54.1
Marijuana	25.8	25.4	29.6	19.8*	37.8	30.0
Inhalants	7.6	10.3	9.7	10.1	12.3	16.9
Crack/Cocaine	6.8	6.8	7.3	3.9	13.9	10.7
Ecstasy	6.4	6.2	5.5	4.6	10.0	9.3
Methamphetamine	5.5	6.3	4.0	4.8	11.6	9.5

Past Month's Illicit Substance Use among Teens

% of teens who say they have tried the following drugs in the past 30 days

	White		Black		Hispanic	
	<i>Seen none of the ads often</i> (890) %	<i>Seen 5+ ads often</i> (1164) %	<i>Seen none of the ads often</i> (496) %	<i>Seen 5+ ads often</i> (554) %	<i>Seen none of the ads often</i> (684) %	<i>Seen 5+ ads often</i> (615) %
Alcohol	34.0	35.4	28.7	22.8	38.7	34.4
Cigarettes	23.8	24.7	19.8	15.8	27.4	24.7
Marijuana	19.3	15.8	17.9	12.3	26.7	19.0*
Inhalants	4.9	6.3	7.2	8.2	7.1	10.9
Crack/Cocaine	4.5	4.2	6.8	3.0	10.2	7.9
Methamphetamine	3.7	3.8	3.1	4.1	8.4	6.5
Ecstasy	3.4	3.6	4.5	3.4	6.0	5.6

*- Significant difference at the 95% confidence level

Q.7-14 "How many times have you used ____ in the past 30 days/12 months?"
