

Table 3-1. Percent of youth recalling having seen youth-targeted Campaign TV ads at least once per week, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling having seen TV ads at least once per week											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13	41.5	(38.1,45.0)	56.8	(52.8,60.6)	54.4	(50.3,58.4)	63.2	(59.4,66.8)	73.1	(69.7,76.2)	56.3	(54.3,58.3)
14 to 15	38.6	(35.0,42.2)	53.6	(49.4,57.8)	52.7	(49.8,55.6)	65.3	(62.1,68.4)	76.7	(73.5,79.7)	55.2	(53.2,57.1)
16 to 18	32.1	(28.7,35.7)	47.8	(44.0,51.6)	51.1	(48.3,54.0)	61.5	(58.5,64.3)	72.3	(69.6,75.0)	51.4	(49.7,53.1)
14 to 16	37.2	(34.1,40.4)	53.0	(49.4,56.7)	52.4	(49.7,55.0)	64.4	(61.5,67.1)	76.1	(73.6,78.4)	54.6	(52.9,56.4)
14 to 18	35.0	(32.4,37.7)	50.4	(47.4,53.5)	51.8	(49.6,54.0)	63.1	(60.6,65.5)	74.1	(72.0,76.1)	53.0	(51.6,54.5)
12.5 to 18	36.5	(34.3,38.8)	51.9	(49.2,54.6)	52.4	(50.3,54.5)	63.1	(60.7,65.4)	73.9	(72.1,75.6)	53.8	(52.6,55.1)
Youth aged 12.5 to 18												
Gender												
Males	35.7	(32.6,38.9)	48.3	(45.0,51.6)	51.4	(49.0,53.8)	59.7	(56.9,62.4)	71.6	(68.7,74.3)	51.6	(50.2,52.9)
Females	37.5	(34.8,40.2)	55.8	(51.9,59.5)	53.4	(50.6,56.3)	66.6	(63.7,69.4)	76.4	(74.0,78.5)	56.2	(54.5,57.9)
Race/ethnicity												
White	33.6	(30.9,36.4)	50.3	(47.1,53.6)	51.5	(48.9,54.0)	61.8	(59.0,64.5)	74.1	(71.6,76.4)	52.2	(50.5,53.9)
African American	47.2	(41.1,53.4)	56.2	(49.7,62.4)	53.5	(48.5,58.4)	65.6	(60.8,70.2)	74.6	(70.1,78.5)	57.9	(55.1,60.6)
Hispanic	41.1	(36.0,46.4)	55.7	(49.8,61.4)	54.8	(50.4,59.2)	66.7	(61.4,71.5)	74.5	(69.9,78.6)	57.6	(54.9,60.2)
Risk score												
Higher risk	34.5	(31.0,38.1)	48.5	(43.9,53.1)	52.1	(49.1,55.1)	64.1	(60.7,67.4)	76.9	(73.7,79.9)	52.9	(51.1,54.7)
Lower risk	38.2	(35.5,41.0)	53.2	(50.3,56.0)	53.0	(50.2,55.9)	62.6	(59.5,65.6)	72.6	(70.0,75.0)	54.7	(53.1,56.3)
Sensation seeking												
High	36.6	(33.5,39.8)	51.9	(48.4,55.4)	53.8	(51.3,56.3)	65.1	(62.6,67.6)	75.5	(72.9,77.9)	54.7	(53.1,56.3)
Low	36.4	(33.0,39.9)	51.7	(48.4,55.1)	51.0	(48.1,53.8)	60.6	(57.2,63.9)	72.2	(69.5,74.7)	52.8	(51.0,54.6)

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-2. Summary of recall among youth for all eligible Campaign TV ads by wave¹

Total recall Number of ad viewings per month	Recall for all TV platform ads									Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI
Youth aged 12.5 to 18											
0 _____	17.7	12.8	12.6	10.9	10.7	7.5	3.1	10.1	2.7	9.7	(8.9,10.5)
0.01 to .99 _____	7.9	7.5	4.8	4.7	6.4	4.5	2.6	5.6	2.3	5.1	(4.7,5.6)
1 - 3.99 _____	17.4	17.9	11.3	10.0	14.5	10.1	5.1	13.6	5.8	11.7	(11.1,12.3)
4 - 11.99 _____	51.5	55.0	61.1	60.5	56.0	61.4	53.7	58.0	62.6	57.8	(56.8,58.8)
12 or more _____	5.5	6.8	10.2	13.8	12.3	16.4	35.5	12.7	26.6	15.7	(14.9,16.6)
Total _____	100.0	100.0	100.0	99.9	99.9	99.9	100.0	100.0	100.0	100.0	---
Mean _____	3.78	4.25	5.17	5.97	5.43	6.52	10.31	5.55	8.78	6.23	---
95% CI _____	(3.58,3.98)	(3.96,4.54)	(4.82,5.52)	(5.63,6.30)	(5.07,5.78)	(6.14,6.89)	(9.85,10.77)	(5.15,5.95)	(8.46,9.11)	(6.07,6.40)	---
Median _____	2.58	2.67	3.71	4.79	3.66	4.90	8.21	3.75	6.67	4.41	---
95% CI _____	(1.98,2.76)	(2.32,2.89)	(3.61,4.35)	(4.29,5.11)	(3.56,3.85)	(4.39,5.15)	(7.90,8.89)	(3.64,4.33)	(6.51,7.10)	(4.31,4.53)	---

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-3. Summary of recall of TV ads among youth for the "Negative Consequences" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Negative Consequences" TV ads										
	Wave 1 %	Wave 2 %	Wave 3 ² %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Average for all waves % 95% CI	
Youth aged 12.5 to 18											
0 _____	65.7	65.9	100.0	47.2	65.6	25.2	21.6	47.0	17.9	50.2	(48.8,51.6)
0.01 to .99 _____	6.0	4.2	0.0	6.4	3.8	9.4	7.1	5.5	8.0	5.6	(5.3,6.1)
1 - 3.99 _____	14.0	10.5	0.0	18.4	9.0	21.1	23.5	14.4	19.0	14.5	(13.9,15.1)
4 - 11.99 _____	14.2	18.3	0.0	28.0	20.2	41.8	46.2	30.6	50.5	28.1	(26.8,29.3)
12 or more _____	0.1	1.1	0.0	0.0	1.5	2.4	1.6	2.5	4.7	1.6	(1.4,1.8)
Total _____	100.0	100.0	100.0	100.0	100.1	99.9	100.0	100.0	100.1	100.0	---
Mean _____	0.88	1.17	0	1.71	1.35	2.60	2.98	2.12	3.33	1.81	---
95% CI _____	(0.79,.098)	(0.97,1.37)	(S)	(1.52,1.90)	(1.16,1.54)	(2.38,2.81)	(2.82,3.13)	(1.82,2.42)	(3.18,3.47)	(1.73,1.89)	---
Median _____	0	0	0	0.22	0	1.35	1.45	0.39	1.89	0	---
95% CI _____	(S)	(S)	(S)	(0.00,0.58)	(S)	(1.27,1.44)	(1.41,1.50)	(0.00,1.07)	(1.74,2.52)	(S)	---

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Interviews included no ads in this platform for Wave 3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-4. Summary of recall of TV ads among youth for the "Normative Positive Consequences" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Normative Positive Consequences" TV ads										Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 ² %	Wave 7 ² %	Wave 8 ² %	Wave 9 ² %	%	95% CI	
Youth aged 12.5 to 18												
0 _____	46.9	39.7	41.5	23.9	29.5	100.0	100.0	100.0	100.0	65.3	(64.6,66.1)	
0.01 to .99 _____	7.1	14.0	5.9	5.2	9.6	0.0	0.0	0.0	0.0	4.5	(4.1,5.0)	
1 - 3.99 _____	18.9	22.5	13.7	15.5	21.1	0.0	0.0	0.0	0.0	10.0	(9.5,10.5)	
4 - 11.99 _____	26.7	23.5	37.0	48.7	38.0	0.0	0.0	0.0	0.0	18.9	(18.2,19.7)	
12 or more _____	0.4	0.4	1.9	6.7	1.8	0.0	0.0	0.0	0.0	1.2	(1.1,1.4)	
Total _____	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	---	
Mean _____	1.63	1.60	2.44	3.81	2.52	0	0	0	0	1.31	---	
95% CI _____	(1.52,1.75)	(1.45,1.75)	(2.23,2.65)	(3.58,4.04)	(2.36,2.68)	(S)	(S)	(S)	(S)	(1.26,1.36)	---	
Median _____	0.36	0.44	1.09	2.51	1.24	0	0	0	0	0	---	
95% CI _____	(0.27,0.45)	(0.38,0.50)	(0.43,1.22)	(1.73,2.69)	(1.17,1.31)	(S)	(S)	(S)	(S)	(S)	---	

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Interviews included no ads in this platform for Waves 6 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-5. Summary of recall of TV ads among youth for the "Resistance Skills" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Resistance Skills" TV ads										
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 ² %	Wave 5 ² %	Wave 6 ² %	Wave 7 ² %	Wave 8 ² %	Wave 9 ² %	Average for all waves 95% CI	
Youth aged 12.5 to 18											
0 _____	53.8	81.8	34.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	86.0 (85.3,86.6)
0.01 to .99 _____	5.2	1.4	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2 (1.0,1.5)
1 - 3.99 _____	16.0	5.6	14.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9 (3.5,4.3)
4 - 11.99 _____	23.5	11.1	45.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7 (8.2,9.2)
12 or more _____	1.5	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3 (0.2,0.4)
Total _____	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1 ---
Mean _____	1.60	0.71	2.73	0	0	0	0	0	0	0	0.55 ---
95% CI _____	(1.45,1.75)	(0.56,0.85)	(2.49,2.97)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(0.52,0.58) ---
Median _____	0	0	1.37	0	0	0	0	0	0	0	0 ---
95% CI _____	(S)	(S)	(1.21,1.68)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S) ---

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Interviews included no ads in this platform for Waves 4 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-6. Parent¹ recall of parent-targeted Campaign TV ads at least once per week, by parent characteristics

Characteristics	Recall of parent-targeted Campaign TV ads at least once per week											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall	24.8	(23.1,26.6)	30.1	(27.8,32.5)	53.7	(51.2,56.2)	58.1	(56.1,60.0)	50.0	(47.1,53.0)	42.8	(41.6,44.1)
Gender												
Males	21.4	(18.1,25.2)	26.7	(23.0,30.7)	51.0	(47.4,54.5)	56.2	(52.5,59.9)	43.8	(40.0,47.8)	39.6	(37.4,41.8)
Females	26.7	(24.3,29.2)	31.9	(29.1,34.7)	55.2	(52.1,58.2)	59.1	(56.5,61.7)	53.4	(49.7,57.0)	44.6	(43.1,46.1)
Race/ethnicity												
White	20.8	(18.8,23.0)	29.4	(26.6,32.3)	52.6	(49.8,55.5)	58.0	(55.9,60.1)	47.2	(43.7,50.8)	41.1	(39.6,42.7)
African American	25.4	(21.5,29.7)	37.9	(32.1,44.1)	57.9	(50.8,64.7)	66.9	(62.3,71.1)	51.7	(45.0,58.3)	47.8	(45.1,50.6)
Hispanic	43.5	(36.9,50.3)	29.4	(24.3,35.1)	58.7	(51.4,65.5)	53.5	(46.8,60.1)	64.8	(57.9,71.1)	48.9	(46.3,51.6)
Education												
Less than high school	35.2	(29.7,41.2)	38.3	(32.4,44.7)	56.1	(48.9,63.1)	55.0	(50.3,59.6)	57.1	(50.0,63.9)	47.2	(43.9,50.6)
High school graduate	25.7	(22.4,29.3)	31.1	(26.9,35.7)	56.1	(52.8,59.4)	61.3	(57.7,64.6)	56.2	(51.9,60.4)	44.9	(42.8,47.1)
Some college	25.1	(22.3,28.2)	31.7	(27.3,36.5)	57.0	(52.8,61.0)	62.3	(59.3,65.3)	52.8	(47.8,57.9)	45.8	(43.9,47.6)
College graduate	16.6	(13.1,20.9)	22.6	(18.3,27.5)	46.0	(41.9,50.2)	51.2	(47.7,54.6)	36.3	(32.6,40.2)	34.8	(32.5,37.0)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-7. Summary of recall among parents¹ for all eligible Campaign TV ads by wave²

Total recall Number of ad viewings per month	Recall for all platforms' TV ads									Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI
Overall											
0 _____	33.5	41.6	32.1	17.6	10.0	11.1	4.2	9.8	10.6	18.7	(18.0,19.5)
0.01 to .99 _____	6.8	7.3	9.6	4.0	4.6	4.0	3.2	4.8	2.9	5.2	(4.7,5.7)
1 - 3.99 _____	17.5	14.3	20.5	17.7	13.8	9.8	8.0	11.5	15.9	14.3	(13.6,15.0)
4 - 11.99 _____	37.2	31.6	34.9	53.3	62.2	57.3	67.0	65.4	57.2	52.0	(51.1,52.9)
12 or more _____	5.1	5.1	3.0	7.4	9.4	17.9	17.7	8.5	13.4	9.8	(9.1,10.5)
Total _____	100.1	99.9	100.1	100.0	100.0	100.1	100.1	100.0	100.0	100.0	---
Mean _____	3.10	2.71	2.49	4.27	5.22	6.50	7.01	5.20	5.78	4.72	---
95% CI _____	(2.83,3.36)	(2.40,3.01)	(2.20,2.79)	(4.02,4.52)	(4.95,5.48)	(6.12,6.88)	(6.75,7.27)	(4.91,5.48)	(5.46,6.10)	(4.59,4.85)	---
Median _____	1.27	1.01	1.19	3.23	3.92	5.03	5.79	3.74	3.78	3.29	---
95% CI _____	(1.17,1.36)	(0.42,1.14)	(1.09,1.29)	(2.81,3.58)	(3.59,4.40)	(4.41,5.19)	(5.51,6.10)	(3.58,4.36)	(3.68,4.39)	(2.97,3.43)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-8. Summary of recall of TV ads among parents¹ for the "Parenting Skills/Personal Efficacy/Monitoring" strategic platform ads by wave²

Total recall Number of ad viewings per month	Recall of "Parenting Skills/Personal Efficacy/Monitoring" TV ads										
	Wave 1 ³ %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	Average for all waves % 95% CI	
Overall											
0 _____	N/A	52.5	76.2	22.6	19.3	16.1	11.2	9.9	19.3	28.1	(27.1,29.0)
0.01 to .99 _____	N/A	6.7	2.9	4.0	5.9	4.5	4.4	4.8	4.6	4.7	(4.3,5.2)
1 - 3.99 _____	N/A	14.6	9.4	17.0	17.2	12.9	16.0	11.5	26.7	15.7	(14.9,16.5)
4 - 11.99 _____	N/A	23.3	10.9	49.5	52.6	55.9	63.6	65.5	46.2	46.2	(45.2,47.2)
12 or more _____	N/A	2.8	0.6	7.0	4.9	10.6	4.7	8.4	3.2	5.3	(4.7,6.0)
Total _____	N/A	99.9	100.0	100.1	99.9	100.0	99.9	100.1	100.0	100.0	---
Mean _____	N/A	1.84	0.74	3.97	3.75	5.04	4.54	5.19	3.33	3.57	---
95% CI _____	N/A	(1.56,2.12)	(0.59,0.89)	(3.72,4.23)	(3.50,4.00)	(4.74,5.35)	(4.35,4.72)	(4.90,5.47)	(3.17,3.48)	(3.45,3.69)	---
Median _____	N/A	0	0	2.81	2.62	3.67	3.59	3.74	1.49	1.88	---
95% CI _____	N/A	(S)	(S)	(2.57,3.50)	(1.97,2.81)	(3.48,4.19)	(3.50,3.67)	(3.58,4.36)	(1.46,2.70)	(1.78,1.97)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Data on this platform are not available for Wave 1.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-9. Summary of recall of TV ads among parents¹ for the "Your Child at Risk" strategic platform ads by wave²

Total recall Number of ad viewings per month	Recall of "Your Child at Risk" TV ads										Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 ³ %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	%	95% CI	
Overall												
0 _____	64.4	89.6	99.2	95.9	100.0	100.0	100.0	100.0	100.0	94.5	(94.0,94.9)	
0.01 to .99 _____	3.6	0.7	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.6	(0.4,0.7)	
1 - 3.99 _____	7.5	2.1	0.4	1.5	0.0	0.0	0.0	0.0	0.0	1.3	(1.0,1.5)	
4 - 11.99 _____	22.6	6.8	0.3	2.0	0.0	0.0	0.0	0.0	0.0	3.4	(3.0,3.9)	
12 or more _____	1.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	(0.2,0.4)	
Total _____	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.1	---	
Mean _____	1.64	0.56	0.03	0.12	0	0	0	0	0	0.26	---	
95% CI _____	(1.43,1.85)	(0.41,0.71)	(0.00,0.05)	(0.09,0.15)	(S)	(S)	(S)	(S)	(S)	(0.23,0.28)	---	
Median _____	0	0	0	0	0	0	0	0	0	0	---	
95% CI _____	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---	

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 5 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-10. Summary of recall of TV ads among parents¹ for the "Perceptions of Harm" strategic platform ads by wave²

Total recall Number of ad viewings per month	Recall of "Perceptions of Harm/Marijuana" TV ads										Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 ³ %	Wave 5 ³ %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	%	95% CI	
Overall												
0 _____	76.3	95.6	36.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	90.0	(89.5,90.5)
0.01 to .99 _____	4.8	0.8	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	(1.6,2.1)
1 - 3.99 _____	11.7	2.0	22.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	(3.6,4.3)
4 - 11.99 _____	6.9	1.6	29.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	(3.7,4.5)
12 or more _____	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	(0.1,0.2)
Total _____	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	---
Mean _____	0.55	0.10	1.87	0	0	0	0	0	0	0	0.28	---
95% CI _____	(0.46,0.65)	(0.06,0.14)	(1.66,2.07)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(0.25,0.30)	---
Median _____	0	0	1.03	0	0	0	0	0	0	0	0	---
95% CI _____	(S)	(S)	(0.43,1.12)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 4 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-11. Summary of recall of TV ads among parents¹ on the topic of inhalants by wave²

Total recall Number of ad viewings per month	Recall for all inhalant TV ads										
	Wave 1 %	Wave 2 ³ %	Wave 3 %	Wave 4 ⁴ %	Wave 5 ⁴ %	Wave 6 %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	Average for all waves %	95% CI
Overall											
0 _____	91.5	100.0	66.0	98.9	97.9	95.3	100.0	100.0	100.0	94.5	(93.9,95.0)
0.01 to .99 _____	1.8	0.0	6.7	0.1	0.1	0.4	0.0	0.0	0.0	1.0	(0.8,1.2)
1 - 3.99 _____	3.7	0.0	16.0	0.6	0.4	2.0	0.0	0.0	0.0	2.5	(2.1,2.9)
4 - 11.99 _____	2.9	0.0	11.2	0.4	1.6	2.3	0.0	0.0	0.0	2.0	(1.8,2.3)
12 or more _____	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.0,0.1)
Total _____	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	---
Mean _____	0.21	0	0.78	0.03	0.10	0.15	0	0	0	0.14	---
95% CI _____	(0.15,0.27)	(S)	(0.67,0.89)	(0.01,0.05)	(0.05,0.14)	(0.11,0.19)	(S)	(S)	(S)	(0.13,0.15)	---
Median _____	0	0	0	0	0	0	0	0	0	0	---
95% CI _____	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 2, 7, 8 and 9.

⁴No general market ads on the topic of inhalants were aired in Waves 4 and 5. However, a small number of Spanish anti-inhalant ads were aired.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-12. Overall evaluation of TV ads by youth by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

Characteristics	Mean TV ad evaluation scale score ¹ (-2 = most negative response, 2 = most positive response)											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI
Youth aged 12.5 to 18												
12.5 to 13	0.96	(0.90,1.02)	0.96	(0.91,1.02)	1.01	(0.95,1.08)	1.00	(0.94,1.06)	1.01	(0.95,1.07)	0.99	(0.96,1.01)
14 to 15	0.79	(0.72,0.86)	0.74	(0.68,0.79)	0.85	(0.81,0.90)	0.91	(0.87,0.95)	0.83	(0.76,0.90)	0.82	(0.79,0.85)
16 to 18	0.55	(0.48,0.62)	0.58	(0.52,0.64)	0.62	(0.56,0.67)	0.72	(0.67,0.77)	0.72	(0.66,0.79)	0.64	(0.61,0.67)
14 to 16	0.70	(0.63,0.76)	0.69	(0.65,0.73)	0.78	(0.74,0.81)	0.87	(0.83,0.90)	0.80	(0.75,0.85)	0.76	(0.74,0.79)
14 to 18	0.66	(0.61,0.72)	0.65	(0.62,0.69)	0.72	(0.68,0.75)	0.80	(0.76,0.84)	0.77	(0.72,0.82)	0.72	(0.69,0.75)
12.5 to 18	0.73	(0.69,0.78)	0.73	(0.70,0.76)	0.79	(0.76,0.82)	0.85	(0.82,0.88)	0.83	(0.78,0.87)	0.78	(0.76,0.81)
Youth aged 12.5 to 18												
Gender												
Males	0.61	(0.54,0.68)	0.65	(0.59,0.70)	0.72	(0.68,0.76)	0.71	(0.66,0.76)	0.70	(0.64,0.77)	0.68	(0.64,0.71)
Females	0.86	(0.81,0.92)	0.81	(0.77,0.86)	0.86	(0.81,0.92)	0.99	(0.95,1.04)	0.95	(0.90,1.00)	0.90	(0.87,0.92)
Race/ethnicity												
White	0.70	(0.65,0.76)	0.66	(0.62,0.70)	0.76	(0.72,0.80)	0.80	(0.77,0.83)	0.77	(0.72,0.82)	0.74	(0.71,0.76)
African American	0.86	(0.78,0.94)	0.94	(0.84,1.03)	0.86	(0.78,0.94)	0.98	(0.88,1.08)	0.94	(0.83,1.05)	0.91	(0.86,0.97)
Hispanic	0.75	(0.64,0.86)	0.85	(0.76,0.94)	0.84	(0.74,0.93)	0.92	(0.85,0.99)	0.94	(0.86,1.03)	0.86	(0.81,0.91)
Risk score												
Higher risk	0.52	(0.44,0.59)	0.52	(0.46,0.58)	0.55	(0.51,0.60)	0.59	(0.54,0.65)	0.60	(0.53,0.66)	0.55	(0.52,0.59)
Lower risk	0.90	(0.85,0.95)	0.88	(0.84,0.92)	0.95	(0.91,0.99)	1.03	(1.00,1.06)	0.98	(0.94,1.02)	0.95	(0.93,0.97)
Sensation seeking												
High	0.56	(0.50,0.61)	0.55	(0.50,0.59)	0.62	(0.58,0.66)	0.69	(0.65,0.73)	0.64	(0.59,0.69)	0.61	(0.59,0.63)
Low	0.96	(0.90,1.02)	0.99	(0.94,1.04)	1.01	(0.96,1.06)	1.05	(1.00,1.10)	1.05	(1.00,1.10)	1.01	(0.98,1.04)
Use of marijuana												
Nonuser ²	0.84	(0.80,0.89)	0.86	(0.82,0.90)	0.92	(0.88,0.96)	0.98	(0.95,1.02)	0.93	(0.89,0.98)	0.91	(0.88,0.93)
Past-year user ³	0.26	(0.15,0.37)	0.26	(0.14,0.37)	0.28	(0.19,0.37)	0.32	(0.22,0.42)	0.37	(0.26,0.47)	0.29	(0.24,0.34)

¹Means represent the average response to a three-item evaluation scale (i.e., statements regarding whether the ad was attention-getting, convincing, and personally relevant).

²Nonusers are those who have never used marijuana in the past.

³Past-year users are those who have used marijuana in the past 12 months.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-13. Overall evaluation of TV ads by youth by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

Characteristics	Agreement that TV ads exaggerate the problem ¹ (-2 = strongly agree, 2 = strongly disagree)											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI
Youth aged 12.5 to 18												
12.5 to 13 _____	0.83	(0.76,0.90)	0.77	(0.69,0.85)	0.86	(0.79,0.94)	0.79	(0.71,0.87)	0.82	(0.73,0.92)	0.82	(0.78,0.85)
14 to 15 _____	0.74	(0.68,0.80)	0.73	(0.68,0.79)	0.81	(0.74,0.87)	0.83	(0.77,0.89)	0.87	(0.80,0.93)	0.79	(0.75,0.82)
16 to 18 _____	0.67	(0.57,0.76)	0.68	(0.62,0.75)	0.66	(0.60,0.72)	0.59	(0.54,0.64)	0.68	(0.60,0.77)	0.65	(0.61,0.69)
14 to 16 _____	0.70	(0.64,0.76)	0.73	(0.67,0.79)	0.76	(0.70,0.82)	0.79	(0.74,0.84)	0.81	(0.75,0.86)	0.75	(0.72,0.78)
14 to 18 _____	0.70	(0.65,0.76)	0.71	(0.66,0.75)	0.72	(0.67,0.77)	0.69	(0.65,0.74)	0.76	(0.70,0.82)	0.71	(0.68,0.74)
12.5 to 18 _____	0.73	(0.69,0.78)	0.72	(0.68,0.76)	0.75	(0.71,0.80)	0.72	(0.68,0.75)	0.77	(0.73,0.82)	0.74	(0.71,0.76)
Youth aged 12.5 to 18												
Gender												
Males _____	0.66	(0.59,0.73)	0.63	(0.56,0.69)	0.69	(0.64,0.74)	0.59	(0.54,0.64)	0.65	(0.57,0.72)	0.64	(0.61,0.67)
Females _____	0.82	(0.75,0.88)	0.82	(0.77,0.87)	0.82	(0.76,0.88)	0.85	(0.79,0.90)	0.91	(0.86,0.95)	0.84	(0.81,0.87)
Race/ethnicity												
White _____	0.73	(0.68,0.78)	0.71	(0.66,0.75)	0.74	(0.69,0.79)	0.70	(0.66,0.74)	0.76	(0.70,0.83)	0.72	(0.70,0.75)
African American _____	0.79	(0.65,0.93)	0.74	(0.61,0.86)	0.80	(0.70,0.91)	0.76	(0.65,0.87)	0.79	(0.68,0.91)	0.77	(0.70,0.85)
Hispanic _____	0.70	(0.58,0.82)	0.79	(0.67,0.90)	0.81	(0.70,0.93)	0.73	(0.65,0.82)	0.81	(0.70,0.92)	0.77	(0.70,0.83)
Risk score												
Higher risk _____	0.55	(0.47,0.63)	0.57	(0.50,0.65)	0.56	(0.50,0.62)	0.43	(0.37,0.49)	0.56	(0.47,0.64)	0.53	(0.50,0.57)
Lower risk _____	0.89	(0.83,0.96)	0.84	(0.78,0.90)	0.92	(0.87,0.96)	0.91	(0.87,0.96)	0.95	(0.90,1.00)	0.90	(0.87,0.93)
Sensation seeking												
High _____	0.60	(0.55,0.66)	0.60	(0.55,0.65)	0.59	(0.54,0.64)	0.55	(0.50,0.60)	0.59	(0.53,0.65)	0.58	(0.56,0.61)
Low _____	0.90	(0.82,0.97)	0.91	(0.84,0.97)	0.97	(0.91,1.03)	0.93	(0.88,0.99)	1.02	(0.96,1.08)	0.94	(0.91,0.97)
Use of marijuana												
Nonuser ² _____	0.83	(0.78,0.87)	0.82	(0.77,0.87)	0.87	(0.82,0.92)	0.88	(0.84,0.93)	0.89	(0.85,0.94)	0.86	(0.83,0.88)
Past-year user ³ _____	0.31	(0.19,0.43)	0.38	(0.25,0.51)	0.29	(0.19,0.40)	0.07	(-0.02,0.17)	0.21	(0.08,0.33)	0.25	(0.19,0.31)

¹All estimates represent average disagreement with statement that an ad "exaggerates the problem."

²Nonusers are those who have never used marijuana in the past.

³Past-year users are those who have used marijuana in the past 12 months.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-14. Overall evaluation of TV ads by parents¹ by gender, race/ethnicity, and education

Characteristics	TV ad evaluation scale ²											
	(-2 = most negative response, 2 = most positive response)											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI
Overall	1.08	(1.03,1.13)	1.27	(1.24,1.30)	1.17	(1.14,1.20)	1.20	(1.17,1.23)	1.29	(1.26,1.32)	1.20	(1.18,1.22)
Gender												
Males	0.97	(0.91,1.03)	1.18	(1.12,1.25)	1.09	(1.04,1.13)	1.06	(1.02,1.09)	1.14	(1.07,1.21)	1.09	(1.06,1.12)
Females	1.14	(1.06,1.21)	1.31	(1.27,1.35)	1.22	(1.18,1.25)	1.29	(1.24,1.33)	1.37	(1.33,1.40)	1.26	(1.24,1.29)
Race/ethnicity												
White	1.01	(0.92,1.09)	1.24	(1.20,1.28)	1.11	(1.07,1.14)	1.13	(1.09,1.17)	1.20	(1.16,1.24)	1.14	(1.11,1.17)
African American	1.14	(1.07,1.21)	1.32	(1.25,1.39)	1.27	(1.20,1.34)	1.36	(1.29,1.42)	1.50	(1.42,1.58)	1.31	(1.28,1.34)
Hispanic	1.33	(1.22,1.43)	1.41	(1.32,1.51)	1.38	(1.31,1.45)	1.35	(1.27,1.42)	1.48	(1.38,1.57)	1.38	(1.33,1.43)
Education												
Less than high school	1.26	(1.18,1.34)	1.29	(1.18,1.41)	1.24	(1.15,1.33)	1.29	(1.20,1.39)	1.43	(1.34,1.52)	1.29	(1.24,1.34)
High school graduate	1.07	(1.00,1.14)	1.26	(1.20,1.31)	1.20	(1.15,1.26)	1.23	(1.19,1.27)	1.31	(1.26,1.36)	1.21	(1.18,1.24)
Some college	1.06	(0.98,1.15)	1.33	(1.27,1.38)	1.16	(1.11,1.21)	1.20	(1.14,1.26)	1.30	(1.24,1.35)	1.21	(1.18,1.25)
College graduate	0.95	(0.81,1.10)	1.21	(1.15,1.27)	1.10	(1.04,1.17)	1.12	(1.07,1.17)	1.18	(1.10,1.25)	1.12	(1.08,1.16)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Means represent the average response across ads to a three-item evaluation scale (i.e., statements regarding whether the ad was attention-getting, convincing, and personally relevant).

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-15. Overall evaluation of TV ads by parents¹ by gender, race/ethnicity, and education

Characteristics	Agreement that TV ads exaggerate the problem ² (-2 = strongly agree, 2 = strongly disagree)											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI	Mean	95% CI
Overall	0.97	(0.91,1.04)	1.19	(1.13,1.24)	1.06	(1.01,1.11)	1.07	(1.02,1.12)	1.27	(1.23,1.31)	1.11	(1.08,1.13)
Gender												
Males	0.99	(0.89,1.09)	1.13	(1.03,1.23)	0.99	(0.92,1.07)	1.02	(0.96,1.08)	1.14	(1.07,1.22)	1.05	(1.01,1.09)
Females	0.97	(0.88,1.05)	1.21	(1.15,1.28)	1.10	(1.04,1.16)	1.10	(1.04,1.16)	1.33	(1.28,1.38)	1.14	(1.10,1.17)
Race/ethnicity												
White	1.04	(0.96,1.11)	1.26	(1.20,1.32)	1.12	(1.08,1.16)	1.13	(1.09,1.17)	1.27	(1.22,1.31)	1.16	(1.14,1.18)
African American	0.88	(0.70,1.05)	1.02	(0.88,1.16)	0.85	(0.68,1.02)	0.98	(0.81,1.15)	1.32	(1.19,1.46)	0.99	(0.88,1.09)
Hispanic	0.94	(0.75,1.13)	1.17	(1.04,1.30)	1.08	(0.96,1.21)	0.95	(0.80,1.10)	1.32	(1.20,1.45)	1.07	(0.99,1.15)
Education												
Less than high school	0.71	(0.52,0.91)	1.01	(0.88,1.15)	0.89	(0.75,1.02)	0.89	(0.75,1.03)	1.21	(1.06,1.37)	0.92	(0.84,0.99)
High school graduate	0.96	(0.86,1.06)	1.16	(1.04,1.27)	1.02	(0.91,1.13)	1.00	(0.91,1.09)	1.23	(1.16,1.30)	1.07	(1.01,1.13)
Some college	1.11	(0.99,1.23)	1.27	(1.18,1.35)	1.16	(1.09,1.23)	1.17	(1.09,1.24)	1.32	(1.25,1.40)	1.20	(1.15,1.25)
College graduate	1.04	(0.94,1.14)	1.27	(1.18,1.35)	1.11	(1.02,1.19)	1.16	(1.09,1.23)	1.27	(1.18,1.36)	1.17	(1.13,1.21)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²All estimates represent average disagreement with statement that an ad "exaggerates the problem."

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-16. Percent of youth recalling having heard all radio ads at least once per week, averaged over aired ads, by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

Characteristics	Percent recalling having heard all radio ads at least once per week											
	Year 2000 (Average for Waves 1 and 2) ¹		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13	N/A	N/A	6.8	(5.3,8.8)	8.0	(6.2,10.3)	9.7	(7.9,11.9)	6.5	(4.9,8.6)	8.0	(7.1,9.0)
14 to 15	N/A	N/A	9.1	(7.3,11.2)	6.8	(5.5,8.4)	10.7	(9.1,12.4)	8.1	(6.4,10.3)	8.8	(7.9,9.7)
16 to 18	N/A	N/A	7.6	(5.9,9.9)	6.7	(5.4,8.4)	9.8	(8.0,12.1)	7.1	(5.4,9.1)	7.9	(7.0,8.9)
14 to 16	N/A	N/A	8.7	(7.1,10.6)	7.1	(5.9,8.5)	10.1	(8.6,11.8)	7.1	(5.6,8.9)	8.4	(7.6,9.3)
14 to 18	N/A	N/A	8.3	(7.1,9.7)	6.7	(5.8,7.9)	10.2	(8.9,11.7)	7.5	(6.2,9.0)	8.3	(7.7,9.0)
12.5 to 18	N/A	N/A	7.9	(6.9,9.1)	7.1	(6.1,8.1)	10.1	(8.9,11.4)	7.3	(6.2,8.5)	8.2	(7.7,8.8)
Youth aged 12.5 to 18												
Gender												
Males	N/A	N/A	6.9	(5.6,8.5)	5.5	(4.5,6.7)	7.3	(6.1,8.8)	6.2	(4.8,7.9)	6.5	(5.9,7.2)
Females	N/A	N/A	9.0	(7.5,10.8)	8.7	(7.4,10.2)	12.9	(11.1,14.9)	8.4	(6.9,10.2)	10.0	(9.2,10.9)
Race/ethnicity												
White	N/A	N/A	6.4	(5.4,7.6)	6.6	(5.4,8.0)	9.5	(8.1,11.1)	7.8	(6.4,9.4)	7.6	(6.8,8.4)
African American	N/A	N/A	13.7	(10.4,17.7)	8.5	(6.2,11.6)	14.3	(11.5,17.6)	8.6	(5.7,12.8)	11.6	(10.2,13.1)
Hispanic	N/A	N/A	8.2	(5.2,12.7)	7.2	(5.5,9.5)	8.9	(6.8,11.7)	4.0	(2.8,5.7)	7.5	(6.3,8.9)
Risk score												
Higher risk	N/A	N/A	9.0	(7.1,11.5)	6.8	(5.3,8.6)	10.3	(8.5,12.4)	6.9	(5.3,9.1)	8.4	(7.5,9.5)
Lower risk	N/A	N/A	7.0	(5.7,8.5)	6.8	(5.7,8.2)	9.3	(8.2,10.7)	6.7	(5.3,8.5)	7.6	(6.9,8.4)
Sensation seeking												
High	N/A	N/A	8.7	(7.2,10.5)	6.9	(5.8,8.3)	10.3	(8.7,12.1)	7.5	(6.3,8.9)	8.5	(7.8,9.3)
Low	N/A	N/A	7.0	(5.6,8.8)	7.2	(6.1,8.4)	9.7	(8.3,11.4)	6.8	(5.2,8.9)	7.8	(7.1,8.7)
Use of marijuana												
Nonuser ²	N/A	N/A	7.6	(6.5,9.0)	6.9	(5.9,8.1)	9.8	(8.6,11.2)	7.4	(6.2,8.9)	8.0	(7.5,8.6)
Past-year user ³	N/A	N/A	8.6	(6.2,12.0)	8.1	(5.8,11.2)	12.0	(9.0,15.6)	8.0	(5.8,11.1)	9.4	(8.0,11.0)

¹Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

²Nonusers are those who have never used marijuana in the past.

³Past-year users are those who have used marijuana in the past 12 months.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-17. Summary of recall among youth for all eligible Campaign radio ads by wave¹

Total recall Number of ad viewings per month	Recall for all radio platforms' ads										Average for all waves	
	Wave 1 ² %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI	
Youth aged 12.5 to 18												
0 _____	N/A	65.0	42.2	67.1	53.8	58.0	44.7	58.9	53.6	54.0	(52.7,55.3)	
0.01 to .99 _____	N/A	10.6	17.1	10.8	13.7	10.7	11.3	11.8	12.2	12.5	(11.8,13.2)	
1 - 3.99 _____	N/A	13.5	16.0	13.3	14.2	15.6	16.3	13.8	15.6	15.0	(14.2,15.8)	
4 - 11.99 _____	N/A	10.6	23.4	8.5	17.1	15.0	26.8	15.1	18.0	17.7	(16.9,18.6)	
12 or more _____	N/A	0.2	1.3	0.3	1.2	0.7	1.0	0.6	0.5	0.8	(0.6,1.0)	
Total _____	N/A	99.9	100.0	100.0	100.0	100.0	100.1	100.2	99.9	100.0	---	
Mean _____	N/A	0.7	1.6	0.6	1.2	1.0	1.7	1.0	1.1	1.2	---	
95% CI _____	N/A	(0.58,0.76)	(1.40,1.71)	(0.55,0.71)	(1.08,1.37)	(0.88,1.09)	(1.52,1.78)	(0.86,1.09)	(1.01,1.20)	(1.11,1.21)	---	
Median _____	N/A	0	0.23	0	0	0	0.24	0	0	0	---	
95% CI _____	N/A	(S)	(0.13,0.33)	(S)	(S)	(S)	(0.12,0.35)	(S)	(S)	(S)	---	

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-18. Summary of recall of radio ads among youth for the "Negative Consequences" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Negative Consequences" radio ads										Average for all waves	
	Wave 1 ² %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI	
Youth aged 12.5 to 18												
0 _____	N/A	81.1	96.0	83.1	76.1	58.0	44.7	58.9	67.7	68.9	(67.8,70.0)	
0.01 to .99 _____	N/A	7.5	1.5	6.7	7.9	10.7	11.3	11.8	9.4	8.5	(8.0,9.1)	
1 - 3.99 _____	N/A	7.5	2.0	8.4	8.5	15.6	16.3	13.8	12.0	11.0	(10.4,11.7)	
4 - 11.99 _____	N/A	3.9	0.6	1.8	7.2	15.0	26.8	15.1	10.6	11.1	(10.5,11.8)	
12 or more _____	N/A	0.0	0.0	0.0	0.3	0.7	1.0	0.6	0.3	0.4	(0.3,0.6)	
Total _____	N/A	100.0	100.1	100.0	100.0	100.0	100.1	100.2	100.0	99.9	---	
Mean _____	N/A	0.32	0.07	0.24	0.56	0.98	1.65	0.97	0.73	0.75	---	
95% CI _____	N/A	(0.24,0.39)	(0.04,0.10)	(0.20,0.28)	(0.46,0.66)	(0.88,1.09)	(1.52,1.78)	(0.86,1.09)	(0.64,0.81)	(0.71,0.79)	---	
Median _____	N/A	0	0	0	0	0	0.24	0	0	0	---	
95% CI _____	N/A	(S)	(S)	(S)	(S)	(S)	(0.12,0.35)	(S)	(S)	(S)	---	

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-19. Summary of recall of radio ads among youth for the "Normative Positive Consequences" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Normative Positive Consequences" radio ads										Average for all waves	
	Wave 1 ² %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	%	95% CI	
Youth aged 12.5 to 18												
0 _____	N/A	98.9	71.6	79.2	69.7	100.0	100.0	100.0	100.0	88.9	(88.2,89.6)	
0.01 to .99 _____	N/A	0.3	9.0	7.4	9.2	0.0	0.0	0.0	0.0	3.6	(3.2,4.0)	
1 - 3.99 _____	N/A	0.5	8.9	8.4	11.1	0.0	0.0	0.0	0.0	3.9	(3.6,4.3)	
4 - 11.99 _____	N/A	0.3	10.1	5.0	9.7	0.0	0.0	0.0	0.0	3.5	(3.0,4.0)	
12 or more _____	N/A	0.0	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.1	(0.1,0.2)	
Total _____	N/A	100.0	100.1	100.1	100.0	100.0	100.0	100.0	100.0	100.0	---	
Mean _____	N/A	0.02	0.71	0.39	0.67	0	0	0	0	0.25	---	
95% CI _____	N/A	(0.01,0.03)	(0.58,0.85)	(0.33,0.45)	(0.59,0.75)	(S)	(S)	(S)	(S)	(0.22,0.27)	---	
Median _____	N/A	0	0	0	0	0	0	0	0	0	---	
95% CI _____	N/A	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---	

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

³Interviews included no ads in this platform for Waves 6 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-20. Summary of recall of radio ads among youth for the "Resistance Skills" strategic platform ads by wave¹

Total recall Number of ad viewings per month	Percent recalling "Resistance Skills" radio ads										
	Wave 1 ² %	Wave 2 %	Wave 3 %	Wave 4 ³ %	Wave 5 ³ %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	Average for all waves %	95% CI
Youth aged 12.5 to 18											
0 _____	N/A	90.0	61.9	100.0	100.0	100.0	100.0	100.0	100.0	94.7	(94.2,95.2)
0.01 to .99 _____	N/A	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.0,0.0)
1 - 3.99 _____	N/A	6.5	27.3	0.0	0.0	0.0	0.0	0.0	0.0	3.8	(3.4,4.3)
4 - 11.99 _____	N/A	2.7	7.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	(0.8,1.2)
12 or more _____	N/A	0.8	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	(0.4,0.7)
Total _____	N/A	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	---
Mean _____	N/A	0.39	1.55	0	0	0	0	0	0	0.21	---
95% CI _____	N/A	(0.30,0.48)	(1.38,1.72)	(S)	(S)	(S)	(S)	(S)	(S)	(0.19,0.24)	---
Median _____	N/A	0	0	0	0	0	0	0	0	0	---
95% CI _____	N/A	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---

¹Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

²Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

³Interviews included no ads in this platform for Waves 4 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-21. Parent¹ recall of parent-targeted Campaign radio ads at least once per week, averaged² over aired ads, by gender, race/ethnicity, and education

Characteristics	Recall of parent-targeted Campaign radio ads at least once per week											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall_____	9.9	(8.5,11.6)	16.9	(15.1,18.9)	11.4	(9.8,13.2)	14.2	(12.7,16.0)	15.6	(14.1,17.2)	13.4	(12.5,14.4)
Gender												
Males_____	13.5	(10.7,16.8)	17.0	(14.0,20.5)	9.9	(7.7,12.6)	11.6	(9.4,14.2)	16.0	(13.3,19.0)	13.3	(11.9,14.9)
Females_____	8.0	(6.4,9.8)	16.9	(14.8,19.3)	12.2	(10.3,14.4)	15.6	(13.6,17.9)	15.4	(13.5,17.5)	13.5	(12.3,14.7)
Race/ethnicity												
White_____	10.6	(8.8,12.8)	14.0	(12.1,16.2)	9.0	(7.2,11.1)	12.9	(11.2,14.7)	11.8	(10.3,13.5)	11.7	(10.7,12.7)
African American_____	6.7	(4.6,9.8)	25.2	(18.8,32.9)	18.2	(13.7,23.6)	22.1	(17.3,27.9)	21.6	(17.4,26.5)	18.4	(15.4,21.9)
Hispanic_____	11.2	(7.8,15.9)	20.1	(15.3,25.8)	15.9	(12.6,19.9)	13.6	(10.3,17.6)	27.1	(22.2,32.7)	16.5	(14.4,18.9)
Education												
Less than high school_____	14.7	(10.7,19.8)	22.4	(17.9,27.7)	17.5	(13.7,22.2)	17.7	(13.8,22.4)	28.0	(22.9,33.8)	19.0	(16.8,21.3)
High school graduate_____	9.9	(7.7,12.7)	17.5	(14.2,21.3)	12.8	(10.5,15.6)	15.2	(12.8,18.0)	16.6	(14.0,19.6)	14.2	(12.9,15.7)
Some college_____	10.0	(7.5,13.4)	19.7	(15.8,24.2)	11.0	(8.4,14.2)	16.3	(13.9,19.0)	17.2	(14.1,20.8)	14.6	(13.0,16.4)
College graduate_____	7.0	(4.8,9.9)	10.6	(8.1,13.7)	6.8	(5.0,9.2)	8.8	(6.5,11.8)	7.3	(5.3,10.0)	8.2	(6.9,9.7)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²See Sections 2.2.5, 2.4.1, 3.2.2, and E.2 for guidance on interpretation of this table and information on how it was created. Note that the overall line that shows that 13.4 percent of parents recall hearing Campaign-sponsored ad aimed at parents at least once per week can also be derived by summing the "4-11.9" and "12 or more" lines of Table 3-22, except for rounding error.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-22. Summary of recall of radio ads among parents¹ overall for all strategic platforms by wave²

Total recall	Recall for all radio platform ads									Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI
Overall											
0 _____	50.2	53.5	41.5	45.7	54.0	48.8	37.7	34.0	38.0	44.7	(43.5,45.9)
0.01 to .99 _____	8.7	5.9	12.1	4.8	5.7	7.0	8.3	7.9	7.2	7.5	(7.0,8.1)
1 - 3.99 _____	30.7	31.1	29.2	32.8	30.5	31.3	42.4	41.4	39.3	34.4	(33.3,35.5)
4 - 11.99 _____	8.6	9.1	15.6	14.6	7.8	10.9	10.6	14.8	13.4	11.7	(10.9,12.6)
12 or more _____	1.8	0.4	1.6	2.1	2.0	2.0	1.1	1.9	2.2	1.7	(1.4,2.0)
Total _____	100.0	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.1	100.0	---
Mean _____	3.15	2.83	3.88	4.14	3.01	3.62	3.64	4.55	4.27	3.69	---
95% CI _____	(2.77,3.53)	(2.53,3.13)	(3.45,4.32)	(3.76,4.51)	(2.65,3.37)	(3.17,4.07)	(3.36,3.93)	(4.12,4.98)	(4.01,4.52)	(3.51,3.86)	---
Median _____	0	0	0.70	0.95	0	0.58	2.12	2.35	2.15	0.85	---
95% CI _____	(S)	(S)	(0.41,1.00)	(0.62,2.04)	(S)	(0.00,0.81)	(2.02,2.23)	(2.15,2.55)	(2.04,2.26)	(0.77,0.94)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-23. Summary of recall of radio ads among parents¹ for the "Parenting Skills/Personal Efficacy/Monitoring" strategic platform ads by wave²

Total recall	Recall of "Parenting Skills/Personal Efficacy/Monitoring" radio ads										Average for all waves	
	Wave 1 ³ %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI	
Overall												
0 _____	N/A	58.6	81.6	55.5	59.1	57.7	40.4	34.0	64.2	56.2	(55.1,57.4)	
0.01 to .99 _____	N/A	5.1	4.4	3.7	5.4	6.5	9.2	7.9	3.9	5.8	(5.3,6.3)	
1 - 3.99 _____	N/A	27.8	11.3	31.9	29.5	26.9	42.6	41.4	25.5	29.7	(28.8,30.7)	
4 - 11.99 _____	N/A	8.2	2.6	7.9	5.6	7.3	7.3	14.8	5.7	7.5	(6.8,8.1)	
12 or more _____	N/A	0.4	0.0	1.0	0.4	1.6	0.5	1.9	0.7	0.8	(0.6,1.0)	
Total _____	N/A	100.1	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	---	
Mean _____	N/A	2.56	0.88	2.77	2.10	2.78	3.02	4.55	2.16	2.62	---	
95% CI _____	N/A	(2.26,2.86)	(0.70,1.07)	(2.48,3.06)	(1.85,2.34)	(2.39,3.17)	(2.81,3.23)	(4.12,4.98)	(1.90,2.42)	(2.47,2.76)	---	
Median _____	N/A	0	0	0	0	0	1.84	2.35	0	0	---	
95% CI _____	N/A	(S)	(S)	(S)	(S)	(S)	(0.88,2.09)	(2.15,2.55)	(S)	(S)	---	

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Data on this platform are not available for Wave 1.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-24. Summary of recall of radio ads among parents¹ for the "Your Child at Risk" strategic platform ads by wave²

Recall of "Your Child at Risk" radio ads											
	Wave 1	Wave 2 ³	Wave 3 ³	Wave 4	Wave 5	Wave 6 ³	Wave 7 ³	Wave 8 ³	Wave 9 ³	Average for all waves	
Total recall	%	%	%	%	%	%	%	%	%	%	95% CI
Overall											
0 _____	78.2	100.0	100.0	98.8	98.6	100.0	100.0	100.0	100.0	97.3	(97.0,97.6)
0.01 to .99 _____	4.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5	(0.3,0.7)
1 - 3.99 _____	13.2	0.0	0.0	1.1	0.7	0.0	0.0	0.0	0.0	1.6	(1.4,1.9)
4 - 11.99 _____	3.9	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.5	(0.4,0.7)
12 or more _____	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	(0.0,0.1)
Total _____	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	---
Mean _____	1.25	0	0	0.05	0.13	0	0	0	0	0.16	---
95% CI _____	(1.01,1.50)	(S)	(S)	(0.02,0.07)	(0.05,0.20)	(S)	(S)	(S)	(S)	(0.13,0.18)	---
Median _____	0	0	0	0	0	0	0	0	0	0	---
95% CI _____	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 2, 3, and 6 through 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-25. Summary of recall of radio ads among parents¹ for the "Perceptions of Harm" strategic platform ads by wave²

	Recall of "Perceptions of Harm/Marijuana" radio ads										
	Wave 1 %	Wave 2 ³ %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	Average for all waves 95% CI	
Total recall											
Overall											
0 _____	90.4	100.0	53.2	88.5	95.7	100.0	100.0	100.0	100.0	92.1	(91.5,92.7)
0.01 to .99 _____	2.4	0.0	9.3	2.6	1.0	0.0	0.0	0.0	0.0	1.7	(1.4,2.0)
1 - 3.99 _____	6.4	0.0	25.3	8.4	2.5	0.0	0.0	0.0	0.0	4.7	(4.2,5.1)
4 - 11.99 _____	0.8	0.0	10.8	0.5	0.7	0.0	0.0	0.0	0.0	1.4	(1.2,1.7)
12 or more _____	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	(0.1,0.3)
Total _____	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.0	100.1	---
Mean _____	0.39	0	2.98	0.42	0.20	0	0	0	0	0.44	---
95% CI _____	(0.27,0.52)	(S)	(2.59,3.38)	(0.32,0.51)	(0.13,0.27)	(S)	(S)	(S)	(S)	(0.39,0.49)	---
Median _____	0	0	0	0	0	0	0	0	0	0	---
95% CI _____	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 2, 6, 7, 8 and 9.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-26. Summary of recall of radio ads among parents¹ on the topic of inhalants by wave²

	Recall for all inhalant radio ads										Average for all waves	
	Wave 1 %	Wave 2 ³ %	Wave 3 %	Wave 4 ⁴ %	Wave 5 ⁴ %	Wave 6 ³ %	Wave 7 ³ %	Wave 8 ³ %	Wave 9 ³ %	%	95% CI	
Overall												
0 _____	90.4	100.0	64.1	98.7	98.3	100.0	100.0	100.0	100.0	94.7	(94.2,95.1)	
0.01 to .99 _____	2.4	0.0	9.8	0.0	0.1	0.0	0.0	0.0	0.0	1.4	(1.1,1.7)	
1 - 3.99 _____	6.4	0.0	20.0	0.7	0.3	0.0	0.0	0.0	0.0	3.0	(2.6,3.4)	
4 - 11.99 _____	0.8	0.0	6.0	0.6	1.1	0.0	0.0	0.0	0.0	0.9	(0.7,1.2)	
12 or more _____	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	(0.0,0.1)	
Total _____	100.0	100.0	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.0	---	
Mean _____	0.39	0	1.69	0.11	0.24	0	0	0	0	0.27	---	
95% CI _____	(0.27,0.52)	(S)	(1.46,1.93)	(0.04,0.17)	(0.10,0.38)	(S)	(S)	(S)	(S)	(0.24,0.30)	---	
Median _____	0	0	0	0	0	0	0	0	0	0	---	
95% CI _____	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	---	

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²Wave 1 to 7 estimates are different from those published in previous reports due to an error in the previous reports.

³Interviews included no ads in this platform for Waves 2, 6, 7, 8 and 9.

⁴No general market ads on the topic of inhalants were aired in Waves 4 and 5. However, a small number of Spanish anti-inhalant ads were aired.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-27. Recall of general anti-drug advertising among youth by wave

Total recall Number of ad viewings per month	Percent recalling general anti-drug advertising									Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI
Youth aged 12.5 to 18											
0 to .99 _____	6.5	5.6	5.6	7.5	6.6	4.7	5.6	9.1	6.5	6.4	(5.9,7.0)
1 - 3.99 _____	17.1	15.1	17.3	17.6	15.6	18.4	14.5	18.2	18.1	16.9	(16.1,17.7)
4 - 11.99 _____	25.3	22.6	23.6	25.0	22.6	26.3	24.1	27.2	26.4	24.8	(23.9,25.7)
12 or more _____	51.1	56.6	53.5	50.0	55.3	50.6	55.9	45.5	49.0	51.9	(50.4,53.4)
Total _____	100.0	99.9	100.0	100.1	100.1	100.0	100.1	100.0	100.0	100.0	---
Mean _____	27.09	32.06	28.88	26.11	30.88	28.10	30.75	25.03	27.44	28.46	---
95% CI _____	(25.40,28.78)	(29.18,34.94)	(26.70,31.05)	(24.01,28.22)	(28.65,33.11)	(26.04,30.15)	(28.80,32.70)	(22.91,27.14)	(25.85,29.04)	(27.46,29.46)	---
Median _____	11.36	15.49	12.08	11.88	15.91	11.27	13.25	10.00	10.73	11.99	---
95% CI _____	(10.50,12.20)	(11.77,19.45)	(11.03,13.73)	(10.41,13.10)	(13.52,18.83)	(10.45,12.23)	(12.22,17.09)	(8.97,10.55)	(10.27,11.49)	(11.91,12.41)	---

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-28. Recall of general TV and radio advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent of youth reporting having seen or heard TV or radio ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13 _____	54.1	(50.1,58.0)	56.3	(53.0,59.5)	60.4	(56.2,64.4)	54.0	(50.6,57.3)	55.4	(52.2,58.5)	56.1	(54.1,58.0)
14 to 15 _____	58.9	(54.5,63.2)	61.0	(57.3,64.6)	61.2	(58.0,64.3)	57.0	(54.1,59.8)	59.5	(56.3,62.6)	59.5	(57.4,61.6)
16 to 18 _____	57.8	(54.1,61.5)	54.3	(50.5,58.1)	57.8	(55.2,60.3)	54.2	(51.5,56.9)	51.1	(47.6,54.5)	55.4	(53.5,57.3)
14 to 16 _____	59.1	(55.5,62.7)	60.4	(57.4,63.4)	60.4	(57.7,63.1)	56.1	(53.5,58.7)	56.6	(53.6,59.5)	58.7	(56.9,60.6)
14 to 18 _____	58.3	(55.1,61.5)	57.3	(54.6,60.1)	59.2	(57.2,61.3)	55.4	(53.4,57.4)	54.5	(52.0,57.0)	57.2	(55.6,58.8)
12.5 to 18 _____	57.3	(54.3,60.3)	57.1	(54.7,59.4)	59.5	(57.5,61.5)	55.0	(53.1,56.9)	54.7	(52.6,56.8)	56.9	(55.4,58.4)
Youth aged 12.5 to 18												
Gender												
Males _____	58.0	(54.4,61.6)	55.7	(52.6,58.8)	58.9	(56.3,61.4)	51.7	(49.7,53.7)	50.0	(47.4,52.5)	55.3	(53.7,57.0)
Females _____	56.6	(52.9,60.2)	58.6	(55.7,61.3)	60.2	(57.5,62.8)	58.4	(55.5,61.3)	59.7	(56.9,62.5)	58.6	(56.6,60.5)
Race/ethnicity												
White _____	57.7	(54.7,60.7)	56.0	(53.0,58.9)	59.1	(57.1,61.1)	54.3	(52.3,56.4)	55.1	(52.5,57.8)	56.6	(55.1,58.1)
African American _____	56.4	(49.2,63.3)	60.6	(54.9,66.0)	63.1	(56.7,69.0)	57.4	(51.7,63.0)	55.2	(49.9,60.5)	58.9	(54.6,63.0)
Hispanic _____	54.9	(49.3,60.4)	58.2	(52.7,63.6)	59.1	(54.6,63.4)	55.1	(51.3,58.9)	52.1	(46.9,57.3)	56.2	(53.8,58.6)
Risk score												
Higher risk _____	58.2	(54.1,62.2)	58.5	(54.5,62.3)	61.1	(57.9,64.1)	55.3	(52.3,58.2)	53.6	(50.4,56.9)	57.7	(55.7,59.8)
Lower risk _____	56.6	(52.8,60.3)	57.3	(54.4,60.2)	59.5	(56.7,62.2)	54.8	(52.1,57.4)	55.5	(52.9,58.1)	56.8	(54.9,58.7)
Sensation seeking												
High _____	61.5	(58.8,64.1)	59.4	(56.4,62.3)	61.5	(59.2,63.9)	56.2	(54.0,58.4)	55.2	(52.7,57.7)	59.1	(57.6,60.6)
Low _____	51.8	(46.8,56.7)	53.7	(50.2,57.2)	57.2	(54.0,60.4)	53.9	(51.0,56.8)	54.2	(51.1,57.4)	54.2	(51.8,56.6)

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-29. Recall of newspaper and magazine advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent of youth reporting having seen newspaper or magazine ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13	27.5	(24.7,30.3)	24.5	(21.8,27.5)	24.2	(21.3,27.2)	22.4	(19.4,25.8)	23.2	(20.1,26.6)	24.4	(23.1,25.9)
14 to 15	30.1	(26.4,33.9)	25.9	(23.1,28.9)	27.3	(24.8,30.0)	25.1	(22.8,27.6)	23.9	(21.5,26.4)	26.7	(25.4,28.1)
16 to 18	25.5	(22.2,29.0)	22.7	(19.8,25.9)	22.7	(20.3,25.3)	22.1	(19.8,24.7)	21.7	(19.2,24.4)	23.0	(21.4,24.7)
14 to 16	29.0	(26.3,31.8)	24.9	(22.6,27.3)	26.6	(24.8,28.4)	25.0	(23.1,27.1)	23.9	(21.9,26.0)	26.0	(25.0,27.1)
14 to 18	27.5	(25.0,30.2)	24.2	(22.0,26.4)	24.7	(22.9,26.5)	23.4	(21.8,25.1)	22.6	(20.7,24.6)	24.6	(23.5,25.8)
12.5 to 18	27.5	(25.4,29.7)	24.3	(22.3,26.3)	24.6	(23.0,26.1)	23.1	(21.5,24.8)	22.7	(21.1,24.4)	24.6	(23.5,25.7)
Youth aged 12.5 to 18												
Gender												
Males	28.1	(25.1,31.4)	23.9	(21.5,26.5)	22.4	(20.4,24.6)	22.6	(20.8,24.4)	21.6	(19.6,23.7)	23.9	(22.5,25.4)
Females	26.9	(24.1,29.8)	24.6	(21.9,27.5)	26.7	(24.6,29.0)	23.7	(21.4,26.2)	23.9	(21.5,26.5)	25.3	(23.8,26.9)
Race/ethnicity												
White	24.9	(22.4,27.7)	21.3	(18.9,24.0)	22.2	(20.5,24.1)	20.2	(18.4,22.2)	21.1	(19.2,23.2)	22.0	(20.7,23.4)
African American	32.8	(28.2,37.7)	32.3	(27.3,37.8)	29.1	(25.2,33.3)	29.9	(26.1,34.1)	27.8	(24.1,31.9)	30.6	(28.4,32.9)
Hispanic	34.1	(29.2,39.3)	29.7	(25.6,34.3)	29.6	(25.6,33.9)	27.9	(24.2,31.8)	25.5	(21.3,30.3)	29.6	(27.2,32.1)
Risk score												
Higher risk	29.8	(26.4,33.4)	25.1	(22.0,28.5)	25.7	(22.9,28.8)	23.9	(21.1,26.8)	21.1	(18.5,24.0)	25.6	(23.8,27.3)
Lower risk	27.1	(24.5,30.0)	23.3	(21.0,25.7)	24.2	(22.4,26.1)	22.4	(20.4,24.6)	23.0	(20.6,25.6)	24.0	(22.8,25.3)
Sensation seeking												
High	28.9	(26.1,31.8)	25.5	(23.0,28.2)	25.8	(23.6,28.1)	23.9	(21.9,26.1)	21.9	(19.9,24.1)	25.5	(24.2,26.9)
Low	26.1	(23.3,29.0)	22.4	(19.8,25.2)	23.2	(21.2,25.3)	22.1	(20.0,24.4)	23.2	(20.4,26.2)	23.4	(22.0,24.9)

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-30. Recall of movie theater and video rental advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent of youth reporting having seen movie theater or video rental ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13	6.5	(5.2,8.0)	9.2	(7.1,11.8)	10.4	(8.4,12.8)	9.3	(7.4,11.5)	10.5	(8.3,13.2)	9.0	(8.1,10.2)
14 to 15	6.6	(5.2,8.3)	7.0	(5.4,9.0)	9.6	(7.9,11.5)	8.7	(7.6,10.0)	7.5	(6.1,9.3)	7.9	(7.2,8.7)
16 to 18	7.4	(5.6,9.7)	5.0	(3.6,6.8)	7.7	(6.2,9.4)	7.6	(6.2,9.3)	7.4	(6.0,9.0)	7.0	(6.2,7.8)
14 to 16	7.0	(5.8,8.6)	6.5	(5.1,8.2)	9.2	(7.8,10.8)	8.5	(7.5,9.7)	7.5	(6.2,9.0)	7.8	(7.2,8.4)
14 to 18	7.0	(5.8,8.4)	5.9	(4.8,7.2)	8.5	(7.4,9.7)	8.1	(7.1,9.2)	7.4	(6.3,8.7)	7.4	(6.8,8.0)
12.5 to 18	6.9	(5.8,8.1)	6.7	(5.6,7.9)	8.9	(8.0,10.0)	8.3	(7.4,9.4)	8.1	(7.2,9.2)	7.8	(7.3,8.3)
Youth aged 12.5 to 18												
Gender												
Males	7.3	(5.6,9.4)	7.1	(5.9,8.6)	9.3	(8.2,10.6)	9.1	(7.8,10.6)	8.4	(7.0,10.1)	8.3	(7.5,9.1)
Females	6.5	(5.3,7.9)	6.2	(4.8,7.9)	8.5	(7.1,10.2)	7.6	(6.4,9.0)	7.8	(6.7,9.2)	7.3	(6.6,8.0)
Race/ethnicity												
White	5.5	(4.2,7.3)	4.5	(3.5,5.8)	6.6	(5.7,7.7)	5.8	(4.9,7.0)	6.1	(5.0,7.3)	5.7	(5.1,6.3)
African American	11.6	(8.9,15.0)	10.6	(7.9,14.1)	14.4	(11.6,17.7)	15.7	(12.7,19.1)	13.7	(10.7,17.4)	13.2	(11.9,14.6)
Hispanic	8.6	(6.3,11.6)	12.7	(9.1,17.4)	12.6	(9.9,16.0)	11.0	(8.8,13.6)	11.0	(8.0,15.0)	11.2	(9.8,12.8)
Risk score												
Higher risk	8.8	(6.5,11.8)	6.7	(5.0,9.0)	9.2	(7.6,11.2)	8.2	(6.6,10.2)	7.4	(5.7,9.7)	8.2	(7.2,9.2)
Lower risk	5.4	(4.4,6.6)	6.3	(5.0,7.8)	9.1	(7.9,10.6)	8.4	(7.2,9.9)	7.7	(6.6,9.1)	7.4	(6.9,8.0)
Sensation seeking												
High	7.2	(5.7,9.1)	6.6	(5.2,8.3)	8.4	(7.3,9.7)	7.9	(6.7,9.2)	7.4	(6.1,8.8)	7.5	(6.8,8.3)
Low	6.5	(4.8,8.8)	6.6	(5.2,8.3)	9.4	(7.8,11.3)	8.9	(7.5,10.6)	8.9	(7.3,10.7)	8.0	(7.2,8.9)

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-31. Recall of billboard and other public posting advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent of youth reporting having seen billboard or other public posting ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Youth aged 12.5 to 18												
12.5 to 13 _____	28.7	(26.0,31.6)	26.5	(23.5,29.7)	28.5	(25.5,31.7)	25.9	(23.0,29.1)	22.2	(18.9,25.9)	26.8	(25.1,28.5)
14 to 15 _____	27.4	(24.1,30.9)	28.6	(25.7,31.6)	27.5	(25.5,29.6)	25.6	(23.2,28.2)	22.8	(20.0,25.9)	26.8	(25.4,28.2)
16 to 18 _____	25.8	(22.7,29.2)	25.1	(21.8,28.7)	27.2	(24.6,30.0)	24.2	(22.0,26.4)	22.5	(19.4,25.8)	25.2	(23.6,26.8)
14 to 16 _____	26.7	(24.2,29.5)	28.5	(25.9,31.2)	27.9	(25.9,29.9)	25.6	(23.3,28.0)	22.9	(20.5,25.6)	26.7	(25.5,27.9)
14 to 18 _____	26.5	(24.2,28.9)	26.7	(24.3,29.2)	27.3	(25.5,29.3)	24.8	(23.0,26.7)	22.6	(20.3,25.2)	25.9	(24.7,27.1)
12.5 to 18 _____	27.0	(25.2,28.9)	26.6	(24.6,28.7)	27.6	(25.8,29.5)	25.0	(23.4,26.8)	22.5	(20.5,24.7)	26.1	(25.0,27.2)
Youth aged 12.5 to 18												
Gender												
Males _____	28.4	(26.0,31.0)	26.3	(23.5,29.3)	26.6	(24.0,29.3)	25.0	(23.0,27.2)	22.1	(20.2,24.1)	26.1	(24.6,27.5)
Females _____	25.6	(22.9,28.4)	26.9	(24.4,29.7)	28.7	(26.3,31.1)	25.1	(22.8,27.5)	23.0	(19.8,26.5)	26.1	(24.6,27.7)
Race/ethnicity												
White _____	24.1	(21.7,26.7)	23.6	(20.9,26.4)	24.9	(22.7,27.3)	20.7	(18.7,22.9)	19.4	(17.2,21.7)	22.8	(21.4,24.3)
African American _____	34.5	(29.1,40.5)	34.2	(29.1,39.7)	35.2	(31.7,38.8)	35.3	(31.3,39.4)	30.8	(25.6,36.5)	34.3	(31.7,37.1)
Hispanic _____	32.7	(27.7,38.1)	31.5	(27.3,36.1)	32.2	(26.8,38.1)	32.1	(28.6,35.8)	28.3	(22.6,34.7)	31.6	(29.0,34.5)
Risk score												
Higher risk _____	28.0	(25.0,31.2)	28.3	(24.6,32.2)	28.8	(26.1,31.7)	24.2	(21.3,27.2)	23.2	(20.2,26.5)	26.8	(25.0,28.8)
Lower risk _____	27.2	(24.6,30.0)	26.0	(23.8,28.4)	27.4	(25.1,29.7)	25.5	(23.4,27.6)	21.2	(18.6,24.1)	25.8	(24.6,27.1)
Sensation seeking												
High _____	27.9	(25.6,30.3)	27.4	(24.6,30.3)	27.3	(25.0,29.7)	24.8	(22.5,27.2)	22.6	(20.2,25.2)	26.3	(24.8,27.9)
Low _____	26.4	(23.0,30.1)	25.2	(22.6,27.9)	28.3	(26.1,30.6)	25.4	(23.2,27.7)	22.2	(19.4,25.4)	25.8	(24.3,27.4)

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-32. Summary of recall of general anti-drug advertising among parents¹ by wave

Total recall Number of ad viewings per month	Recall of general anti-drug advertising										Average for all waves	
	Wave 1 %	Wave 2 %	Wave 3 %	Wave 4 %	Wave 5 %	Wave 6 %	Wave 7 %	Wave 8 %	Wave 9 %	%	95% CI	
Overall												
0 to .99 _____	6.7	6.5	8.9	6.2	8.1	4.7	4.1	5.4	4.4	6.1	(5.5,6.7)	
1 - 3.99 _____	20.1	22.5	22.7	25.4	23.9	21.6	21.3	21.9	21.8	22.3	(21.4,23.4)	
4 - 11.99 _____	27.1	28.5	28.1	28.8	27.3	29.6	28.9	29.7	30.7	28.8	(27.6,29.9)	
12 or more _____	46.0	42.6	40.3	39.6	40.7	44.2	45.7	43.0	43.0	42.8	(41.4,44.2)	
Total _____	99.9	100.1	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	---	
Mean _____	23.45	21.01	20.56	20.63	21.12	23.28	23.58	23.10	21.93	22.09	---	
95% CI _____	(21.68,25.23)	(18.69,23.34)	(18.66,22.46)	(18.93,22.32)	(19.38,22.85)	(21.26,25.31)	(21.89,25.26)	(21.14,25.07)	(20.39,23.48)	(21.18,23.00)	---	
Median _____	10.18	9.67	8.76	7.99	8.27	9.62	10.11	9.62	9.67	9.47	---	
95% CI _____	(9.55,10.74)	(8.27,10.32)	(7.94,9.94)	(6.84,8.91)	(7.31,8.77)	(8.59,10.29)	(9.37,10.44)	(8.77,10.16)	(8.83,10.19)	(8.96,9.96)	---	

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-33. Recall of general TV and radio advertising, among parents,¹ by gender, race/ethnicity, and education

Characteristics	Recall of having seen or heard TV or radio ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall_____	50.6	(47.8,53.4)	48.8	(46.4,51.1)	50.9	(48.7,53.2)	51.8	(49.8,53.9)	51.9	(49.7,54.1)	50.7	(49.2,52.2)
Gender												
Males_____	46.4	(42.4,50.5)	48.5	(44.4,52.6)	46.9	(43.6,50.4)	46.8	(43.7,50.0)	47.8	(44.3,51.4)	47.2	(45.1,49.3)
Females_____	52.9	(49.3,56.5)	48.9	(46.2,51.6)	53.0	(50.4,55.7)	54.6	(52.1,57.1)	54.1	(51.0,57.2)	52.6	(50.7,54.5)
Race/ethnicity												
White_____	49.0	(45.9,52.1)	46.1	(43.7,48.6)	48.0	(45.1,50.8)	49.8	(47.4,52.2)	50.8	(48.3,53.3)	48.5	(46.9,50.2)
African American_____	56.3	(48.9,63.5)	60.8	(52.9,68.1)	59.8	(54.7,64.6)	60.1	(54.9,65.0)	54.8	(48.9,60.6)	58.7	(54.6,62.8)
Hispanic_____	54.3	(47.7,60.7)	50.6	(44.4,56.9)	56.2	(51.9,60.4)	56.9	(52.3,61.3)	56.4	(51.1,61.5)	54.8	(52.2,57.4)
Education												
Less than high school_	44.4	(38.4,50.5)	47.0	(40.8,53.4)	51.0	(45.8,56.2)	56.2	(50.6,61.5)	57.8	(50.2,65.1)	50.4	(47.3,53.6)
High school graduate_	53.4	(48.5,58.2)	52.9	(48.2,57.5)	55.4	(51.2,59.4)	54.8	(50.7,58.8)	53.8	(50.5,57.2)	54.1	(51.5,56.6)
Some college_____	56.0	(51.9,60.1)	51.6	(47.0,56.2)	51.6	(47.8,55.4)	55.2	(51.6,58.8)	52.9	(47.9,57.8)	53.5	(51.4,55.7)
College graduate_____	43.9	(38.7,49.2)	41.9	(37.4,46.4)	44.8	(40.5,49.3)	42.0	(38.3,45.8)	45.9	(40.9,50.9)	43.5	(40.5,46.5)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-34. Recall of newspaper and magazine advertising, among parents,¹ by gender, race/ethnicity, and education

Characteristics	Recall of having seen newspaper or magazine ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall	23.0	(20.8,25.3)	20.6	(18.8,22.5)	22.6	(20.9,24.5)	22.9	(21.0,24.8)	21.4	(19.6,23.4)	22.2	(21.1,23.3)
Gender												
Males	20.3	(17.4,23.5)	19.8	(16.8,23.2)	19.0	(16.4,21.9)	20.1	(17.3,23.2)	19.7	(16.9,22.9)	19.8	(18.1,21.6)
Females	24.5	(21.9,27.4)	21.0	(19.0,23.2)	24.5	(22.3,26.9)	24.4	(22.1,26.9)	22.4	(20.0,25.0)	23.5	(22.1,24.9)
Race/ethnicity												
White	19.4	(16.6,22.4)	16.6	(14.7,18.7)	17.9	(15.8,20.1)	17.6	(15.5,19.9)	16.9	(14.8,19.2)	17.7	(16.3,19.3)
African American	32.3	(25.2,40.3)	36.2	(29.7,43.4)	34.3	(28.8,40.3)	36.8	(32.0,41.9)	32.9	(27.8,38.4)	34.7	(30.9,38.7)
Hispanic	29.9	(24.7,35.6)	23.9	(18.9,29.7)	30.4	(25.7,35.6)	32.4	(27.0,38.2)	28.7	(23.5,34.5)	29.2	(26.6,32.0)
Education												
Less than high school	23.1	(18.6,28.3)	23.8	(18.1,30.6)	26.5	(21.3,32.6)	30.4	(24.7,36.8)	27.3	(22.3,33.0)	26.1	(23.1,29.4)
High school graduate	26.4	(22.5,30.8)	21.9	(19.0,25.1)	26.2	(23.5,29.2)	24.9	(21.6,28.5)	21.8	(18.3,25.8)	24.5	(23.0,26.0)
Some college	23.4	(19.6,27.8)	23.0	(19.5,26.9)	23.2	(19.7,27.0)	23.2	(20.2,26.5)	22.4	(18.2,27.2)	23.1	(21.2,25.2)
College graduate	17.7	(14.5,21.3)	14.9	(11.9,18.6)	15.6	(13.0,18.7)	15.7	(12.9,18.9)	17.4	(13.9,21.6)	16.1	(14.3,18.1)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-35. Recall of movie theater and video rental advertising, among parents,¹ by gender, race/ethnicity, and education

Characteristics	Recall of having seen movie theatre or video rental ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall_____	3.1	(2.6,3.8)	4.3	(3.4,5.5)	4.3	(3.5,5.3)	4.3	(3.6,5.1)	4.0	(3.1,5.1)	4.0	(3.6,4.6)
Gender												
Males_____	1.1	(0.6,1.9)	2.5	(1.6,4.0)	2.6	(1.8,3.7)	3.1	(2.2,4.4)	2.9	(1.6,5.1)	2.4	(1.9,3.1)
Females_____	4.3	(3.4,5.3)	5.2	(3.9,7.0)	5.2	(4.1,6.7)	5.0	(4.1,6.0)	4.6	(3.5,6.1)	4.9	(4.2,5.7)
Race/ethnicity												
White_____	1.4	(0.8,2.2)	2.1	(1.3,3.3)	1.6	(1.1,2.3)	1.7	(1.3,2.4)	2.0	(1.3,3.3)	1.7	(1.4,2.1)
African American_____	7.2	(5.1,10.0)	9.5	(6.4,13.9)	10.2	(7.4,13.8)	13.4	(9.7,18.2)	9.4	(6.6,13.2)	10.0	(8.3,12.0)
Hispanic_____	5.4	(3.2,8.9)	7.6	(4.6,12.4)	9.8	(6.7,14.1)	6.4	(4.1,9.8)	6.9	(4.3,10.8)	7.2	(5.4,9.6)
Education												
Less than high school_	8.6	(6.1,11.9)	7.8	(5.0,11.9)	7.9	(5.2,11.8)	8.9	(6.3,12.5)	9.5	(6.2,14.4)	8.4	(6.7,10.4)
High school graduate_	3.5	(2.4,5.1)	4.9	(3.4,7.0)	5.4	(3.8,7.6)	5.4	(3.9,7.5)	3.8	(2.6,5.6)	4.7	(3.9,5.6)
Some college_____	1.9	(1.1,3.2)	4.3	(2.8,6.7)	4.0	(2.7,5.8)	3.8	(2.6,5.7)	3.8	(2.1,6.8)	3.6	(2.8,4.6)
College graduate_____	0.7	(0.4,1.3)	1.8	(0.9,3.6)	1.4	(0.8,2.4)	1.0	(0.5,1.8)	2.1	(1.2,3.7)	1.3	(1.0,1.8)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-36. Recall of billboard and other public posting advertising, among parents,¹ by gender, race/ethnicity, and education

Characteristics	Recall of having seen billboard or other public posting ads at least weekly											
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Average for all Years (Waves 1 through 9)	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Overall_____	24.5	(22.3,26.8)	23.2	(21.4,25.2)	25.0	(23.2,27.0)	24.5	(22.8,26.3)	22.2	(20.0,24.6)	24.1	(22.9,25.2)
Gender												
Males_____	23.0	(19.6,26.7)	21.8	(18.7,25.1)	22.6	(19.9,25.5)	21.9	(19.1,24.8)	17.5	(14.7,20.8)	21.8	(19.9,23.7)
Females_____	25.3	(22.6,28.2)	24.0	(21.7,26.4)	26.4	(24.0,28.9)	26.0	(23.8,28.2)	24.7	(21.8,27.8)	25.3	(23.9,26.8)
Race/ethnicity												
White_____	20.8	(18.5,23.3)	19.4	(17.2,21.8)	20.9	(18.9,23.2)	19.2	(17.3,21.4)	17.8	(15.3,20.7)	19.8	(18.4,21.4)
African American_____	32.6	(26.9,38.8)	31.7	(26.0,38.0)	35.2	(30.0,40.8)	35.6	(30.8,40.7)	31.6	(25.1,38.8)	33.6	(30.6,36.7)
Hispanic_____	33.3	(27.6,39.4)	30.3	(24.9,36.4)	32.7	(27.6,38.3)	35.8	(31.0,40.9)	32.1	(26.8,37.8)	33.0	(29.9,36.3)
Education												
Less than high school_	27.1	(21.4,33.7)	23.8	(19.6,28.6)	27.8	(23.6,32.3)	29.6	(25.3,34.3)	33.0	(27.1,39.5)	27.7	(25.1,30.4)
High school graduate_	23.6	(19.8,27.7)	23.1	(19.9,26.7)	26.8	(23.6,30.4)	27.4	(24.0,30.9)	21.3	(17.8,25.4)	24.7	(22.9,26.7)
Some college_____	25.7	(21.6,30.3)	26.1	(22.3,30.2)	26.2	(22.3,30.4)	26.1	(23.0,29.5)	21.1	(16.9,26.1)	25.4	(23.1,28.0)
College graduate_____	23.0	(19.4,27.0)	20.1	(16.6,24.1)	20.3	(17.1,23.9)	16.4	(13.5,19.9)	19.8	(16.0,24.2)	19.9	(17.9,22.0)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-37. Percent of youth using the Internet, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent using the Internet during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	82.6	(79.9,85.1)	86.4	(84.2,88.4)	88.1	(85.9,90.1)	87.7	(85.1,89.8)	90.4	(87.5,92.6)	7.7	*(4.2,11.2)	2.2	(-1.1,5.6)
14 to 15	86.6	(83.6,89.2)	91.9	(89.9,93.6)	90.1	(88.2,91.7)	90.4	(88.5,91.9)	91.7	(89.1,93.6)	5.0	*(1.5,8.5)	1.5	(-1.7,4.8)
16 to 18	87.3	(84.4,89.7)	88.1	(85.1,90.5)	89.5	(87.4,91.3)	90.0	(88.3,91.5)	90.1	(87.9,91.9)	2.8	(-0.6,6.2)	0.5	(-2.0,3.0)
14 to 16	86.6	(84.2,88.7)	90.1	(88.2,91.8)	90.3	(88.8,91.6)	90.7	(89.1,92.0)	91.3	(89.3,92.9)	4.6	*(1.7,7.6)	1.0	(-1.5,3.4)
14 to 18	87.0	(84.9,88.8)	89.8	(88.1,91.3)	89.8	(88.5,90.9)	90.1	(89.0,91.2)	90.7	(89.0,92.2)	3.7	*(1.2,6.3)	0.9	(-0.9,2.8)
12.5 to 18	86.0	(84.3,87.5)	89.0	(87.6,90.3)	89.4	(88.2,90.4)	89.6	(88.5,90.6)	90.6	(89.2,91.9)	4.7	*(2.6,6.7)	1.3	(-0.5,3.0)
Youth aged 12.5 to 18														
Gender														
Males	86.2	(83.9,88.1)	89.4	(87.4,91.2)	89.4	(87.6,91.0)	88.3	(86.8,89.8)	89.1	(87.0,90.8)	2.9	*(0.1,5.8)	-0.4	(-2.9,2.1)
Females	85.7	(83.8,87.5)	88.6	(86.3,90.5)	89.3	(87.9,90.6)	90.8	(89.4,92.0)	92.3	(90.3,93.9)	6.5	*(4.1,9.0)	3.0	*(0.8,5.1)
Race/ethnicity														
White	90.5	(88.8,92.0)	92.3	(90.8,93.7)	91.7	(90.6,92.8)	92.7	(91.5,93.7)	92.7	(90.9,94.1)	2.1	(0.0,4.3)	0.9	(-0.8,2.6)
African American	77.0	(72.2,81.2)	84.3	(79.9,87.9)	85.4	(81.6,88.5)	83.1	(80.2,85.6)	85.9	(82.2,89.0)	8.9	*(3.2,14.7)	0.5	(-4.1,5.2)
Hispanic	72.8	(66.9,78.0)	78.1	(72.3,83.0)	81.9	(76.6,86.3)	82.3	(77.7,86.1)	86.5	(82.8,89.6)	13.7	*(7.1,20.3)	4.6	(-1.0,10.2)
Risk score														
Higher risk	86.0	(83.3,88.4)	90.6	(88.4,92.4)	89.1	(87.1,90.9)	89.5	(87.8,91.0)	87.5	(84.8,89.7)	1.5	(-1.8,4.7)	-1.7	(-4.4,1.1)
Lower risk	86.7	(84.3,88.7)	89.0	(87.2,90.6)	89.7	(88.2,91.0)	89.9	(88.4,91.3)	92.9	(91.2,94.3)	6.2	*(3.2,9.3)	3.2	*(1.1,5.2)
Sensation seeking														
High	89.1	(87.1,90.8)	91.2	(89.8,92.4)	91.1	(89.6,92.4)	90.9	(89.6,92.1)	91.2	(89.6,92.7)	2.1	(-0.1,4.4)	0.1	(-2.0,2.3)
Low	82.1	(78.9,85.0)	86.4	(83.8,88.6)	87.4	(85.6,89.0)	88.2	(86.3,89.8)	90.2	(88.1,92.0)	8.1	*(4.5,11.7)	2.8	*(0.6,5.1)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-38. Percent of youth visiting anti-drug Internet sites, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent visiting anti-drug Internet sites during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	8.9	(7.0,11.2)	9.3	(7.6,11.3)	8.2	(6.8,9.8)	9.9	(8.0,12.2)	8.5	(6.8,10.7)	-0.3	(-2.9,2.3)	0.4	(-2.2,2.9)
14 to 15	9.7	(7.6,12.3)	11.9	(9.6,14.6)	10.5	(9.1,12.1)	9.2	(7.7,10.9)	11.2	(8.7,14.4)	1.5	(-2.1,5.1)	0.7	(-2.4,3.8)
16 to 18	9.3	(7.2,12.0)	9.5	(7.3,12.2)	7.6	(6.4,9.0)	9.6	(8.2,11.3)	9.6	(7.8,11.7)	0.3	(-2.8,3.3)	2.0	(-0.1,4.1)
14 to 16	10.5	(8.6,12.8)	10.8	(8.9,13.0)	9.9	(8.7,11.2)	9.2	(7.9,10.6)	10.9	(8.9,13.3)	0.4	(-2.8,3.6)	1.0	(-1.5,3.5)
14 to 18	9.5	(8.0,11.2)	10.6	(9.0,12.4)	8.8	(8.0,9.8)	9.4	(8.3,10.7)	10.3	(8.5,12.3)	0.8	(-1.8,3.3)	1.4	(-0.5,3.3)
12.5 to 18	9.3	(8.1,10.7)	10.3	(9.0,11.7)	8.7	(7.8,9.6)	9.5	(8.5,10.6)	9.8	(8.4,11.5)	0.5	(-1.5,2.5)	1.2	(-0.5,2.8)
Youth aged 12.5 to 18														
Gender														
Males	9.0	(7.2,11.1)	8.5	(7.0,10.4)	6.7	(5.7,7.8)	8.8	(7.3,10.6)	8.3	(6.9,10.0)	-0.7	(-3.0,1.6)	1.6	(-0.1,3.4)
Females	9.7	(7.9,11.9)	12.1	(10.1,14.5)	10.7	(9.4,12.2)	10.3	(9.1,11.6)	11.5	(9.3,14.0)	1.8	(-1.5,5.0)	0.8	(-1.7,3.3)
Race/ethnicity														
White	8.5	(7.2,9.9)	9.7	(8.2,11.5)	8.5	(7.4,9.7)	9.3	(8.1,10.7)	9.9	(8.3,11.8)	1.5	(-0.7,3.6)	1.5	(-0.2,3.1)
African American	10.9	(7.6,15.4)	12.5	(8.9,17.2)	9.7	(7.6,12.4)	12.6	(9.2,17.0)	10.5	(6.6,16.5)	-0.4	(-6.4,5.7)	0.8	(-5.1,6.7)
Hispanic	11.5	(8.1,16.3)	10.0	(6.8,14.4)	8.0	(6.3,10.2)	7.1	(5.4,9.2)	8.8	(6.0,12.8)	-2.7	(-8.1,2.7)	0.8	(-2.8,4.4)
Risk score														
Higher risk	9.5	(7.6,11.8)	11.5	(9.4,14.0)	8.5	(7.0,10.2)	9.3	(7.8,11.0)	11.2	(9.3,13.5)	1.7	(-1.2,4.6)	2.7	*(0.4,5.0)
Lower risk	8.5	(7.1,10.3)	9.5	(8.0,11.3)	8.8	(7.6,10.0)	9.5	(8.1,11.0)	9.6	(8.0,11.5)	1.1	(-1.5,3.7)	0.8	(-1.3,2.9)
Sensation seeking														
High	10.4	(8.6,12.5)	11.6	(9.8,13.7)	10.0	(8.8,11.4)	10.0	(8.7,11.4)	10.7	(8.9,12.8)	0.3	(-2.5,3.0)	0.6	(-1.6,2.8)
Low	7.6	(6.0,9.7)	8.3	(6.7,10.3)	6.8	(5.7,8.0)	9.0	(7.7,10.4)	9.0	(7.1,11.4)	1.4	(-1.4,4.3)	2.3	(-0.3,4.9)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-39. Percent of youth visiting pro-drug Internet sites, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent visiting pro-drug Internet sites during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	2.6	(1.8,3.9)	2.6	(1.7,4.0)	2.7	(1.8,3.9)	3.2	(2.1,4.9)	2.3	(1.4,3.9)	-0.3	(-1.7,1.2)	-0.3	(-1.9,1.2)
14 to 15	5.3	(3.9,7.1)	6.3	(4.8,8.3)	5.2	(4.1,6.6)	3.6	(2.8,4.6)	4.2	(3.0,5.9)	-1.1	(-3.2,1.1)	-1.0	(-2.8,0.8)
16 to 18	6.9	(5.3,9.0)	7.2	(5.7,9.2)	6.0	(4.9,7.3)	6.2	(5.0,7.6)	4.9	(3.8,6.3)	-2.0	(-4.2,0.2)	-1.1	(-2.8,0.7)
14 to 16	6.5	(5.3,8.0)	6.5	(5.2,8.1)	5.5	(4.5,6.7)	4.0	(3.2,4.9)	4.9	(3.8,6.3)	-1.6	(-3.5,0.3)	-0.6	(-2.2,1.1)
14 to 18	6.2	(5.2,7.3)	6.8	(5.7,8.2)	5.7	(4.9,6.6)	5.1	(4.3,6.0)	4.6	(3.7,5.7)	-1.5	*(-3.0,-0.1)	-1.0	(-2.4,0.3)
12.5 to 18	5.3	(4.5,6.3)	5.8	(4.9,6.9)	5.0	(4.3,5.8)	4.6	(3.9,5.4)	4.1	(3.3,5.0)	-1.2	*(-2.4,0.0)	-0.9	(-2.0,0.3)
Youth aged 12.5 to 18														
Gender														
Males	6.7	(5.4,8.2)	6.3	(4.9,8.0)	4.5	(3.7,5.6)	5.6	(4.6,6.9)	4.6	(3.5,5.8)	-2.1	*(-3.8,-0.4)	0.0	(-1.5,1.6)
Females	3.9	(2.8,5.4)	5.4	(4.4,6.6)	5.4	(4.4,6.6)	3.6	(2.9,4.4)	3.6	(2.6,5.1)	-0.3	(-2.2,1.6)	-1.8	*(-3.5,-0.1)
Race/ethnicity														
White	5.7	(4.7,6.9)	6.1	(5.0,7.3)	5.3	(4.4,6.4)	4.7	(4.0,5.6)	4.5	(3.6,5.5)	-1.2	(-2.6,0.2)	-0.8	(-2.2,0.6)
African American	3.9	(2.2,6.7)	5.6	(3.7,8.4)	3.9	(2.5,6.1)	5.8	(4.0,8.4)	4.0	(2.4,6.4)	0.1	(-2.8,3.0)	0.1	(-2.7,2.8)
Hispanic	3.6	(2.1,5.9)	4.7	(2.3,9.1)	4.4	(3.1,6.3)	3.3	(2.0,5.6)	2.9	(1.2,6.9)	-0.6	(-3.5,2.2)	-1.5	(-3.8,0.8)
Risk score														
Higher risk	8.3	(6.5,10.5)	9.9	(8.1,12.0)	7.4	(6.2,8.9)	8.0	(6.6,9.6)	7.2	(5.8,9.0)	-1.1	(-3.5,1.4)	-0.2	(-2.1,1.8)
Lower risk	2.9	(2.0,4.1)	2.9	(2.1,4.1)	3.1	(2.4,4.1)	2.3	(1.6,3.3)	2.3	(1.7,3.2)	-0.6	(-1.9,0.8)	-0.8	(-2.0,0.4)
Sensation seeking														
High	7.6	(6.3,9.2)	8.8	(7.2,10.6)	6.9	(5.9,8.1)	6.4	(5.4,7.6)	5.8	(4.5,7.3)	-1.9	(-3.8,0.1)	-1.2	(-3.0,0.6)
Low	2.5	(1.5,4.1)	1.9	(1.3,2.8)	2.4	(1.7,3.2)	2.4	(1.7,3.6)	2.1	(1.4,3.0)	-0.4	(-2.0,1.3)	-0.3	(-1.4,0.9)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-40. Parent¹ use of the Internet, by gender, race/ethnicity, and education

Characteristics	Use of the Internet during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall	61.1	(58.9,63.3)	67.3	(64.6,69.8)	72.5	(70.6,74.2)	75.1	(73.6,76.5)	79.5	(77.5,81.4)	18.4	*(15.7,21.1)	7.1	*(4.6,9.6)
Gender														
Males	66.3	(62.6,69.9)	69.2	(64.7,73.4)	75.8	(73.0,78.5)	79.0	(76.2,81.6)	81.3	(77.8,84.3)	15.0	*(10.3,19.7)	5.5	*(1.8,9.1)
Females	58.2	(55.5,60.9)	66.3	(63.2,69.2)	70.7	(68.3,72.9)	72.9	(71.1,74.7)	78.6	(75.7,81.2)	20.4	*(16.7,24.0)	7.9	*(4.7,11.1)
Race/ethnicity														
White	69.6	(67.0,72.1)	77.3	(74.6,79.8)	81.8	(79.9,83.7)	85.3	(83.7,86.7)	88.9	(87.3,90.3)	19.3	*(16.3,22.2)	7.1	*(4.8,9.3)
African American	45.8	(38.6,53.2)	52.7	(46.8,58.4)	58.5	(52.7,64.2)	63.9	(59.8,67.9)	67.0	(59.7,73.6)	21.2	*(12.4,29.9)	8.5	*(0.8,16.1)
Hispanic	36.6	(30.0,43.6)	33.7	(27.9,40.2)	44.4	(39.6,49.3)	43.6	(39.2,48.1)	50.4	(43.4,57.4)	13.9	*(4.7,23.0)	6.0	(-1.7,13.7)
Education														
Less than high school	26.3	(21.8,31.4)	25.4	(20.8,30.6)	34.5	(29.9,39.4)	37.3	(32.1,42.8)	39.2	(32.4,46.5)	12.9	*(4.1,21.8)	4.7	(-3.9,13.4)
High school graduate	49.7	(45.6,53.7)	57.5	(53.6,61.4)	64.5	(61.6,67.4)	66.3	(63.5,69.1)	71.7	(68.1,75.0)	22.0	*(16.4,27.6)	7.1	*(2.9,11.3)
Some college	72.4	(68.3,76.2)	76.7	(72.8,80.2)	80.2	(76.8,83.2)	85.9	(83.9,87.8)	88.8	(86.1,91.1)	16.4	*(12.4,20.4)	8.7	*(4.6,12.7)
College graduate	85.9	(82.1,89.1)	93.2	(90.6,95.1)	94.2	(91.8,96.0)	94.7	(92.8,96.2)	96.7	(94.8,97.9)	10.7	*(7.0,14.5)	2.5	*(0.3,4.6)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-41. Parents¹ visiting anti-drug Internet sites, by gender, race/ethnicity, and education

Characteristics	Visiting anti-drug Internet sites during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall	7.1	(6.1,8.3)	9.3	(8.1,10.7)	9.7	(8.2,11.5)	10.0	(8.9,11.2)	10.6	(9.2,12.1)	3.5	*(1.7,5.2)	0.9	(-1.0,2.7)
Gender														
Males	6.5	(4.8,8.7)	6.5	(4.9,8.5)	6.3	(4.7,8.4)	7.5	(6.0,9.3)	8.0	(5.6,11.4)	1.6	(-2.1,5.2)	1.8	(-1.3,4.8)
Females	7.5	(6.2,9.0)	10.7	(9.1,12.6)	11.5	(9.6,13.8)	11.4	(9.9,13.0)	12.0	(10.2,13.9)	4.5	*(2.3,6.7)	0.4	(-2.0,2.9)
Race/ethnicity														
White	7.2	(6.1,8.5)	9.1	(7.6,10.9)	8.6	(7.2,10.3)	8.8	(7.4,10.5)	9.6	(8.0,11.5)	2.4	*(0.3,4.5)	1.0	(-1.1,3.0)
African American	7.9	(5.5,11.2)	12.9	(9.8,16.8)	15.3	(10.6,21.5)	16.6	(13.2,20.6)	17.5	(13.0,23.2)	9.6	*(3.5,15.8)	2.3	(-3.7,8.2)
Hispanic	5.9	(3.3,10.3)	6.6	(4.6,9.3)	7.6	(5.6,10.1)	8.2	(6.0,11.1)	6.1	(3.8,9.6)	0.2	(-3.9,4.3)	-1.5	(-4.5,1.6)
Education														
Less than high school	4.0	(2.1,7.6)	4.2	(2.2,7.9)	6.5	(4.5,9.4)	7.5	(5.0,11.0)	4.7	(2.4,8.9)	0.7	(-3.4,4.7)	-1.8	(-5.7,2.1)
High school graduate	4.5	(3.2,6.4)	9.4	(7.7,11.5)	8.7	(6.1,12.2)	8.5	(6.9,10.4)	8.6	(6.7,11.0)	4.1	*(1.3,6.9)	0.0	(-3.6,3.5)
Some college	10.3	(7.8,13.6)	12.5	(10.1,15.3)	11.1	(8.8,13.9)	12.1	(10.0,14.5)	13.5	(10.1,17.8)	3.2	(-1.4,7.7)	2.4	(-2.0,6.7)
College graduate	9.1	(6.7,12.3)	8.7	(6.2,12.0)	11.2	(8.2,15.1)	10.9	(8.3,14.1)	12.4	(9.8,15.7)	3.3	(-0.5,7.2)	1.2	(-2.6,5.1)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-42. Parents¹ visiting parenting skill Internet sites, by gender, race/ethnicity, and education

Characteristics	Visiting parenting skill Internet sites during previous 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	8.0	(6.9,9.1)	10.1	(8.7,11.6)	10.2	(9.0,11.7)	11.2	(10.1,12.5)	12.2	(10.9,13.6)	4.2	*(2.4,6.0)	1.9	*(0.3,3.6)
Gender														
Males_____	6.7	(5.0,9.0)	6.3	(4.6,8.6)	6.7	(5.1,8.7)	8.2	(6.5,10.2)	9.3	(6.9,12.3)	2.5	(-1.0,6.1)	2.6	(-0.1,5.3)
Females_____	8.7	(7.3,10.3)	12.0	(10.2,14.2)	12.1	(10.5,14.0)	12.9	(11.4,14.6)	13.8	(12.1,15.6)	5.1	*(2.8,7.4)	1.6	(-0.7,3.9)
Race/ethnicity														
White_____	7.9	(6.8,9.3)	9.9	(8.2,12.0)	9.4	(8.2,10.9)	10.5	(9.0,12.3)	11.9	(10.4,13.5)	3.9	*(1.8,6.0)	2.4	*(0.4,4.5)
African American_____	8.8	(6.0,12.6)	13.5	(10.2,17.6)	15.0	(11.2,19.7)	17.3	(13.8,21.6)	17.3	(13.0,22.6)	8.5	*(2.7,14.3)	2.3	(-2.6,7.2)
Hispanic_____	6.8	(4.0,11.2)	6.3	(4.3,9.1)	8.0	(5.9,10.6)	8.4	(6.2,11.4)	6.2	(3.9,9.7)	-0.5	(-5.2,4.1)	-1.7	(-4.8,1.4)
Education														
Less than high school_	4.0	(2.0,7.8)	4.2	(2.1,8.1)	6.1	(4.2,8.8)	7.5	(4.9,11.4)	5.7	(3.2,9.7)	1.7	(-2.6,5.9)	-0.4	(-4.3,3.4)
High school graduate_	4.6	(3.2,6.5)	9.2	(7.5,11.3)	8.1	(6.4,10.2)	8.8	(7.2,10.7)	9.2	(7.2,11.7)	4.7	*(1.7,7.6)	1.1	(-1.6,3.9)
Some college_____	11.6	(8.9,14.9)	12.2	(9.7,15.3)	11.9	(9.7,14.6)	13.0	(11.0,15.3)	14.9	(11.4,19.2)	3.3	(-1.4,8.0)	2.9	(-1.2,7.1)
College graduate_____	11.1	(8.7,14.1)	12.3	(9.1,16.2)	13.3	(11.0,15.9)	14.2	(11.5,17.4)	15.8	(13.0,19.0)	4.7	*(1.1,8.3)	2.5	(-0.5,5.6)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-43. In-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent ever attending drug education class or program in school													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	84.6	(82.2,86.7)	81.7	(78.6,84.5)	76.1	(73.3,78.8)	78.9	(75.8,81.6)	75.9	(72.1,79.3)	-8.7	*(-13.0,-4.3)	-0.2	(-4.1,3.6)
14 to 15	80.9	(77.7,83.7)	76.6	(73.3,79.7)	74.4	(72.0,76.8)	74.7	(72.1,77.2)	72.2	(68.6,75.6)	-8.6	*(-13.0,-4.3)	-2.2	(-6.8,2.4)
16 to 18	76.0	(72.9,78.9)	70.9	(67.7,74.0)	66.7	(63.9,69.4)	67.4	(64.4,70.3)	62.0	(59.2,64.8)	-14.0	(-17.6,-10.3)	-4.7	*(-8.5,-0.9)
14 to 16	79.2	(76.2,82.0)	75.1	(72.1,77.9)	72.4	(70.3,74.5)	73.2	(70.7,75.6)	69.6	(67.1,72.0)	-9.6	*(-13.0,-6.3)	-2.8	(-6.3,0.6)
14 to 18	78.2	(75.9,80.3)	73.5	(71.1,75.8)	70.0	(68.0,71.9)	70.5	(68.2,72.7)	66.2	(63.9,68.4)	-12.0	*(-14.5,-9.5)	-3.8	*(-6.7,-0.8)
12.5 to 18	79.7	(77.8,81.4)	75.5	(73.4,77.4)	71.5	(69.9,73.0)	72.5	(70.5,74.4)	68.5	(66.4,70.5)	-11.2	*(-13.4,-9.0)	-3.0	*(-5.3,-0.6)
Youth aged 12.5 to 18														
Gender														
Males	77.7	(75.2,79.9)	73.7	(71.0,76.2)	68.1	(66.0,70.1)	68.7	(66.3,71.0)	65.1	(62.5,67.7)	-12.5	*(-15.2,-9.8)	-2.9	(-6.0,0.2)
Females	81.8	(79.4,84.0)	77.4	(74.8,79.7)	75.0	(72.7,77.1)	76.5	(74.1,78.7)	72.0	(69.2,74.7)	-9.8	*(-13.2,-6.4)	-2.9	(-6.4,0.6)
Race/ethnicity														
White	79.3	(77.0,81.4)	75.1	(72.3,77.6)	71.8	(70.0,73.7)	72.9	(70.5,75.1)	70.2	(67.5,72.7)	-9.1	*(-11.6,-6.5)	-1.7	(-4.6,1.3)
African American	81.6	(77.3,85.2)	82.7	(78.5,86.3)	78.5	(74.7,81.8)	77.9	(72.9,82.2)	72.5	(66.5,77.8)	-9.0	*(-14.7,-3.4)	-6.0	(-12.3,0.3)
Hispanic	81.0	(75.9,85.2)	68.4	(63.3,73.1)	63.9	(60.3,67.4)	66.2	(61.6,70.4)	59.6	(55.5,63.6)	-21.4	(-27.1,-15.6)	-4.3	(-8.9,0.4)
Risk score														
Higher risk	78.3	(75.5,80.9)	71.8	(68.1,75.2)	69.1	(66.2,71.8)	68.9	(65.8,71.8)	66.3	(63.1,69.4)	-12.0	*(-15.8,-8.2)	-2.8	(-6.6,1.1)
Lower risk	81.5	(78.9,83.8)	78.1	(75.5,80.5)	73.8	(72.0,75.7)	75.6	(73.5,77.6)	70.8	(67.8,73.7)	-10.7	*(-14.1,-7.2)	-3.0	(-6.2,0.2)
Sensation seeking														
High	79.8	(76.9,82.4)	74.2	(71.8,76.5)	70.3	(68.0,72.5)	72.2	(69.6,74.8)	68.8	(66.3,71.1)	-11.0	*(-14.2,-7.8)	-1.6	(-4.5,1.4)
Low	80.1	(77.0,82.9)	77.3	(73.9,80.4)	72.9	(70.7,75.0)	73.1	(70.7,75.4)	68.1	(65.0,71.1)	-12.0	*(-16.1,-7.8)	-4.8	*(-8.2,-1.4)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-44. Out-of-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent ever attending drug education class or program outside school													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	10.0	(8.2,12.1)	8.0	(6.5,9.8)	8.8	(7.3,10.5)	9.8	(8.2,11.8)	8.3	(6.5,10.5)	-1.7	(-4.6,1.2)	-0.5	(-3.0,2.0)
14 to 15	11.4	(8.9,14.4)	10.5	(8.4,13.2)	10.6	(8.9,12.6)	8.2	(6.7,10.0)	8.8	(7.1,10.9)	-2.5	(-5.8,0.8)	-1.8	(-4.5,0.9)
16 to 18	13.6	(11.2,16.5)	12.4	(9.9,15.3)	14.3	(11.7,17.4)	11.7	(9.9,13.8)	12.1	(10.3,14.2)	-1.5	(-4.9,1.9)	-2.2	(-5.3,0.9)
14 to 16	12.1	(9.7,14.9)	11.3	(9.0,14.2)	11.7	(10.1,13.4)	9.1	(7.6,10.8)	9.1	(7.7,10.7)	-3.0	*(-5.7,-0.2)	-2.6	*(-4.5,-0.6)
14 to 18	12.6	(10.7,14.7)	11.5	(9.9,13.5)	12.7	(11.1,14.6)	10.2	(8.8,11.8)	10.8	(9.4,12.3)	-1.8	(-4.3,0.6)	-2.0	(-4.0,0.0)
12.5 to 18	12.0	(10.4,13.7)	10.7	(9.3,12.3)	11.8	(10.5,13.2)	10.1	(8.8,11.6)	10.2	(9.0,11.4)	-1.8	(-3.7,0.1)	-1.6	*(-3.2,0.0)
Youth aged 12.5 to 18														
Gender														
Males	13.5	(11.5,15.9)	10.6	(8.8,12.7)	12.1	(10.4,14.1)	10.4	(8.9,12.3)	10.4	(8.8,12.3)	-3.1	*(-6.2,-0.1)	-1.7	(-4.0,0.5)
Females	10.3	(8.4,12.6)	10.8	(8.9,13.2)	11.4	(9.8,13.4)	9.8	(8.2,11.7)	9.9	(8.3,11.9)	-0.4	(-2.9,2.2)	-1.5	(-4.0,1.0)
Race/ethnicity														
White	11.3	(9.3,13.5)	9.5	(7.9,11.4)	10.5	(8.9,12.5)	8.2	(6.8,9.8)	9.0	(7.6,10.7)	-2.2	(-4.8,0.3)	-1.5	(-3.6,0.6)
African American	17.1	(13.4,21.6)	17.4	(13.1,22.6)	19.6	(16.1,23.8)	20.5	(16.3,25.3)	16.8	(12.8,21.9)	-0.3	(-5.6,5.1)	-2.8	(-7.9,2.4)
Hispanic	10.1	(6.2,16.2)	9.5	(7.0,13.0)	9.8	(7.3,13.1)	8.7	(6.6,11.3)	8.9	(6.7,11.7)	-1.3	(-6.4,3.9)	-0.9	(-4.4,2.6)
Risk score														
Higher risk	14.7	(11.8,18.0)	13.1	(10.6,16.2)	14.8	(12.3,17.8)	12.0	(10.1,14.2)	12.4	(10.2,15.0)	-2.2	(-6.6,2.1)	-2.4	(-6.0,1.2)
Lower risk	10.0	(8.3,12.1)	8.3	(6.9,10.0)	9.5	(8.1,11.1)	8.7	(7.3,10.2)	8.6	(7.3,10.1)	-1.4	(-3.6,0.7)	-0.9	(-2.8,1.0)
Sensation seeking														
High	12.9	(11.0,15.0)	10.6	(8.7,12.9)	12.3	(10.5,14.3)	10.0	(8.4,11.8)	10.8	(9.1,12.7)	-2.1	(-5.1,0.8)	-1.5	(-4.0,1.0)
Low	10.7	(8.5,13.5)	10.9	(8.9,13.3)	11.1	(9.2,13.4)	10.2	(8.6,12.1)	9.1	(7.5,10.9)	-1.7	(-4.1,0.8)	-2.1	(-4.6,0.4)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-45. Recent in-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent attending drug education class or program in school in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	76.5	(73.4,79.2)	75.1	(71.1,78.8)	68.4	(64.7,71.9)	70.5	(66.7,74.1)	68.7	(64.1,73.1)	-7.7	*(-13.1,-2.3)	0.3	(-4.4,5.1)
14 to 15	69.4	(64.6,73.8)	68.6	(64.1,72.8)	66.7	(63.5,69.7)	65.7	(62.4,68.9)	63.1	(58.5,67.5)	-6.2	*(-12.5,0.0)	-3.6	(-9.3,2.2)
16 to 18	55.6	(51.3,59.8)	55.2	(50.9,59.4)	52.6	(49.1,56.1)	51.3	(47.8,54.9)	43.7	(40.0,47.5)	-11.9	*(-17.3,-6.6)	-8.9	*(-14.3,-3.5)
14 to 16	66.5	(62.1,70.6)	66.2	(62.3,69.9)	63.5	(60.8,66.1)	63.1	(59.8,66.3)	59.4	(55.8,62.8)	-7.1	*(-12.2,-2.0)	-4.1	(-8.6,0.4)
14 to 18	62.2	(58.8,65.5)	61.6	(58.2,64.9)	58.8	(56.3,61.3)	57.7	(54.8,60.6)	52.1	(48.9,55.3)	-10.1	*(-14.5,-5.8)	-6.8	*(-10.8,-2.7)
12.5 to 18	65.9	(63.2,68.5)	64.9	(62.0,67.7)	61.2	(59.2,63.2)	60.8	(58.3,63.3)	56.2	(53.2,59.1)	-9.8	*(-13.4,-6.2)	-5.0	*(-8.3,-1.8)
Youth aged 12.5 to 18														
Gender														
Males	62.6	(59.3,65.9)	62.5	(58.6,66.3)	57.2	(54.4,59.9)	56.3	(53.4,59.2)	51.6	(47.8,55.4)	-11.0	*(-15.8,-6.3)	-5.6	*(-9.9,-1.3)
Females	69.3	(65.8,72.5)	67.5	(63.8,70.9)	65.4	(62.7,68.0)	65.7	(62.5,68.7)	61.0	(57.1,64.8)	-8.3	*(-13.6,-3.0)	-4.4	(-8.9,0.1)
Race/ethnicity														
White	66.8	(63.7,69.7)	65.0	(61.3,68.4)	62.2	(59.8,64.5)	62.2	(59.3,65.1)	58.3	(54.7,61.9)	-8.5	*(-12.4,-4.5)	-3.9	*(-7.7,0.0)
African American	67.9	(62.7,72.8)	73.0	(67.1,78.1)	69.9	(65.3,74.2)	66.9	(60.9,72.4)	61.7	(54.3,68.5)	-6.3	(-14.0,1.5)	-8.3	*(-16.3,-0.3)
Hispanic	60.1	(51.0,68.5)	55.0	(48.3,61.5)	49.2	(44.3,54.2)	49.0	(43.1,54.8)	44.5	(40.0,49.2)	-15.5	*(-24.7,-6.4)	-4.7	(-10.7,1.3)
Risk score														
Higher risk	62.0	(58.0,65.8)	60.0	(55.4,64.5)	57.1	(53.8,60.4)	54.3	(50.4,58.1)	50.5	(46.5,54.5)	-11.5	*(-16.9,-6.1)	-6.6	*(-11.4,-1.8)
Lower risk	69.7	(66.2,73.0)	68.6	(65.1,72.0)	65.1	(62.7,67.5)	66.2	(63.4,68.8)	61.4	(57.5,65.1)	-8.3	*(-13.2,-3.4)	-3.7	(-7.9,0.4)
Sensation seeking														
High	66.6	(62.2,70.6)	63.6	(60.1,67.0)	59.6	(57.0,62.2)	60.7	(57.3,64.0)	56.3	(52.9,59.5)	-10.3	*(-15.4,-5.2)	-3.4	(-7.0,0.3)
Low	65.4	(61.0,69.6)	66.7	(62.4,70.8)	63.1	(60.2,66.0)	61.4	(58.2,64.4)	56.4	(52.4,60.4)	-9.0	*(-15.1,-3.0)	-6.7	*(-11.6,-1.8)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-46. Recent out-of-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent attending drug education class or program outside of school in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	6.6	(5.1,8.6)	4.4	(3.3,5.6)	5.7	(4.4,7.4)	5.4	(4.0,7.1)	3.9	(2.7,5.6)	-2.7	*(-4.8,-0.7)	-1.8	(-3.9,0.2)
14 to 15	7.6	(5.5,10.4)	5.7	(4.4,7.3)	6.7	(5.4,8.3)	5.1	(3.9,6.5)	5.3	(3.9,7.2)	-2.3	(-5.0,0.4)	-1.4	(-3.6,0.9)
16 to 18	7.8	(6.1,9.9)	7.0	(5.2,9.3)	8.0	(6.4,9.8)	5.5	(4.5,6.8)	5.8	(4.6,7.2)	-2.0	(-4.2,0.2)	-2.2	*(-4.0,-0.3)
14 to 16	7.4	(5.6,9.9)	6.1	(4.6,8.1)	7.1	(6.0,8.3)	5.3	(4.3,6.5)	5.5	(4.4,6.9)	-1.9	(-4.2,0.4)	-1.5	(-3.2,0.2)
14 to 18	7.7	(6.2,9.5)	6.4	(5.2,7.8)	7.4	(6.4,8.6)	5.3	(4.5,6.3)	5.6	(4.7,6.6)	-2.1	*(-3.9,-0.4)	-1.8	*(-3.2,-0.4)
12.5 to 18	7.5	(6.2,9.0)	5.9	(4.9,7.1)	7.0	(6.2,8.0)	5.3	(4.6,6.1)	5.2	(4.5,6.1)	-2.3	*(-3.7,-0.8)	-1.8	*(-2.9,-0.7)
Youth aged 12.5 to 18														
Gender														
Males	8.2	(6.6,10.1)	5.6	(4.4,7.1)	7.0	(5.8,8.4)	5.5	(4.5,6.6)	5.1	(4.0,6.4)	-3.2	*(-5.4,-0.9)	-1.9	*(-3.5,-0.3)
Females	6.7	(5.1,8.6)	6.3	(4.9,7.9)	7.0	(5.9,8.4)	5.2	(4.3,6.2)	5.4	(4.2,6.8)	-1.3	(-3.4,0.7)	-1.7	*(-3.3,-0.1)
Race/ethnicity														
White	7.0	(5.4,9.1)	5.0	(3.8,6.4)	6.2	(5.2,7.4)	4.3	(3.6,5.2)	4.5	(3.7,5.4)	-2.5	*(-4.5,-0.6)	-1.7	*(-3.2,-0.3)
African American	11.1	(8.4,14.6)	10.6	(7.5,14.7)	11.6	(8.8,15.2)	11.5	(8.8,14.8)	8.4	(5.6,12.5)	-2.6	(-6.8,1.5)	-3.1	(-7.3,1.0)
Hispanic	6.0	(3.2,11.0)	5.4	(3.5,8.2)	6.4	(4.4,9.1)	3.6	(2.6,5.0)	5.1	(3.5,7.4)	-0.9	(-4.3,2.5)	-1.3	(-3.6,1.0)
Risk score														
Higher risk	9.5	(7.2,12.4)	7.3	(5.3,9.9)	7.9	(6.3,9.8)	6.2	(5.0,7.6)	6.7	(5.3,8.5)	-2.8	*(-5.5,0.0)	-1.1	(-3.3,1.0)
Lower risk	6.0	(4.8,7.6)	4.8	(3.7,6.2)	6.3	(5.1,7.7)	4.6	(3.7,5.7)	4.0	(3.1,5.3)	-2.0	*(-3.7,-0.3)	-2.2	*(-3.8,-0.7)
Sensation seeking														
High	8.3	(6.6,10.4)	5.8	(4.4,7.7)	6.7	(5.7,7.9)	5.4	(4.5,6.4)	6.1	(5.0,7.5)	-2.2	*(-4.2,-0.1)	-0.6	(-2.1,1.0)
Low	6.4	(4.8,8.4)	6.1	(4.7,7.8)	7.3	(5.7,9.3)	5.0	(4.1,6.2)	3.7	(2.7,4.9)	-2.7	*(-4.8,-0.6)	-3.6	*(-5.5,-1.7)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-47. Youth conversations with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who never had conversation with friends about drugs in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13 _____	35.0	(32.0,38.1)	37.4	(34.5,40.5)	37.0	(33.8,40.3)	40.1	(36.9,43.3)	41.8	(38.0,45.6)	6.8	*(2.0,11.5)	4.8	(-0.7,10.3)
14 to 15 _____	25.0	(21.7,28.6)	22.6	(20.0,25.5)	26.3	(23.9,28.9)	28.1	(25.4,30.9)	28.5	(25.8,31.4)	3.5	(-1.4,8.5)	2.2	(-1.7,6.1)
16 to 18 _____	18.5	(16.1,21.0)	18.6	(16.4,20.9)	17.9	(15.9,20.1)	22.4	(20.5,24.3)	24.7	(21.3,28.3)	6.2	*(1.8,10.6)	6.8	*(2.9,10.6)
14 to 16 _____	23.7	(21.1,26.5)	20.4	(18.1,22.9)	23.7	(21.7,25.9)	26.3	(24.3,28.5)	27.3	(25.1,29.7)	3.6	(-0.1,7.4)	3.6	*(0.6,6.5)
14 to 18 _____	21.4	(19.4,23.5)	20.4	(18.7,22.2)	21.5	(19.8,23.3)	24.8	(23.2,26.4)	26.2	(24.0,28.7)	4.9	*(1.8,7.9)	4.8	*(2.2,7.3)
12.5 to 18 _____	24.6	(22.9,26.4)	24.4	(23.0,26.0)	25.2	(23.8,26.6)	28.5	(27.0,30.0)	29.9	(27.9,32.0)	5.3	*(2.9,7.7)	4.7	*(2.4,7.0)
Youth aged 12.5 to 18														
Gender														
Males _____	28.1	(25.4,30.9)	28.2	(25.7,30.7)	28.8	(26.6,31.1)	33.1	(31.2,35.0)	35.4	(32.7,38.3)	7.4	*(3.6,11.1)	6.6	*(3.6,9.7)
Females _____	20.9	(18.9,23.1)	20.5	(18.1,23.0)	21.5	(19.7,23.3)	23.7	(21.6,26.0)	24.1	(21.5,26.9)	3.1	(0.0,6.3)	2.6	(-0.5,5.7)
Race/ethnicity														
White _____	23.2	(21.1,25.3)	22.8	(20.8,24.9)	23.9	(22.2,25.7)	26.9	(25.1,28.7)	28.0	(25.7,30.4)	4.8	*(2.2,7.4)	4.1	*(1.6,6.5)
African American _____	29.9	(24.7,35.6)	28.4	(23.1,34.4)	28.8	(25.6,32.2)	34.8	(30.3,39.7)	35.1	(28.8,42.0)	5.2	(-2.1,12.6)	6.3	(-0.1,12.8)
Hispanic _____	25.3	(20.5,30.9)	25.1	(21.0,29.8)	25.7	(21.5,30.4)	27.1	(23.2,31.4)	30.6	(25.1,36.7)	5.2	(-3.5,14.0)	4.8	(-2.8,12.5)
Risk score														
Higher risk _____	12.7	(10.4,15.3)	12.2	(9.8,15.1)	14.0	(11.8,16.4)	16.7	(14.6,19.0)	19.7	(16.7,23.0)	7.0	*(3.7,10.3)	5.7	*(2.2,9.2)
Lower risk _____	32.4	(30.0,34.9)	32.7	(30.4,35.1)	33.4	(31.4,35.3)	35.9	(33.7,38.2)	36.5	(34.0,39.0)	4.1	*(0.4,7.7)	3.1	*(0.0,6.2)
Sensation seeking														
High _____	15.6	(13.6,17.9)	16.2	(14.3,18.3)	17.2	(15.6,19.0)	20.9	(19.3,22.7)	22.4	(20.2,24.7)	6.8	*(3.8,9.8)	5.2	*(2.4,8.0)
Low _____	35.3	(32.3,38.5)	35.6	(32.7,38.6)	34.8	(32.4,37.3)	37.5	(35.0,40.1)	38.7	(35.4,42.2)	3.4	(-0.5,7.3)	3.9	(0.0,7.9)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-48. Youth conversations with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had two or more conversations with friends about drugs in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	45.4	(42.3,48.5)	43.7	(40.3,47.2)	42.8	(39.6,46.1)	42.2	(38.8,45.6)	41.3	(37.6,45.2)	-4.0	(-8.4,0.4)	-1.4	(-6.4,3.5)
14 to 15	60.1	(56.1,64.0)	64.6	(61.3,67.9)	59.7	(56.9,62.4)	60.2	(57.3,63.0)	58.6	(55.2,62.0)	-1.5	(-7.1,4.1)	-1.1	(-5.2,3.0)
16 to 18	69.6	(66.5,72.6)	71.1	(68.5,73.5)	69.6	(66.9,72.2)	66.9	(64.5,69.1)	64.5	(61.0,67.8)	-5.2	*(-9.6,-0.7)	-5.1	*(-9.2,-1.1)
14 to 16	62.6	(59.2,65.8)	66.3	(63.1,69.2)	62.1	(59.5,64.7)	62.3	(60.0,64.6)	59.8	(56.8,62.7)	-2.8	(-7.2,1.6)	-2.3	(-5.6,1.0)
14 to 18	65.4	(62.8,67.8)	68.2	(65.9,70.3)	65.4	(63.2,67.6)	64.0	(62.2,65.7)	62.1	(59.6,64.5)	-3.3	*(-6.5,0.0)	-3.3	*(-6.0,-0.7)
12.5 to 18	60.7	(58.7,62.6)	62.4	(60.4,64.3)	60.0	(58.2,61.8)	58.8	(57.1,60.4)	57.2	(55.0,59.4)	-3.4	*(-5.9,-1.0)	-2.8	*(-4.9,-0.6)
Youth aged 12.5 to 18														
Gender														
Males	57.7	(54.6,60.7)	58.9	(56.3,61.4)	57.1	(54.7,59.6)	55.0	(53.1,56.8)	51.7	(49.0,54.4)	-6.0	*(-9.8,-2.1)	-5.4	*(-8.2,-2.7)
Females	63.8	(61.2,66.2)	66.1	(63.1,68.9)	62.9	(60.4,65.4)	62.7	(60.1,65.1)	63.0	(59.8,66.1)	-0.8	(-4.2,2.7)	0.0	(-3.3,3.3)
Race/ethnicity														
White	63.0	(60.3,65.6)	64.2	(62.0,66.4)	62.5	(60.7,64.3)	61.1	(59.1,63.0)	60.2	(57.7,62.7)	-2.8	(-5.6,0.1)	-2.3	(-5.0,0.4)
African American	51.1	(45.9,56.3)	57.1	(50.9,63.0)	55.3	(49.3,61.1)	52.6	(48.0,57.2)	49.3	(42.2,56.5)	-1.8	(-9.4,5.8)	-6.0	(-12.6,0.7)
Hispanic	62.4	(56.6,68.0)	61.5	(56.0,66.7)	56.7	(52.2,61.0)	58.0	(53.9,62.0)	54.7	(49.5,59.7)	-7.8	*(-15.2,-0.4)	-2.0	(-8.2,4.2)
Risk score														
Higher risk	77.0	(74.0,79.7)	77.9	(74.5,81.0)	76.3	(73.7,78.7)	74.3	(71.8,76.6)	69.1	(65.8,72.2)	-7.8	*(-11.5,-4.1)	-7.2	*(-11.1,-3.2)
Lower risk	49.1	(46.3,51.9)	52.0	(49.6,54.4)	49.6	(47.4,51.8)	48.7	(46.3,51.2)	49.5	(47.0,52.0)	0.4	(-3.1,4.0)	-0.1	(-3.3,3.1)
Sensation seeking														
High	72.8	(70.3,75.2)	73.0	(70.4,75.4)	70.4	(68.4,72.4)	68.0	(65.9,70.1)	66.9	(64.0,69.7)	-5.9	*(-9.3,-2.5)	-3.5	*(-6.8,-0.1)
Low	45.9	(42.6,49.2)	48.5	(45.3,51.8)	47.6	(45.0,50.2)	47.6	(45.1,50.1)	45.9	(43.0,49.0)	0.1	(-4.0,4.1)	-1.6	(-5.1,1.9)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-49. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had conversation with friend that "Marijuana use isn't so bad," in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	10.7	(8.8,13.1)	8.6	(7.1,10.4)	8.7	(7.1,10.6)	9.2	(7.5,11.4)	10.0	(7.7,12.8)	-0.8	(-4.0,2.5)	1.3	(-2.0,4.6)
14 to 15	20.0	(16.4,24.1)	21.7	(18.6,25.2)	20.3	(18.0,22.7)	18.1	(16.2,20.3)	19.6	(16.8,22.7)	-0.4	(-5.1,4.4)	-0.7	(-4.2,2.9)
16 to 18	33.5	(29.9,37.2)	34.7	(31.1,38.4)	34.8	(31.9,37.8)	29.0	(26.3,31.8)	28.1	(25.4,31.0)	-5.4	*(-10.1,-0.7)	-6.7	*(-10.4,-3.0)
14 to 16	22.0	(19.5,24.7)	26.0	(23.1,29.1)	23.2	(21.0,25.6)	21.0	(19.2,22.9)	21.6	(19.3,24.2)	-0.4	(-3.8,3.1)	-1.6	(-4.3,1.2)
14 to 18	27.4	(25.2,29.7)	28.8	(26.5,31.3)	28.6	(26.7,30.6)	24.4	(22.6,26.2)	24.6	(22.5,26.8)	-2.8	(-5.7,0.1)	-4.0	*(-6.5,-1.5)
12.5 to 18	23.5	(21.7,25.3)	24.0	(22.2,25.9)	23.8	(22.2,25.6)	20.7	(19.2,22.4)	21.2	(19.5,22.9)	-2.3	*(-4.5,-0.1)	-2.7	*(-4.7,-0.7)
Youth aged 12.5 to 18														
Gender														
Males	25.9	(23.2,28.7)	25.1	(22.6,27.9)	23.9	(21.7,26.1)	20.8	(18.9,22.9)	20.1	(18.0,22.3)	-5.8	*(-8.9,-2.7)	-3.8	*(-6.4,-1.2)
Females	20.9	(18.6,23.5)	22.9	(20.1,25.8)	23.8	(21.4,26.4)	20.6	(18.5,22.9)	22.4	(19.8,25.2)	1.4	(-2.2,5.1)	-1.5	(-4.9,2.0)
Race/ethnicity														
White	24.3	(22.2,26.6)	24.7	(22.3,27.2)	24.5	(22.6,26.6)	20.9	(19.0,23.0)	20.4	(18.7,22.3)	-3.9	*(-6.4,-1.3)	-4.1	*(-6.3,-1.9)
African American	21.8	(17.0,27.4)	21.7	(17.3,27.0)	21.7	(17.7,26.4)	19.5	(16.1,23.4)	25.2	(20.5,30.6)	3.4	(-3.6,10.4)	3.5	(-3.2,10.2)
Hispanic	23.0	(18.3,28.5)	23.7	(19.5,28.6)	25.4	(21.6,29.6)	21.8	(18.2,25.9)	21.5	(17.8,25.6)	-1.5	(-8.0,4.9)	-4.0	(-8.9,0.9)
Risk score														
Higher risk	41.6	(37.8,45.6)	44.2	(40.5,47.9)	42.7	(39.8,45.5)	38.8	(35.8,41.8)	36.5	(33.1,40.1)	-5.1	*(-9.8,-0.4)	-6.1	*(-10.5,-1.7)
Lower risk	9.8	(7.9,12.2)	9.9	(8.5,11.5)	10.4	(8.8,12.2)	8.6	(7.3,10.1)	11.2	(9.4,13.4)	1.4	(-1.1,4.0)	0.8	(-1.5,3.2)
Sensation seeking														
High	33.4	(30.9,36.0)	34.2	(31.5,37.0)	33.9	(31.6,36.1)	29.2	(26.9,31.7)	30.3	(27.8,32.8)	-3.1	(-6.3,0.1)	-3.6	*(-6.5,-0.7)
Low	11.4	(8.9,14.5)	10.3	(8.6,12.3)	11.7	(9.9,13.8)	10.3	(8.8,12.0)	10.3	(8.2,12.7)	-1.1	(-4.5,2.2)	-1.4	(-4.3,1.4)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-50. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had conversation with friend about "Specific things I could do to stay away from drugs," in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13 _____	32.8	(29.9,35.8)	29.0	(26.0,32.1)	29.4	(26.1,32.8)	25.7	(23.4,28.2)	31.1	(28.3,34.0)	-1.7	(-5.7,2.4)	1.7	(-2.2,5.6)
14 to 15 _____	30.7	(27.2,34.4)	30.9	(28.1,33.8)	25.9	(23.7,28.2)	26.1	(23.8,28.5)	25.2	(22.3,28.4)	-5.5	*(-10.1,-0.9)	-0.7	(-4.2,2.8)
16 to 18 _____	27.9	(24.7,31.2)	28.1	(24.4,32.1)	25.2	(22.8,27.7)	22.8	(20.6,25.3)	23.7	(20.9,26.8)	-4.2	(-9.3,1.0)	-1.5	(-5.4,2.4)
14 to 16 _____	29.5	(27.2,31.9)	30.5	(28.1,33.0)	25.2	(23.5,27.0)	25.7	(24.0,27.5)	24.2	(21.7,26.8)	-5.3	*(-8.9,-1.8)	-1.0	(-3.8,1.8)
14 to 18 _____	29.1	(27.0,31.3)	29.3	(27.0,31.8)	25.5	(23.8,27.3)	24.2	(22.7,25.8)	24.3	(22.1,26.6)	-4.8	*(-8.3,-1.4)	-1.2	(-4.1,1.7)
12.5 to 18 _____	30.0	(28.3,31.7)	29.3	(27.3,31.3)	26.4	(24.9,28.0)	24.6	(23.2,26.0)	25.9	(24.1,27.8)	-4.1	*(-7.0,-1.2)	-0.5	(-2.9,1.9)
Youth aged 12.5 to 18														
Gender														
Males _____	27.8	(25.2,30.6)	27.1	(24.7,29.7)	22.6	(20.6,24.7)	21.7	(19.8,23.7)	22.4	(20.1,24.9)	-5.4	*(-9.1,-1.8)	-0.2	(-3.4,2.9)
Females _____	32.3	(29.8,34.8)	31.5	(28.7,34.4)	30.3	(28.2,32.5)	27.6	(25.7,29.5)	29.6	(26.8,32.5)	-2.7	(-6.4,1.0)	-0.8	(-4.1,2.5)
Race/ethnicity														
White _____	26.8	(24.9,28.8)	25.2	(22.9,27.6)	21.9	(20.2,23.7)	20.5	(18.8,22.3)	22.1	(19.8,24.5)	-4.7	*(-8.1,-1.4)	0.1	(-2.6,2.9)
African American _____	35.3	(30.0,40.9)	40.3	(35.2,45.5)	36.6	(33.2,40.1)	32.1	(28.4,36.0)	37.0	(31.8,42.5)	1.8	(-6.8,10.3)	0.4	(-6.5,7.3)
Hispanic _____	39.9	(35.2,44.8)	37.1	(31.2,43.4)	36.0	(31.8,40.4)	34.2	(29.8,38.8)	32.6	(27.8,37.8)	-7.3	*(-14.3,-0.2)	-3.3	(-10.0,3.3)
Risk score														
Higher risk _____	28.7	(26.0,31.7)	28.0	(24.5,31.9)	24.7	(22.1,27.5)	22.2	(20.0,24.6)	24.3	(21.0,28.0)	-4.4	(-9.6,0.8)	-0.4	(-5.0,4.3)
Lower risk _____	30.9	(28.5,33.4)	30.3	(27.9,32.8)	27.3	(25.3,29.3)	26.2	(24.5,28.1)	27.1	(24.7,29.6)	-3.9	*(-7.0,-0.8)	-0.2	(-2.9,2.5)
Sensation seeking														
High _____	28.8	(26.5,31.3)	25.5	(22.9,28.3)	23.4	(21.4,25.5)	21.5	(19.7,23.4)	21.9	(19.3,24.8)	-6.9	*(-10.5,-3.2)	-1.4	(-4.7,1.8)
Low _____	31.8	(29.2,34.6)	34.8	(31.9,37.9)	30.1	(27.6,32.8)	28.5	(26.5,30.7)	30.2	(27.4,33.2)	-1.6	(-5.9,2.7)	0.1	(-3.4,3.6)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-51. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had conversation with friend about "Bad things that happen if you use drugs," in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13 _____	47.3	(44.7,49.9)	44.1	(41.2,47.1)	46.9	(43.6,50.1)	42.5	(39.9,45.1)	44.5	(41.3,47.8)	-2.8	(-6.9,1.4)	-2.3	(-7.1,2.4)
14 to 15 _____	50.9	(46.7,55.1)	51.5	(47.9,54.9)	48.3	(46.0,50.6)	47.1	(44.6,49.5)	49.4	(45.9,52.8)	-1.5	(-7.1,4.0)	1.1	(-3.2,5.3)
16 to 18 _____	55.3	(51.7,58.8)	56.7	(53.3,60.0)	54.9	(52.6,57.2)	52.8	(50.0,55.6)	52.3	(49.2,55.5)	-2.9	(-8.3,2.4)	-2.6	(-6.6,1.5)
14 to 16 _____	50.7	(47.3,54.1)	51.8	(48.8,54.8)	49.2	(47.3,51.1)	48.3	(46.3,50.3)	49.4	(46.7,52.1)	-1.4	(-6.0,3.3)	0.2	(-3.1,3.5)
14 to 18 _____	53.3	(50.6,56.0)	54.3	(52.0,56.6)	52.1	(50.5,53.6)	50.4	(48.5,52.2)	51.1	(48.9,53.3)	-2.2	(-5.7,1.3)	-1.0	(-3.7,1.7)
12.5 to 18 _____	51.9	(49.6,54.2)	51.9	(50.1,53.7)	50.8	(49.4,52.3)	48.5	(46.9,50.0)	49.6	(47.7,51.4)	-2.3	(-5.5,0.8)	-1.3	(-3.6,1.0)
Youth aged 12.5 to 18														
Gender														
Males _____	46.4	(43.3,49.5)	48.1	(45.2,50.9)	44.2	(41.9,46.6)	44.0	(42.0,46.0)	43.9	(41.4,46.4)	-2.5	(-6.3,1.3)	-0.3	(-3.4,2.7)
Females _____	57.6	(54.2,61.0)	56.0	(53.0,58.9)	57.6	(55.2,60.1)	53.1	(50.6,55.5)	55.5	(52.9,58.1)	-2.1	(-6.5,2.2)	-2.1	(-5.6,1.3)
Race/ethnicity														
White _____	50.8	(48.0,53.5)	51.2	(49.0,53.4)	49.7	(47.9,51.5)	47.9	(45.9,49.9)	49.8	(47.6,52.0)	-1.0	(-4.7,2.8)	0.1	(-2.6,2.8)
African American _____	50.5	(45.0,56.0)	54.1	(48.1,60.0)	52.0	(47.8,56.2)	45.6	(41.5,49.8)	49.9	(44.5,55.3)	-0.6	(-7.9,6.7)	-2.1	(-8.5,4.3)
Hispanic _____	55.8	(50.6,60.9)	54.3	(48.5,60.0)	53.2	(48.8,57.6)	54.8	(50.7,58.9)	49.6	(44.3,54.9)	-6.2	(-14.6,2.1)	-3.7	(-10.2,2.9)
Risk score														
Higher risk _____	55.2	(51.3,59.0)	55.4	(51.9,58.9)	54.1	(51.5,56.7)	51.3	(48.4,54.2)	52.7	(49.1,56.1)	-2.5	(-7.6,2.5)	-1.4	(-6.0,3.1)
Lower risk _____	49.8	(46.8,52.7)	49.3	(46.9,51.7)	48.2	(45.9,50.6)	46.7	(44.8,48.6)	47.8	(45.5,50.1)	-2.0	(-6.0,2.0)	-0.5	(-3.5,2.5)
Sensation seeking														
High _____	55.1	(51.5,58.6)	53.0	(50.1,55.8)	52.3	(50.1,54.5)	50.2	(48.0,52.4)	50.7	(47.7,53.7)	-4.4	(-9.1,0.4)	-1.6	(-5.0,1.8)
Low _____	48.4	(45.0,51.8)	50.9	(47.8,53.9)	49.2	(46.6,51.7)	46.7	(44.4,49.0)	48.2	(45.2,51.2)	-0.2	(-4.8,4.4)	-1.0	(-5.0,3.0)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-52. Youth conversations with parents about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who never had conversation with parents about drugs in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	23.2	(20.6,26.0)	28.1	(25.3,31.1)	30.5	(27.2,34.0)	29.8	(26.7,33.1)	27.4	(24.5,30.5)	4.2	*(0.4,8.1)	-3.1	(-7.7,1.4)
14 to 15	24.2	(21.1,27.6)	28.0	(24.7,31.7)	29.9	(27.0,33.0)	29.8	(26.9,32.8)	31.9	(28.4,35.5)	7.7	*(3.2,12.2)	1.9	(-2.3,6.2)
16 to 18	27.6	(24.9,30.3)	28.6	(25.3,32.2)	29.0	(26.4,31.8)	35.0	(32.7,37.3)	33.4	(30.3,36.7)	5.9	*(2.0,9.8)	4.4	*(0.8,8.0)
14 to 16	24.0	(21.3,26.9)	27.0	(24.0,30.3)	29.5	(27.1,32.0)	31.3	(28.8,33.8)	30.9	(28.5,33.3)	6.9	*(3.2,10.6)	1.3	(-1.5,4.2)
14 to 18	26.0	(23.9,28.3)	28.4	(26.0,30.9)	29.4	(27.5,31.4)	32.8	(30.9,34.7)	32.8	(30.4,35.2)	6.7	*(4.0,9.5)	3.4	*(1.0,5.8)
12.5 to 18	25.4	(23.6,27.2)	28.3	(26.3,30.4)	29.7	(28.2,31.2)	32.1	(30.4,33.7)	31.5	(29.7,33.4)	6.2	*(3.9,8.4)	1.9	(0.0,3.7)
Youth aged 12.5 to 18														
Gender														
Males	25.8	(23.3,28.5)	31.3	(28.3,34.5)	31.7	(29.5,34.0)	35.6	(33.4,37.9)	34.5	(31.6,37.5)	8.7	*(5.2,12.1)	2.8	(-0.3,5.8)
Females	24.9	(22.2,27.7)	25.1	(22.6,27.7)	27.6	(25.6,29.6)	28.4	(26.2,30.8)	28.4	(26.3,30.7)	3.5	*(0.0,7.0)	0.9	(-1.9,3.7)
Race/ethnicity														
White	26.1	(24.1,28.3)	28.3	(26.0,30.8)	29.3	(27.5,31.2)	31.3	(29.4,33.3)	31.5	(29.3,33.7)	5.4	*(2.6,8.1)	2.1	(-0.2,4.5)
African American	25.4	(20.6,30.8)	27.5	(23.0,32.6)	28.8	(25.2,32.6)	33.1	(28.6,38.1)	30.9	(26.4,35.9)	5.6	*(0.3,10.8)	2.1	(-3.4,7.7)
Hispanic	20.5	(15.9,26.0)	27.3	(22.4,32.7)	28.8	(24.6,33.4)	29.7	(25.6,34.2)	28.7	(24.1,33.8)	8.3	*(1.3,15.3)	-0.1	(-5.7,5.5)
Risk score														
Higher risk	25.0	(22.2,28.0)	27.3	(24.3,30.6)	28.4	(25.6,31.5)	34.8	(32.2,37.5)	32.3	(28.8,36.0)	7.3	*(2.6,11.9)	3.8	*(0.0,7.6)
Lower risk	25.1	(22.5,27.9)	27.7	(25.1,30.5)	30.1	(28.0,32.1)	29.3	(27.4,31.2)	30.4	(28.3,32.5)	5.2	*(2.1,8.4)	0.3	(-2.2,2.9)
Sensation seeking														
High	26.8	(24.8,28.8)	28.3	(25.5,31.3)	31.0	(28.7,33.4)	34.5	(32.3,36.7)	32.4	(29.6,35.4)	5.6	*(2.4,8.9)	1.4	(-1.7,4.5)
Low	23.3	(20.3,26.5)	28.0	(25.0,31.2)	28.0	(25.7,30.5)	28.9	(26.7,31.3)	30.2	(27.3,33.3)	7.0	*(3.4,10.6)	2.2	(-1.1,5.5)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-53. Youth conversations with parents about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had two or more conversations with parents about drugs in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	56.4	(52.8,60.0)	52.3	(49.0,55.5)	49.9	(46.5,53.2)	50.4	(46.6,54.2)	50.4	(46.8,53.9)	-6.1	*(-10.6,-1.5)	0.5	(-4.3,5.3)
14 to 15	55.2	(51.1,59.2)	51.1	(47.7,54.5)	48.6	(45.5,51.7)	47.6	(44.7,50.6)	47.7	(44.3,51.1)	-7.5	*(-12.4,-2.6)	-0.9	(-5.3,3.5)
16 to 18	50.6	(46.8,54.4)	45.8	(42.2,49.5)	47.6	(44.8,50.3)	45.5	(42.5,48.6)	48.4	(44.9,51.8)	-2.2	(-6.7,2.3)	0.8	(-3.5,5.1)
14 to 16	54.5	(51.2,57.8)	50.5	(47.2,53.7)	48.3	(45.7,50.9)	47.1	(44.5,49.8)	49.3	(46.8,51.8)	-5.2	*(-9.2,-1.2)	1.0	(-2.1,4.1)
14 to 18	52.6	(49.7,55.6)	48.2	(45.7,50.7)	48.0	(45.8,50.2)	46.4	(44.2,48.7)	48.1	(45.6,50.6)	-4.6	*(-7.8,-1.4)	0.1	(-2.8,3.0)
12.5 to 18	53.5	(51.0,56.1)	49.2	(47.1,51.2)	48.4	(46.6,50.3)	47.4	(45.3,49.5)	48.6	(46.6,50.7)	-4.9	*(-7.5,-2.4)	0.2	(-2.3,2.6)
Youth aged 12.5 to 18														
Gender														
Males	53.9	(50.7,57.1)	46.2	(43.3,49.1)	46.1	(43.4,48.8)	45.0	(42.5,47.6)	46.7	(43.6,49.9)	-7.2	*(-10.8,-3.6)	0.6	(-2.9,4.0)
Females	53.2	(49.9,56.5)	52.4	(49.3,55.4)	50.9	(48.4,53.3)	49.7	(46.9,52.6)	50.6	(47.9,53.3)	-2.6	(-6.8,1.7)	-0.2	(-3.9,3.4)
Race/ethnicity														
White	52.9	(50.1,55.6)	49.0	(46.3,51.6)	47.8	(45.7,50.0)	46.5	(43.9,49.2)	48.1	(45.6,50.6)	-4.8	*(-7.9,-1.7)	0.2	(-2.7,3.2)
African American	55.5	(48.8,62.0)	52.0	(45.8,58.2)	52.2	(46.8,57.5)	50.3	(45.3,55.3)	53.1	(48.0,58.1)	-2.4	(-10.6,5.8)	0.9	(-5.2,7.1)
Hispanic	57.2	(51.1,63.1)	48.7	(43.5,54.0)	48.8	(44.6,53.1)	52.1	(48.1,56.1)	50.6	(44.8,56.3)	-6.6	(-14.9,1.8)	1.7	(-4.8,8.3)
Risk score														
Higher risk	53.9	(50.1,57.5)	48.9	(45.3,52.5)	47.9	(44.6,51.3)	45.1	(42.1,48.3)	48.8	(45.0,52.6)	-5.1	*(-9.9,-0.3)	0.9	(-3.9,5.6)
Lower risk	54.1	(50.8,57.3)	50.2	(47.3,53.1)	49.7	(47.5,51.9)	49.4	(47.1,51.6)	48.9	(46.3,51.6)	-5.1	*(-8.8,-1.5)	-0.7	(-3.5,2.0)
Sensation seeking														
High	51.0	(48.1,53.8)	47.3	(44.0,50.5)	45.3	(42.5,48.1)	44.0	(41.5,46.6)	47.6	(45.0,50.2)	-3.4	*(-6.6,-0.2)	2.3	(-1.1,5.7)
Low	56.8	(53.0,60.6)	51.8	(48.7,54.9)	52.2	(50.0,54.5)	51.6	(48.7,54.5)	50.1	(47.0,53.2)	-6.7	*(-11.3,-2.1)	-2.1	(-5.4,1.1)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-54. Youth conversations with parents or friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who had four or more conversations with parents or friends about drugs in the past 6 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	41.8	(38.0,45.8)	38.6	(35.4,42.0)	37.0	(33.8,40.2)	32.6	(29.8,35.4)	35.1	(31.4,39.0)	-6.7	*(-12.4,-1.0)	-1.9	(-7.1,3.4)
14 to 15	47.5	(43.8,51.3)	51.2	(48.2,54.2)	47.2	(44.4,50.1)	44.3	(41.4,47.2)	43.1	(40.4,45.7)	-4.5	(-9.1,0.2)	-4.1	*(-8.0,-0.3)
16 to 18	55.6	(52.3,58.8)	54.0	(50.4,57.6)	51.4	(49.0,53.8)	49.7	(47.4,51.9)	46.7	(43.7,49.6)	-8.9	*(-13.4,-4.5)	-4.7	*(-8.4,-1.1)
14 to 16	50.2	(47.2,53.1)	52.6	(49.6,55.7)	48.7	(46.0,51.4)	46.1	(43.6,48.6)	44.1	(41.8,46.5)	-6.0	*(-10.1,-2.0)	-4.6	*(-7.6,-1.5)
14 to 18	52.0	(49.6,54.3)	52.8	(50.4,55.1)	49.6	(47.7,51.6)	47.4	(45.5,49.2)	45.2	(43.0,47.4)	-6.8	*(-10.0,-3.6)	-4.4	*(-7.1,-1.8)
12.5 to 18	49.6	(47.7,51.5)	49.4	(47.3,51.5)	46.6	(44.9,48.3)	43.8	(42.2,45.5)	42.8	(41.2,44.5)	-6.8	*(-9.4,-4.2)	-3.8	*(-5.9,-1.6)
Youth aged 12.5 to 18														
Gender														
Males	48.6	(45.6,51.7)	48.0	(45.3,50.8)	45.2	(43.1,47.4)	43.7	(41.4,46.0)	40.5	(38.0,43.2)	-8.1	*(-12.0,-4.2)	-4.7	*(-7.9,-1.5)
Females	50.6	(48.0,53.3)	50.9	(47.9,53.9)	48.0	(45.7,50.3)	44.0	(41.8,46.3)	45.2	(42.8,47.8)	-5.4	*(-9.3,-1.5)	-2.8	(-5.8,0.2)
Race/ethnicity														
White	51.7	(49.5,53.8)	50.7	(48.3,53.1)	48.7	(46.9,50.6)	44.8	(42.9,46.8)	44.7	(42.3,47.1)	-7.0	*(-10.2,-3.8)	-4.0	*(-6.7,-1.4)
African American	39.8	(34.7,45.1)	44.8	(38.8,51.0)	41.3	(36.0,46.9)	40.3	(35.4,45.4)	37.4	(32.2,43.0)	-2.3	(-9.7,5.1)	-3.9	(-11.1,3.3)
Hispanic	52.5	(45.9,59.1)	49.2	(44.1,54.2)	45.0	(40.4,49.7)	44.8	(41.0,48.5)	43.1	(37.4,49.0)	-9.4	*(-17.5,-1.4)	-1.9	(-8.7,4.9)
Risk score														
Higher risk	62.5	(59.6,65.3)	61.4	(57.5,65.2)	58.7	(56.1,61.2)	57.2	(54.5,59.8)	50.2	(46.8,53.6)	-12.2	*(-16.3,-8.2)	-8.4	*(-12.8,-4.1)
Lower risk	40.2	(37.4,43.1)	41.6	(39.0,44.2)	38.8	(36.5,41.1)	35.7	(33.5,37.9)	38.1	(35.9,40.3)	-2.1	(-5.6,1.4)	-0.7	(-3.7,2.3)
Sensation seeking														
High	57.8	(55.1,60.5)	57.0	(54.0,59.8)	54.4	(52.3,56.5)	50.9	(48.7,53.1)	50.0	(47.3,52.6)	-7.9	*(-11.8,-4.0)	-4.4	*(-7.7,-1.2)
Low	39.2	(36.0,42.4)	39.2	(35.7,42.8)	36.8	(34.1,39.6)	35.0	(32.9,37.2)	34.7	(32.0,37.4)	-4.5	*(-8.6,-0.5)	-2.1	(-5.7,1.5)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-55. Youth conversations about anti-drug ads, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who talked with parents/caregivers about anti-drug ads in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13 _____	36.6	(33.5,39.7)	35.1	(32.0,38.3)	34.6	(31.2,38.2)	34.9	(31.8,38.2)	37.4	(33.2,41.7)	0.8	(-4.4,6.0)	2.8	(-2.3,7.9)
14 to 15 _____	30.3	(26.8,34.0)	28.3	(25.2,31.7)	27.1	(24.5,29.7)	26.8	(24.2,29.5)	26.4	(23.4,29.5)	-3.9	(-9.1,1.3)	-0.7	(-4.7,3.3)
16 to 18 _____	18.8	(16.0,22.0)	21.5	(18.6,24.7)	22.7	(20.5,25.1)	21.8	(19.8,23.9)	23.6	(21.1,26.3)	4.8	*(0.5,9.0)	0.8	(-2.5,4.2)
14 to 16 _____	27.9	(25.3,30.6)	26.8	(24.1,29.8)	26.0	(24.0,28.1)	25.1	(22.9,27.4)	26.0	(23.5,28.7)	-1.9	(-5.7,1.9)	0.0	(-3.1,3.1)
14 to 18 _____	24.0	(21.9,26.1)	24.6	(22.2,27.0)	24.6	(22.8,26.4)	23.9	(22.2,25.7)	24.7	(22.7,26.8)	0.7	(-2.2,3.6)	0.1	(-2.2,2.5)
12.5 to 18 _____	26.9	(25.2,28.7)	27.0	(25.0,29.1)	26.9	(25.4,28.6)	26.5	(25.1,27.9)	27.7	(26.0,29.4)	0.8	(-1.5,3.0)	0.7	(-1.5,2.9)
Youth aged 12.5 to 18														
Gender														
Males _____	25.5	(23.3,27.9)	24.9	(22.5,27.5)	24.4	(22.6,26.2)	24.6	(22.6,26.7)	23.6	(21.5,25.9)	-1.9	(-5.0,1.2)	-0.7	(-3.4,1.9)
Females _____	28.3	(25.5,31.3)	29.2	(26.2,32.4)	29.6	(27.2,32.0)	28.3	(26.4,30.4)	31.7	(29.3,34.3)	3.4	(-0.4,7.2)	2.2	(-1.1,5.4)
Race/ethnicity														
White _____	24.8	(22.8,27.0)	25.8	(23.6,28.2)	25.6	(23.8,27.6)	25.1	(23.3,27.0)	26.2	(24.5,28.1)	1.4	(-1.1,3.9)	0.6	(-1.8,3.0)
African American _____	32.4	(27.2,38.0)	33.3	(27.9,39.3)	34.2	(30.5,38.1)	29.6	(26.2,33.2)	35.2	(30.6,40.1)	2.8	(-4.0,9.6)	1.0	(-4.4,6.4)
Hispanic _____	33.7	(28.8,38.9)	25.8	(21.4,30.7)	26.8	(22.7,31.4)	31.4	(27.4,35.7)	28.8	(24.3,33.8)	-4.8	(-11.3,1.6)	2.0	(-3.6,7.6)
Risk score														
Higher risk _____	19.7	(17.0,22.8)	20.5	(17.6,23.6)	22.2	(19.8,24.7)	20.9	(18.8,23.2)	21.2	(18.3,24.3)	1.5	(-2.6,5.5)	-1.0	(-4.0,2.1)
Lower risk _____	32.3	(30.0,34.8)	31.8	(29.2,34.5)	31.6	(29.4,33.8)	31.0	(29.1,33.0)	32.6	(30.3,35.0)	0.2	(-2.9,3.4)	1.0	(-1.8,3.8)
Sensation seeking														
High _____	20.3	(18.3,22.6)	21.1	(18.7,23.8)	21.8	(20.0,23.6)	22.2	(20.3,24.2)	21.9	(19.5,24.4)	1.5	(-1.5,4.6)	0.1	(-2.5,2.8)
Low _____	35.3	(32.2,38.4)	35.5	(32.4,38.8)	33.6	(31.0,36.3)	31.9	(29.7,34.1)	34.7	(31.7,37.8)	-0.6	(-4.5,3.3)	1.1	(-2.7,4.9)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-56. Youth conversations about anti-drug ads, by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent who talked with others (friends, other adults, etc.) about anti-drug ads in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	41.6	(37.9,45.3)	39.6	(36.3,43.1)	39.2	(35.9,42.6)	37.5	(34.5,40.5)	41.2	(36.5,46.1)	-0.4	(-6.0,5.3)	2.0	(-3.3,7.2)
14 to 15	42.7	(38.6,46.9)	42.2	(38.8,45.8)	41.2	(38.5,44.0)	40.2	(37.5,43.0)	37.2	(34.1,40.5)	-5.5	*(-10.3,-0.6)	-4.0	(-8.3,0.3)
16 to 18	39.9	(36.2,43.8)	38.0	(34.5,41.5)	40.0	(36.8,43.3)	43.1	(40.6,45.7)	44.2	(39.9,48.5)	4.3	(-1.2,9.7)	4.2	(-0.8,9.1)
14 to 16	42.4	(39.5,45.4)	41.3	(38.1,44.7)	41.7	(39.3,44.2)	42.0	(39.9,44.2)	38.1	(35.5,40.8)	-4.3	*(-7.7,-0.9)	-3.6	*(-6.6,-0.7)
14 to 18	41.2	(38.6,43.8)	39.9	(37.2,42.6)	40.5	(38.4,42.7)	41.9	(40.2,43.6)	41.4	(38.5,44.2)	0.2	(-2.9,3.3)	0.8	(-2.0,3.6)
12.5 to 18	41.3	(39.1,43.5)	39.8	(37.5,42.2)	40.2	(38.3,42.2)	40.9	(39.4,42.3)	41.3	(38.6,44.0)	0.0	(-2.8,2.8)	1.1	(-1.5,3.7)
Youth aged 12.5 to 18														
Gender														
Males	37.2	(34.6,39.9)	34.2	(31.4,37.0)	34.3	(31.8,37.0)	35.5	(33.3,37.7)	33.0	(30.1,35.9)	-4.3	*(-7.9,-0.6)	-1.4	(-5.1,2.3)
Females	45.5	(42.6,48.4)	45.7	(42.1,49.4)	46.2	(43.5,48.9)	46.2	(44.0,48.5)	49.7	(45.8,53.6)	4.3	*(0.2,8.3)	3.5	(-0.4,7.4)
Race/ethnicity														
White	40.7	(37.9,43.4)	38.8	(36.2,41.6)	39.4	(37.4,41.4)	39.5	(37.7,41.4)	40.6	(37.7,43.6)	0.0	(-3.5,3.4)	1.2	(-1.7,4.1)
African American	44.0	(38.8,49.4)	43.1	(37.3,49.1)	43.6	(37.2,50.2)	44.4	(40.6,48.2)	44.8	(39.2,50.5)	0.8	(-5.2,6.8)	1.2	(-4.7,7.2)
Hispanic	42.1	(36.7,47.6)	37.5	(32.0,43.3)	40.5	(36.2,45.0)	42.9	(38.4,47.5)	42.7	(37.1,48.4)	0.6	(-6.6,7.8)	2.1	(-3.3,7.6)
Risk score														
Higher risk	43.8	(40.2,47.4)	37.2	(33.4,41.2)	41.2	(37.9,44.5)	45.1	(42.5,47.7)	44.0	(40.0,48.0)	0.2	(-5.1,5.5)	2.8	(-1.5,7.1)
Lower risk	39.1	(36.2,42.2)	41.6	(38.8,44.4)	40.2	(38.0,42.4)	38.6	(36.4,40.7)	38.8	(35.6,42.1)	-0.4	(-3.9,3.2)	-1.4	(-5.0,2.2)
Sensation seeking														
High	42.7	(40.0,45.3)	39.5	(36.6,42.4)	41.4	(38.8,44.0)	40.4	(38.3,42.5)	40.9	(37.1,44.9)	-1.7	(-6.5,3.0)	-0.4	(-4.2,3.3)
Low	39.5	(35.8,43.2)	40.5	(37.2,43.9)	39.0	(36.7,41.3)	41.6	(39.2,44.2)	41.3	(37.9,44.7)	1.8	(-2.0,5.7)	2.3	(-1.6,6.2)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-57. Recall of stories on TV news or radio news about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories on TV or radio news at least once a week in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	31.3	(28.1,34.7)	27.6	(24.4,31.1)	26.5	(23.3,29.9)	25.2	(22.7,27.8)	26.4	(23.1,30.0)	-4.9	(-10.3,0.5)	0.0	(-4.9,4.8)
14 to 15	32.8	(28.9,36.9)	29.7	(26.8,32.7)	25.3	(23.1,27.7)	24.4	(21.6,27.4)	27.8	(25.0,30.9)	-5.0	(-10.1,0.2)	2.5	(-1.0,6.0)
16 to 18	33.1	(29.4,37.1)	29.9	(26.1,34.0)	26.0	(23.3,28.8)	24.7	(22.4,27.0)	25.1	(22.2,28.1)	-8.1	*(-12.8,-3.3)	-0.9	(-4.7,2.9)
14 to 16	32.2	(28.7,35.9)	29.6	(26.7,32.7)	24.9	(23.1,26.8)	23.8	(21.6,26.2)	26.5	(24.3,28.9)	-5.7	*(-10.2,-1.2)	1.6	(-1.1,4.4)
14 to 18	33.0	(30.1,36.0)	29.8	(27.2,32.5)	25.7	(23.9,27.6)	24.5	(22.7,26.5)	26.2	(24.1,28.4)	-6.8	*(-10.6,-3.0)	0.5	(-2.0,3.0)
12.5 to 18	32.6	(30.2,35.1)	29.3	(27.1,31.6)	25.9	(24.3,27.6)	24.7	(23.1,26.3)	26.3	(24.5,28.1)	-6.3	*(-9.6,-3.0)	0.4	(-1.9,2.6)
Youth aged 12.5 to 18														
Gender														
Males	32.1	(28.9,35.5)	27.4	(24.3,30.7)	25.0	(22.6,27.6)	23.2	(21.2,25.3)	24.9	(22.5,27.4)	-7.2	*(-11.4,-3.0)	-0.1	(-3.4,3.3)
Females	33.1	(30.1,36.2)	31.3	(28.4,34.3)	26.8	(24.7,29.1)	26.2	(24.0,28.6)	27.7	(25.2,30.3)	-5.4	*(-9.4,-1.4)	0.9	(-2.2,3.9)
Race/ethnicity														
White	32.3	(29.6,35.2)	27.4	(24.7,30.3)	24.4	(22.4,26.4)	22.8	(20.8,24.9)	25.1	(23.0,27.2)	-7.2	*(-11.1,-3.4)	0.7	(-2.1,3.5)
African American	35.0	(29.5,40.9)	32.5	(26.9,38.6)	29.6	(25.5,33.9)	31.4	(27.6,35.6)	31.1	(26.1,36.5)	-3.9	(-12.0,4.2)	1.5	(-5.1,8.1)
Hispanic	32.7	(26.8,39.2)	34.1	(28.7,39.8)	27.1	(23.0,31.7)	26.5	(23.1,30.3)	27.0	(22.1,32.5)	-5.7	(-13.7,2.2)	-0.2	(-5.7,5.4)
Risk score														
Higher risk	35.5	(31.9,39.2)	29.4	(26.1,32.9)	26.5	(24.0,29.2)	26.4	(23.8,29.1)	26.1	(22.8,29.7)	-9.3	*(-14.5,-4.2)	-0.4	(-4.4,3.6)
Lower risk	31.0	(27.9,34.3)	28.5	(26.1,31.0)	25.9	(23.8,28.2)	23.5	(21.4,25.8)	26.2	(23.9,28.7)	-4.8	*(-9.0,-0.6)	0.3	(-2.8,3.4)
Sensation seeking														
High	35.0	(31.8,38.3)	28.5	(25.9,31.2)	27.1	(25.0,29.3)	25.6	(23.5,27.8)	27.0	(24.9,29.3)	-8.0	*(-12.3,-3.6)	-0.1	(-3.0,2.9)
Low	29.6	(26.3,33.1)	30.8	(27.1,34.8)	24.6	(22.1,27.2)	23.6	(21.7,25.7)	25.5	(22.7,28.6)	-4.0	(-8.8,0.7)	1.0	(-2.7,4.6)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-58. Recall of stories in TV movies, sitcoms, or dramas about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories about drugs in TV movies, sitcoms, or dramas at least once a week in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 18	18.9	(16.5,21.6)	18.6	(15.9,21.6)	19.5	(17.1,22.1)	18.5	(16.1,21.1)	17.3	(14.6,20.5)	-1.6	(-5.8,2.7)	-2.1	(-5.9,1.7)
14 to 15	24.9	(22.3,27.6)	25.9	(22.9,29.0)	22.6	(20.7,24.7)	18.7	(16.9,20.7)	25.7	(23.1,28.5)	0.8	(-2.8,4.5)	3.1	(-0.1,6.2)
16 to 18	25.3	(22.0,28.8)	24.5	(21.4,27.9)	23.1	(20.4,26.1)	19.8	(17.6,22.3)	20.3	(17.5,23.3)	-5.0	*(-9.2,-0.8)	-2.8	(-6.8,1.2)
14 to 16	24.9	(23.0,27.0)	25.3	(22.3,28.5)	22.3	(20.3,24.5)	19.1	(17.5,20.9)	23.3	(21.2,25.6)	-1.6	(-4.5,1.2)	1.0	(-2.1,4.0)
14 to 18	25.1	(23.1,27.1)	25.1	(22.5,27.9)	22.9	(21.1,24.8)	19.4	(17.8,21.1)	22.5	(20.4,24.8)	-2.6	(-5.5,0.4)	-0.4	(-3.3,2.5)
12.5 to 18	23.6	(22.0,25.4)	23.6	(21.4,25.8)	22.1	(20.6,23.7)	19.2	(17.8,20.6)	21.3	(19.5,23.2)	-2.3	(-5.1,0.5)	-0.8	(-3.3,1.7)
Youth aged 12.5 to 18														
Gender														
Males	21.9	(19.8,24.2)	22.0	(19.5,24.6)	20.2	(18.3,22.3)	18.1	(16.2,20.1)	19.2	(16.7,21.9)	-2.7	(-6.0,0.6)	-1.1	(-4.4,2.3)
Females	25.4	(22.7,28.4)	25.3	(22.3,28.4)	24.0	(21.9,26.3)	20.3	(18.5,22.2)	23.5	(21.0,26.2)	-1.9	(-5.9,2.1)	-0.5	(-4.0,3.0)
Race/ethnicity														
White	23.1	(20.8,25.5)	23.1	(20.6,25.8)	21.1	(19.5,22.9)	17.2	(15.6,18.9)	21.3	(18.9,23.9)	-1.8	(-5.5,2.0)	0.2	(-2.9,3.2)
African American	27.1	(23.0,31.6)	26.5	(21.9,31.6)	26.3	(22.3,30.8)	24.9	(21.6,28.5)	22.8	(19.0,27.3)	-4.3	(-10.8,2.2)	-3.5	(-9.7,2.8)
Hispanic	23.4	(18.8,28.7)	23.7	(19.2,28.8)	21.0	(16.5,26.4)	22.3	(18.5,26.6)	20.5	(16.9,24.7)	-2.8	(-9.0,3.3)	-0.5	(-6.0,5.0)
Risk score														
Higher risk	26.8	(24.0,29.9)	24.6	(20.8,28.9)	23.6	(21.4,25.9)	21.9	(19.3,24.7)	22.5	(19.6,25.7)	-4.3	(-8.7,0.0)	-1.0	(-4.8,2.7)
Lower risk	22.1	(20.0,24.4)	22.1	(19.8,24.5)	21.2	(19.2,23.3)	17.6	(16.1,19.3)	19.7	(17.5,22.3)	-2.4	(-5.7,1.0)	-1.4	(-4.8,1.9)
Sensation seeking														
High	24.7	(22.3,27.3)	23.3	(20.3,26.5)	23.4	(21.4,25.5)	20.7	(19.0,22.5)	22.2	(19.8,24.7)	-2.5	(-6.2,1.1)	-1.2	(-4.2,1.7)
Low	22.5	(19.4,26.0)	24.2	(21.2,27.5)	20.7	(18.3,23.4)	17.0	(15.0,19.2)	20.2	(17.5,23.3)	-2.3	(-6.9,2.3)	-0.5	(-4.5,3.6)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-59. Recall of stories on TV talk shows about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories about drugs on TV talk shows at least once a week in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	17.2	(14.9,19.7)	16.8	(14.4,19.6)	15.1	(13.2,17.3)	11.2	(9.2,13.7)	9.9	(7.2,13.4)	-7.3	*(-11.2,-3.4)	-5.3	*(-8.6,-1.9)
14 to 15	23.1	(20.0,26.5)	20.1	(17.5,23.1)	17.5	(15.4,19.7)	14.7	(13.3,16.3)	15.0	(12.5,18.0)	-8.1	*(-12.1,-4.0)	-2.4	(-6.1,1.2)
16 to 18	25.4	(22.3,28.7)	24.6	(20.9,28.7)	21.0	(17.9,24.4)	16.7	(14.4,19.3)	14.2	(12.2,16.5)	-11.2	*(-15.4,-6.9)	-6.8	*(-10.6,-3.0)
14 to 16	23.7	(21.2,26.5)	20.7	(18.1,23.7)	18.2	(16.6,20.0)	14.2	(12.9,15.7)	15.1	(13.0,17.5)	-8.6	*(-11.6,-5.6)	-3.1	*(-6.0,-0.2)
14 to 18	24.3	(22.0,26.9)	22.6	(20.3,25.1)	19.5	(17.3,21.8)	15.9	(14.3,17.6)	14.5	(12.9,16.4)	-9.8	*(-12.8,-6.8)	-4.9	*(-7.7,-2.2)
12.5 to 18	22.7	(20.7,24.8)	21.2	(19.2,23.4)	18.4	(16.7,20.4)	14.8	(13.4,16.2)	13.5	(12.1,15.0)	-9.2	*(-11.6,-6.8)	-5.0	*(-7.3,-2.7)
Youth aged 12.5 to 18														
Gender														
Males	18.8	(16.3,21.7)	19.1	(16.5,22.0)	15.7	(13.4,18.3)	13.9	(12.2,15.7)	12.0	(10.2,14.0)	-6.9	*(-9.9,-3.8)	-3.7	*(-7.0,-0.4)
Females	26.7	(24.1,29.4)	23.5	(20.9,26.3)	21.3	(19.3,23.4)	15.7	(14.0,17.6)	15.0	(12.8,17.6)	-11.7	*(-15.2,-8.1)	-6.3	*(-9.1,-3.5)
Race/ethnicity														
White	20.7	(18.2,23.4)	20.9	(18.6,23.4)	17.0	(15.0,19.3)	13.6	(12.0,15.4)	11.8	(10.4,13.4)	-8.9	*(-12.0,-5.9)	-5.2	*(-7.7,-2.8)
African American	30.1	(25.5,35.1)	24.6	(19.5,30.5)	22.4	(17.8,27.7)	21.5	(18.2,25.3)	21.7	(16.9,27.4)	-8.4	*(-14.9,-1.9)	-0.7	(-7.9,6.6)
Hispanic	26.0	(20.5,32.4)	19.8	(15.2,25.4)	19.6	(15.8,24.1)	14.0	(11.0,17.7)	12.6	(9.5,16.5)	-13.4	*(-19.5,-7.4)	-7.0	*(-11.0,-3.0)
Risk score														
Higher risk	25.6	(22.6,28.9)	24.3	(21.1,27.8)	21.6	(18.5,25.0)	17.8	(15.4,20.4)	15.2	(13.1,17.7)	-10.4	*(-14.5,-6.2)	-6.3	*(-10.3,-2.4)
Lower risk	20.2	(17.7,23.0)	18.3	(16.1,20.6)	16.3	(14.4,18.4)	12.8	(11.3,14.5)	12.2	(10.1,14.6)	-8.0	*(-11.4,-4.7)	-4.1	*(-7.4,-0.8)
Sensation seeking														
High	24.3	(21.5,27.4)	22.0	(19.4,24.9)	18.9	(16.7,21.3)	15.6	(13.9,17.4)	13.3	(11.6,15.2)	-11.0	*(-14.5,-7.6)	-5.6	*(-8.4,-2.9)
Low	20.6	(18.0,23.4)	20.6	(17.6,23.8)	18.0	(15.8,20.5)	13.6	(12.0,15.4)	13.8	(11.6,16.3)	-6.8	*(-10.1,-3.4)	-4.2	*(-7.6,-0.8)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-60. Recall of stories in movies (theater/rental) about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories about drugs in movies (theater/rental) at least once a week in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	11.8	(10.1,13.8)	13.1	(10.4,16.3)	15.1	(13.1,17.4)	15.0	(12.8,17.5)	13.6	(11.0,16.5)	1.7	(-1.8,5.2)	-1.5	(-5.2,2.1)
14 to 15	17.6	(14.9,20.6)	20.2	(17.4,23.3)	17.9	(15.8,20.2)	15.6	(13.9,17.4)	16.2	(13.9,18.7)	-1.4	(-5.1,2.2)	-1.7	(-5.0,1.6)
16 to 18	22.9	(19.9,26.2)	20.6	(17.5,24.1)	19.5	(17.2,22.1)	17.2	(15.3,19.3)	18.1	(15.8,20.7)	-4.8	*(-8.5,-1.1)	-1.4	(-4.3,1.5)
14 to 16	19.4	(16.8,22.2)	19.7	(17.1,22.6)	17.6	(15.8,19.7)	15.7	(14.2,17.3)	16.3	(14.2,18.8)	-3.0	(-6.3,0.2)	-1.3	(-4.2,1.5)
14 to 18	20.5	(18.4,22.8)	20.4	(18.1,22.9)	18.8	(17.1,20.7)	16.5	(15.2,18.0)	17.3	(15.5,19.3)	-3.2	*(-5.9,-0.5)	-1.5	(-3.8,0.7)
12.5 to 18	18.5	(16.9,20.2)	18.7	(16.8,20.7)	17.9	(16.6,19.3)	16.2	(15.1,17.3)	16.4	(14.8,18.2)	-2.0	(-4.3,0.2)	-1.5	(-3.5,0.4)
Youth aged 12.5 to 18														
Gender														
Males	20.9	(18.7,23.4)	18.6	(16.2,21.2)	17.8	(16.2,19.6)	15.6	(14.0,17.3)	16.0	(13.9,18.4)	-4.9	*(-8.1,-1.8)	-1.8	(-4.7,1.1)
Females	15.9	(13.7,18.2)	18.8	(16.1,21.8)	18.0	(16.2,20.0)	16.8	(15.1,18.6)	16.9	(14.9,19.1)	1.0	(-1.8,3.8)	-1.2	(-3.5,1.1)
Race/ethnicity														
White	17.0	(15.0,19.1)	17.1	(15.2,19.2)	17.8	(16.3,19.4)	14.7	(13.4,16.1)	15.9	(14.0,17.9)	-1.1	(-4.3,2.1)	-1.9	(-4.2,0.4)
African American	22.8	(18.8,27.4)	24.3	(19.8,29.5)	17.5	(15.0,20.5)	20.4	(17.5,23.7)	19.8	(15.5,25.0)	-3.0	(-8.9,2.9)	2.3	(-3.0,7.6)
Hispanic	21.0	(16.6,26.2)	20.6	(15.9,26.1)	20.4	(16.4,24.9)	18.5	(15.4,21.9)	16.1	(12.7,20.1)	-4.9	(-10.2,0.4)	-4.3	(-9.0,0.5)
Risk score														
Higher risk	25.4	(22.3,28.7)	22.9	(20.2,25.9)	22.2	(19.3,25.3)	19.6	(17.5,22.0)	19.4	(16.9,22.1)	-6.0	*(-9.8,-2.2)	-2.8	(-6.5,0.9)
Lower risk	12.3	(10.4,14.4)	15.0	(12.9,17.3)	15.3	(13.9,16.8)	13.9	(12.6,15.3)	13.7	(11.9,15.7)	1.4	(-1.2,4.1)	-1.6	(-3.8,0.6)
Sensation seeking														
High	21.6	(19.2,24.3)	20.8	(18.5,23.3)	20.6	(18.7,22.7)	17.6	(16.0,19.2)	18.1	(15.8,20.7)	-3.5	(-7.1,0.2)	-2.5	(-5.2,0.2)
Low	14.2	(11.8,16.9)	15.5	(12.8,18.7)	14.7	(13.2,16.4)	14.1	(12.6,15.8)	14.4	(12.3,16.9)	0.3	(-3.3,3.8)	-0.3	(-3.0,2.4)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-61. Recall of stories in magazines about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories about drugs in magazines at least once a week in recent months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	11.0	(9.1,13.1)	8.9	(7.0,11.4)	10.5	(8.7,12.6)	9.6	(7.4,12.4)	7.9	(5.9,10.4)	-3.1	*(-6.0,-0.2)	-2.6	(-5.4,0.2)
14 to 15	13.1	(10.7,15.9)	10.0	(8.1,12.4)	11.4	(9.6,13.6)	8.9	(7.4,10.6)	10.4	(8.4,12.7)	-2.7	(-6.1,0.7)	-1.1	(-4.0,1.8)
16 to 18	12.9	(10.5,15.7)	11.2	(9.1,13.7)	11.0	(9.1,13.1)	8.6	(7.2,10.2)	8.4	(6.7,10.6)	-4.5	*(-7.6,-1.4)	-2.5	(-5.4,0.3)
14 to 16	12.9	(10.7,15.3)	10.4	(8.4,12.7)	11.5	(10.0,13.3)	8.5	(7.4,9.8)	9.7	(8.3,11.3)	-3.2	*(-5.9,-0.4)	-1.8	(-4.1,0.4)
14 to 18	13.0	(11.1,15.1)	10.7	(9.1,12.4)	11.2	(9.8,12.7)	8.7	(7.7,9.8)	9.2	(8.0,10.6)	-3.8	*(-6.1,-1.4)	-1.9	(-4.0,0.1)
12.5 to 18	12.5	(11.0,14.2)	10.3	(8.9,11.8)	11.0	(9.9,12.2)	8.9	(8.0,10.0)	8.9	(7.8,10.1)	-3.6	*(-5.5,-1.7)	-2.1	*(-3.9,-0.3)
Youth aged 12.5 to 18														
Gender														
Males	10.5	(8.7,12.7)	8.3	(6.7,10.2)	9.5	(8.2,11.0)	8.3	(7.1,9.5)	8.4	(7.0,10.1)	-2.1	(-4.6,0.4)	-1.1	(-3.1,1.0)
Females	14.6	(12.3,17.1)	12.4	(10.4,14.6)	12.5	(10.9,14.4)	9.6	(8.2,11.3)	9.4	(7.6,11.6)	-5.2	*(-8.7,-1.7)	-3.1	*(-6.0,-0.3)
Race/ethnicity														
White	12.1	(10.1,14.5)	9.8	(8.2,11.6)	9.8	(8.7,11.0)	8.0	(7.0,9.0)	8.2	(6.9,9.7)	-4.0	*(-6.5,-1.4)	-1.6	(-3.4,0.2)
African American	14.3	(11.0,18.3)	12.9	(9.7,17.1)	11.9	(8.7,16.0)	12.6	(9.9,16.1)	11.0	(8.1,14.9)	-3.2	(-7.8,1.4)	-0.9	(-6.5,4.8)
Hispanic	11.7	(8.6,15.7)	9.8	(7.0,13.6)	13.7	(10.8,17.2)	8.5	(6.7,10.7)	8.9	(6.7,11.8)	-2.8	(-7.2,1.7)	-4.8	*(-8.8,-0.8)
Risk score														
Higher risk	14.3	(11.8,17.2)	11.7	(9.8,13.8)	12.4	(10.7,14.3)	9.6	(8.1,11.4)	9.8	(8.0,11.9)	-4.5	*(-7.6,-1.4)	-2.6	(-5.4,0.1)
Lower risk	11.0	(9.2,13.0)	9.2	(7.7,11.0)	10.2	(8.9,11.7)	8.6	(7.4,10.0)	8.3	(6.8,10.1)	-2.7	*(-5.1,-0.2)	-1.9	(-4.1,0.3)
Sensation seeking														
High	12.8	(10.9,15.0)	10.6	(8.9,12.7)	11.7	(10.3,13.4)	9.7	(8.5,11.1)	9.0	(7.6,10.7)	-3.8	*(-6.4,-1.1)	-2.7	*(-4.9,-0.6)
Low	11.9	(9.8,14.4)	9.9	(8.0,12.3)	10.2	(8.7,11.9)	8.1	(6.9,9.6)	8.8	(7.1,10.9)	-3.1	*(-5.9,-0.3)	-1.4	(-4.2,1.4)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-62. Weekly recall of drug themes in at least one media outlet among youth by age, gender, race/ethnicity, risk score, and sensation seeking

Characteristics	Percent recalling stories at least once a week in recent months in at least one venue													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ¹	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	47.4	(43.9,50.8)	42.4	(38.9,46.0)	42.5	(39.4,45.6)	40.6	(37.5,43.8)	40.5	(36.2,45.0)	-6.9	*(-13.4,-0.3)	-2.0	(-7.0,3.1)
14 to 15	55.6	(51.9,59.2)	50.0	(46.4,53.5)	45.9	(43.2,48.7)	39.8	(37.1,42.6)	44.6	(41.6,47.7)	-11.0	*(-15.5,-6.4)	-1.3	(-5.4,2.8)
16 to 18	55.7	(52.0,59.3)	55.7	(51.7,59.7)	49.1	(45.4,52.9)	42.1	(39.1,45.1)	40.2	(37.0,43.5)	-15.5	*(-19.8,-11.2)	-8.9	*(-13.6,-4.2)
14 to 16	55.0	(51.8,58.2)	50.5	(47.1,54.0)	46.3	(43.8,48.9)	40.4	(38.2,42.7)	42.4	(39.8,45.1)	-12.6	*(-16.5,-8.7)	-3.9	*(-7.4,-0.4)
14 to 18	55.7	(53.0,58.3)	53.1	(50.2,56.0)	47.8	(45.2,50.3)	41.1	(39.1,43.2)	42.0	(39.8,44.3)	-13.6	*(-16.9,-10.4)	-5.8	*(-9.0,-2.5)
12.5 to 18	53.7	(51.4,56.0)	50.6	(48.1,53.1)	46.5	(44.4,48.6)	41.0	(39.3,42.7)	41.7	(39.6,43.8)	-12.0	*(-15.2,-8.9)	-4.8	*(-7.6,-2.1)
Youth aged 12.5 to 18														
Gender														
Males	51.6	(48.4,54.7)	47.2	(43.8,50.5)	44.0	(41.3,46.9)	39.2	(36.9,41.5)	39.3	(36.5,42.2)	-12.2	*(-16.7,-7.8)	-4.7	*(-8.5,-0.9)
Females	56.0	(52.9,59.0)	54.3	(51.2,57.3)	49.1	(46.5,51.6)	42.8	(40.6,45.1)	44.1	(41.5,46.8)	-11.8	*(-16.1,-7.5)	-4.9	*(-8.3,-1.5)
Race/ethnicity														
White	52.3	(49.5,55.1)	48.8	(45.8,51.8)	44.5	(42.1,47.0)	38.8	(36.5,41.1)	40.2	(37.5,42.9)	-12.1	*(-16.4,-7.9)	-4.4	*(-8.1,-0.6)
African American	59.1	(53.0,64.9)	57.0	(50.9,62.8)	53.5	(48.0,58.9)	49.2	(45.0,53.5)	48.1	(41.9,54.3)	-11.0	*(-19.3,-2.7)	-5.4	(-13.4,2.6)
Hispanic	55.9	(49.3,62.4)	51.6	(45.9,57.2)	47.1	(41.9,52.3)	43.9	(39.5,48.3)	42.9	(37.2,48.7)	-13.1	*(-19.7,-6.4)	-4.2	(-10.6,2.2)
Risk score														
Higher risk	58.9	(55.0,62.7)	54.6	(50.6,58.4)	50.3	(47.1,53.6)	44.5	(41.3,47.7)	42.4	(38.7,46.2)	-16.5	*(-21.7,-11.4)	-7.9	*(-12.6,-3.2)
Lower risk	49.9	(46.9,52.9)	46.6	(43.7,49.5)	44.2	(41.9,46.5)	38.4	(36.4,40.6)	40.1	(37.4,42.8)	-9.8	*(-14.1,-5.6)	-4.1	*(-7.4,-0.8)
Sensation seeking														
High	57.4	(54.1,60.6)	51.3	(48.2,54.5)	47.9	(45.2,50.6)	43.6	(41.3,46.0)	43.6	(41.0,46.2)	-13.8	*(-18.2,-9.4)	-4.3	*(-7.7,-0.9)
Low	49.3	(45.7,52.9)	49.9	(45.8,54.0)	45.0	(42.2,47.9)	37.5	(35.4,39.8)	39.2	(36.2,42.3)	-10.1	*(-15.0,-5.3)	-5.8	*(-9.9,-1.7)

¹The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on youth aged 12.5 to 18, while estimates in prior reports were based on youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-63. Parent¹ recall of TV or radio news programs with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of TV or radio news programs dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall	51.3	(48.8,53.7)	48.7	(46.3,51.2)	48.0	(45.8,50.3)	46.4	(44.1,48.7)	48.4	(45.9,51.0)	-2.8	(-6.2,0.5)	0.4	(-2.7,3.5)
Gender														
Males	50.4	(46.0,54.8)	46.4	(42.2,50.6)	45.2	(42.4,48.2)	44.6	(41.0,48.2)	46.6	(42.4,50.8)	-3.8	(-9.5,1.9)	1.4	(-3.0,5.7)
Females	51.8	(48.5,55.0)	49.9	(46.7,53.1)	49.5	(46.7,52.4)	47.4	(44.8,50.1)	49.4	(46.3,52.5)	-2.4	(-6.3,1.6)	-0.1	(-4.0,3.8)
Race/ethnicity														
White	50.0	(47.2,52.8)	46.4	(43.2,49.5)	45.4	(42.9,47.8)	43.1	(40.5,45.8)	45.7	(42.2,49.1)	-4.3	*(-8.5,-0.2)	0.3	(-3.6,4.2)
African American	56.1	(50.7,61.3)	53.4	(47.6,59.0)	51.8	(45.0,58.5)	55.9	(50.3,61.4)	54.5	(49.4,59.6)	-1.5	(-8.6,5.5)	2.7	(-4.9,10.3)
Hispanic	53.8	(46.7,60.7)	55.7	(49.0,62.2)	57.7	(52.9,62.3)	54.1	(48.6,59.5)	55.1	(47.8,62.1)	1.3	(-9.6,12.2)	-2.6	(-11.8,6.5)
Education														
Less than high school	57.1	(50.1,63.8)	50.6	(44.8,56.4)	50.0	(45.0,55.0)	58.1	(52.4,63.6)	60.5	(54.7,66.0)	3.4	(-5.6,12.4)	10.5	*(3.6,17.3)
High school graduate	48.5	(44.4,52.7)	46.9	(42.5,51.3)	50.7	(46.9,54.5)	46.7	(43.2,50.1)	45.6	(41.5,49.7)	-2.9	(-8.6,2.8)	-5.1	(-10.8,0.5)
Some college	50.9	(46.0,55.9)	50.2	(45.7,54.6)	48.0	(43.4,52.7)	45.7	(41.7,49.6)	51.2	(46.0,56.4)	0.2	(-6.5,7.0)	3.2	(-2.4,8.8)
College graduate	51.4	(46.1,56.6)	48.2	(43.8,52.7)	43.9	(40.2,47.6)	40.5	(36.4,44.6)	43.8	(39.1,48.6)	-7.5	*(-13.7,-1.4)	0.0	(-6.1,6.0)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-64. Parent¹ recall of TV movies, sitcoms, or dramas with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of TV movies, sitcoms, or dramas dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	30.7	(28.1,33.4)	33.6	(31.1,36.1)	35.6	(34.1,37.2)	35.1	(33.1,37.3)	35.9	(33.4,38.5)	5.2	*(1.6,8.9)	0.3	(-2.5,3.1)
Gender														
Males_____	29.1	(25.5,32.9)	33.4	(29.7,37.3)	31.9	(29.1,34.8)	32.3	(29.3,35.5)	32.5	(29.0,36.3)	3.4	(-2.4,9.2)	0.6	(-3.5,4.8)
Females_____	31.6	(28.4,34.9)	33.7	(30.4,37.1)	37.6	(35.5,39.7)	36.7	(34.4,39.0)	37.8	(34.6,41.0)	6.2	*(1.9,10.5)	0.2	(-3.3,3.7)
Race/ethnicity														
White_____	29.7	(27.0,32.6)	31.3	(28.4,34.4)	32.1	(30.2,34.1)	31.2	(28.8,33.8)	30.3	(27.5,33.3)	0.6	(-3.2,4.4)	-1.8	(-5.1,1.5)
African American____	36.0	(29.0,43.6)	40.1	(32.3,48.4)	42.7	(38.1,47.3)	45.2	(40.6,49.9)	44.4	(39.6,49.3)	8.4	(-0.6,17.4)	1.7	(-4.4,7.9)
Hispanic_____	30.2	(24.2,37.0)	38.0	(32.4,43.9)	44.6	(39.1,50.3)	41.5	(35.6,47.5)	52.8	(46.6,59.0)	22.6	*(13.9,31.2)	8.2	(-0.4,16.8)
Education														
Less than high school_	31.1	(25.3,37.6)	34.6	(29.1,40.5)	40.4	(34.7,46.4)	41.6	(35.6,47.8)	53.1	(46.7,59.4)	22.0	*(12.6,31.5)	12.7	*(2.5,23.0)
High school graduate_	31.3	(27.6,35.3)	35.4	(31.2,39.9)	38.5	(35.7,41.3)	37.7	(33.9,41.6)	33.6	(29.8,37.6)	2.3	(-2.4,7.0)	-4.9	*(-9.6,-0.2)
Some college_____	30.6	(25.7,35.9)	34.3	(30.2,38.6)	35.1	(31.9,38.6)	35.1	(31.7,38.7)	34.6	(29.9,39.7)	4.1	(-3.1,11.3)	-0.5	(-6.2,5.1)
College graduate_____	29.8	(25.3,34.7)	29.5	(25.2,34.1)	30.1	(26.7,33.8)	28.5	(25.3,32.0)	32.8	(28.3,37.7)	3.1	(-3.5,9.6)	2.7	(-2.7,8.1)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-65. Parent¹ recall of TV talk shows or TV news magazine programs with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of TV talk shows or TV news magazine programs dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	23.8	(21.7,26.0)	23.1	(21.2,25.1)	24.5	(23.0,26.1)	23.4	(21.8,25.1)	24.4	(22.4,26.6)	0.6	(-2.3,3.6)	-0.1	(-2.4,2.2)
Gender														
Males_____	20.3	(17.4,23.4)	23.1	(20.1,26.5)	20.7	(18.3,23.4)	19.3	(16.9,22.0)	20.7	(17.2,24.8)	0.5	(-4.3,5.3)	0.0	(-3.4,3.5)
Females_____	25.8	(22.9,28.9)	23.1	(20.6,25.9)	26.5	(24.4,28.8)	25.6	(23.6,27.7)	26.4	(24.0,29.0)	0.6	(-3.0,4.3)	-0.1	(-3.3,3.1)
Race/ethnicity														
White_____	20.8	(18.7,23.0)	19.7	(17.5,22.2)	20.2	(18.5,21.9)	18.4	(16.5,20.3)	19.1	(16.7,21.8)	-1.6	(-4.8,1.5)	-1.0	(-3.5,1.4)
African American_____	32.0	(26.3,38.2)	36.5	(30.3,43.2)	35.2	(30.5,40.1)	35.4	(30.8,40.3)	35.7	(30.9,40.7)	3.7	(-3.0,10.4)	0.5	(-5.6,6.6)
Hispanic_____	27.9	(22.2,34.5)	25.8	(20.4,32.1)	32.8	(27.4,38.7)	33.9	(28.9,39.2)	37.4	(30.6,44.7)	9.5	*(0.6,18.3)	4.6	(-5.2,14.4)
Education														
Less than high school_	27.9	(22.9,33.6)	27.4	(22.3,33.0)	29.1	(24.3,34.4)	33.2	(28.9,37.8)	39.3	(33.0,46.0)	11.4	*(2.4,20.3)	10.2	*(2.0,18.4)
High school graduate_	25.0	(21.3,29.0)	25.9	(22.3,29.8)	28.8	(26.1,31.7)	27.7	(25.0,30.5)	25.1	(21.7,28.9)	0.2	(-5.3,5.7)	-3.7	(-8.3,0.9)
Some college_____	23.5	(19.9,27.5)	23.0	(19.6,26.8)	23.7	(20.8,27.0)	21.6	(18.8,24.8)	22.7	(18.6,27.2)	-0.8	(-6.5,4.8)	-1.1	(-6.1,3.9)
College graduate____	19.8	(16.4,23.6)	17.3	(13.8,21.5)	17.6	(13.9,22.0)	14.7	(12.3,17.5)	18.9	(14.8,23.9)	-0.9	(-5.9,4.2)	1.3	(-3.4,6.1)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-66. Parent¹ recall of non-news radio programs with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of non-news radio programs dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall	13.8	(12.1,15.7)	15.5	(13.7,17.4)	17.8	(16.3,19.5)	18.1	(16.7,19.5)	17.5	(15.7,19.4)	3.7	*(0.8,6.6)	-0.3	(-2.6,2.0)
Gender														
Males	12.7	(10.3,15.5)	15.4	(13.0,18.3)	17.0	(14.4,19.9)	17.4	(15.1,19.9)	15.8	(12.7,19.4)	3.1	(-1.2,7.4)	-1.2	(-4.7,2.4)
Females	14.4	(12.2,16.9)	15.5	(13.4,18.0)	18.2	(16.4,20.2)	18.5	(16.8,20.3)	18.4	(16.3,20.7)	4.0	*(0.4,7.6)	0.1	(-2.6,2.9)
Race/ethnicity														
White	9.9	(8.3,11.9)	11.1	(9.5,13.0)	12.1	(10.5,14.0)	12.8	(11.2,14.5)	12.2	(10.2,14.4)	2.2	(-0.3,4.8)	0.0	(-2.3,2.3)
African American	24.9	(18.6,32.4)	23.8	(17.4,31.7)	27.5	(22.9,32.7)	30.8	(26.4,35.6)	26.4	(22.0,31.4)	1.6	(-8.1,11.2)	-1.1	(-8.0,5.8)
Hispanic	21.5	(15.8,28.4)	26.3	(21.8,31.4)	31.5	(26.3,37.3)	28.5	(22.6,35.1)	32.1	(26.4,38.5)	10.7	*(1.5,19.8)	0.6	(-8.0,9.2)
Education														
Less than high school	19.9	(15.8,24.8)	20.9	(16.7,25.8)	26.0	(22.0,30.5)	31.1	(26.4,36.3)	31.4	(24.9,38.6)	11.4	*(2.5,20.4)	5.4	(-3.0,13.8)
High school graduate	13.2	(10.6,16.3)	18.1	(15.0,21.8)	21.7	(18.5,25.2)	19.8	(17.0,23.0)	18.2	(15.4,21.3)	5.0	*(1.0,9.1)	-3.5	(-7.6,0.6)
Some college	13.6	(10.9,16.8)	15.4	(11.8,19.9)	16.6	(13.4,20.4)	16.7	(14.3,19.4)	16.6	(13.3,20.4)	3.0	(-1.3,7.3)	0.0	(-4.8,4.7)
College graduate	10.8	(8.1,14.2)	8.9	(6.7,11.8)	10.0	(7.8,12.8)	10.2	(8.2,12.6)	11.6	(8.5,15.5)	0.8	(-4.0,5.6)	1.6	(-2.4,5.5)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-67. Parent¹ recall of movies seen in theaters or rental videos with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of movies (theaters or rental videos) dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	10.5	(9.0,12.1)	10.2	(8.8,11.8)	12.2	(11.0,13.6)	11.9	(10.5,13.4)	12.4	(10.9,14.0)	1.9	(-0.4,4.2)	0.1	(-1.6,1.9)
Gender														
Males_____	10.8	(8.4,13.8)	7.6	(5.9,9.8)	10.2	(8.4,12.3)	10.6	(8.4,13.2)	8.8	(6.6,11.8)	-2.0	(-5.7,1.8)	-1.4	(-4.3,1.6)
Females_____	10.3	(8.6,12.2)	11.6	(9.7,13.7)	13.3	(11.5,15.4)	12.6	(11.1,14.3)	14.3	(12.6,16.2)	4.0	*(1.5,6.5)	1.0	(-1.3,3.3)
Race/ethnicity														
White_____	8.7	(7.3,10.4)	8.0	(6.4,9.9)	8.1	(6.8,9.5)	7.4	(6.2,8.8)	8.5	(6.9,10.4)	-0.2	(-2.4,2.0)	0.4	(-1.4,2.3)
African American_____	14.4	(10.6,19.4)	16.5	(11.8,22.6)	21.8	(16.9,27.6)	23.3	(19.0,28.2)	19.7	(15.4,24.9)	5.2	(-1.3,11.8)	-2.1	(-9.1,4.8)
Hispanic_____	13.3	(8.9,19.4)	13.5	(9.9,18.2)	20.7	(16.1,26.1)	18.7	(14.7,23.3)	21.8	(16.8,27.9)	8.6	*(0.1,17.1)	1.2	(-5.9,8.2)
Education														
Less than high school_	14.0	(10.4,18.6)	14.4	(11.4,18.0)	18.8	(15.7,22.3)	20.1	(15.6,25.4)	20.6	(15.5,26.8)	6.6	(-0.9,14.0)	1.8	(-4.6,8.3)
High school graduate_	10.7	(8.6,13.4)	11.4	(9.1,14.3)	15.9	(13.1,19.3)	14.0	(11.7,16.7)	14.7	(11.9,18.0)	3.9	*(1.0,6.9)	-1.2	(-4.9,2.4)
Some college_____	10.9	(8.1,14.5)	11.2	(8.4,14.9)	9.9	(8.1,12.0)	10.7	(8.6,13.2)	10.4	(7.9,13.7)	-0.5	(-5.2,4.2)	0.5	(-2.8,3.9)
College graduate_____	7.5	(5.5,10.2)	5.2	(3.8,7.2)	7.0	(5.4,8.9)	6.0	(4.6,7.8)	8.1	(5.5,11.7)	0.6	(-2.5,3.7)	1.1	(-2.3,4.5)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-68. Parent¹ recall of magazine articles with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of magazine articles dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	9.0	(7.5,10.7)	8.2	(7.0,9.7)	10.3	(9.1,11.6)	9.4	(8.2,10.7)	9.8	(8.2,11.6)	0.8	(-1.2,2.9)	-0.5	(-2.3,1.4)
Gender														
Males_____	7.7	(6.0,9.9)	5.5	(3.6,8.4)	6.3	(5.2,7.7)	7.4	(5.7,9.5)	6.4	(4.6,8.8)	-1.3	(-3.8,1.1)	0.1	(-1.9,2.0)
Females_____	9.7	(7.8,12.0)	9.6	(8.1,11.3)	12.4	(10.7,14.3)	10.4	(9.1,11.9)	11.7	(9.6,14.0)	2.0	(-0.9,4.8)	-0.7	(-3.4,1.9)
Race/ethnicity														
White_____	6.9	(5.3,8.9)	5.9	(4.9,7.2)	6.4	(5.3,7.8)	6.5	(5.4,7.8)	7.2	(5.4,9.4)	0.3	(-2.1,2.6)	0.7	(-1.0,2.5)
African American____	13.9	(10.5,18.2)	17.4	(11.9,24.6)	19.1	(14.6,24.7)	16.9	(13.6,20.9)	16.3	(12.0,21.7)	2.3	(-3.2,7.9)	-2.8	(-10.2,4.5)
Hispanic_____	12.4	(8.3,18.0)	9.2	(6.6,12.6)	16.4	(12.2,21.8)	13.3	(9.7,18.0)	14.9	(10.1,21.5)	2.6	(-4.3,9.4)	-1.5	(-8.0,5.0)
Education														
Less than high school_	10.3	(7.1,14.7)	11.5	(7.5,17.1)	12.5	(9.3,16.6)	12.2	(8.9,16.4)	11.3	(7.9,15.8)	1.0	(-4.0,6.0)	-1.2	(-6.2,3.7)
High school graduate_	9.1	(6.4,12.7)	8.9	(6.7,11.6)	12.9	(10.4,15.9)	11.5	(9.6,13.8)	11.2	(8.6,14.3)	2.1	(-1.5,5.7)	-1.7	(-5.0,1.5)
Some college_____	7.9	(5.9,10.4)	8.9	(6.9,11.5)	9.6	(7.6,12.1)	7.5	(6.1,9.2)	8.9	(6.3,12.4)	1.0	(-2.7,4.7)	-0.7	(-4.3,2.9)
College graduate____	8.6	(6.0,12.2)	5.0	(3.3,7.4)	6.7	(5.0,8.9)	7.3	(5.4,9.7)	8.5	(6.0,11.7)	-0.1	(-4.1,3.8)	1.8	(-1.5,5.0)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-69. Parent¹ recall of newspaper articles with drug themes in recent months, by gender, race/ethnicity, and education

Characteristics	At least weekly recall of newspaper articles dealing with drug use among young people													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall	34.5	(32.1,37.1)	32.9	(30.7,35.2)	32.0	(30.1,34.0)	29.4	(27.7,31.3)	29.6	(27.6,31.6)	-5.0	*(-7.7,-2.2)	-2.4	(-5.0,0.2)
Gender														
Males	34.9	(31.4,38.5)	31.8	(28.3,35.5)	29.8	(26.8,33.0)	26.8	(23.9,29.9)	26.0	(23.1,29.0)	-8.9	*(-13.2,-4.6)	-3.9	(-8.1,0.3)
Females	34.3	(31.3,37.4)	33.5	(30.7,36.4)	33.1	(30.7,35.6)	30.9	(29.0,32.9)	31.5	(29.0,34.1)	-2.8	(-6.4,0.7)	-1.6	(-5.0,1.7)
Race/ethnicity														
White	34.2	(31.5,37.0)	32.5	(29.6,35.4)	31.8	(29.4,34.3)	27.8	(25.7,30.1)	28.3	(25.9,30.9)	-5.9	*(-9.3,-2.4)	-3.5	*(-6.8,-0.2)
African American	38.1	(30.8,46.0)	38.0	(31.3,45.2)	35.7	(31.3,40.4)	41.6	(36.6,46.8)	38.4	(33.1,44.0)	0.3	(-8.2,8.8)	2.7	(-3.7,9.1)
Hispanic	33.3	(26.2,41.4)	30.6	(24.6,37.5)	28.1	(23.0,33.7)	23.9	(19.2,29.3)	28.5	(23.0,34.8)	-4.8	(-13.6,4.0)	0.5	(-6.6,7.5)
Education														
Less than high school	26.2	(21.4,31.6)	31.6	(25.5,38.5)	28.9	(23.5,35.0)	21.9	(17.7,26.7)	28.7	(22.9,35.3)	2.5	(-4.4,9.3)	-0.3	(-7.9,7.4)
High school graduate	33.3	(29.6,37.2)	33.8	(29.6,38.3)	34.6	(31.6,37.7)	32.5	(29.4,35.7)	28.5	(25.2,32.0)	-4.8	*(-9.3,-0.3)	-6.1	*(-10.1,-2.1)
Some college	37.0	(32.0,42.3)	34.7	(30.3,39.4)	29.2	(24.8,34.0)	28.8	(25.8,32.1)	29.3	(25.1,33.8)	-7.7	*(-14.5,-1.0)	0.1	(-5.7,5.9)
College graduate	38.2	(33.9,42.7)	30.4	(26.3,34.9)	33.8	(30.0,37.9)	30.8	(27.1,34.7)	31.6	(27.7,35.8)	-6.5	*(-11.8,-1.2)	-2.2	(-7.6,3.2)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-70. Weekly recall of drug themes in at least one media outlet among parents,¹ by gender, race/ethnicity, and education

Characteristics	Recall of a weekly story in at least one medium in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	65.1	(62.9,67.2)	64.7	(62.4,66.9)	63.8	(61.8,65.7)	61.6	(59.5,63.7)	62.5	(59.9,64.9)	-2.6	(-5.9,0.7)	-1.3	(-4.1,1.5)
Gender														
Males_____	65.0	(60.9,68.8)	62.7	(59.4,65.9)	60.8	(57.7,63.8)	60.6	(57.2,63.8)	60.6	(56.7,64.4)	-4.3	(-9.5,0.8)	-0.2	(-4.1,3.7)
Females_____	65.1	(62.4,67.8)	65.7	(62.7,68.5)	65.3	(63.0,67.6)	62.2	(59.8,64.6)	63.5	(60.4,66.4)	-1.7	(-5.6,2.3)	-1.9	(-5.4,1.6)
Race/ethnicity														
White_____	62.9	(60.3,65.4)	61.8	(59.0,64.4)	61.2	(58.6,63.6)	58.2	(55.5,60.8)	59.1	(55.9,62.2)	-3.8	(-7.7,0.2)	-2.0	(-5.7,1.6)
African American_____	71.6	(66.2,76.4)	73.2	(67.7,78.0)	68.7	(63.7,73.3)	71.1	(65.8,75.9)	68.0	(62.3,73.3)	-3.5	(-10.7,3.6)	-0.6	(-6.8,5.5)
Hispanic_____	67.7	(61.3,73.5)	69.5	(62.2,75.9)	71.4	(65.9,76.3)	68.4	(63.0,73.4)	72.6	(67.2,77.4)	4.9	(-3.3,13.2)	1.2	(-6.7,9.1)
Education														
Less than high school_	67.8	(61.0,74.0)	70.5	(64.7,75.7)	68.9	(63.9,73.5)	70.1	(65.4,74.4)	73.7	(67.0,79.5)	5.9	(-2.8,14.7)	4.8	(-3.6,13.3)
High school graduate_	63.0	(59.7,66.2)	64.1	(59.8,68.3)	67.7	(64.5,70.8)	64.5	(61.4,67.4)	59.5	(55.6,63.4)	-3.5	(-8.2,1.3)	-8.2	*(-12.7,-3.6)
Some college_____	66.0	(61.1,70.6)	65.9	(62.2,69.4)	62.3	(58.2,66.3)	59.6	(55.8,63.3)	62.7	(57.8,67.4)	-3.3	(-9.8,3.2)	0.4	(-5.1,5.9)
College graduate_____	64.8	(60.3,69.1)	60.7	(56.3,64.8)	57.8	(53.8,61.7)	55.7	(51.7,59.7)	61.0	(56.2,65.6)	-3.8	(-9.6,2.0)	3.2	(-3.0,9.4)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-71. Parent¹ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, and education

Characteristics	Recall of anti-drug programs in schools or community centers in their community in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	35.2	(32.7,37.7)	30.0	(27.7,32.4)	29.6	(27.9,31.4)	25.3	(23.6,27.1)	24.2	(22.2,26.4)	-10.9	*(-14.0,-7.9)	-5.4	*(-7.9,-2.8)
Gender														
Males_____	29.3	(25.8,33.1)	25.7	(22.5,29.1)	26.3	(23.3,29.6)	20.9	(18.6,23.5)	22.2	(19.2,25.6)	-7.1	*(-11.7,-2.5)	-4.1	*(-7.9,-0.3)
Females_____	38.5	(35.5,41.5)	32.3	(29.6,35.1)	31.3	(29.2,33.6)	27.7	(25.4,30.0)	25.3	(22.6,28.2)	-13.1	*(-17.2,-9.1)	-6.0	*(-9.3,-2.6)
Race/ethnicity														
White_____	35.4	(32.3,38.5)	29.7	(26.9,32.6)	28.3	(26.1,30.5)	22.3	(20.3,24.4)	22.8	(20.3,25.5)	-12.5	*(-16.1,-8.9)	-5.4	*(-8.5,-2.4)
African American_____	34.6	(27.9,41.9)	31.3	(25.6,37.5)	29.9	(25.0,35.3)	29.1	(24.4,34.3)	25.7	(20.6,31.7)	-8.9	(-19.0,1.3)	-4.1	(-12.3,4.0)
Hispanic_____	34.6	(28.2,41.6)	31.0	(25.5,37.3)	34.8	(29.8,40.1)	33.4	(28.8,38.3)	29.2	(23.7,35.4)	-5.4	(-13.8,3.0)	-5.5	(-14.0,2.9)
Education														
Less than high school_	28.8	(23.4,34.9)	28.7	(21.6,37.0)	31.3	(26.2,36.9)	32.9	(27.4,38.8)	33.4	(27.0,40.4)	4.5	(-4.7,13.7)	2.0	(-6.4,10.5)
High school graduate_	29.7	(25.6,34.0)	23.2	(19.6,27.1)	28.6	(25.8,31.6)	25.2	(21.9,28.7)	19.4	(15.6,23.7)	-10.3	*(-16.6,-4.0)	-9.2	*(-13.7,-4.8)
Some college_____	37.7	(32.8,42.9)	31.7	(27.3,36.4)	27.4	(24.0,31.2)	22.5	(19.9,25.4)	24.5	(20.8,28.6)	-13.2	*(-19.2,-7.2)	-3.0	(-7.8,1.8)
College graduate_____	43.5	(39.2,47.9)	37.9	(33.1,42.9)	32.2	(28.7,35.9)	24.3	(21.4,27.5)	26.2	(22.4,30.3)	-17.3	*(-22.5,-12.2)	-6.0	*(-11.5,-0.4)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-72. Parent¹ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, and education

Characteristics	Recall of speeches about drugs by public officials in their community in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	15.7	(13.8,17.8)	14.3	(12.3,16.4)	13.2	(11.7,14.9)	12.2	(11.0,13.5)	13.0	(11.2,15.0)	-2.7	*(-4.9,-0.5)	-0.3	(-2.4,1.9)
Gender														
Males_____	15.9	(12.6,19.8)	15.3	(12.6,18.6)	12.0	(9.9,14.4)	10.5	(8.7,12.7)	12.2	(9.7,15.3)	-3.7	(-8.0,0.7)	0.2	(-2.9,3.4)
Females_____	15.6	(13.4,18.1)	13.7	(11.3,16.5)	13.9	(12.1,16.0)	13.1	(11.6,14.8)	13.4	(11.3,15.9)	-2.2	(-4.9,0.5)	-0.5	(-3.2,2.2)
Race/ethnicity														
White_____	12.8	(10.9,15.0)	10.5	(8.5,12.8)	8.7	(7.4,10.1)	7.9	(6.7,9.3)	8.3	(6.8,10.0)	-4.5	*(-6.9,-2.1)	-0.4	(-2.3,1.5)
African American_____	21.0	(16.0,27.2)	22.7	(16.9,29.7)	18.8	(15.1,23.3)	19.2	(15.1,24.1)	20.8	(14.6,28.7)	-0.3	(-6.9,6.4)	2.0	(-5.7,9.6)
Hispanic_____	24.0	(18.2,30.9)	22.6	(17.8,28.2)	25.9	(21.3,31.2)	22.0	(17.8,26.9)	25.1	(19.8,31.3)	1.1	(-7.1,9.3)	-0.9	(-7.0,5.2)
Education														
Less than high school_	20.4	(16.0,25.6)	19.1	(13.6,26.2)	23.1	(17.8,29.4)	23.9	(20.0,28.4)	25.8	(20.9,31.4)	5.4	(-1.1,12.0)	2.7	(-4.4,9.9)
High school graduate_	12.9	(10.1,16.2)	11.7	(9.4,14.5)	13.0	(10.7,15.6)	12.2	(10.1,14.6)	9.9	(7.3,13.3)	-2.9	(-6.8,0.9)	-3.0	(-6.6,0.5)
Some college_____	14.3	(11.5,17.7)	12.6	(9.6,16.3)	10.9	(9.0,13.2)	9.6	(7.6,12.1)	12.0	(8.9,15.8)	-2.4	(-6.8,2.1)	1.1	(-2.5,4.7)
College graduate_____	17.5	(13.6,22.2)	16.5	(12.9,21.0)	10.6	(8.7,12.9)	8.6	(6.7,10.9)	12.4	(9.5,16.0)	-5.1	*(-9.3,-0.8)	1.8	(-2.2,5.7)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-73. Parent¹ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, and education

Characteristics	Recall of drug-related laws proposed by state or local governments in their community in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	18.5	(16.6,20.5)	16.1	(14.3,18.1)	17.7	(16.2,19.4)	16.0	(14.6,17.4)	14.3	(12.6,16.1)	-4.2	*(-6.6,-1.8)	-3.4	*(-5.5,-1.3)
Gender														
Males_____	18.5	(15.8,21.5)	20.1	(17.1,23.5)	17.8	(15.5,20.4)	16.9	(14.7,19.3)	15.4	(12.7,18.5)	-3.1	(-7.2,1.1)	-2.4	(-5.8,1.1)
Females_____	18.5	(16.2,21.1)	14.1	(12.0,16.6)	17.7	(15.9,19.6)	15.5	(13.8,17.4)	13.7	(11.7,16.0)	-4.8	*(-7.9,-1.7)	-4.0	*(-6.5,-1.4)
Race/ethnicity														
White_____	15.0	(13.0,17.2)	13.8	(11.7,16.2)	14.4	(12.7,16.3)	11.9	(10.5,13.5)	10.3	(8.7,12.0)	-4.7	*(-7.5,-1.9)	-4.2	*(-6.4,-2.0)
African American_____	28.8	(22.5,36.1)	21.6	(15.8,28.9)	24.8	(20.5,29.7)	25.3	(20.7,30.5)	20.0	(13.8,28.0)	-8.8	*(-16.5,-1.1)	-4.8	(-12.7,3.0)
Hispanic_____	24.5	(19.5,30.2)	21.5	(17.0,26.9)	24.5	(20.0,29.5)	23.0	(18.5,28.2)	25.9	(21.0,31.4)	1.4	(-5.6,8.4)	1.4	(-5.4,8.2)
Education														
Less than high school_	22.4	(17.5,28.1)	15.7	(11.2,21.4)	23.4	(19.0,28.6)	24.0	(19.5,29.2)	28.6	(23.5,34.4)	6.2	(-1.3,13.8)	5.2	(-1.2,11.6)
High school graduate_	15.6	(12.9,18.7)	14.9	(12.4,17.7)	18.9	(16.0,22.2)	16.3	(13.9,19.0)	11.5	(8.8,14.8)	-4.1	*(-7.9,-0.4)	-7.4	*(-11.6,-3.3)
Some college_____	18.8	(15.5,22.6)	15.2	(12.7,18.1)	15.5	(13.3,18.0)	12.9	(10.5,15.7)	12.5	(9.1,16.9)	-6.3	*(-11.8,-0.8)	-3.1	(-7.5,1.4)
College graduate_____	19.3	(15.8,23.3)	19.0	(15.1,23.6)	15.5	(12.6,18.9)	14.5	(12.1,17.3)	13.7	(10.7,17.3)	-5.6	*(-10.5,-0.7)	-1.8	(-6.3,2.6)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-74. Parent¹ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, and education

Characteristics	Recall of police crackdowns on drug use or sales in their community in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall_____	46.9	(43.6,50.2)	44.0	(41.7,46.3)	47.2	(45.0,49.3)	46.1	(44.1,48.0)	45.1	(42.7,47.5)	-1.8	(-5.8,2.1)	-2.1	(-5.0,0.8)
Gender														
Males_____	46.8	(41.6,52.2)	43.0	(39.1,47.0)	45.8	(42.1,49.5)	46.2	(43.3,49.2)	43.0	(38.8,47.4)	-3.8	(-10.4,2.8)	-2.7	(-7.6,2.2)
Females_____	46.9	(43.6,50.3)	44.5	(41.9,47.1)	47.9	(45.5,50.3)	46.0	(43.6,48.4)	46.2	(43.1,49.2)	-0.8	(-5.1,3.6)	-1.7	(-5.2,1.7)
Race/ethnicity														
White_____	44.2	(40.0,48.5)	44.0	(40.8,47.4)	45.7	(43.1,48.2)	44.7	(42.4,47.1)	42.9	(40.1,45.7)	-1.3	(-6.2,3.5)	-2.8	(-6.6,1.0)
African American_____	57.5	(51.4,63.4)	49.1	(43.2,54.9)	54.3	(49.0,59.4)	55.8	(51.3,60.2)	58.7	(52.4,64.7)	1.1	(-7.7,10.0)	4.4	(-3.5,12.3)
Hispanic_____	48.9	(42.2,55.7)	40.8	(35.1,46.8)	47.8	(42.2,53.5)	43.7	(38.3,49.4)	42.6	(37.5,47.9)	-6.3	(-14.4,1.8)	-5.2	(-12.9,2.6)
Education														
Less than high school_	48.0	(41.6,54.4)	41.3	(33.9,49.1)	46.7	(41.3,52.3)	47.3	(41.4,53.3)	52.7	(45.2,60.0)	4.7	(-4.4,13.8)	5.9	(-2.7,14.5)
High school graduate_	46.5	(41.2,51.9)	39.1	(34.5,43.9)	47.8	(44.3,51.4)	47.5	(44.0,51.0)	41.9	(38.2,45.7)	-4.6	(-11.3,2.0)	-5.9	*(-11.5,-0.3)
Some college_____	46.4	(42.2,50.7)	48.3	(44.0,52.6)	47.0	(43.2,50.8)	47.8	(44.3,51.3)	46.6	(42.1,51.1)	0.2	(-6.2,6.6)	-0.4	(-5.5,4.7)
College graduate_____	47.4	(41.6,53.2)	47.3	(42.6,52.1)	46.7	(42.5,50.9)	41.8	(38.1,45.5)	44.1	(39.2,49.2)	-3.2	(-11.1,4.7)	-2.5	(-8.4,3.3)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-75. Parent¹ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, and education

Characteristics	Recall of drug-related propositions/referenda on ballot for public voting in their community in the past 12 months													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ²	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Overall _____	8.3	(6.8,10.2)	8.6	(7.1,10.5)	9.2	(8.1,10.3)	8.9	(7.8,10.2)	6.5	(5.5,7.8)	-1.8	*(-3.6,0.0)	-2.6	*(-3.8,-1.4)
Gender														
Males _____	7.0	(5.3,9.3)	9.2	(6.8,12.3)	9.2	(7.4,11.2)	7.3	(5.7,9.2)	4.8	(3.3,7.1)	-2.2	(-4.7,0.3)	-4.3	*(-7.0,-1.6)
Females _____	9.1	(7.2,11.4)	8.4	(6.6,10.6)	9.2	(7.8,10.7)	9.9	(8.3,11.6)	7.5	(6.1,9.1)	-1.6	(-4.2,1.0)	-1.7	*(-3.3,-0.1)
Race/ethnicity														
White _____	5.2	(4.1,6.6)	6.9	(5.1,9.1)	6.5	(5.4,7.8)	5.2	(4.3,6.4)	3.0	(2.1,4.1)	-2.2	*(-3.9,-0.5)	-3.5	*(-5.1,-1.9)
African American _____	14.1	(9.9,19.5)	14.4	(10.7,19.0)	16.0	(12.4,20.4)	19.3	(15.4,23.9)	18.6	(14.1,24.1)	4.5	(-1.0,10.0)	2.6	(-3.4,8.6)
Hispanic _____	13.0	(8.5,19.4)	11.3	(7.4,16.8)	13.9	(10.5,18.1)	13.9	(10.1,18.7)	9.9	(6.2,15.4)	-3.1	(-9.6,3.4)	-4.0	(-9.2,1.3)
Education														
Less than high school _____	14.1	(11.2,17.7)	8.2	(4.8,13.7)	12.5	(9.3,16.5)	15.0	(10.8,20.5)	14.3	(10.2,19.9)	0.2	(-5.4,5.8)	1.8	(-3.9,7.6)
High school graduate _____	6.9	(5.0,9.4)	9.0	(6.6,12.0)	11.1	(8.9,13.6)	10.5	(8.6,12.8)	7.1	(5.5,9.2)	0.3	(-2.5,3.0)	-3.9	*(-6.8,-1.1)
Some college _____	8.6	(5.7,12.8)	8.3	(6.2,11.0)	7.4	(5.6,9.7)	7.3	(5.3,10.0)	6.1	(3.9,9.4)	-2.5	(-6.4,1.3)	-1.3	(-4.0,1.4)
College graduate _____	6.5	(4.4,9.7)	8.8	(6.1,12.7)	6.9	(5.2,9.1)	5.5	(4.2,7.2)	3.0	(1.8,4.8)	-3.6	*(-6.3,-0.9)	-3.9	*(-6.3,-1.6)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-76. Parent¹ attendance at drug abuse prevention programs,² by age, gender, and race/ethnicity of child(ren)

Characteristics	Attendance at a drug abuse prevention program													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ³	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	32.2	(28.5,36.1)	32.2	(29.3,35.3)	31.2	(28.1,34.4)	29.2	(26.1,32.6)	26.2	(23.5,29.2)	-5.9	*(-10.5,-1.4)	-4.9	*(-9.1,-0.8)
14 to 15	32.4	(28.4,36.6)	29.6	(26.0,33.4)	27.0	(24.6,29.6)	26.0	(23.7,28.4)	24.3	(21.2,27.6)	-8.1	*(-12.8,-3.4)	-2.8	(-6.6,1.0)
16 to 18	26.7	(23.8,29.8)	27.5	(24.0,31.4)	26.2	(23.4,29.3)	25.0	(22.7,27.4)	23.9	(20.9,27.2)	-2.8	(-7.1,1.4)	-2.3	(-6.1,1.5)
14 to 16	31.4	(28.1,34.8)	29.5	(25.8,33.6)	26.9	(24.8,29.2)	26.1	(24.1,28.2)	24.0	(21.4,26.8)	-7.4	*(-11.1,-3.6)	-2.9	(-5.9,0.1)
14 to 18	29.3	(27.0,31.7)	28.5	(25.7,31.4)	26.6	(24.6,28.7)	25.4	(23.6,27.2)	24.0	(21.7,26.6)	-5.3	*(-8.3,-2.2)	-2.5	(-5.2,0.1)
12.5 to 18	30.0	(27.8,32.3)	29.4	(26.9,31.9)	27.7	(25.9,29.5)	26.3	(24.6,28.1)	24.6	(22.7,26.6)	-5.4	*(-8.2,-2.7)	-3.1	*(-5.5,-0.7)
Youth aged 12.5 to 18														
Gender														
Males	30.5	(27.2,34.1)	28.4	(25.1,31.9)	27.5	(25.2,30.0)	26.1	(24.1,28.3)	24.6	(22.2,27.2)	-5.9	*(-9.9,-2.0)	-2.9	*(-5.6,-0.3)
Females	29.4	(26.1,33.0)	30.4	(27.2,33.9)	27.8	(25.4,30.4)	26.5	(24.2,29.0)	24.5	(21.7,27.6)	-4.9	*(-8.9,-0.9)	-3.3	(-7.1,0.5)
Race/ethnicity														
White	29.8	(27.2,32.4)	29.8	(27.0,32.7)	26.2	(24.1,28.4)	25.1	(23.1,27.2)	24.0	(21.8,26.4)	-5.7	*(-8.6,-2.9)	-2.2	(-4.9,0.6)
African American	32.2	(27.0,37.9)	35.2	(29.6,41.2)	35.6	(31.2,40.2)	32.7	(28.6,37.1)	29.0	(23.9,34.7)	-3.2	(-10.6,4.1)	-6.6	(-13.4,0.2)
Hispanic	31.0	(25.1,37.6)	21.7	(16.9,27.4)	25.6	(21.9,29.8)	25.9	(21.6,30.7)	23.4	(18.8,28.7)	-7.6	(-15.5,0.3)	-2.2	(-7.7,3.3)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²These parent questions were repeated separately for each sample child.

³The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.

Table 3-77. Parent¹ attendance at parent effectiveness programs,² by age, gender, and race/ethnicity of child(ren)

Characteristics	Attendance at parent effectiveness programs													
	Year 2000 (Average for Waves 1 and 2)		Year 2001 (Average for Waves 3 and 4)		Year 2002 (Average for Waves 5 and 6)		Year 2003 (Average for Waves 7 and 8)		Year 2004 (Wave 9 only)		Change from Year 2000 to Year 2004		Change from Year 2002 to Year 2004 ³	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	Est	95% CI	Est	95% CI
Youth aged 12.5 to 18														
12.5 to 13	28.8	(25.5,32.4)	31.4	(28.3,34.8)	30.8	(28.1,33.8)	28.8	(25.9,31.8)	27.3	(24.0,30.9)	-1.5	(-6.6,3.6)	-3.5	(-8.2,1.2)
14 to 15	29.8	(25.5,34.5)	29.8	(26.2,33.7)	28.2	(25.8,30.8)	24.4	(22.5,26.4)	24.5	(21.7,27.5)	-5.3	*(-10.0,-0.7)	-3.8	(-7.8,0.3)
16 to 18	27.4	(24.1,31.0)	25.1	(21.3,29.4)	26.6	(23.5,30.0)	24.7	(22.1,27.5)	23.5	(20.4,26.9)	-3.9	(-8.7,0.9)	-3.1	(-7.0,0.8)
14 to 16	29.3	(25.8,33.1)	29.7	(26.5,33.2)	28.8	(26.6,31.0)	24.4	(22.5,26.5)	23.6	(21.3,26.2)	-5.7	*(-9.4,-2.0)	-5.1	*(-8.5,-1.8)
14 to 18	28.5	(25.7,31.6)	27.3	(24.4,30.3)	27.3	(25.0,29.7)	24.6	(22.7,26.6)	23.9	(21.6,26.4)	-4.6	*(-7.6,-1.6)	-3.4	*(-6.3,-0.4)
12.5 to 18	28.6	(26.0,31.3)	28.3	(25.8,30.9)	28.2	(26.3,30.0)	25.6	(23.8,27.4)	24.7	(22.8,26.8)	-3.9	*(-6.6,-1.2)	-3.4	*(-6.1,-0.8)
Youth aged 12.5 to 18														
Gender														
Males	29.7	(26.3,33.3)	29.2	(25.8,32.8)	28.6	(26.1,31.2)	25.0	(22.8,27.3)	25.5	(22.9,28.3)	-4.2	*(-7.9,-0.4)	-3.1	(-6.5,0.4)
Females	27.4	(24.5,30.5)	27.3	(24.6,30.2)	27.7	(25.7,29.7)	26.2	(23.9,28.7)	23.9	(21.3,26.7)	-3.5	(-7.3,0.3)	-3.8	*(-7.1,-0.5)
Race/ethnicity														
White	28.4	(25.5,31.4)	27.4	(24.3,30.8)	25.8	(23.5,28.2)	24.4	(22.0,27.0)	23.4	(20.9,26.1)	-5.0	*(-8.3,-1.6)	-2.4	(-5.7,0.9)
African American	31.6	(26.3,37.5)	39.6	(32.6,47.0)	38.8	(33.2,44.8)	34.6	(29.9,39.6)	35.8	(29.9,42.3)	4.2	(-3.3,11.7)	-3.0	(-10.8,4.8)
Hispanic	26.7	(20.8,33.7)	20.4	(15.0,27.3)	24.6	(21.0,28.7)	21.2	(17.7,25.3)	18.2	(14.3,22.9)	-8.5	(-17.7,0.6)	-6.4	*(-12.8,-0.1)

¹All parents and caregivers of youth aged 12.5 to 18 who live with their children. Based on a dyad analysis, see Section 2.3.

²These parent questions were repeated separately for each sample child.

³The 2002 to 2004 time period is used to cover the period of the Campaign from the launch of the marijuana initiative.

NOTE: All estimates presented in this report were calculated using weights that have been adjusted to reflect 2000 Census data, while weights used in prior reports were based on 1990 Census data. Also, estimates in this report are based on parents of youth aged 12.5 to 18, while estimates in prior reports were based on parents of youth aged 12 to 18. Consequently, results in this report may differ from those presented earlier.