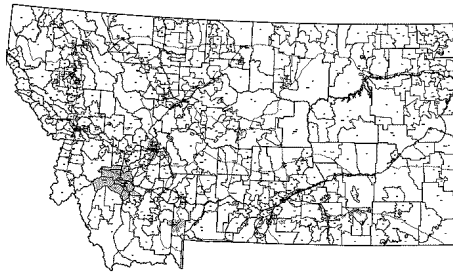


# Montana Meth: Use & Attitudes Survey 2008



**Statewide survey measuring attitudes and behaviors  
towards methamphetamine in Montana**

**April 1, 2008**

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## Executive Summary

Findings from the 2008 *Montana Meth Use & Attitudes Survey* clearly demonstrate the durability of the dramatic, positive shifts in attitudes toward meth seen since the 2005 benchmark survey and the subsequent launch of the Montana Meth Project marketing campaign.

Today, Montana teens are quite aware of the dangers of taking meth, likely to disapprove of taking the drug, and likely to have had discussions with their parents on the subject. In fact, teens in Montana today view meth as more dangerous than heroin, and few teens of any age see a benefit in taking meth — more than 80% believe there are substantial risks in taking the drug. There also continues to be widespread stigma associated with using meth — the great majority of Montana teens (84%) voice strong disapproval of meth use. Only heroin matches this level of disapproval.

Moreover, the Montana Meth Project has permeated the consciousness of Montana teens, as nearly all (88%) have heard of the Project, and large numbers recall seeing their ads often.

The messages of The Montana Meth Project's advertising have been effectively conveyed to teens in Montana. A substantial majority say the ads show that meth affects many people's lives other than the user, will make you act in a way you would not want to, will make you look different than normal, is more dangerous than they originally thought, that meth problems could happen in their town or school, and meth is dangerous to try just once.

### Perceived Benefits and Risks of Meth Usage

- Most Montana teens (83%) believe there is risk in taking meth just once or twice, and the majority believes there is great risk in doing so (63%). In fact, teens are more likely to see great risk in trying meth than trying heroin once or twice (63% versus 56%, respectively).
- Few teens agree that taking meth has any benefit. This sentiment is today at the highest level since the 2005 benchmark survey. Disagreement with a variety of statements about the benefits of meth has been steady or rising since 2005.
- Montana teens continue to be aware of the dangers posed by using meth once or twice.
- There is also a strong awareness of the severe impact posed by regular meth usage. Eight in ten or more agree that there is great risk in all 14 items asked about — everything from dying to stealing. In fact, nine in ten believe there is a

great risk that regular meth usage will have a significant negative effect on people by causing them to become hooked (93%) or turning them into someone they don't want to be (90%).

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

- There remains a strong stigma against taking meth — the great majority of Montana teens (84%) now voice strong disapproval of trying meth even once or twice.
- Moreover, 85% of teens now agree their friends would give them a hard time if they themselves tried meth. This constitutes a 6 point increase in the last year, and the third consecutive year that this social disapproval figure has risen.
- Parent-child discussions about meth are more frequent than in past surveys. A growing majority of teens (65%, up seven percentage points since 2005) say they have discussed the subject with their parents in the past year. Moreover, one in five (22%) say they have had a discussion with their parents in the past month.

### **Usage and Availability**

- Compared to three years ago, Montana teens today think meth is harder to get. The perception among teens that meth would be at least somewhat easy to get has fallen from 41% in 2005 to 30% today.
- One in eight (12%) say someone has at some time offered them or tried to get them to use meth.
- This year one in ten Montana teens report having friends who use meth; the remains steady since the 2007 measurement (10%) and down five points since 2006 (5%). Of those who have tried meth, the majority say they have done so in the past year and three in ten have done so in the past month.
- Usage appears to be neither higher nor lower than in past surveys. Three percent of teens admit to having tried meth, a number that has remained essentially stable since 2005.

### **Key Information Sources**

- For teens, the Internet is the most favored source for information about meth (73%), but many would turn to their parents (59%) or school (46%) as well.

- Increasingly, teens have come to favor television (up 10 points to 35%), magazines (up 10 points to 28%), and radio (up eight points to 17%) for information about meth.
- Anti-meth advertising is ubiquitous in Montana, having been seen or heard at least once a week by two-thirds (66%) of teens. Almost all teens (88%) report seeing or hearing an ad in the past month.
- The number of teens exposed to the ads via various media has risen considerably since the 2006 survey, particularly when it comes to billboards (up 21 points to 83%) and the Internet (up 21 points to 61%).

### **Awareness of the Montana Meth Project and Its Efforts**

- The Montana Meth Project is very well known in the state — most teens (88%) say they had heard of the organization prior to taking the survey.
- The Montana Meth Project ads are widely recognized. Substantial majorities recognize the TV ads “Mother” (70%), “Boyfriend” (61%) and the print ad “Sharing” (78%). Four in ten or more also recognize the radio ads “Kara” (53%) and “Andrew” (46%).
- Montana Meth Project’s intended ad messages are clearly recognized by Montana teens. Nearly seven in ten strongly agree that the ads show meth affects many people’s lives other than the user, will make you act in a way you would not want to, will make you look different than normal, is more dangerous than they originally thought, that meth problems could happen in their town or school, and meth is dangerous to try just once.
- The Montana Meth Project’s Paint the State anti-meth art contest is also well known; about half (49%) of teens have heard of the art contest. Of those aware of the contest, most feel it the contest has been very or somewhat effective in making people aware of the dangers of meth (86%).

## Background and Objectives

### Background

This report summarizes findings from the 2008 *Montana Meth Use & Attitudes Survey*, the fourth of its kind in as many years.

The Montana Meth Project was established in January 2005 to significantly reduce meth use in Montana. The integrated program consists of an ongoing, research-based messaging campaign, supported by community outreach, and public policy initiatives that realistically and graphically communicates the realities of methamphetamine.

The Montana Meth Project sustains a campaign of public service messaging — including advertising, public relations, and Web sites — to effect attitudinal changes regarding methamphetamine use among Montana youth.

At the core of the Montana Meth Project effort is an ongoing, research-based marketing campaign that provides hard-hitting television, radio, print, billboard, and Internet advertising. In September 2005, the Montana Meth Project initiated a large-scale prevention advertising campaign targeting young people ages 12-17, reaching an estimated 70 to 90% of teens 3 to 5 times a week with meth prevention messaging.

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

The Montana Meth Project approaches methamphetamine as a consumer products marketing problem. Meth is a consumer product. It is readily available. It is affordably priced. It is distributed through an effective, although alternative, distribution channel. It has product attributes that are perceived as attractive. Initial meth consumption decisions are made — similar to other consumer product decisions — after an evaluation (perhaps subconscious) of benefit, risk, social acceptance, price, and availability. The goal of the Montana Meth Project is to educate potential consumers of the realities of meth use.

The Montana Meth Project conducts periodic statewide surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine. This research provides the foundation for the Meth Project's messaging and communications programs.

## Research Objectives

The Montana Meth Project conducts the *Montana Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine across the state. The document reports findings from a study conducted from December 2007 to February 2008, and is the fourth such survey conducted in the state thus far.

The survey was conducted among teens ages 12 to 17 in a random sample of schools across the state of Montana.

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

## Theoretical Frameworks

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

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

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

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

## **Survey Method**

### **Sample**

A total of 2,334 12-to-17 year-old junior and senior high school students were interviewed for the study. Each respondent attends one of 49 randomly selected junior and senior high schools in the state of Montana.

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

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

The questionnaire, an eight-page printed booklet, was filled in by each student (see Appendix 5) at their school in their classrooms. All surveys were administered during class time, in the presence of the class teacher, by a representative of GfK Roper Public Affairs & Media and took approximately 20 minutes, on average, to complete. All responses to the survey are confidential – no respondent is identified in any way on any of the questionnaires.

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

All interviews were conducted from December 2007 to February 2008.

### **Weighting**

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



## Sampling Error

All samples are subject to some degree of sampling error — that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. At the 95% confidence level, the margin of error for the total sample is, on average, +/- 2 percentage points.

## Reading Notes

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

## Trend data

Surveys conducted prior to the 2007 wave used an online methodology that recruited respondents via banner ads in various online media. To aid in comparisons between the in-school and online surveys (i.e., the 2005 benchmark and 2006 follow-up), we conducted, in 2007, a “bridge” study that replicated the online method used in the prior surveys concurrently with the in-school survey.

In an effort to control for design and modal effects between the online method and current probability-based methods, data from the online survey were first weighted to match the demographics of the 2007 probability-sample based survey. The findings from the different methods were then compared in the 2007 surveys. Ratios between the probability-based and online surveys were calculated and applied to the prior surveys. The recalculated data from the 2005 benchmark survey and 2006 survey are therefore estimates of what the findings would have been if the prior surveys had been conducted using the 2007 and 2008 methods.

# 1. Perceptions of Meth

## 1.1. Perceived Availability

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

Compared to three years ago, prior to the launch of the Montana Meth project, teens today think meth is harder to get — i.e., the perception among teens that meth would be at least somewhat easy to acquire has fallen from 41% in 2005 to 30% today.

Still, teens today say acquiring meth would be easier to acquire than heroin (19%), and no harder to get than cocaine (29%). Of the four drugs included in the study, only marijuana would be easier to acquire (62%).

As observed in 2007, teens have an easier time acquiring meth, like other drugs, as they get older (e.g., 38% of 17 year-olds say they could get it at least somewhat easily compared to 19% of 12 year-olds).

About one in ten (12%) says someone has at some time offered them or tried to get them to use meth. Boys and girls in equal measure say someone has approached them on the topic. Older teens, perhaps not surprisingly, are more likely to have experienced such an encounter (e.g., 14% of 17-year-olds versus 8% of 12 year-olds).

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

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*Base: Total respondents.*

|                   | <b>Sex</b>   |             |               |
|-------------------|--------------|-------------|---------------|
|                   | <b>Total</b> | <b>Male</b> | <b>Female</b> |
| (Unweighted base) | (2,344)      | (1,138)     | (1,205)       |
|                   | a            | b           | c             |
|                   | %            | %           | %             |
| Marijuana         | 62           | 61          | 62            |
| Meth              | 30           | 30          | 31            |
| Cocaine           | 29           | 27          | 30            |
| Heroin            | 19           | 17          | 20            |

*How difficult, or easy, do you think it would be for you to get each of the following types of drugs? (Q13)*

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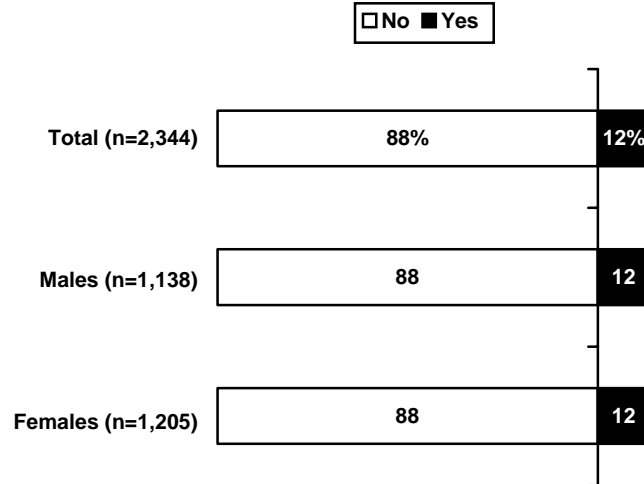
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## Whether or Not Have Been Personally Offered Meth

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*Base: Total respondents.*



*Has anyone ever offered you or tried to get you to use meth? (Q17)*

## 1.2. Perceived Risks and Benefits of Meth Use

### *Perceived benefits of taking meth*

Few Montana teens agree that taking meth has any benefit, and this sentiment today reflects the sustained, positive shift in attitudes observed since the 2005 benchmark study, conducted just prior to the launch of the Montana Meth Project.

Indeed, at least eight in ten *disagree* that the drug makes you intelligent, helps you study, makes you more popular, or helps you escape your problems. Disagreement with these statements has been stable since the 2007 survey.

Yet, on virtually all items, it is the youngest teens who disagree the drug provides such benefits (e.g., 74% of 12 year-olds versus 62% of 17 year-olds disagree the drug helps you deal with boredom).

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

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*Base: Total respondents.*

|                                       | <b>Sex</b>   |             |                 |
|---------------------------------------|--------------|-------------|-----------------|
|                                       | <b>Total</b> | <b>Male</b> | <b>Female</b>   |
| (Unweighted base)                     | (2,344)      | (1,138)     | (1,205)         |
|                                       | a            | b           | c               |
|                                       | %            | %           | %               |
| Makes you intelligent                 | 90           | 88          | 92 <sup>b</sup> |
| Helps you study                       | 88           | 86          | 91 <sup>b</sup> |
| Makes you more popular                | 84           | 82          | 87 <sup>b</sup> |
| Helps you escape your problems        | 81           | 79          | 83 <sup>b</sup> |
| Makes you feel attractive             | 79           | 77          | 82 <sup>b</sup> |
| Helps you deal with boredom           | 67           | 65          | 69 <sup>b</sup> |
| Gives you energy                      | 66           | 65          | 67              |
| Makes you feel euphoric or very happy | 61           | 59          | 63              |
| Helps you lose weight                 | 53           | 52          | 54              |

*Whether or not you or someone you know uses meth, we would like your ideas. Please indicate how much you agree or disagree with the following statements about meth... (Q9)*

*Perceived general risks of taking various illicit drugs*

Solid majorities of Montana teens believe there is great risk in taking meth regularly (86%) or even just once or twice (63%). Neither heroin, cocaine, nor marijuana is thought to be as risky by as many teens.

However, 16% say there is only a slight or no risk to trying meth once or twice and 9% agree there is slight or no risk in taking the drug *regularly*. It should be noted that the proportions are substantially lower than those observed in the National Meth Project survey of 12-to-17 year-olds conducted in Spring 2007 (33% and 15%, respectively), as well as in other, more recent studies conducted in Idaho, Illinois, and California.

Findings are fairly consistent across age and sex.

## Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

| (Unweighted base)    | Sex          |                 |                 |
|----------------------|--------------|-----------------|-----------------|
|                      | <u>Total</u> | <u>Male</u>     | <u>Female</u>   |
|                      | a            | b               | c               |
|                      | %            | %               | %               |
| <b>Meth</b>          |              |                 |                 |
| <u>Once or twice</u> |              |                 |                 |
| Great risk           | 63           | 63              | 64              |
| Great/moderate risk  | 83           | 82              | 84              |
| Only slight/no risk  | 16           | 17              | 15              |
| <u>Regularly</u>     |              |                 |                 |
| Great risk           | 86           | 84              | 88 <sup>b</sup> |
| Great/moderate risk  | 89           | 87              | 91 <sup>b</sup> |
| Only slight/no risk  | 9            | 11 <sup>c</sup> | 8               |
| <b>Heroin</b>        |              |                 |                 |
| <u>Once or twice</u> |              |                 |                 |
| Great risk           | 56           | 56              | 57              |
| Great/moderate risk  | 82           | 81              | 82              |
| Only slight/no risk  | 16           | 17              | 16              |
| <u>Regularly</u>     |              |                 |                 |
| Great risk           | 81           | 79              | 82              |
| Great/moderate risk  | 87           | 86              | 89              |
| Only slight/no risk  | 10           | 11              | 9               |
| <b>Cocaine</b>       |              |                 |                 |
| <u>Once or twice</u> |              |                 |                 |
| Great risk           | 54           | 53              | 55              |
| Great/moderate risk  | 79           | 77              | 81 <sup>b</sup> |
| Only slight/no risk  | 19           | 21 <sup>c</sup> | 17              |
| <u>Regularly</u>     |              |                 |                 |
| Great risk           | 79           | 76              | 81 <sup>b</sup> |
| Great/moderate risk  | 88           | 86              | 89 <sup>b</sup> |
| Only slight/no risk  | 11           | 12 <sup>c</sup> | 9               |
| <b>Marijuana</b>     |              |                 |                 |
| <u>Once or twice</u> |              |                 |                 |
| Great risk           | 37           | 36              | 38              |
| Great/moderate risk  | 58           | 55              | 61 <sup>b</sup> |
| Only slight/no risk  | 41           | 43              | 38              |
| <u>Regularly</u>     |              |                 |                 |
| Great risk           | 55           | 52              | 57 <sup>b</sup> |
| Great/moderate risk  | 72           | 69              | 76 <sup>b</sup> |
| Only slight/no risk  | 26           | 29 <sup>c</sup> | 22              |

Please indicate how much risk, if any, you think there is involved in each of the following activities. (Q10)

*Perceived specific risks of taking meth*

Montana teens — especially girls — are well educated about the specific risks posed by taking meth regularly. In fact, nine in ten say there is great risk that regular meth users will be hooked, lose control of themselves, turn into someone they don't want to be, be a negative influence on a younger sibling, make their problems worse, and/or suffer brain damage.

An understanding of these risks appears to grow with age, with older teens being particularly aware of the risks of insomnia, brain damage, paranoia, tooth decay, and becoming a bad influence to siblings.

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**Perceived Risks of Taking Meth Regularly**  
- % say great risk -

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*Base: Total respondents.*

|  | <b>Sex</b>   |             |                 |
|--|--------------|-------------|-----------------|
|  | <b>Total</b> | <b>Male</b> | <b>Female</b>   |
| (Unweighted base)                                      | (2,344)      | (1,138)     | (1,205)         |
|  | a            | b           | c               |
|  | %            | %           | %               |
| Getting hooked on meth                                 | 93           | 92          | 95 <sup>b</sup> |
| Turning into someone they don't want to be             | 90           | 89          | 91              |
| Suffering brain damage                                 | 89           | 88          | 90              |
| Losing control of themselves                           | 89           | 87          | 92 <sup>b</sup> |
| Being a negative influence on a younger brother/sister | 89           | 87          | 91 <sup>b</sup> |
| Making their problems worse                            | 89           | 87          | 91 <sup>b</sup> |
| Suffering tooth decay                                  | 86           | 83          | 88 <sup>b</sup> |
| Dying  | 85           | 85          | 86              |
| Becoming violent                                       | 85           | 84          | 86              |
| Stealing   | 84           | 83          | 86              |
| Having sex with someone they don't want to             | 84           | 80          | 88 <sup>b</sup> |
| Stop taking care of their hygiene                      | 83           | 81          | 85              |
| Getting insomnia or not being able to sleep            | 82           | 81          | 83              |
| Becoming paranoid                                      | 82           | 80          | 84 <sup>b</sup> |

*Please indicate how much risk you think there is that each of the following would happen to someone who uses meth regularly. (Q11b)*

### 1.3. Social Approval of Meth Use

There remains a strong stigma against taking meth — most Montana teens (84%) voice strong disapproval of trying meth even once or twice. Only heroin matches this level of approbation. Disapproval of meth usage has remained stable across sex and age since the benchmark.

Moreover, there is clearly a *growing* perception among Montana teens of peer disapproval of meth use. In the current survey, 85% say their friends would give them a hard time if they themselves should ever use it. Last year, this sentiment was shared by fewer teens (79%), and the year prior to that (2006) it was voiced by only 72% of teens. On this critical goal — instilling in Montana teens the feeling that they personally would feel negative peer pressure should they use meth — the Meth Project seems to be making significant strides.

Among teens, the stigma grows as they get older. For example, 17 year-olds are somewhat more likely than 12 year-olds to say their friends would give them a hard time for taking meth (88% versus 81%, respectively).

Two in three teens (65%) also say they have told their friends not to use meth. Girls are particularly likely to do this (69% versus 61% of boys).



**Social Approval of Using Various Illicit Drugs**  
**- % say strongly disapprove -**

*Base: Total respondents.*

| (Unweighted base) | <b>Sex</b>   |             |                 |
|-------------------|--------------|-------------|-----------------|
|                   | <b>Total</b> | <b>Male</b> | <b>Female</b>   |
|                   | (2,344)      | (1,138)     | (1,205)         |
|                   | a            | b           | c               |
|                   | %            | %           | %               |
| <b>Meth</b>       |              |             |                 |
| Once or twice     | 84           | 83          | 86              |
| Regularly         | 91           | 89          | 93 <sup>b</sup> |
| <b>Heroin</b>     |              |             |                 |
| Once or twice     | 82           | 80          | 84 <sup>b</sup> |
| Regularly         | 89           | 87          | 91 <sup>b</sup> |
| <b>Cocaine</b>    |              |             |                 |
| Once or twice     | 78           | 75          | 81 <sup>b</sup> |
| Regularly         | 85           | 82          | 89 <sup>b</sup> |
| <b>Marijuana</b>  |              |             |                 |
| Once or twice     | 55           | 53          | 57 <sup>b</sup> |
| Regularly         | 64           | 61          | 68 <sup>b</sup> |

*How much do you approve or disapprove of the following activities? (Q12)*

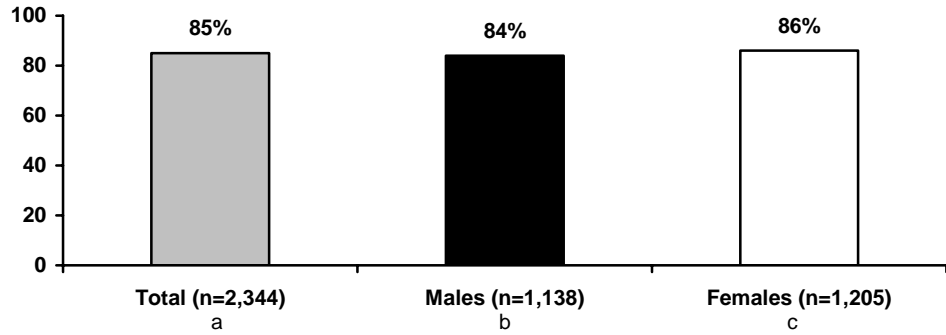
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**My Friends Would Give Me a Hard Time for Using Meth**  
- % who agree with statement -

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Base: Total respondents.



Would your friends give you a hard time for using meth? (Q16)

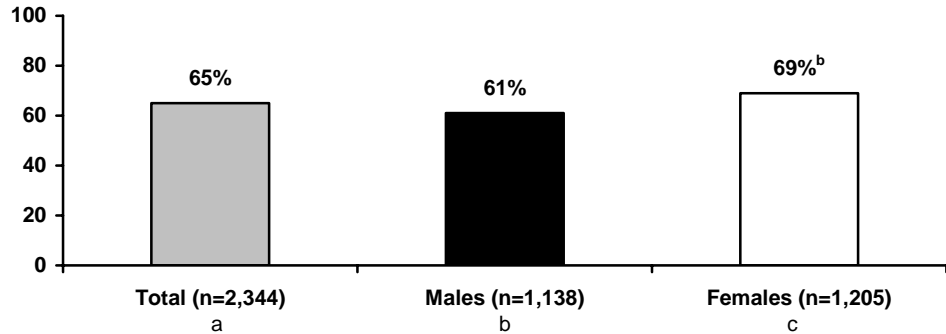
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**I Have Told My Friends Not to Use Meth**  
- % who agree with statement -

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Base: Total respondents.



Have you told your friends not to use meth? (Q18)

## 2. Meth Use

### 2.1. Peer and Family Use

This year, one in ten teens says he or she has close friends who use meth (10%, down 5 points since 2006) and/or have friends who been in treatment for meth usage (8%). Those most likely to have friends who use meth are girls (12%), 17 year-olds (14%), and those whose parents are not married (12%).

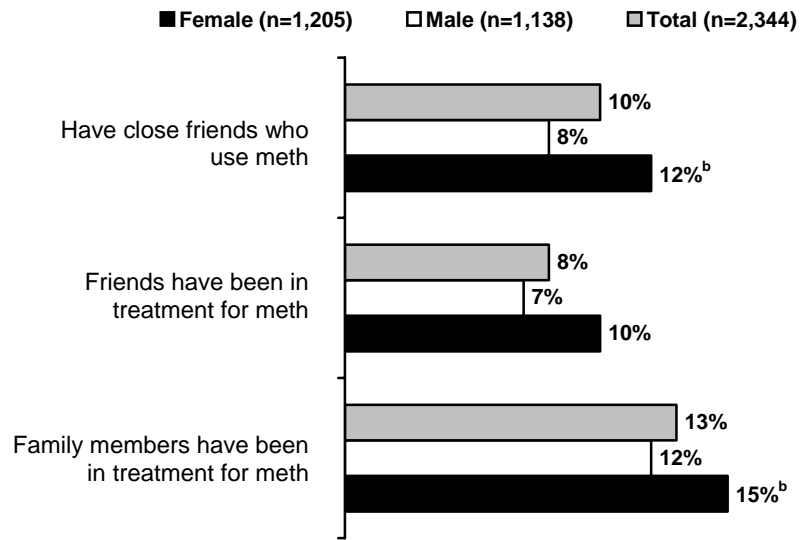
More than one in ten teens (13%) has a family member who has been in treatment for meth; this has remained stable since 2007. Girls (15%) and those whose parents are not married (19%) are particularly likely to report this.

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### Use/Treatment Among Friends and Family

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Base: Total respondents.



*Do you have any close friends who use meth? (Q14)*

*Have any of your friends been in treatment for using meth? (Q15)*

*Have any members of your family been in treatment for using meth? (Q21)*

## 2.2. Personal Use of Meth

In the 2008, 3% of Montana teens admit to having tried meth, a number that has remained essentially stable since 2005.

Montana teens, on average, first try meth when they are 13 years old, and the majority (68%) say they first used it when they were age 15 or younger.

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### Meth Use Among Teens/Young Adults

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*Base: Total respondents.*

|  | <u>Sex</u>      |                 |                 |
|--|-----------------|-----------------|-----------------|
|  | <u>Total</u>    | <u>Male</u>     | <u>Female</u>   |
| (Unweighted base)                                      | (2,344)         | (1,138)         | (1,205)         |
|  | a               | b               | c               |
|  | %               | %               | %               |
| <b><u>Have ever tried meth</u></b>                     | <b><u>3</u></b> | <b><u>3</u></b> | <b><u>2</u></b> |
| Have used meth in past year                            | 1               | 2               | 1               |
| Have used meth in past month                           | 1               | 1               | 1               |
| Mean age when first tried meth (Base: have tried meth) | 13              | 13              | 13              |

*In your lifetime, have you ever tried meth? (Q23a)*  
*How old were you when you first tried meth? (Q23b)*  
*In the past year, have you used meth? (Q24a)*  
*In the past month, have you used meth? (Q24b)*

### 3. Information Sources and Advertising Awareness

#### 3.1. Parental Discussions

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

The number of teens who say they have discussed the subject of meth with their parents in the past year remains up since the start of the program (65%, up 7 percentage points since 2005 and stable since 2007). Moreover, the number of teens who say they have *never* discussed the subject of meth with their parents in the past year remains down since the 2005 benchmark survey (35%, down 7 points).

Younger teens are more likely to report having had such conversations than older teens (e.g., 79% of 12 year-olds versus 49% of 17 year-olds), as was observed in the 2007 findings as well.

#### Frequency of Parent/Child Discussions About Meth

*Base: Total respondents.*

|  | <b>Sex</b>   |             |               |
|--|--------------|-------------|---------------|
|  | <b>Total</b> | <b>Male</b> | <b>Female</b> |
| (Unweighted base)  | (2,344)      | (1,138)     | (1,205)       |
|  | a            | b           | c             |
|  | %            | %           | %             |
| <b>In past year, my parents talked to me about meth...</b> |              |             |               |
| At least once  | 65           | 65          | 65            |
| Once   | 18           | 17          | 19            |
| More than once   | 47           | 48          | 47            |
| Never  | 35           | 35          | 35            |
| <b>Last talked to my parents about meth...</b>             |              |             |               |
| Within past month  | 22           | 22          | 21            |
| 1-6 months ago   | 23           | 23          | 22            |
| 6-12 months ago  | 15           | 14          | 16            |
| More than a year ago                                       | 12           | 13          | 11            |
| Never  | 28           | 28          | 29            |

*In the past year, how often have your parents talked to you about meth? (Q19)*  
*When was the last time your parents talked to you about meth? (Q20)*

### 3.2. Key Information Sources

#### *Sources of information about meth*

As in 2007, Montana teens are most likely to turn to the Internet to learn about meth (73%), but many would also turn to their parents as well (59%). School remains a favored resource for half of teens (46%). These numbers remain essentially stable since 2007.

Though media sources have declined in favorability since the 2007 study, teens remain more likely to turn to these sources than they were prior to the launch of the Meth Project — television (35%, up 10 percentage points since 2005), magazines (28%, up 10 points), and radio (17%, up 8 points).

Some favored information sources change substantially as teens get older. For example, 12 year-olds are somewhat more likely to go to their parents (69%) than to the Internet (59%). By the time they reach age 17, however, they are far more likely to consult the Internet (79%) than with their parents (45%). Seventeen year-olds are also more likely than 12 year-olds to say they would turn to friends (38% versus 29%, respectively).

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#### Sources of Information About Meth

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*Base: Total respondents.*

|                         | <u>Total</u> | <u>Sex</u>      |                 |
|-------------------------|--------------|-----------------|-----------------|
|                         |              | <u>Male</u>     | <u>Female</u>   |
| (Unweighted base)       | (2,344)      | (1,138)         | (1,205)         |
|                         | a            | b               | c               |
|                         | %            | %               | %               |
| The Internet, web sites | 73           | 71              | 74              |
| Parents                 | 59           | 58              | 59              |
| School                  | 46           | 46              | 47              |
| Friends                 | 38           | 35              | 42 <sup>b</sup> |
| Television              | 35           | 35              | 35              |
| Magazines               | 28           | 27              | 30              |
| Radio                   | 17           | 16              | 18              |
| Other                   | 34           | 36 <sup>c</sup> | 31              |
| Don't know              | 10           | 10              | 9               |

*Which of the following sources, if any, would you go to in order to find information about meth? (Q22).*

The Internet is also seen by teens as one of the most *valuable* meth information resources (50% give it a top two rating on a five point scale). Tying with the Internet is outside billboards (50%). About half (48% — particularly boys, 51% versus 45% of girls) also rate “athletes I respect” relatively highly.

Most sources have garnered fairly stable value ratings since the benchmark, with the exception of two that have increased in perceived value — billboards (50%, up 17 points) and posters on buses, bus stops and/or subways (40%, up 17 points) — and two that have decreased — TV commercials (38%, down 6 points) and TV shows/news/movies (36%, down 9 points). The decline in perceived value of TV-based messaging may be due to some habituation to the Meth TV advertising program, as well as the fact that its messages have been absorbed and transmitted by other information sources, such as the schools, parents, friends, etc. Moreover, in 2008, fewer teens say they have seen Meth advertising (of any kind) at least weekly than they did in 2007.

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

*Base: Total respondents.*

|  | <b>Sex</b>   |                 |               |
|--|--------------|-----------------|---------------|
|  | <b>Total</b> | <b>Male</b>     | <b>Female</b> |
| (Unweighted base)                      | (2,344)      | (1,138)         | (1,205)       |
|  | a            | b               | c             |
|  | %            | %               | %             |
| Internet sites                         | 50           | 49              | 51            |
| Billboards outside                     | 50           | 48              | 52            |
| Athletes I respect                     | 48           | 51 <sup>c</sup> | 45            |
| Posters on buses, bus stops or subways | 40           | 39              | 40            |
| Print ads in newspapers or magazines   | 39           | 39              | 38            |
| TV commercials                         | 38           | 38              | 38            |
| TV shows, news or movies               | 36           | 36              | 37            |
| Movie actors I respect                 | 30           | 31              | 29            |
| Radio                                  | 30           | 28              | 32            |
| Musicians I listen to                  | 23           | 24              | 22            |

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



*General awareness of meth public service advertising*

Anti-meth advertising remains quite well recognized in Montana and is seen or heard at least once a week by 66% of teens. Virtually all have seen or heard such an ad in the past month. The ads seem to be reaching teens fairly equally across age and sex.

These ads are most commonly seen or heard on television (84%), on outside billboards (83%), in school (74%), on the radio (66% especially by girls — 71% versus 61% of boys), on the Internet (61%), and in newspapers and magazines (59%). Generally speaking, older teens are more likely to cite these sources than younger teens.

It is interesting to note that recall of meth advertising — while still quite high and still significantly up since the 2005 benchmark — has declined somewhat since the 2007 survey in terms of frequency (those who have seen or heard an ad at least once a week is down eight percentage points) and source — television (down six points), print ads (down six points), and billboards (down five points).

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

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*Base: Total respondents.*

|                               | <b>Sex</b>   |                |                 |
|-------------------------------|--------------|----------------|-----------------|
|                               | <b>Total</b> | <b>Male</b>    | <b>Female</b>   |
| (Unweighted base)             | (2,344)      | (1,138)        | (1,205)         |
|                               | a            | b              | c               |
|                               | %            | %              | %               |
| Not at all                    | 4            | 5 <sup>c</sup> | 3               |
| Less than once a month        | 8            | 9              | 7               |
| 1-3 times a month             | 22           | 22             | 22              |
| 1-3 times a week              | 29           | 30             | 28              |
| Every day or almost every day | 26           | 23             | 29 <sup>b</sup> |
| More than once a day          | 11           | 11             | 12              |
| Don't know                    | 1            | 1 <sup>c</sup> | *               |

*How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q27)*

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## Where See/Hear Meth Public Service Advertising

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*Base: Total respondents.*

|   | Sex          |             |                 |
|---|--------------|-------------|-----------------|
|   | <u>Total</u> | <u>Male</u> | <u>Female</u>   |
| (Unweighted base)                       | (2,344)      | (1,138)     | (1,205)         |
|   | a            | b           | c               |
|   | %            | %           | %               |
| TV commercials                          | 84           | 83          | 85              |
| Billboards outside                      | 83           | 81          | 86 <sup>b</sup> |
| School                                  | 74           | 73          | 75              |
| Radio                                   | 66           | 61          | 71 <sup>b</sup> |
| Internet, web sites                     | 61           | 60          | 62              |
| Print ads in newspapers or magazines    | 59           | 59          | 59              |
| Posters on buses, bus stops, or subways | 32           | 33          | 30              |
| Movie theaters                          | 26           | 28          | 25              |
| Video rentals viewed at home            | 16           | 17          | 16              |

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

## 4. Montana Meth Project Awareness and Perceptions

### 4.1. Awareness of Television Advertising

#### *Advertisement 1: Boyfriend*

This ad, as described below in the survey instrument, is recognized by 61% of teens (27% say they have seen it often).



A young, strung-out teenager is sitting on a bed looking ashamed, with a shady-looking older man buttoning his pants. A female voice says, "I love my boyfriend. We've been together since like 8th grade. He's my best friend. He takes care of me." As the man smirks and leaves the room, he hands a bag of meth to a strung-out teenage boy on his way out of the motel room. The boy then takes the meth into the motel room and offers some to the crying girl.

#### *Advertisement 2: Mother*

"Mother" is recognized by 70% of teens (34% say they have seen it often).



A strung-out looking young man rifles through a purse on the kitchen counter, looking over his shoulder. An older-looking woman – obviously his mother – enters and sees her son stealing from her. A male voice says, "I'm really close with my mom, I always have been. She's just always been there for me. I don't know... She's my mom." As the mother tries to stop her son, he hits her and knocks her to the ground. As he tries to leave, the mother grabs his leg, pleading with him, but the young man kicks her away and goes out the door.

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### Frequency Saw Montana Meth Project TV Ads

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Base: Total respondents.

|                           | <b>Sex</b>   |                 |                 |
|---------------------------|--------------|-----------------|-----------------|
|                           | <b>Total</b> | <b>Male</b>     | <b>Female</b>   |
| (Unweighted base)         | (2,344)      | (1,138)         | (1,205)         |
|                           | a            | b               | c               |
|                           | %            | %               | %               |
| <b>TV ad 1: Boyfriend</b> |              |                 |                 |
| <u>Have seen</u>          | <u>61</u>    | <u>61</u>       | <u>61</u>       |
| Often                     | 27           | 25              | 30 <sup>b</sup> |
| A few times               | 34           | 36 <sup>c</sup> | 31              |
| Have not seen             | 38           | 38              | 38              |
| <b>TV ad 2: Mother</b>    |              |                 |                 |
| <u>Have seen</u>          | <u>70</u>    | <u>71</u>       | <u>68</u>       |
| Often                     | 34           | 34              | 34              |
| A few times               | 36           | 37              | 35              |
| Have not seen             | 29           | 28              | 31              |

Have you seen or heard the above ad... (Q29a, b)

## 4.2. Awareness of Print Advertising

### *Sharing*

“Sharing,” as shown below in the survey instrument, is recognized by 78% of teens (43% say they have seen it often), making it the most recognized of all tested ads in 2008.

Nearly half of girls say they have seen it often (48% versus 38% of boys).




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### Frequency Saw “Sharing” Print Ad

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*Base: Total respondents.*

|                   | <u>Total</u> | <u>Sex</u>      |                       |
|-------------------|--------------|-----------------|-----------------------|
|                   |              | <u>Male</u>     | <u>Female</u>         |
| (Unweighted base) | (2,344)      | (1,138)         | (1,205)               |
|                   | a            | b               | c                     |
|                   | %            | %               | %                     |
| <u>Have seen</u>  | <u>78</u>    | <u>75</u>       | <u>80<sup>b</sup></u> |
| Often             | 43           | 38              | 48 <sup>b</sup>       |
| A few times       | 35           | 38 <sup>c</sup> | 32                    |
| Have not seen     | 22           | 25 <sup>c</sup> | 19                    |

*Have you seen the above ad...? (Q29c)*

### 4.3. Awareness of Radio Advertising

#### *Advertisement 1: Andrew*

This radio ad (text below) is recognized by 46% of Montana teens (15% say they have heard it often). Girls are more likely to recall it than boys (49% versus 43%). Older teens are more likely to have heard this ad (e.g., 49% of 17 year-olds versus 37% of 12 year-olds).

"Yeah, after I got out of jail everything was catching up with me, and I just kept using Meth...I ended up hanging myself... My name is Andrew. I'm 19 years old. I'm from Polson, Montana...My dad found me, and I guess he cut the rope. I just remember waking up seeing him and my mom crying...I just remember waking up and just being pissed off that I was still alive, because I knew that I would have to go back to using again."

#### *Advertisement 2: Kara*

"Kara" is recognized by 53% of teens (19% say they have heard it often). Girls are more likely to recall it than boys (57% versus 50%).

"I remember one time I was sitting at my friend's house and we had been smoking for about four days straight and I stood up and I blacked out...My name is Kara, I'm 14-years-old, I'm from Missoula, Montana and I started doing Meth when I was 11. My really good friend was like checked my heart and he was like freaking out...and he's like, "I thought you were going to die, 'cause your heart stopped twice." And they never took me to the hospital...And I think, what if I did die...I wouldn't get this second chance. I wouldn't get to turn things around... And I regret it a lot."

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## Frequency Heard Montana Meth Project Radio Ads

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*Base: Total respondents.*

|                           | <b>Sex</b>   |                 |                       |
|---------------------------|--------------|-----------------|-----------------------|
|                           | <b>Total</b> | <b>Male</b>     | <b>Female</b>         |
|                           | a            | b               | c                     |
| (Unweighted base)         | (2,344)      | (1,138)         | (1,205)               |
|                           | %            | %               | %                     |
| <b>Radio ad 1: Andrew</b> |              |                 |                       |
| <u>Have heard</u>         | <u>46</u>    | <u>43</u>       | <u>49<sup>b</sup></u> |
| Often                     | 15           | 12              | 17 <sup>b</sup>       |
| A few times               | 31           | 31              | 32                    |
| Have not seen             | 54           | 56 <sup>c</sup> | 51                    |
| <b>Radio ad 2: Kara</b>   |              |                 |                       |
| <u>Have heard</u>         | <u>53</u>    | <u>50</u>       | <u>57<sup>b</sup></u> |
| Often                     | 19           | 16              | 23 <sup>b</sup>       |
| A few times               | 34           | 34              | 34                    |
| Have not seen             | 46           | 50 <sup>c</sup> | 42                    |

*Have you seen or heard the above ad... (Q30a, b)*

#### 4.4. Impressions and Effectiveness of Montana Meth Project Advertisements

##### *Most effective ad*

Of the five tested TV, radio, and print ads sponsored by the Montana Meth Project, which ones would teens most like their siblings and best friends to see or hear, to warn them of the dangers of the drug?

Though there is no clear consensus, “Mother” (TV) is cited most often (29%), followed by “Andrew” (radio; 24%), “Boyfriend” (TV; 24%), and “Kara” (radio; 20%). “Sharing” (print), received the fewest votes (10%).

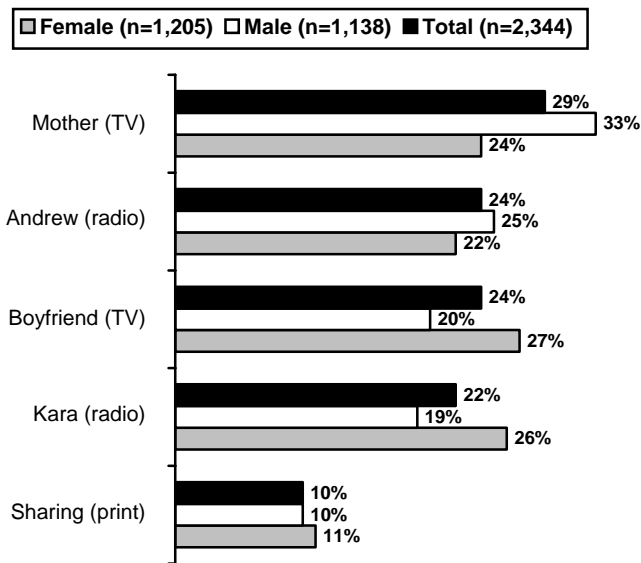
The ads do seem to strike different chords in boys and girls — girls, unlike boys, prefer “Mother” (33%) over the other ads by at least an 8-point margin. Boys, however, prefer “Boyfriend” (27% versus 20% of girls) and Kara (26% versus 19%, respectively). There are few differences in preferences across age, however.

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#### Ad Would Most Want Sibling or Friend to See/Hear

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*Base: Total respondents.*



*If your brother, sister or best friend were thinking about trying meth, and they could only watch or listen to one ad, which one of the 6 ads that were just described in questions 29a-c and 30a-c would you want them to see or hear? (Q31a)*



*Messages conveyed by the Montana Meth Project ads*

Montana Meth Project's intended messages come through clearly among Montana teens. At least seven in ten strongly agree the ads show that meth is dangerous to try just once, will make you look different than normal, will make you act in a way you would not want to, is more dangerous than they originally thought, affects many people's lives besides the user, and that meth problems could happen in their town or school.

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**Messages Conveyed by the Montana Meth Project Advertisements  
- who strongly agree with statement -**

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*Base: Total respondents.*

|   | <b>Total</b> | <b>Sex</b>  |               |
|---|--------------|-------------|---------------|
|   |              | <b>Male</b> | <b>Female</b> |
| (Unweighted base)   | (2,344)      | (1,138)     | (1,205)       |
|   | a            | b           | c             |
|   | %            | %           | %             |
| The ads show that meth affects many people's lives other than the user      | 81           | 80          | 82            |
| The ads show that meth will make you act in a way you would not want to act | 80           | 78          | 81            |
| The ads show that meth will make you look different than you usually do     | 72           | 72          | 72            |
| The ads show that meth is more dangerous to try than you originally thought | 72           | 70          | 73            |
| The ads show that meth is dangerous to try just one time                    | 68           | 69          | 67            |
| The ads show that problems with meth could happen in your town or school    | 68           | 66          | 70            |

*Please indicate how strongly you agree or disagree that the anti-meth ads or commercials described in questions... (Q32)*

*Effectiveness of the Montana Meth Project ads*

Based on teens' assessments of the Meth Project's ads, it seems clear that changing attitudes about meth in Montana are driven at least in part by Meth Projects ads.

Over half of teens strongly agree that the ads make them less likely to use to try or use meth (69%), helped them understand that you can't try meth even once (60%), and made them more aware of the risks of using meth (55%). Younger teens — who have had less chance, due to age, to have learned about meth — are particularly likely to cite such learnings.

Relatively few (28%) strongly agree the ads exaggerate the dangers of meth. The ads are less inclined to impart new knowledge of the drug, or to inspire viewers to talk to others about meth's dangers.

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**Effectiveness of the Montana Meth Project Advertisements**  
**- % who somewhat or strongly agree with statement -**

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*Base: Total respondents.*

|   | <b>Sex</b>   |                 |                 |
|---|--------------|-----------------|-----------------|
|   | <b>Total</b> | <b>Male</b>     | <b>Female</b>   |
| (Unweighted base)   | (2,344)      | (1,138)         | (1,205)         |
|   | a            | b               | c               |
|   | %            | %               | %               |
| Made me less likely to try or use meth                                | 69           | 66              | 73 <sup>b</sup> |
| Helped me understand that you can't try meth even once                | 60           | 58              | 62 <sup>b</sup> |
| Made me more aware of the risks of using meth                         | 55           | 52              | 58 <sup>b</sup> |
| Gave me new information or told you things you didn't know about meth | 33           | 36 <sup>c</sup> | 31              |
| Exaggerated the risks of using meth                                   | 28           | 29              | 28              |
| Made me want to talk to someone else about the risks of meth          | 26           | 27              | 24              |

*Please indicate how strongly you agree or disagree with the following statements about that the anti-meth ads or commercials described in questions... (Q33)*

#### 4.5. Awareness of the Montana Meth Project

The Montana Meth Project is very well known in the state — most teens (88%, up 3 points since 2007) say they had heard of the organization prior to taking the survey.

Awareness is high across age and sex, as in 2007.

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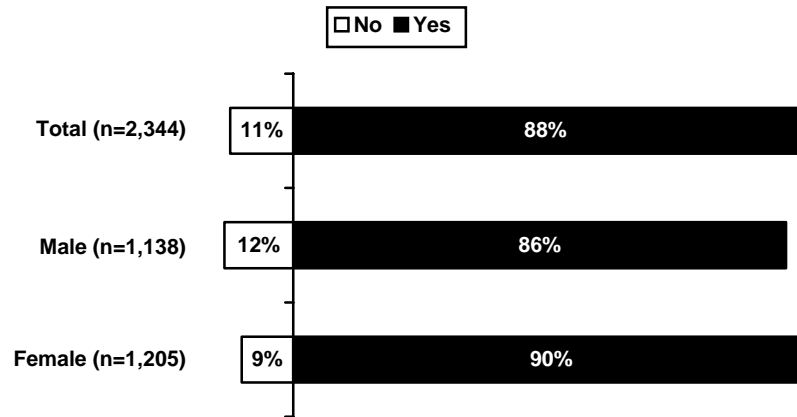
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#### Awareness of Montana Meth Project Prior to Taking Survey

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*Base: Total respondents.*



*Before this survey, had you ever heard of the Montana Meth Project? (Q36)*

## **Appendix 1: Focus on Subgroups**

### **At-Risk Teens**

In order to better understand the demography and attitudes of teens who are in social situations that make them more at-risk than their peers, we profiled teens who have never tried meth but who answered yes to one or more of the following:

- Have a close friend who uses meth
- Have a friend who has been in treatment for meth
- Have a family member who has been in treatment for meth

This sub-group comprises 20% of all teens, more than six times as many as those who say they have tried meth at some point.

### **Demography**

- At-risk teens are more likely to be female (59%), between the ages of 15 and 17 (64%), Native American (19%), and living in a home without both natural parents (56%).
- Over half (59%) say a family member has been treated for meth, and over one-third say a friend uses it (41%) and/or has been treated for it (36%).

### **Availability**

- At-risk teens are twice as likely as their peers to say meth would be easy for them to acquire (45% versus 25%).
- One in four at-risk teens (27%) say someone has at some time offered them meth — compared to only 6% of those not at risk.

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

- At-risk teens are consistently more likely than other teens to agree there are benefits to taking meth. For example: helps you lose weight (40 vs. 23%), gives you energy (26% versus 13%), makes you feel euphoric or very happy (22% versus 16%, respectively), helps you deal with boredom (20% versus 12%), and helps you escape your problems (12% versus 5%).
- They are less likely than teens who are not at risk to believe there is great or moderate risk in trying meth just once or twice (75% versus 86%, respectively).

## Use

- Though they have never tried meth, about one in twenty at-risk teens (5%) say they are very or somewhat likely to try it in the future – nearly twice the average among teens in general (3%).

## Social Approval and Parental Discussions

- At-risk teens are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (80% versus 88%, respectively) or regularly (89% versus 93%).
- At-risk teens are far less likely than their peers to say they have told their friends *not* to use the drug (76% and 62%, respectively).
- Moreover, at-risk teens are more likely than others to say they have talked with their parents about meth four or more times in that past year — 24% versus 18%, respectively.

## Key Information Sources

- Generally speaking, at-risk teens are as likely as other teens to turn to and value various information sources regarding meth, indicating advertising is as likely to reach them as teens less in danger of trying the drug. However, at-risk teens are more likely than their counterparts to turn to friends for information about meth (45% versus 36%, respectively).

## Focus on Teens Who Have Tried Meth

In order to better understand the demography and attitudes of teens who have tried meth, we profile below teens who have tried meth. This sub-group comprises 3% of all teens.

### Demography

- Three in ten teens (29%) who have tried meth are Native Americans compared to one in ten (10%) of teens who have not tried meth.
- Teens who have tried meth are more likely to have parents that are not married (65% versus 42% teens who have never tried meth).
- Over four in ten (44%) say a family member has been treated for meth, six in ten say a friend uses it (62%), and one in three have a friend who has been treated for it (30%).

### Availability

- Teens who have tried meth are nearly three times as likely as their peers to say meth would be easy for them to acquire (67% versus 29%).

### Perceived Benefits and Risks of Meth Use

- Teens who have tried meth are far more likely than other teens to strongly agree there are benefits to taking meth. For example: makes you feel euphoric or very happy (43% versus 5%, respectively), helps you deal with boredom (39% versus 3%), and helps you escape your problems (17% versus 2%).
- They are less likely than teens who have not tried meth to believe there is great or moderate risk in trying meth just once or twice (63% versus 84%, respectively) or regularly (74% versus 90%).
- Furthermore, they are less likely than those who have not tried meth to believe there is great or moderate risk in 13 out of the 14 risks associated with trying meth once or twice. For example: making their problems worse (62% versus 89%), losing control of themselves (62% versus 88%) and becoming violent (63% versus 84%).

## Use

- Though all have tried meth, half (51%) have used meth in the past year and three in ten (30%) have used meth in the past month.
- Nearly half (43%) report that they are very or somewhat likely to use meth in the future — compared to 2% of those who have not tried meth.
- One-third (32%) of those who have tried meth did so for the first time before they turned 13 years old, and two thirds (68%) tried meth for the first time before the age of 16.

## Social Approval and Parental Discussions

- Teens who have tried meth are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (27% versus 86%, respectively) or regularly (48% versus 92%).
- And yet, teens who have tried meth are just as likely as their peers to say they have told their friends *not* to use the drug (60% and 65%, respectively).

## Key Information Sources

- The Internet (68%) and friends (47%) are the top sources for information about meth among teens who have tried meth.
- Overall, teens who have tried meth are more likely than teens who have not tried meth to value the advice or opinions of musicians that they listen to (38% versus 23%, respectively).

## Focus on Those Who See Slight or No Risk in Trying Meth Once

In order to better understand the demography and attitudes of teens who believe trying meth once or twice is risky or not, we compare teens who feel trying meth once or twice has slight or no risk to those who feel it has great or moderate risk.

### Demography

- Teens who feel there is slight or no risk in trying meth once or twice have similar demographic characteristics to those who feel there is moderate or great risk. However, teens who see slight or no risk in trying meth once or twice are more likely to be Native American (20% versus 9%, respectively).
- One in five teens (19%) who perceive little or no risk in trying meth once or twice say a family member has been treated for meth, compared to 12% of those who recognize this risk.
- Teens who perceive trying meth once or twice as slightly or not risky are twice as likely as those who feel it has moderate or great risk to have friends who have been in treatment for using meth (14% vs. 7%).

### Availability

- One in seven teens who perceive little or no risk in trying meth once or twice (19%) say they have close friends who use meth — compared to only 8% of those who perceive great or moderate risk in trying meth once or twice.
- One in five (20%) teens who perceive little or no risk in trying meth once or twice, say they have been offered or had someone try to get them to use meth — compared to 10% of those who perceive great or moderate risk in trying meth once or twice.

### Perceived Benefits and Risks of Meth Use

- Teens who feel there is little or no risk involved in trying meth once or twice are consistently more likely than their counterparts to agree there are benefits to taking meth. For example: gives you energy (26% versus 16%), makes you feel euphoric or very happy (24% versus 18%, respectively), helps you deal with boredom (23% versus 13%), and helps you escape your problems (14% versus 7%).
- These teens are also consistently less likely than teens who feel trying meth once or twice is risky to feel trying meth once puts people at great risk of various



unpleasant situations. For example: getting hooked on meth (84% versus 47%), making their problems worse (76% versus 46%), and losing control of themselves (74% versus 48%, respectively).

## **Use**

- About one in twenty teens who believe there is little or no risk in trying meth once (7%) have tried it in their lifetime — compared to 2% of teens who recognize the risks.

## **Social Approval and Parental Discussions**

- Teens who see slight or no risk in trying meth once or twice are less likely than those who see great or moderate risk to say they would strongly disapprove of trying meth either once/twice (65% versus 89%, respectively) or regularly (79% versus 94%).
- Teens who recognize trying meth has great or moderate risks are far more likely than those who feel it has slight or no risk to say their friends would give them a hard time for using meth (88% versus 72%).
- Teens who recognize the risks of trying meth once or twice are more likely to have ever told friends not to use meth compared to those who do not recognize the risks (66% versus 58%).
- Moreover, these groups of teens are equally as likely to have at some time discussed meth with their parents — 34% of those who see great/moderate risk in trying meth once or twice have not discussed meth with their parents in the past year versus 39% of those who do not.

## **Key Information Sources**

- Teens who do not realize the risks of trying meth once or twice are less likely than teens who do realize the risks to value the advice and opinions of TV commercials (32% versus 39%), print ads (32% versus 40%), athletes they respect (38% versus 50%), posters on buses, bus stops or subways (31% versus 41%) and billboards outside (42% versus 51%).

## Focus on Race/Ethnicity

In order to better understand the extent to which race/ethnicity plays in perceptions of and attitudes toward meth, we compared the three largest ethnic groups in Montana – Caucasians, Native Americans, and Hispanics.

### Demography

- Generally speaking, the three ethnic groups are fairly similar across the measured demographics – i.e., gender, age, and grade – but Native American and Hispanic teens are far less likely to say both parents are married than are Caucasian teens (34% and 43% versus 61%, respectively).

### Availability

- One in four Caucasian (27%) and Hispanic (28%) teens say it would be very difficult for them to acquire meth. Native American teens are less likely to say this (17%).
- Native American and Hispanic teens are the most likely to say they have been offered or had someone try to get them to use meth (24% and 20%) — compared to 10% of Caucasian teens.

### Perceived Benefits and Risks of Meth Use

- Caucasian teens are more likely than Native American teens to see risk in taking meth once or twice (85% versus 69%), while Caucasian teens are more likely than both Native American and Hispanic teens to see risk in taking meth regularly (91% versus 74% and 79%).
- In fact, 29% of Native American and 21% of Hispanic teens believe there is only a *slight* or *no* risk in using the drug once or twice — compared to 14% of Caucasian teens. One in four (24%) Native American and nearly one in five (17%) Hispanic teens believe there is little risk in taking the drug regularly, while 7% of Caucasian teens believe this.

### Use

- Native American teens are the most likely to say they have a close friend who uses meth (23% versus 8% of Caucasian and 11% of Hispanic teens).

## **Social Approval and Parental Discussions**

- The stigma against taking meth seems to be lowest among Native American teens, with 79% disapproving of someone taking it once or twice (compared to 91% of Caucasian and 81% of Hispanic teens) or regularly (81% versus 94% and 90%, respectively).
- Indeed, Native Americans are by far the least likely to say their friends would give them a hard time for using meth (70% versus 87% of Caucasian and 81% of Hispanic teens).
- Surprisingly, there are not differences by race/ethnicity in the likelihood to have told friends not to use meth (64% of Caucasian, 67% of Native American and 65% of Hispanic teens).
- Parent-teen discussions about meth are more likely to take place among Caucasians (48% have had a discussion in the past year 2 or more times) than Native Americans (39%) and Hispanics (39%) teens.

## **Key Information Sources**

- Teens across ethnicities value have similar preferences for information sources regarding meth and also value similar sources or advice or opinions.

Native American and Hispanic teens are more likely than Caucasian teens to say they see or hear anti-meth ads more than once a day (21% and 16% versus 10%).

## Appendix 2: Respondent Demography

| (Unweighted base)               | 12-17 Year-Olds |              |
|---------------------------------|-----------------|--------------|
|                                 | 100%            | (2,344)      |
|                                 | Weighted %      | Unweighted N |
| <b>Sex</b>                      |                 |              |
| Male                            | 51              | 1138         |
| Female                          | 49              | 1205         |
| <b>Age</b>                      |                 |              |
| 12-14                           | 44              | 1064         |
| 15-17                           | 56              | 1280         |
| <b>Education</b>                |                 |              |
| In 7th - 8th grade              | 36              | 950          |
| In 9th - 10 grade               | 39              | 780          |
| In 11th -12 grade               | 25              | 614          |
| <b>Ethnicity</b>                |                 |              |
| White                           | 87              | 1952         |
| African-American                | 1               | 42           |
| Asian                           | 1               | 41           |
| American Indian/Native American | 11              | 166          |
| Other                           | 3               | 120          |
| Rather not say/Refused          | 1               | 79           |
| Hispanic origin                 | 5               | 162          |

### Appendix 3: Trend Data: Teens (12-17)

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

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*Base: Total respondents.*

|                   | <b>2005<br/>Bench-<br/>mark</b> | <b>2006</b> | <b>2007</b> | <b>2008</b> |
|-------------------|---------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (329)                           | (419)       | (2,335)     | (2,344)     |
|                   | %                               | %           | %           | %           |
| Marijuana         | 70                              | 71          | 66          | 62          |
| Meth              | 41                              | 35          | 33          | 30          |
| Cocaine           | 33                              | 33          | 29          | 29          |
| Heroin            | 23                              | 21          | 18          | 19          |

*How difficult, or easy, do you think it would be for you to get each of the following types of drugs? (Q13)*

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#### Whether or Not Have Personally Been Offered Meth

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*Base: Total respondents.*

|                   | <b>2005<br/>Bench-<br/>mark</b> | <b>2006</b> | <b>2007</b> | <b>2008</b> |
|-------------------|---------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (329)                           | (419)       | (2,335)     | (2,344)     |
|                   | %                               | %           | %           | %           |
| Yes               | 11                              | 12          | 13          | 12          |
| No                | 89                              | 88          | 87          | 88          |

*Has anyone ever offered you or tried to get you to use meth? (Q17)*

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

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*Base: Total respondents.*

|                                       | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|---------------------------------------|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                     | (329)                           | (419)              | (2,335)            | (2,344)            |
|                                       | %                               | %                  | %                  | %                  |
| Makes you intelligent                 | 83                              | 90                 | 91                 | 90                 |
| Helps you study                       | 77                              | 87                 | 90                 | 88                 |
| Makes you more popular                | 67                              | 88                 | 87                 | 84                 |
| Helps you escape your problems        | 56                              | 79                 | 83                 | 81                 |
| Makes you feel attractive             | 56                              | 76                 | 81                 | 79                 |
| Helps you deal with boredom           | 52                              | 70                 | 68                 | 67                 |
| Gives you energy                      | 44                              | 66                 | 68                 | 66                 |
| Makes you feel euphoric or very happy | 41                              | 65                 | 63                 | 61                 |
| Helps you lose weight                 | 39                              | 56                 | 52                 | 53                 |

*Whether or not you or someone you know uses meth, we would like your ideas. Please indicate how much you agree or disagree with the following statements about meth... (Q9)*

**Perceived Risks of Taking Various Illicit Drugs**  
**- % who say great risk -**

*Base: Total respondents.*

| (Unweighted base) | <b>2005<br/>Bench-<br/>mark</b><br>(329)<br>% | <b>2006</b><br>(419)<br>% | <b>2007</b><br>(2,335)<br>% | <b>2008</b><br>(2,344)<br>% |
|-------------------|---|---------------------------|-----------------------------|-----------------------------|
| <b>Meth</b>       |   |                           |                             |                             |
| Once or twice     | 65  | 63                        | 65                          | 63                          |
| Regularly         | 87  | 84                        | 87                          | 86                          |
| <b>Heroin</b>     |   |                           |                             |                             |
| Once or twice     | 56  | 58                        | 56                          | 56                          |
| Regularly         | 83  | 81                        | 82                          | 81                          |
| <b>Cocaine</b>    |   |                           |                             |                             |
| Once or twice     | 56  | 55                        | 54                          | 54                          |
| Regularly         | 86  | 77                        | 78                          | 79                          |
| <b>Marijuana</b>  |   |                           |                             |                             |
| Once or twice     | 24  | 28                        | 31                          | 37                          |
| Regularly         | 44  | 45                        | 49                          | 55                          |

*Please indicate how much risk, if any, you think there is involved in each of the following activities. (Q10)*

**Social Approval of Regularly Using Various Illicit Drugs**  
**- % say strongly disapprove -**

*Base: Total respondents.*

| (Unweighted base) | <b>2005<br/>Bench-<br/>mark</b><br>(329)<br>% | <b>2006</b><br>(419)<br>% | <b>2007</b><br>(2,335)<br>% | <b>2008</b><br>(2,344)<br>% |
|-------------------|---|---------------------------|-----------------------------|-----------------------------|
| <b>Meth</b>       |   |                           |                             |                             |
| Once or twice     | 88  | 89                        | 87                          | 84                          |
| Regularly         | 98  | 94                        | 93                          | 91                          |
| <b>Heroin</b>     |   |                           |                             |                             |
| Once or twice     | 67  | 87                        | 84                          | 82                          |
| Regularly         | 97  | 93                        | 91                          | 89                          |
| <b>Cocaine</b>    |   |                           |                             |                             |
| Once or twice     | 85  | 79                        | 79                          | 78                          |
| Regularly         | 96  | 88                        | 88                          | 85                          |
| <b>Marijuana</b>  |   |                           |                             |                             |
| Once or twice     | 51  | 54                        | 53                          | 55                          |
| Regularly         | 62  | 58                        | 62                          | 64                          |

*Please indicate how much do you approve or disapprove of the following activities. (Q12)*



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## Peer Approval of Using Meth

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*Base: Total respondents.*

|  | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|--|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                                      | (329)                           | (419)              | (2,335)            | (2,344)            |
|  | %                               | %                  | %                  | %                  |
| My friends would give me a hard time<br>for using meth | NA                              | 72                 | 79                 | 85                 |
| I have told friends not to use meth                    | NA                              | 65                 | 65                 | 65                 |

*Would your friends give you a hard time for using meth? (Q16)*

*Have you told your friends not to use meth? (Q18)*

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## Use/Treatment Among Friends and Family

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*Base: Total respondents.*

|   | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|---|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                                 | (329)                           | (419)              | (2,335)            | (2,344)            |
|   | %                               | %                  | %                  | %                  |
| Have close friends who use meth                   | 13                              | 15                 | 10                 | 10                 |
| Friends have been in treatment for meth           | NA                              | NA                 | 9                  | 8                  |
| Family members have been in<br>treatment for meth | NA                              | NA                 | 13                 | 13                 |

*Do you have any close friends who use meth? (Q14)*

*Have any of your friends been in treatment for using meth? (Q15)*

*Have any members of your family been in treatment for using meth? (Q21)*

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### Meth Usage Among Teens/Young Adults

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Base: Total respondents.

|                                    | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|------------------------------------|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                  | (329)                           | (419)              | (2,335)            | (2,344)            |
|                                    | %                               | %                  | %                  | %                  |
| <b><u>Have ever tried meth</u></b> | <b><u>2</u></b>                 | <b><u>6</u></b>    | <b><u>4</u></b>    | <b><u>3</u></b>    |
| Have used meth in past year        | 1                               | 5                  | 2                  | 1                  |
| Have used meth in past month       | *                               | 1                  | 1                  | 1                  |

*In your lifetime, have you ever tried meth? (Q23a)*

*In the past year, have you used meth? (Q24a)*

*In the past month, have you used meth? (Q24b)*

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### Frequency of Parent/Child Discussions About Meth

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Base: Total respondents.

|   | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|---|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)   | (329)                           | (419)              | (2,335)            | (2,344)            |
|   | %                               | %                  | %                  | %                  |
| <b>In past year, talked to my parents<br/>about meth...</b> |                                 |                    |                    |                    |
| Ever  | 58                              | 69                 | 66                 | 65                 |
| Once  | 21                              | 18                 | 18                 | 18                 |
| More than once  | 36                              | 51                 | 49                 | 47                 |
| Never   | 42                              | 33                 | 34                 | 35                 |

*In the past year, how often have your parents talked to you about meth? (Q19)*

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**Sources of Information About Meth**

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*Base: Total respondents.*

|                         | <b>2005<br/>Bench-<br/>mark</b> | <b>2006</b> | <b>2007</b> | <b>2008</b> |
|-------------------------|---------------------------------|-------------|-------------|-------------|
| (Unweighted base)       | (329)                           | (419)       | (2,335)     | (2,344)     |
|                         | %                               | %           | %           | %           |
| The Internet, web sites | 70                              | 70          | 75          | 73          |
| Parents                 | 58                              | 68          | 59          | 59          |
| School                  | 40                              | 49          | 49          | 46          |
| Friends                 | 36                              | 44          | 41          | 38          |
| Television              | 25                              | 40          | 44          | 35          |
| Magazines               | 18                              | 33          | 35          | 28          |
| Radio                   | 9                               | 18          | 21          | 17          |
| Other                   | 32                              | 34          | 34          | 34          |
| Don't know              | 18                              | 14          | 8           | 10          |

*Which of the following sources, if any, would you go to in order to find information about meth? (Q22)*

---

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

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*Base: Total respondents.*

|  | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|--|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                      | (329)                           | (419)              | (2,335)            | (2,344)            |
|  | %                               | %                  | %                  | %                  |
| Internet sites                         | 48                              | 43                 | 52                 | 50                 |
| Billboards outside                     | 33                              | 46                 | 51                 | 50                 |
| Athletes I respect                     | 51                              | 51                 | 50                 | 48                 |
| Posters on buses, bus stops or subways | 23                              | 35                 | 41                 | 40                 |
| Print ads in newspapers or magazines   | 36                              | 36                 | 42                 | 39                 |
| TV commercials                         | 43                              | 45                 | 44                 | 38                 |
| TV shows, news or movies               | 45                              | 39                 | 41                 | 36                 |
| Movie actors I respect                 | 35                              | 37                 | 34                 | 30                 |
| Radio                                  | 27                              | 30                 | 32                 | 30                 |
| Musicians I listen to                  | 25                              | 24                 | 24                 | 23                 |

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

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## Frequency See/Hear Meth Public Service Advertising

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*Base: Total respondents.*

|                               | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|-------------------------------|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)             | (329)                           | (419)              | (2,335)            | (2,344)            |
|                               | %                               | %                  | %                  | %                  |
| Not at all                    | NA                              | NA                 | 2                  | 4                  |
| Less than once a month        | NA                              | NA                 | 5                  | 8                  |
| 1-3 times a month             | NA                              | NA                 | 19                 | 22                 |
| 1-3 times a week              | NA                              | NA                 | 31                 | 29                 |
| Every day or almost every day | NA                              | NA                 | 29                 | 26                 |
| More than once a day          | NA                              | NA                 | 14                 | 11                 |

*How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q27)*

---

## Where See/Hear Meth Public Service Advertising

---

*Base: Total respondents.*

|   | <b>2005<br/>Bench-<br/>mark</b> | <b><u>2006</u></b> | <b><u>2007</u></b> | <b><u>2008</u></b> |
|---|---------------------------------|--------------------|--------------------|--------------------|
| (Unweighted base)                         | (329)                           | (419)              | (2,335)            | (2,344)            |
|   | %                               | %                  | %                  | %                  |
| TV commercials                            | NA                              | 99                 | 90                 | 84                 |
| Billboards outside                        | NA                              | 62                 | 88                 | 83                 |
| School                                    | NA                              | 82                 | 78                 | 74                 |
| Radio                                     | NA                              | 66                 | 67                 | 66                 |
| Internet, websites                        | NA                              | 46                 | 66                 | 61                 |
| Print ads in newspapers or magazines      | NA                              | 53                 | 65                 | 59                 |
| Posters on buses, bus stops or<br>subways | NA                              | 23                 | 31                 | 32                 |
| Movie theaters                            | NA                              | 19                 | 25                 | 26                 |
| Video rentals viewed at home              | NA                              | 15                 | 15                 | 16                 |

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

## **Appendix 4: About The Meth Project**

### **What is the Meth Project?**

The Meth Project is a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Montana Meth Project, Arizona Meth Project, Idaho Meth Project and other state affiliates implement the Meth Project prevention programs in their respective states. The Meth Project is funded by a grant from the Siebel Foundation.

### **Public Service Messaging**

The Meth Project is active in three areas: 1) public service messaging, 2) public policy, and 3) community action. It sustains a campaign of research-based paid public service messaging — including advertising, public relations, and Web sites — to effect attitudinal changes regarding methamphetamine use among youth.

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

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

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

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

The Meth Project coordinates closely with local, state, and federal agencies, including the White House, U.S. Congress, office of the Governor, the Attorney General, law enforcement, the Federal Drug Enforcement Agency, and the Department of Health and Human Services. In October 2006, the Meth Project was cited by the White House as a model prevention program for the nation.

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

than 660 submissions statewide.

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

### **The Meth Project Strategy**

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

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

### **Consumer Marketing Problem**

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

The goal of the Meth Project is to arm the youth, ages 12-17, with the facts about methamphetamine so that they can make a better informed product consumption decision.

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

The Meth Project  
270 University Ave.  
Palo Alto, CA 94301  
650-752-1000  
[info@methproject.org](mailto:info@methproject.org)



## **Appendix 5: About The Montana Meth Project**

### **Project Overview**

The Montana Meth Project is a large-scale, statewide program engaged in a range of prevention efforts to reduce first-time methamphetamine use. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Idaho, Arizona, and Illinois. Montana is the first state to adopt the Meth Project's prevention campaign.

The Montana Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Montana is considerably higher than the national average, and according to law enforcement officials is the states leading drug problem. Potent, low-cost Meth is readily available and abused throughout the state.

The financial and social consequences of Meth abuse in Montana are devastating. It is a contributing cause for much of the crime in the state, costs millions of dollars in productivity, contributes to the increasing jail and prison populations and adversely impacts families and children.

### **Strategic Approach**

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

Since its inception, the Montana Meth Project has demonstrated significant results.

- Teen Meth use has declined by 45%
- Meth positive workplace drug tests have decreased 72%, compared to a 44% drop nationally.
- Meth-related crimes have decreased by 62%

### **Recognition for the Program**

Meth Project ads have received 40 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 7 Gold Addy Awards
- 18 Silver Addy Awards
- Cannes Lion Award

- 7 AdCritic.com "Top Ten" Awards for the best ads in the U.S.

In 2006, the Project received a commendation from the White House for its work in Montana. In 2007, the Meth Project ads were selected by the White House Office of National Drug Control Policy to be included in a short-term national Meth prevention campaign that the agency launched in September. Ads ran in Alabama, Alaska, California, Illinois, Indiana, Iowa, Kentucky, Minnesota, Nebraska, Ohio, Oregon, Utah, Washington, and Wyoming through March 2008.

## **Research and Measurement**

To track and refine the program's effectiveness, the Montana Meth Project has developed a comprehensive research program, including both quantitative and qualitative studies, to measure young people's attitudes and behaviors related to methamphetamine use. The Project executes the Meth Use & Attitudes Survey nationally and in states that have implemented the Meth Project. Results from the most recent statewide and national surveys can be found at [www.montanameth.org/research](http://www.montanameth.org/research).

## **Program Results**

Since the program launched in Montana in late 2005, there have been dramatic shifts in perception of risks associated with Meth use, more frequent parent-child communications, greater social disapproval, and significant declines in Meth use and associated crime.

Montana results as of March 2008:

- Teen Meth use has declined by 45%
- Meth-positive workplace drug tests have declined by 72%
- Meth-related crimes have decreased by 62%
- Meth-related treatment admissions to public facilities are down nearly 25%
- Children placed into foster care due to Meth-related neglect or abuse are down 11%

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

The Montana Meth Project  
P.O. Box 8944  
Missoula, MT 59807  
(888) 366-6384  
[info@montanameth.org](mailto:info@montanameth.org)

## **Appendix 6: About GfK Roper Public Affairs & Media**

GfK Roper Public Affairs & Media traces its roots back to the 1930s, when it, along with rivals Gallup and Crossley, pioneered the polling and marketing research techniques in use today.

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

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

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

## Appendix 7: Survey Instrument

### Directions

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

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

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

1. Are you male or female?  
Male ..... -1  
Female ..... -2
  
2. What is your age? \_\_\_\_\_
  
3. What grade are you in?  
7th ..... -1      10th ..... -4  
8th ..... -2      11th ..... -5  
9th ..... -3      12th ..... -6
  
4. What is your race?  
White ..... -1      American Indian/Native American .... -4  
Black/African-American..... -2      Other ..... -5  
Asian/Asian-American..... -3      Rather Not Say ..... -6
  
5. Are you Latino, Hispanic or Spanish?  
Yes ..... -1  
No..... -2
  
6. What is your 5-digit zip code? \_\_\_\_\_
  
7. Are your parents...? ("X" all that apply)  
Married to each other ..... -1  
Divorced or separated - neither has married again ..... -2  
Divorced - one or both has married again..... -3  
My parents were never married to each other ..... -4  
One or both of my parents has died..... -5

8. Before this survey, which of the following drugs had you heard of? (“X” ALL THAT YOU HAVE HEARD OF)
- |  |    |
|--|----|
| Cocaine.....   | -1 |
| Ecstasy .....  | -2 |
| Heroin .....   | -3 |
| LSD .....  | -4 |
| Marijuana, also known as pot or weed .....                                     | -5 |
| Methamphetamines, also known as meth, crank, crystal, glass, ice, or tina..... | -6 |
| Amphetamines, also known as speed or white cross .....                         | -7 |
| None of the above .....  | -8 |

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

9. Whether or not you or someone you know uses **meth**, we would like your ideas. Please indicate how much you agree or disagree with the following statements about **meth**: (“X” ONE ANSWER FOR EACH ITEM)

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

10. Please indicate how much risk, if any, you think there is involved in each of the following activities. (“X” ONE ANSWER FOR EACH ITEM)

|   | Great<br><u>Risk</u> | Moderate<br><u>Risk</u> | Slight<br><u>Risk</u> | No<br><u>Risk</u> |
|---|----------------------|-------------------------|-----------------------|-------------------|
| Trying <u>meth</u> , once or twice .....    | -1                   | -2                      | -3                    | -4                |
| Using <u>meth</u> regularly .....           | -1                   | -2                      | -3                    | -4                |
| Trying <u>heroin</u> , once or twice .....  | -1                   | -2                      | -3                    | -4                |
| Using <u>heroin</u> regularly .....         | -1                   | -2                      | -3                    | -4                |
| Trying <u>marijuana</u> once or twice ..... | -1                   | -2                      | -3                    | -4                |
| Using <u>marijuana</u> regularly .....      | -1                   | -2                      | -3                    | -4                |
| Trying <u>cocaine</u> once or twice.....    | -1                   | -2                      | -3                    | -4                |
| Using <u>cocaine</u> regularly .....        | -1                   | -2                      | -3                    | -4                |

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

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

11b. Please indicate how much risk you think there is that each of the following would happen to **someone who uses meth regularly**. (“X” ONE ANSWER FOR EACH ITEM)

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

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

|   | <u>Strongly Approve</u> | <u>Somewhat Approve</u> | <u>Neither Approve Nor Disapprove</u> | <u>Somewhat Disapprove</u> | <u>Strongly Disapprove</u> |
|---|-------------------------|-------------------------|---------------------------------------|----------------------------|----------------------------|
| Trying <u>meth</u> once or twice .....      | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Using <u>meth</u> regularly .....           | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Trying <u>heroin</u> once or twice .....    | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Using <u>heroin</u> regularly .....         | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Trying <u>marijuana</u> once or twice ..... | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Using <u>marijuana</u> regularly .....      | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Trying <u>cocaine</u> once or twice.....    | -1                      | -2                      | -3                                    | -4                         | -5                         |
| Using <u>cocaine</u> regularly.....         | -1                      | -2                      | -3                                    | -4                         | -5                         |

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

|                | <u>Very Difficult</u> | <u>Somewhat Difficult</u> | <u>Somewhat Easy</u> | <u>Very Easy</u> | <u>Not Sure</u> |
|----------------|-----------------------|---------------------------|----------------------|------------------|-----------------|
| Meth .....     | -1                    | -2                        | -3                   | -4               | -5              |
| Heroin.....    | -1                    | -2                        | -3                   | -4               | -5              |
| Marijuana..... | -1                    | -2                        | -3                   | -4               | -5              |
| Cocaine .....  | -1                    | -2                        | -3                   | -4               | -5              |

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

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

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

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

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

|           |    |
|-----------|----|
| Yes ..... | -1 |
| No.....   | -2 |

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

|           |    |
|-----------|----|
| Yes ..... | -1 |
| No.....   | -2 |

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

|           |    |
|-----------|----|
| Yes ..... | -1 |
| No.....   | -2 |

19. In the past year, how often have your **parents** talked to you about **meth**?
- Never..... -1
  - Once..... -2
  - Two or three times ..... -3
  - Four or more times..... -4
20. When was the **last time** your **parents** talked to you about **meth**?
- Within the past 7 days..... -1
  - More than 1 week to one month ago ..... -2
  - More than 1 month to 6 months ago..... -3
  - More than 6 months ago, but in the past year ..... -4
  - More than a year ago..... -5
  - Never..... -6
21. Have any members of your family been in treatment for using **meth**?
- Yes ..... -1
  - No..... -2
22. Which of the following sources, if any, would you go to in order to find information about **meth**?  
("X" all that apply)
- Parents..... -1
  - Friends ..... -2
  - The Internet, websites..... -3
  - Television ..... -4
  - School ..... -5
  - Radio..... -6
  - Magazines..... -7
  - Other ..... -8
  - Don't know ..... -9
- 23a. In your lifetime, have you **ever tried meth**?
- Yes ..... -1
  - No..... -2

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

- 23b. How old were you when you first tried **meth**? ("X" ONE ONLY)
- Under 10 years old ..... -1
  - 11 years old ..... -2
  - 12 years old ..... -3
  - 13 years old ..... -4
  - 14 years old ..... -5
  - 15 years old ..... -6
  - 16 years old ..... -7
  - 17 years old ..... -8
  - 18 years old ..... -9
  - 19 years old ..... -0
  - 20 years old ..... -1



24a. In the **past year**, have you used **meth**?  
 Yes ..... -1  
 No..... -2

24b. In the **past month**, have you used **meth**?  
 Yes ..... -1  
 No..... -2

25. How likely are you to try **meth** in the future?  
 Very likely..... -1  
 Somewhat likely ..... -2  
 Not too likely..... -3  
 Not at all likely ..... -4

26. Besides school, friends and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. ("X" ONE ANSWER FOR EACH ITEM)

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

27. How frequently do you see or hear commercials or ads telling you about the risks of **meth**?  
 Not at all..... -1  
 Less than once a month..... -2  
 1-3 times a month ..... -3  
 1-3 times a week..... -4  
 Every day or almost every day..... -5  
 More than once a day ..... -6

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

|  |    |    |
|--|----|----|
| TV commercials .....                                     | -1 | -2 |
| Movie theaters.....                                      | -1 | -2 |
| Radio.....   | -1 | -2 |
| Print ads in newspapers or magazines.....                | -1 | -2 |
| Billboards outside.....                                  | -1 | -2 |
| Posters on buses, bus stops or subways .....             | -1 | -2 |
| Video rentals viewed at home.....                        | -1 | -2 |
| Internet, websites .....                                 | -1 | -2 |
| School .....   | -1 | -2 |
| Have seen or heard information, but not sure where ..... | -1 | -2 |
| Other place.....   | -1 | -2 |

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

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

Below are descriptions of anti-meth television and radio commercials that may or may not have appeared in your area recently. Please look at the photos, read each description, and tell us whether you have seen or heard the commercial often, a few times, or not at all. (“X” ONE ANSWER FOR EACH ITEM)

29a. TV Ad 1



A young, strung-out teenager is sitting on a bed looking ashamed, with a shady-looking older man buttoning his pants. A female voice says, “I love my boyfriend. We’ve been together since like 8th grade. He’s my best friend. He takes care of me.” As the man smirks and leaves the room, he hands a bag of meth to a strung-out teenage boy on his way out of the motel room. The boy then takes the meth into the motel room and offers some to the crying girl.

|  |    |                   |    |
|--|----|-------------------|----|
| Have you seen or heard the above ad... |    |                   |    |
| Often.....                             | -1 | A few times ..... | -2 |
|  |    | Not at all.....   | -3 |

29b. TV Ad 2



A strung-out looking young man rifles through a purse on the kitchen counter, looking over his shoulder. An older-looking woman – obviously his mother – enters and sees her son stealing from her. A male voice says, “I’m really close with my mom, I always have been. She’s just always been there for me. I don’t know... She’s my mom.” As the mother tries to stop her son, he hits her and knocks her to the ground. As he tries to leave, the mother grabs his leg, pleading with him, but the young man kicks her away and goes out the door.

|  |    |                   |
|--|----|-------------------|
| Have you seen or heard the above ad... |    |                   |
| Often.....                             | -1 | A few times ..... |
|  |    | -2                |
|  |    | Not at all.....   |
|  |    | -3                |

29c. Print Ad



|                               |    |                   |
|-------------------------------|----|-------------------|
| Have you seen the above ad... |    |                   |
| Often.....                    | -1 | A few times ..... |
|                               |    | -2                |
|                               |    | Not at all.....   |
|                               |    | -3                |

30a. Radio Ad 1

“Yeah, after I got out of jail everything was catching up with me, and I just kept using Meth...I ended up hanging myself... My name is Andrew. I’m 19 years old. I’m from Polson, Montana...My dad found me, and I guess he cut the rope. I just remember waking up seeing him and my mom crying...I just remember waking up and just being pissed off that I was still alive, because I knew that I would have to go back to using again.”

|                                |    |                   |
|--------------------------------|----|-------------------|
| Have you heard the above ad... |    |                   |
| Often.....                     | -1 | A few times ..... |
|                                |    | -2                |
|                                |    | Not at all.....   |
|                                |    | -3                |

30b. Radio Ad 2

"I remember one time I was sitting at my friend's house and we had been smoking for about four days straight and I stood up and I blacked out...My name is Kara, I'm 14-years-old, I'm from Missoula, Montana and I started doing Meth when I was 11. My really good friend was like checked my heart and he was like freaking out...and he's like, "I thought you were going to die, 'cause your heart stopped twice." And they never took me to the hospital...And I think, what if I did die...I wouldn't get this second chance. I wouldn't get to turn things around... And I regret it a lot."

|                                |    |                   |
|--------------------------------|----|-------------------|
| Have you heard the above ad... |    |                   |
| Often.....                     | -1 | A few times ..... |
|                                |    | -2                |
|                                |    | Not at all.....   |
|                                |    | -3                |

31a. If your brother, sister or best friend were thinking about trying meth, and they could only watch or listen to one ad, which one of the 6 ads that were just described in questions 29a-c and 30a-c would you want them to see or hear?

- |                        |    |                        |    |                       |    |
|------------------------|----|------------------------|----|-----------------------|----|
| TV Ad 1 (pg. 6) .....  | -1 | TV Ad 2 (pg. 6) .....  | -2 | Print Ad (pg. 6)..... | -3 |
| Radio Ad 1 (pg. 7).... | -4 | Radio Ad 2 (pg. 7).... | -5 |                       |    |

31b. Why did you select that ad?

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32. Please indicate how strongly you agree or disagree that the anti-meth ads or commercials described in questions 29a-c and 30a-c gave you the following impressions. ("X" ONE ANSWER FOR EACH ITEM)

|   | <b><u>Strongly Agree</u></b> | <b><u>Somewhat Agree</u></b> | <b><u>Neither Agree nor Disagree</u></b> | <b><u>Somewhat Disagree</u></b> | <b><u>Strongly Disagree</u></b> |
|---|------------------------------|------------------------------|--|---------------------------------|---------------------------------|
| a. The ads show that meth is dangerous to try just one time? .....                    | -1                           | -2                           | -3                                       | -4                              | -5                              |
| b. The ads show that meth will make you act in a way you would not want to act?.      | -1                           | -2                           | -3                                       | -4                              | -5                              |
| c. The ads show that meth will make you look different than you usually do? .....     | -1                           | -2                           | -3                                       | -4                              | -5                              |
| d. The ads show that meth affects many people's lives other than the user? .....      | -1                           | -2                           | -3                                       | -4                              | -5                              |
| e. The ads show that meth is more dangerous to try than you originally thought? ..... | -1                           | -2                           | -3                                       | -4                              | -5                              |
| f. The ads show that problems with meth could happen in your town or school? ....     | -1                           | -2                           | -3                                       | -4                              | -5                              |

33. Please indicate how strongly you agree or disagree with the following statements about that the anti-meth ads or commercials described in questions 29a-c and 30a-c. ("X" ONE ANSWER FOR EACH ITEM)

|   | <u>Strongly Agree</u> | <u>Somewhat Agree</u> | <u>Neither Agree nor Disagree</u> | <u>Somewhat Disagree</u> | <u>Strongly Disagree</u> |
|---|-----------------------|-----------------------|-----------------------------------|--------------------------|--------------------------|
| a. Gave you new information or told you things you didn't know about meth . | -1                    | -2                    | -3                                | -4                       | -5                       |
| b. Made you more aware of the risks of using meth.....                      | -1                    | -2                    | -3                                | -4                       | -5                       |
| c. Helped you understand that you can't try meth even once.....             | -1                    | -2                    | -3                                | -4                       | -5                       |
| d. Made you less likely to try or use meth .                                | -1                    | -2                    | -3                                | -4                       | -5                       |
| e. Exaggerated the risks of using meth .....                                | -1                    | -2                    | -3                                | -4                       | -5                       |
| f. Made you want to talk to someone else about the risks of meth.....       | -1                    | -2                    | -3                                | -4                       | -5                       |

34. Are you aware of the "Paint the State" anti-meth art contest in Montana?

|           |    |
|-----------|----|
| Yes ..... | -1 |
| No.....   | -2 |

35. How would you rate the "Paint the State" contest in terms of making people aware of the dangers of meth?

|                           |    |
|---------------------------|----|
| Very effective .....      | -1 |
| Somewhat effective.....   | -2 |
| Not too effective .....   | -3 |
| Not at all effective..... | -4 |

36. Before this survey, had you ever heard of the Montana Meth Project?

|           |    |
|-----------|----|
| Yes ..... | -1 |
| No.....   | -2 |

37. Have you ever visited the website "NotEvenOnce.com?"

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

38. If you have visited the website, did the website...? ("X" ONE ANSWER FOR EACH ITEM)

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

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