

Colorado Meth Use & Attitudes Survey 2011



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

May 12, 2011

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Executive Summary

Findings from the 2011 *Colorado Meth Use & Attitudes Survey* demonstrate that, compared to the 2009 *Colorado Meth Use & Attitudes Survey*, teens in 2011 are more aware of the risks of trying meth, are more likely to report that friends would give them a hard time if they used meth, and large numbers report the Colorado Meth Project ads helped them understand that meth is dangerous to try just one time and made them less likely to try or use the drug.

Perceived Availability of Meth

- Since the benchmark survey, the perceived availability of meth has remained relatively stable.
- One in six teens says meth would be somewhat or very easy to acquire (17%), comparable to the 2009 benchmark (20%).
- Fewer than one in ten (8%) say they have been offered meth by someone, comparable to the 2009 benchmark (10%).

Perceived Risks of Meth Use

- Compared to the benchmark, Colorado teens are more likely to say there is risk in taking meth. Most say there is great risk in taking meth once or twice (88%, up 9 points since 2009), and 93% say there is great risk in using meth regularly (up 3 points, ns).
- The number who see great risk in the potential negative results or situations from trying meth once has risen considerably on 9 of the 14 items since the benchmark in 2009: suffering tooth decay (83%, up 15 points), stealing (75%, up 13 points), not taking care of hygiene (79%, up 11 points), getting insomnia or not being able to sleep (73%, up 10 points), dying (79%, up 8 points), losing control of themselves (90%, up 6 points), having sex with someone they don't want to (80%, up 6 points), getting hooked (94%, up 5 points), and making their problems worse (89%, up 5 points). The five remaining items (turning into someone they don't want to be, suffering brain damage, becoming paranoid, becoming violent, and being a negative influence on a younger brother or sister) are statistically the same in 2011 as in the 2009 benchmark.

- Majorities of Colorado teens in 2011 *disagree* (somewhat or strongly) that meth makes you intelligent (97%), helps you study (96%), makes you more popular (94%), makes you feel attractive (89%), helps you escape your problems (82%), helps you deal with boredom (80%), gives you energy (75%), makes you feel euphoric or very happy (69%), and helps you lose weight (62%), similar to the 2009 benchmark.

Social Approval of Meth Use

- Eight in ten teens agree their friends would give them a hard time if they, themselves, were to use meth (82%, up 6 points from 76% in the 2009 benchmark), and 71% say they have told their friends not to use meth, comparable to the 2009 benchmark (70%).
- Among Colorado teens, there is widespread disapproval of meth use. Most strongly disapprove of using the drug once or twice (92%) or regularly (95%). These findings are similar to those observed in the benchmark survey.

Meth Use

- Four percent (4%) of Colorado teens say they have friends who have been in treatment for using meth, down from 8% in the 2009 benchmark. Seven percent (7%) of teens say they have family members who have been in treatment for meth, down from 12% in the benchmark. Additionally, one in 20 teens (5%) say they have close friends who use meth, comparable to the 2009 benchmark (4%).

Sources of Information

- Seven in ten Colorado teens (70%) say they have discussed the subject of meth with their parents in the past year.
- Of the seven sources of information asked about, teens are most likely to say they would turn to the Internet to learn about meth (75%). Other sources cited include school (45%), parents (26%), television (23%), friends (19%), and radio (11%).
- Teens are increasingly likely to turn to the Internet (up 12 points from the 2009 benchmark), television (up 6 points), and radio (up 5 points) for information on meth since the launch of the Colorado Meth Project's TV, radio, and online campaigns. At the same time, the number of teens turning to parents and friends for information about meth is down from the benchmark, by 13 points and 5 points, respectively.

Awareness of Meth-related Advertising

- Anti-meth advertising is widespread in Colorado—97% of teens say they had seen or heard ads talking about the risks of meth, 67% of teens have seen an anti-meth ad at least once a week.
- Nine in ten Colorado teens (90%) say they have heard of advertising that uses the Colorado Meth Project's key message, "Not Even Once."
- Ads are most commonly seen or heard on television (87%), on billboards outside (72%), at school (65%), on the Internet (63%), and on the radio (57%). The number of teens exposed to anti-meth advertising has risen considerably since the 2009 benchmark: TV commercials (up 8 points to 87%), billboards (up 36 points to 72%), and radio (up 22 points to 57%). Also higher since the benchmark are seeing ads on posters on buses, bus stops, or subways (up 13 points to 50%), and in movie theaters (up 7 points to 28%). Seeing anti-meth ads at school has fallen to 65% in 2011 from 77% in the benchmark.

Awareness of the Colorado Meth Project and Its Advertising

- The Colorado Meth Project's intended advertising messages about the dangers of meth appear to have been communicated to Colorado teens. Most teens (96%) agree the ads show that meth will make them look different than they usually do, while 95% agree meth is dangerous to try just one time, 94% agree meth will make them act in a way they would not want to act, 92% agree meth is more dangerous than they had originally thought, 92% agree meth affects many people's lives other than the user's, and 88% agree that problems with meth could happen in their town or school.
- Most teens (92%) agree the Colorado Meth Project ads helped them understand that they can't try meth even once, while 91% agree the ads made them more aware of the risks of using meth, 88% agree the ads made them less likely to try or use meth, 81% agree the ads gave them new information or told them things they didn't know about meth, and 69% agree the ads made them want to talk to someone else about the risks of meth. Half of Colorado teens (52%) disagree the ads exaggerated the risks of using meth.
- Among Colorado teens, 97% say that if their brother, sister, or friend was thinking about trying meth, they would want that person to see or hear a Colorado Meth Project ad.
- More than six in ten Colorado teens who have seen or heard anti-meth advertising say the ads caused them to tell someone not to use meth (63%) or prompted them to talk about the ads with someone they know (62%). About half report that the Colorado Meth Project ads caused them to talk to someone they know about the risks of meth (51%), while about one in three says the ads prompted him or her to go find out more about meth (36%).

Background and Objectives

Background

This report summarizes findings from the third annual statewide *Colorado Meth Use & Attitudes Survey*.

The Colorado Meth Project launched in May 2009 to significantly reduce meth use in the state. The integrated program consists of an ongoing, research-based messaging campaign that graphically communicates the realities of methamphetamine use, supported by community outreach and public policy initiatives.

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

At the core of the Colorado Meth Project effort is an ongoing, research-based public service messaging campaign of hard-hitting television, radio, print, billboard, and Internet advertising. On May 7, 2009, the Colorado Meth Project initiated a large-scale prevention advertising campaign across the state, targeting young people ages 12-17.

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

The Colorado 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 statewide 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 Colorado Meth Project conducts periodic statewide surveys and focus group research to more thoroughly understand Coloradans’ attitudes and behaviors related to methamphetamine. This research provides the foundation for the Colorado Meth Project’s message development and prevention programs.

Research Objectives

The Colorado Meth Project conducts the *Colorado Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine throughout the state. To date, three studies have been conducted:

- 2009 Colorado Meth Use & Attitudes Survey (Benchmark Survey): An initial benchmark survey was conducted from March 26 to April 20, 2009, prior to the launch of the Colorado Meth Project's public outreach campaign.
- 2010 Colorado Meth Use & Attitudes Survey: This survey was conducted from March 18 to April 6, 2010, following the first wave of the Project's messaging campaign. Most of the questions asked in the 2009 benchmark survey were repeated in this survey for tracking purposes.
- 2011 Colorado Meth Use & Attitudes Survey: This survey was conducted from March 23 to April 4, 2011, following the second wave of the Project's messaging campaign. Most of the questions asked in the 2009 benchmark survey and the 2010 follow-up survey were repeated in this survey for tracking purposes, plus the addition of a few new questions.

In 2011, the research was conducted by telephone among teens ages 12-17. In 2010, the research was conducted among teens (ages 12-17) and young adults (ages 18-24). In the 2009 benchmark, the research was conducted among teens (ages 12-17), young adults (ages 18-24), and parents of teens 12-19.

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 other audiences.

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

Survey Method

All interviews were conducted by telephone from March 23 – April 4, 2011, by GfK Roper Public Affairs & Corporate Communications, a division of GfK Custom Research North America. On average, the survey took 28 minutes to administer.

The surveys are based on a statewide probability sample of 602 teens (all landline telephones) who have heard of meth. To qualify, teens had to indicate they are in a grade between 7th and 12th. The sample was provided by Survey Sampling International. Interviews were conducted in either English or Spanish, depending on respondent preference.

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

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.

For results based on the entire sample of 602 teens, the margin of sampling error is plus or minus 4 percentage points at the 95% confidence level. For subgroups, the margin of sampling error is higher and varies for results based on sub-samples.

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. 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%. Differences noted that are not statistically significant at the 95% confidence level are so noted with an “ns” following the citation.

Trend data referred to in the text can be found in tables in the report Appendix 2. A number with a letter after it indicates that the percentage in that column is significantly higher than the percentage in the adjacent column.

1. Perceptions of Meth

1.1. Perceived Availability

One in six teens says meth would be somewhat or very easy to acquire (17%), comparable to the 2009 benchmark (20%). About the same number say heroin would be easy to acquire (15%), while somewhat more say cocaine would be easy to acquire (23%). More teens this year than in the benchmark say they could easily acquire marijuana (64%, up 9 points).

Perceived Ease of Acquiring Various Illicit Drugs

Base: Total respondents

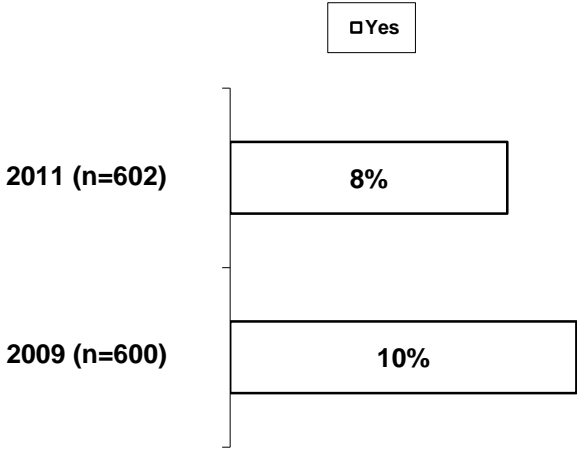
| | <u>2009</u> | <u>2011</u> |
|---------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| Meth | | |
| Easy (very/somewhat) | 20 | 17 |
| Difficult (very/somewhat) | 63 | 61 |
| Heroin | | |
| Easy (very/somewhat) | 15 | 15 |
| Difficult (very/somewhat) | 67 | 65 |
| Marijuana | | |
| Easy (very/somewhat) | 55 | 64 |
| Difficult (very/somewhat) | 33 | 26 |
| Cocaine | | |
| Easy (very/somewhat) | 22 | 23 |
| Difficult (very/somewhat) | 62 | 58 |

How difficult, or easy, do you think it would be for you to get each of the following types of drugs? (Q5)

Roughly one in ten (8%) says someone has offered meth to him or her, comparable to the 2009 benchmark (10%).

Whether or Not Have Been Personally Offered Meth

Base: Total respondents



Has anyone ever offered you or tried to get you to use meth? (Q9)

1.2. Perceived Risks and Benefits of Meth Use

Perceived overall risk of taking various illicit drugs

Compared to the benchmark, Colorado teens are more likely to say there is risk in taking a number of drugs, including meth. Most say there is great risk in taking meth once or twice (88%, up 9 points since 2009). Additionally, 93% say there is great risk in using meth regularly (up 3 points, *ns*). More teens see great risk in meth than in the other drugs asked about.

Teens in 2011 are more likely than in the benchmark to say there is great risk in trying heroin once or twice (84%, up 6 points) or in trying cocaine once or twice (77%, up 6 points).

Perceived Risk of Taking Various Illicit Drugs

Base: Total respondents

| (Unweighted base) | <u>2009</u> (600) % | <u>2011</u> (602) % |
|----------------------|---------------------------|---------------------------|
| Meth | | |
| <u>Once or twice</u> | | |
| Great risk | 79 | 88 |
| Great/moderate risk | 90 | 94 |
| Slight/no risk | 10 | 6 |
| <u>Regularly</u> | | |
| Great risk | 90 | 93 |
| Great/moderate risk | 93 | 95 |
| Slight/no risk | 6 | 5 |
| Heroin | | |
| <u>Once or twice</u> | | |
| Great risk | 78 | 84 |
| Great/moderate risk | 92 | 94 |
| Slight/no risk | 8 | 6 |
| <u>Regularly</u> | | |
| Great risk | 90 | 92 |
| Great/moderate risk | 93 | 94 |
| Slight/no risk | 7 | 6 |
| Cocaine | | |
| <u>Once or twice</u> | | |
| Great risk | 71 | 77 |
| Great/moderate risk | 87 | 92 |
| Slight/no risk | 13 | 8 |
| <u>Regularly</u> | | |
| Great risk | 88 | 92 |
| Great/moderate risk | 93 | 95 |
| Slight/no risk | 7 | 5 |
| Marijuana | | |
| <u>Once or twice</u> | | |
| Great risk | 48 | 47 |
| Great/moderate risk | 72 | 69 |
| Slight/no risk | 28 | 31 |
| <u>Regularly</u> | | |
| Great risk | 69 | 65 |
| Great/moderate risk | 83 | 82 |
| Slight/no risk | 16 | 18 |

Please indicate how much risk, if any, you think there is involved in each of the following activities. (Q2)

Perception of specific risks in trying meth just once

Respondents were presented with a list of 14 potentially negative risks that could arise in trying meth once and were asked to rate whether there would be great, moderate, only a little, or no risk of each result occurring to a person who tries meth just once. There is near consensus among teens that there is at least a moderate risk of each outcome occurring, and at least seven in ten agree there is great risk of each outcome.

The number of teens who see great risk in the potential negative results or situations from trying meth once has risen considerably on 9 of the 14 items since the benchmark in 2009:

- Suffering tooth decay (83%, up 15 points)
- Stealing (75%, up 13 points)
- Not taking care of hygiene (79%, up 11 points)
- Getting insomnia or not being able to sleep (73%, up 10 points)
- Dying (79%, up 8 points)
- Losing control of themselves (90%, up 6 points)
- Having sex with someone they don't want to (80%, up 6 points)
- Getting hooked on meth (94%, up 5 points)
- Making their problems worse (89%, up 5 points)

Agreement regarding great risk associated with the five remaining items is comparable to the 2009 benchmark:

- Turning into someone they don't want to be (87%, up 4 points, *ns*)
- Suffering brain damage (87%, up 5 points, *ns*)
- Becoming paranoid (77%, up 5 points, *ns*)
- Becoming violent (78%, up 4 points, *ns*)
- Being a negative influence on a younger brother or sister (91%, up 2 points, *ns*)

Perceived Risks of Trying Meth Once

Base: Total respondents

| | <u>2009</u> (600) % | <u>2011</u> (602) % |
|----------------------------------------------------|---------------------------|---------------------------|
| Getting hooked on meth | | |
| Great risk | 89 | 94 |
| Great/moderate risk | 97 | 97 |
| Slight/no risk | 3 | 3 |
| Becoming violent | | |
| Great risk | 74 | 78 |
| Great/moderate risk | 93 | 93 |
| Slight/no risk | 7 | 6 |
| Dying | | |
| Great risk | 71 | 79 |
| Great/moderate risk | 90 | 94 |
| Slight/no risk | 9 | 6 |
| Becoming paranoid | | |
| Great risk | 72 | 77 |
| Great/moderate risk | 92 | 93 |
| Slight/no risk | 8 | 6 |
| Suffering brain damage | | |
| Great risk | 82 | 87 |
| Great/moderate risk | 95 | 97 |
| Slight/no risk | 5 | 3 |
| Suffering tooth decay | | |
| Great risk | 68 | 83 |
| Great/moderate risk | 87 | 96 |
| Slight/no risk | 12 | 4 |
| Getting insomnia or not being able to sleep | | |
| Great risk | 63 | 73 |
| Great/moderate risk | 89 | 91 |
| Slight/no risk | 10 | 8 |

Please indicate how much risk you think there is that each of the following would happen to someone who tries meth once. (Q3)

Continues...

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

Base: Total respondents

| | <u>2009</u> (600) % | <u>2011</u> (602) % |
|---------------------------------------------------------------|---------------------------|---------------------------|
| Making their problems worse | | |
| Great risk | 84 | 89 |
| Great/moderate risk | 94 | 96 |
| Slight/no risk | 6 | 4 |
| Losing control of themselves | | |
| Great risk | 84 | 90 |
| Great/moderate risk | 95 | 97 |
| Slight/no risk | 5 | 3 |
| Having sex with someone they don't want to | | |
| Great risk | 74 | 80 |
| Great/moderate risk | 91 | 95 |
| Slight/no risk | 7 | 5 |
| Being a negative influence on a younger brother/sister | | |
| Great risk | 89 | 91 |
| Great/moderate risk | 96 | 97 |
| Slight/no risk | 4 | 3 |
| Stealing | | |
| Great risk | 62 | 75 |
| Great/moderate risk | 89 | 93 |
| Slight/no risk | 10 | 6 |
| Stop taking care of their hygiene | | |
| Great risk | 68 | 79 |
| Great/moderate risk | 90 | 94 |
| Slight/no risk | 10 | 6 |
| Turning into someone they don't want to be | | |
| Great risk | 83 | 87 |
| Great/moderate risk | 96 | 96 |
| Slight/no risk | 4 | 4 |

Please indicate how much risk you think there is that each of the following would happen to someone who tries meth once. (Q3)

Perceived benefits of taking meth

Few teens agree that meth offers benefits to the user. Majorities of Colorado teens in 2011 continue to *disagree* (somewhat or strongly) that meth gives you energy (75%), makes you feel euphoric or very happy (69%), helps you deal with boredom (80%), makes you more popular (94%), helps you lose weight (62%), helps you escape your problems (82%), makes you intelligent (97%), helps you study (96%), or makes you feel attractive (89%).

Perceived Benefits of Taking Meth

Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|----------------------------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| Makes you intelligent | | |
| Agree (strongly/somewhat) | 2 | 2 |
| Disagree (strongly/somewhat) | 97 | 97 |
| Helps you study | | |
| Agree (strongly/somewhat) | 1 | 2 |
| Disagree (strongly/somewhat) | 96 | 96 |
| Makes you more popular | | |
| Agree (strongly/somewhat) | 5 | 5 |
| Disagree (strongly/somewhat) | 92 | 94 |
| Helps you escape your problems | | |
| Agree (strongly/somewhat) | 14 | 14 |
| Disagree (strongly/somewhat) | 81 | 82 |
| Makes you feel attractive | | |
| Agree (strongly/somewhat) | 4 | 5 |
| Disagree (strongly/somewhat) | 89 | 89 |
| Gives you energy | | |
| Agree (strongly/somewhat) | 16 | 14 |
| Disagree (strongly/somewhat) | 71 | 75 |
| Helps you deal with boredom | | |
| Agree (strongly/somewhat) | 14 | 13 |
| Disagree (strongly/somewhat) | 77 | 80 |
| Makes you feel euphoric or very happy | | |
| Agree (strongly/somewhat) | 21 | 20 |
| Disagree (strongly/somewhat) | 65 | 69 |
| Helps you lose weight | | |
| Agree (strongly/somewhat) | 25 | 25 |
| Disagree (strongly/somewhat) | 60 | 62 |

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... (Q1)

1.3. Social Approval of Meth Use

Among Colorado teens, there is widespread disapproval of meth use. Most strongly disapprove of using the drug once or twice (92%) or regularly (95%).

Teens also strongly disapprove of taking heroin (90% once or twice, 95% regularly), and cocaine (86% and 94%, respectively). These findings are similar to those observed in the benchmark survey.

Colorado teens express less disapproval of marijuana, both when compared to meth and over time (55% strongly disapprove of trying marijuana once or twice, down from 62% in the benchmark; 70% strongly disapprove of using marijuana regularly, down from 78% in the benchmark).

Moreover, 82% of teens agree their friends would give them a hard time if they, themselves, were to use meth (up from 76% in the 2009 benchmark), and 71% say they have tried to dissuade their friends from taking meth, comparable to 70% in the benchmark.

Social Approval of Using Various Illicit Drugs

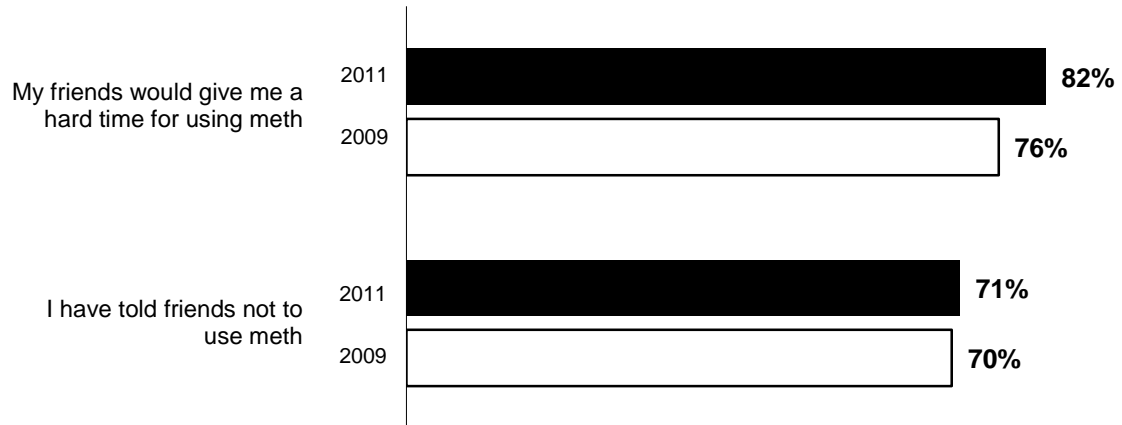
Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|---------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| Meth | | |
| <u>Once or twice</u> | | |
| Strongly disapprove | 91 | 92 |
| Strongly/somewhat approve | 2 | 4 |
| <u>Regularly</u> | | |
| Strongly disapprove | 96 | 95 |
| Strongly/somewhat approve | 1 | 3 |
| Heroin | | |
| <u>Once or twice</u> | | |
| Strongly disapprove | 90 | 90 |
| Strongly/somewhat approve | 2 | 3 |
| <u>Regularly</u> | | |
| Strongly disapprove | 96 | 95 |
| Strongly/somewhat approve | 1 | 3 |
| Cocaine | | |
| <u>Once or twice</u> | | |
| Strongly disapprove | 86 | 86 |
| Strongly/somewhat approve | 2 | 4 |
| <u>Regularly</u> | | |
| Strongly disapprove | 95 | 94 |
| Strongly/somewhat approve | 1 | 3 |
| Marijuana | | |
| <u>Once or twice</u> | | |
| Strongly disapprove | 62 | 55 |
| Strongly/somewhat approve | 12 | 14 |
| <u>Regularly</u> | | |
| Strongly disapprove | 78 | 70 |
| Strongly/somewhat approve | 7 | 9 |

Please indicate how much you approve or disapprove of the following activities. (Q4)

Peer Approval of Using Meth

Base: Total respondents



Would your friends give you a hard time for using meth? (Q8)
Have you told your friends not to use meth? (Q10)

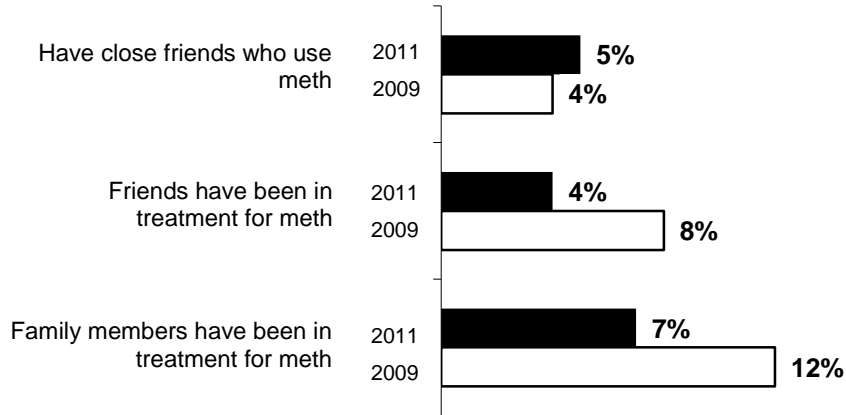
2. Meth Use

Four percent (1 in 25) of Colorado teens say they have friends who have been in treatment for using meth, down from 8% in 2009 the benchmark. Seven percent of teens say they have family members who have been in treatment for meth, down from 12% in the benchmark.

Additionally, 5% say they have close friends who use meth, comparable to 4% in the 2009 benchmark.

Usage/Treatment among Friends and Family

Base: Total respondents



Do you have any close friends who use meth? (Q6)

Have any of your friends been in treatment for using meth? (Q7)

Have any members of your family been in treatment for using meth? (Q11)

Meth Usage among Teens

Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|-----------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| Have ever tried meth | <u>2</u> | <u>1</u> |
| Used in past year | * | * |
| Used in past month | * | - |

In your lifetime, have you ever tried meth? (QX1)

In the past year, have you used meth? (QX3)

In the past month, have you used meth? (QX4)

3. Information Sources and Advertising Awareness

3.1. Parent-Child Discussions

Seven in ten teens, 70%—comparable to 73% in the benchmark—say they have discussed the subject of meth with their parents in the past year, with 55% reporting they have had such a discussion more than once in the past year.

Colorado teens who have spoken with their parents about meth in the past year are more likely than other teens to report ever having told friends not to use meth (78% vs. 56%), to see great risk in trying meth once or twice (91% vs. 82%), and are more likely to turn to their parents as a resource for information about meth (31% vs. 15%).

Frequency of Parent/Child Discussions about Meth

Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|------------------------------------------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| In past year, my parents talked to me about meth... | | |
| Ever (net) | 73 | 70 |
| Once | 15 | 15 |
| More than once | 58 | 55 |
| Never | 27 | 30 |

In the past year, how often have your parents talked to you about meth? (Q10a)

3.2. Key Information Sources

Information sources Colorado teens would refer to in order to learn more about meth

Colorado teens can go to many sources for information about meth. Of the seven sources of information asked about in the survey, teens are most likely to say they would turn to the Internet to learn more about meth (75%). Other sources cited include school (45%), parents (26%), television (23%), friends (19%), magazines (15%), and radio (11%).

Since the launch of the Colorado Meth Project's TV, radio, and online campaigns, teens are increasingly likely to turn to the Internet (up 12 points from the 2009 benchmark), television (up 6 points), and radio (up 5 points) for information on meth. At the same time, the number of teens turning to parents and friends for information about meth is down from the benchmark, by 13 points and 5 points, respectively.

Sources of Information about Meth

Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| The Internet, websites | 63 | 75 |
| School | 41 | 45 |
| Parents | 39 | 26 |
| Television | 17 | 23 |
| Friends | 24 | 19 |
| Magazines | 12 | 16 |
| Radio | 6 | 11 |
| Other | 16 | 15 |
| Don't know | 1 | 2 |

*Which of the following sources, if any, would you go to in order to find information about meth?
(Q12)*

Perceived value of various information sources

In the survey, respondents were asked about a number of potential sources of information and were then asked to rate how much they value the advice and/or opinions from each on a five-point scale, where a "1" means "highly valuable" and "5" means "not at all valuable."

Of the sources listed, teens are most likely to give a "1" or "2" rating to the Internet (47%), athletes they respect (40%), and TV commercials (40%). About three in ten Colorado teens give top-two value ratings to TV shows, news and movies (32%, stable), print ads in newspapers/magazines (32%), posters on buses, bus stops, or subways (31%), billboards outside (31%), musicians they listen to (30%), the radio (30%), and movie actors (29%).

The only information source that teens find more valuable today than in 2009 is TV commercials (up 7 points to 40%).

**Perceived Value of Various Meth Information Sources
– % say “1” or “2” on 1-5 point scale –**

Base: Total respondents

| | 2009 | 2011 |
|---------------------------------------------------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| TV commercials/print ads/ billboards/posters/radio (net) | | |
| Top “1” rating | 26 | 30 |
| Top “1” or “2” rating | 59 | 68 |
| Internet sites | | |
| Top “1” rating | 18 | 19 |
| Top “1” or “2” rating | 42 | 47 |
| Billboards outside | | |
| Top “1” rating | 12 | 12 |
| Top “1” or “2” rating | 27 | 31 |
| Athletes I respect | | |
| Top “1” rating | 19 | 19 |
| Top “1” or “2” rating | 41 | 40 |
| TV commercials | | |
| Top “1” rating | 13 | 16 |
| Top “1” or “2” rating | 33 | 40 |
| Print ads in newspapers or magazines | | |
| Top “1” rating | 10 | 10 |
| Top “1” or “2” rating | 29 | 32 |
| TV shows, news or movies | | |
| Top “1” rating | 13 | 13 |
| Top “1” or “2” rating | 33 | 32 |
| Posters on buses, bus stops, or subways | | |
| Top “1” rating | 11 | 11 |
| Top “1” or “2” rating | 27 | 31 |
| Movie actors I respect | | |
| Top “1” rating | 11 | 10 |
| Top “1” or “2” rating | 29 | 29 |
| Radio | | |
| Top “1” rating | 9 | 9 |
| Top “1” or “2” rating | 26 | 30 |
| Musicians I listen to | | |
| Top “1” rating | 13 | 13 |
| Top “1” or “2” rating | 31 | 30 |

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. (Q12a)

General awareness of meth-related public service advertising

Anti-meth advertising is widespread in Colorado—97% of teens say they have seen or heard ads communicating the risks of meth, compared to 78% in 2009 before the Colorado Meth Project launched. In fact, 67% of teens have seen an anti-meth ad at least once a week, twice the number in 2009 (32%).

Ads are most commonly seen or heard on television, on billboards outside, at school (65%), on the Internet (63%), and on the radio (57%), the media that the Colorado Meth Project uses. The number of teens exposed to the ads has risen considerably since the 2009 benchmark for TV commercials (up 8 points to 87%), billboards (up 36 points to 72%), and radio (up 22 points to 57%). Also higher since the benchmark are seeing ads on posters on buses, bus stops, or subways (up 13 points to 50%) and in movie theaters (up 7 points to 28%). However, seeing ads at school has fallen to 65% in 2011 from 77% in the benchmark.

Colorado teens who have spoken with their parents about meth in the past year are more likely than other teens to report having seen anti-meth TV commercials, print ads, billboards, posters on buses, bus stops, and subways, video rentals, school, and the Internet.

Frequency See/Hear Meth Public Service Advertising

Base: Total respondents

| | <u>2009</u> | <u>2011</u> |
|----------------------------------|-------------|-------------|
| (Unweighted base) | (600) | (602) |
| | % | % |
| Not at all | 22 | 2 |
| Ever (net) | 78 | 97 |
| Less often than once a month | 17 | 6 |
| 1-3 times a month | 30 | 24 |
| Once a week or more (net) | 32 | 67 |
| 1-3 times a week | 14 | 26 |
| Every day or almost every day | 14 | 31 |
| More than once a day | 3 | 10 |

How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q13)

Where See/Hear Meth Public Service Advertising

Base: Have seen/heard anti-meth ads

| | <u>2009</u> | <u>2011</u> |
|---------------------------------------------------------|--------------------|--------------------|
| (Unweighted base) | (466) | (585) |
| | % | % |
| TV commercials/billboards/radio/print ads/posters (net) | 91 | 96 |
| TV commercials | 79 | 87 |
| Billboards outside | 36 | 72 |
| School | 77 | 65 |
| Radio | 35 | 57 |
| Internet, websites | 57 | 63 |
| Print ads in newspapers or magazines | 48 | 51 |
| Posters on buses, bus stops, or subways | 37 | 50 |
| Movie theaters | 21 | 28 |
| Video rentals viewed at home | 22 | 22 |

Thinking about anti-meth campaigns, please think about all the different places you may have seen, heard or read anti-meth information RECENTLY, including all the different kinds of advertising, sponsorship and other activities. Have you seen or heard anti-meth advertisements RECENTLY in any of the following? (Q14)

4. Colorado Meth Project Awareness and Perceptions

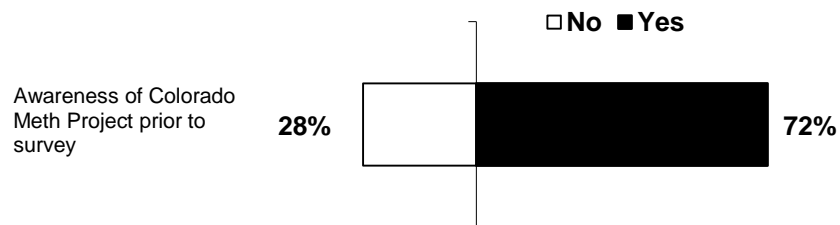
4.1. Awareness of the Colorado Meth Project

More than seven in 10 teens (72%) say they had heard of the Colorado Meth Project prior to taking the survey.

Moreover, nine in ten Colorado teens (90%) have heard of anti-drug advertising that uses the phrase, "Not Even Once."

Awareness of Colorado Meth Project Prior to Taking Survey

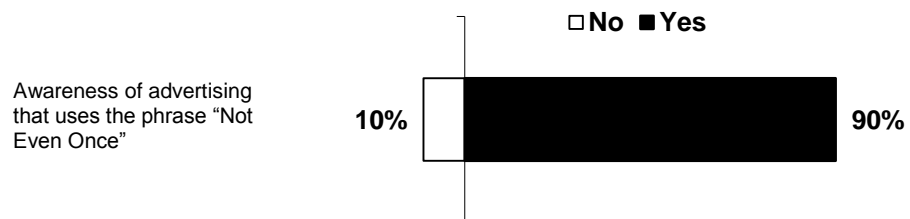
Base: Total respondents



Before this survey, had you ever heard of the Colorado Meth Project? (Q17)

Awareness of Advertising that Uses the Phrase "Not Even Once"

Base: Total respondents



Have you seen or heard any anti-drug advertising on the radio, TV, in the newspaper, on billboards, at school or any other places that use the phrase, "Not even once"? (Q12b)

4.2. Awareness of Television Advertising

Advertisement 1: Junkie Den

"Junkie Den," as described below in the survey instrument and read to respondents, is recognized by 59% of Colorado teens, with 30% saying they have seen or heard it often.

A boy hands another boy a glass pipe and he starts smoking. Then a man with sores on his face and a jacket with no shirt comes out of the shadows and says, "You did it kid." Other people begin coming out of the shadows saying things such as, "You're in," "You're one of us now," " We are going to be shooting up together," "Sleeping together too." The boy then yells, "No, I'm trying it just this once" and the people from the shadows then start laughing. A black screen appears, you hear a crackling sound as a white logo appears with the words "Meth – Not Even once." The commercial ends.

Advertisement 2: Crash

"Crash," as described below in the survey instrument and read to respondents, is recognized by 62% of Colorado teens, with 28% saying they have seen or heard it often.

A car is on a dark highway while it is snowing and a young girl is driving. As the car's tire blows, a female voice says, "I wish my car had blown a tire that night. I wish my car had skidded off the road. I wish I had broken my neck." The car is shown rolling over and the girl is bloody. Then the ad shows the girl driving, as before (uninjured), and the female voice says, "But I didn't crash, I drove to that party." The girl is shown - her teeth are yellow, her lips are cracked, and she has sores on her face. She says, "And I did meth for the first time. I did meth and now this is my life, this is my life." A black screen appears, you hear a crackling sound as a white logo appears with the words "Meth – Not Even once." The commercial ends.

Frequency of Seeing Colorado Meth Project TV Ads

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds |
|----------------------------|----------------------------|
| (Unweighted base) | (585) |
| | % |
| TV ad 1: Junkie Den | |
| <u>Have seen</u> | <u>59</u> |
| Often | 30 |
| A few times | 29 |
| Have not seen | 41 |
| TV ad 2: Crash | |
| <u>Have seen</u> | <u>62</u> |
| Often | 28 |
| A few times | 34 |
| Have not seen | 38 |

Have you seen or heard this ad... (Q14a,b)

4.3. Awareness of Radio Advertising

Advertisement 1: Kara

"Kara," as described below in the survey instrument and read to respondents, is recognized by 47% of Colorado teens, with 21% saying they have heard it often.

"One time I was sitting at my friend's house, and we'd been smoking for about four days straight and I stood up and I blacked out. I don't really remember, but they told me that my heart started beating really, really fast and stuff and I was throwing up blood. My name is Kara, I'm 15 years old, and I started doing meth when I was 11. My really good friend checked my heart and he was freaking out because it scared him and he was like "I thought you were going to die 'cause your heart stopped twice." And they never took me to the hospital. My mom doesn't know...and I think, what if I did die? If I did die, I wouldn't be here...I wouldn't get this second chance. I wouldn't get to turn things around. I wouldn't make it to my 16th birthday, and I regret it a lot." A different voice says, "Brought to you by the Colorado Meth Project." The ad ends.

Advertisement 2: Hailey

"Hailey," as described below in the survey instrument and read to respondents, is recognized by 51% of Colorado teens, with 20% saying they have heard it often.

"Well, I was chewing gum and there were little pieces of something in my gum and I took it out and it was my tooth. ...my back teeth are gone because they just crumbled into bits and pieces. My name is Hailey, I am 17 years old, and I started doing meth when I was 15. My hair was falling out in huge clumps, my eyelashes were falling out.... My biggest regret is the fact that I started a lot of people on meth. How could I do that to somebody? It makes me really sad. People don't wake up and say: I'm going to be a meth addict today. They try it just once and they think it is all going to be fine. You make nothing of your life and that's a fact." A different voice says, "Brought to you by the Colorado Meth Project." The ad ends.

Frequency of Hearing Colorado Meth Project Radio Ads

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds |
|---------------------------|----------------------------|
| (Unweighted base) | (585) |
| | % |
| Radio ad 1: Kara | |
| <u>Have heard</u> | <u>47</u> |
| Often | 21 |
| A few times | 26 |
| Have not heard | 53 |
| Radio ad 2: Hailey | |
| <u>Have heard</u> | <u>51</u> |
| Often | 20 |
| A few times | 31 |
| Have not heard | 49 |

Have you heard this ad... (Q14c,d)

4.4. Impressions and Stated Effectiveness of Colorado Meth Project Television and Radio Advertisements

Extent to which teens would like siblings/friends who are thinking about trying meth to see or hear ads

Among Colorado teens, 97% say that if their brother, sister, or friend was thinking about trying meth, they would want that person to see or hear a Colorado Meth Project ad.

Whether or Not Would Want Sibling or Friend to See/Hear Colorado Meth Project Ads

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds |
|--------------------------------------------------------|----------------------------|
| (Unweighted base) | (585) |
| | % |
| <u>Definitely/probably would</u> | <u>97</u> |
| I definitely would want them to see one of the ads | 84 |
| I probably would want them to see one of the ads | 13 |
| <u>Definitely/probably would not</u> | <u>3</u> |
| I probably would not want them to see one of the ads | 2 |
| I definitely would not want them to see one of the ads | 1 |
| Don't know | - |

If your brother, sister or a friend were thinking about trying meth, would you want them to see or hear one of the ads that were described in the previous questions? (Q14e)

Messages conveyed by the Colorado Meth Project ads

The Colorado Meth Project's intended advertising messages about the dangers of meth appear to have been communicated to Colorado teens. Most teens agree the ads show that meth will make them look differently than they usually do (96%), is dangerous to try just one time (95%), will make them act in a way they would not want to act (94%), is more dangerous than they had originally thought (92%), affects many people's lives other than the user's (92%), or problems with meth could happen in their town or school (88%).

Effectiveness of the Colorado Meth Project ads

Most teens agree the Colorado Meth Project ads helped them understand that they can't try meth even once (92%), made them more aware of the risks of using meth (91%), made them less likely to try or use meth (88%), gave them new information or told them things they didn't know about meth (81%), or made them want to talk to someone else about the risks of meth (69%).

Messages Conveyed by the Colorado Meth Project Advertisements

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds (585) % |
|--------------------------------------------------------------------------------------|----------------------------------|
| (Unweighted base) | |
| The ads show that meth is dangerous to try just one time | |
| Strongly agree | 90 |
| Strongly/somewhat agree | 95 |
| Strongly/somewhat disagree | 4 |
| Neither agree nor disagree | 1 |
| The ads show that meth will make you act in a way you would not want to act | |
| Strongly agree | 83 |
| Strongly/somewhat agree | 94 |
| Strongly/somewhat disagree | 5 |
| Neither agree nor disagree | 1 |
| The ads show that meth will make you look different than you usually do | |
| Strongly agree | 88 |
| Strongly/somewhat agree | 96 |
| Strongly/somewhat disagree | 4 |
| Neither agree nor disagree | * |
| The ads show that meth affects many people's lives other than the user's | |
| Strongly agree | 81 |
| Strongly/somewhat agree | 92 |
| Strongly/somewhat disagree | 7 |
| Neither agree nor disagree | 1 |
| The ads show that meth is more dangerous to try than you originally thought | |
| Strongly agree | 81 |
| Strongly/somewhat agree | 92 |
| Strongly/somewhat disagree | 5 |
| Neither agree nor disagree | 2 |
| The ads show that problems with meth could happen in your town or your school | |
| Strongly agree | 61 |
| Strongly/somewhat agree | 88 |
| Strongly/somewhat disagree | 8 |
| Neither agree nor disagree | 4 |

Please indicate how strongly you agree or disagree that the anti-meth ads or commercials described in questions 14 a, b, c, and d gave you the following impressions. (Q15)

Effectiveness of the Colorado Meth Project Advertisements

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds |
|-------------------------------------------------------------------------------|----------------------------|
| (Unweighted base) | (585) |
| | % |
| Made you less likely to try or use meth | |
| Strongly agree | 79 |
| Strongly/somewhat agree | 88 |
| Strongly/somewhat disagree | 9 |
| Neither agree nor disagree | 3 |
| Gave you new information or told you things you didn't know about meth | |
| Strongly agree | 58 |
| Strongly/somewhat agree | 81 |
| Strongly/somewhat disagree | 13 |
| Neither agree nor disagree | 6 |
| Made you more aware of the risks of using meth | |
| Strongly agree | 77 |
| Strongly/somewhat agree | 91 |
| Strongly/somewhat disagree | 6 |
| Neither agree nor disagree | 3 |
| Helped you understand that you can't try meth even once | |
| Strongly agree | 83 |
| Strongly/somewhat agree | 92 |
| Strongly/somewhat disagree | 7 |
| Neither agree nor disagree | 1 |
| Exaggerated the risks of using meth | |
| Strongly agree | 23 |
| Strongly/somewhat agree | 41 |
| Strongly/somewhat disagree | 52 |
| Neither agree nor disagree | 7 |
| Made you want to talk to someone else about the risks of meth | |
| Strongly agree | 37 |
| Strongly/somewhat agree | 69 |
| Strongly/somewhat disagree | 20 |
| Neither agree nor disagree | 11 |

Please indicate how strongly you agree or disagree with the following statements about the anti-meth ads or commercials described in questions... (Q16)

Impact of the Colorado Meth Project ads

Beyond the messaging and effectiveness of the Colorado Meth Project ads, many of those who see or hear the ads say they engage in a follow-up behavior. Teens who have seen or heard anti-meth advertising were asked about four potential responses to the ads. More than six in ten say the ads caused them to tell someone not to use meth (63%) or prompted them to talk about the ads with someone they know (62%). About half report that the Colorado Meth Project ads caused them to talk to someone they know about the risk of meth (51%), while about one in three say the ads prompted them to go find out more about meth (36%).

Likewise, teens who have told friends not to use meth are more likely than others to agree that they have taken each of these actions as a result of seeing or hearing Colorado Meth Project advertising.

In addition, female teens are more likely than male teens to say the Colorado Meth Project Ads caused them to talk about the ads with someone or to talk to someone they know about the risks of meth.

Impact of the Colorado Meth Project Advertisements

Base: Have seen/heard anti-meth ads

| | 12-17 Year-Olds |
|--------------------------------------------------|----------------------------|
| | (585) |
| | % |
| Tell someone not to use meth | 63 |
| Talk about the ads with someone you know | 62 |
| Talk to someone you know about the risks of meth | 51 |
| Go find out more about meth | 36 |

Thinking about the Colorado Meth Project ads you have seen or heard over the years, have one or more of those ads have ever caused you to... (Q17a)

Appendix 1: Sample Demography—Teens

| (Unweighted base) | 12-17 Year-Olds | |
|---------------------------------|-------------------|---------------------|
| | 100% | N=602 |
| | <u>Weighted %</u> | <u>Unweighted N</u> |
| Sex | | |
| Male | 51 | 292 |
| Female | 49 | 310 |
| Age | | |
| 12-13 | 21 | 136 |
| 14-15 | 35 | 220 |
| 16-17 | 44 | 246 |
| Ethnicity | | |
| White | 69 | 406 |
| Hispanic/Latino | 26 | 156 |
| African-American | 4 | 31 |
| American Indian/Native American | 3 | 17 |
| Asian | 3 | 13 |
| Other | 22 | 132 |
| Rather not say/Refused | * | 3 |

Appendix 2: Trend Data—Teens (12-17)

Perceived Ease of Acquiring Various Illicit Drugs - Teens -

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|---------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Meth | | | |
| Easy (very/somewhat) | 20 | 20 | 17 |
| Difficult (very/somewhat) | 63 | 66 | 61 |
| Heroin | | | |
| Easy (very/somewhat) | 15 | 17 | 15 |
| Difficult (very/somewhat) | 67 | 67 | 65 |
| Marijuana | | | |
| Easy (very/somewhat) | 55 | 63a | 64a |
| Difficult (very/somewhat) | 33c | 28 | 26 |
| Cocaine | | | |
| Easy (very/somewhat) | 22 | 25 | 23 |
| Difficult (very/somewhat) | 62 | 60 | 58 |

*How difficult, or easy, do you think it would be for you to get each of the following types of drugs?
(Q5)*

**Whether or Not Have Personally Been Offered Meth
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|-------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Yes | 10 | 9 | 8 |
| No | 90 | 91 | 92 |

Has anyone ever offered you or tried to get you to use meth? (Q9)

**Perceived Benefits of Taking Meth
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|----------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Makes you intelligent | | | |
| Agree (strongly/somewhat) | 2 | 2 | 2 |
| Disagree (strongly/somewhat) | 97 | 96 | 97 |
| Helps you study | | | |
| Agree (strongly/somewhat) | 1 | 2 | 2 |
| Disagree (strongly/somewhat) | 96 | 95 | 96 |
| Makes you more popular | | | |
| Agree (strongly/somewhat) | 5 | 7 | 5 |
| Disagree (strongly/somewhat) | 92 | 91 | 94 |
| Helps you escape your problems | | | |
| Agree (strongly/somewhat) | 14 | 17 | 14 |
| Disagree (strongly/somewhat) | 81 | 77 | 82 |
| Makes you feel attractive | | | |
| Agree (strongly/somewhat) | 4 | 5 | 5 |
| Disagree (strongly/somewhat) | 89 | 87 | 89 |
| Gives you energy | | | |
| Agree (strongly/somewhat) | 16 | 17 | 14 |
| Disagree (strongly/somewhat) | 71 | 72 | 75 |
| Helps you deal with boredom | | | |
| Agree (strongly/somewhat) | 14 | 17c | 13 |
| Disagree (strongly/somewhat) | 77 | 76 | 80 |
| Makes you feel euphoric or very happy | | | |
| Agree (strongly/somewhat) | 21 | 25 | 20 |
| Disagree (strongly/somewhat) | 65 | 62 | 69b |
| Helps you lose weight | | | |
| Agree (strongly/somewhat) | 25 | 26 | 25 |
| Disagree (strongly/somewhat) | 60 | 60 | 62 |

Whether or not you or someone you know uses meth, we would like your thoughts. Please indicate how much you agree or disagree with the following statements about meth. (Q1)

**Perceived Risks of Taking Various Illicit Drugs
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|----------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Meth | | | |
| <u>Once or twice</u> | | | |
| Great risk | 79 | 88a | 88a |
| Great/moderate risk | 90 | 94a | 94a |
| Slight/no risk | 10bc | 5 | 6 |
| <u>Regularly</u> | | | |
| Great risk | 90 | 95a | 93 |
| Great/moderate risk | 93 | 96a | 95 |
| Slight/no risk | 6 | 4 | 5 |
| Heroin | | | |
| <u>Once or twice</u> | | | |
| Great risk | 78 | 85a | 84a |
| Great/moderate risk | 92 | 93 | 94 |
| Slight/no risk | 8 | 6 | 6 |
| <u>Regularly</u> | | | |
| Great risk | 90 | 94a | 92 |
| Great/moderate risk | 93 | 96a | 94 |
| Slight/no risk | 7b | 4 | 6 |
| Cocaine | | | |
| <u>Once or twice</u> | | | |
| Great risk | 71 | 79a | 77a |
| Great/moderate risk | 87 | 92a | 92a |
| Slight/no risk | 13bc | 8 | 8 |
| <u>Regularly</u> | | | |
| Great risk | 88 | 94a | 92a |
| Great/moderate risk | 93 | 96a | 95 |
| Slight/no risk | 7b | 4 | 5 |

*Please indicate how much risk, if any, you think there is involved in each of the following activities.
(Q2)*

**Perceived Risks of Taking Various Illicit Drugs (Cont'd.)
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|-------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |

Marijuana

Once or twice

| | | | |
|---------------------|----|----|----|
| Great risk | 48 | 49 | 47 |
| Great/moderate risk | 72 | 69 | 69 |
| Slight/no risk | 28 | 31 | 31 |

Regularly

| | | | |
|---------------------|----|----|----|
| Great risk | 69 | 67 | 65 |
| Great/moderate risk | 83 | 82 | 82 |
| Slight/no risk | 16 | 18 | 18 |

*Please indicate how much risk, if any, you think there is involved in each of the following activities.
(Q2)*

**Perceived Risks of Trying Meth Once
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|----------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Getting hooked on meth | | | |
| Great risk | 89 | 93a | 94a |
| Great/moderate risk | 97 | 98 | 97 |
| Slight/no risk | 3 | 2 | 3 |
| Becoming violent | | | |
| Great risk | 74 | 79a | 78 |
| Great/moderate risk | 93 | 95 | 93 |
| Slight/no risk | 7 | 4 | 6 |
| Dying | | | |
| Great risk | 71 | 79a | 79a |
| Great/moderate risk | 90 | 94a | 94a |
| Slight/no risk | 9bc | 6 | 6 |
| Becoming paranoid | | | |
| Great risk | 72 | 78a | 77 |
| Great/moderate risk | 92 | 95 | 93 |
| Slight/no risk | 8b | 5 | 6 |
| Suffering brain damage | | | |
| Great risk | 82 | 86 | 87 |
| Great/moderate risk | 95 | 96 | 97 |
| Slight/no risk | 5 | 4 | 3 |
| Suffering tooth decay | | | |
| Great risk | 68 | 75a | 83ab |
| Great/moderate risk | 87 | 90 | 96ab |
| Slight/no risk | 12bc | 8c | 4 |
| Getting insomnia or not being able to sleep | | | |
| Great risk | 63 | 70a | 73a |
| Great/moderate risk | 89 | 92 | 91 |
| Slight/no risk | 10 | 7 | 8 |

Please indicate how much risk you think there is that each of the following would happen to someone who tries meth once. (Q3)

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

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|---------------------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Making their problems worse | | | |
| Great risk | 84 | 90a | 89a |
| Great/moderate risk | 94 | 98a | 96 |
| Slight/no risk | 6b | 2 | 4 |
| Losing control of themselves | | | |
| Great risk | 84 | 86 | 90a |
| Great/moderate risk | 95 | 98a | 97a |
| Slight/no risk | 5bc | 2 | 3 |
| Having sex with someone they don't want to | | | |
| Great risk | 74 | 79 | 80a |
| Great/moderate risk | 91 | 94 | 95a |
| Slight/no risk | 7 | 5 | 5 |
| Being a negative influence on a younger brother/sister | | | |
| Great risk | 89 | 90 | 91 |
| Great/moderate risk | 96 | 98 | 97 |
| Slight/no risk | 4 | 2 | 3 |
| Stealing | | | |
| Great risk | 62 | 73a | 75a |
| Great/moderate risk | 89 | 93a | 93a |
| Slight/no risk | 10bc | 7 | 6 |
| Stop taking care of hygiene | | | |
| Great risk | 68 | 74 | 79ab |
| Great/moderate risk | 90 | 94a | 94a |
| Slight/no risk | 10bc | 6 | 6 |
| Turning into someone they don't want to be | | | |
| Great risk | 83 | 88a | 87 |
| Great/moderate risk | 96 | 97 | 96 |
| Slight/no risk | 4 | 3 | 4 |

Please indicate how much risk you think there is that each of the following would happen to someone who tries meth once. (Q3)

**Social Approval of Using Various Illicit Drugs
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|---------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Meth | | | |
| <u>Once or twice</u> | | | |
| Strongly disapprove | 91 | 92 | 92 |
| Strongly/somewhat approve | 2 | 2 | 4ab |
| <u>Regularly</u> | | | |
| Strongly disapprove | 96 | 98c | 95 |
| Strongly/somewhat approve | 1 | 1 | 3ab |
| Heroin | | | |
| <u>Once or twice</u> | | | |
| Strongly disapprove | 90 | 92 | 90 |
| Strongly/somewhat approve | 2 | 2 | 3 |
| <u>Regularly</u> | | | |
| Strongly disapprove | 96 | 97 | 95 |
| Strongly/somewhat approve | 1 | 1 | 3ab |
| Cocaine | | | |
| <u>Once or twice</u> | | | |
| Strongly disapprove | 86 | 88 | 86 |
| Strongly/somewhat approve | 2 | 2 | 4b |
| <u>Regularly</u> | | | |
| Strongly disapprove | 95 | 97c | 94 |
| Strongly/somewhat approve | 1 | 1 | 3ab |
| Marijuana | | | |
| <u>Once or twice</u> | | | |
| Strongly disapprove | 62c | 60 | 55 |
| Strongly/somewhat approve | 12 | 10 | 14 |
| <u>Regularly</u> | | | |
| Strongly disapprove | 78c | 75 | 70 |
| Strongly/somewhat approve | 7 | 6 | 9 |

Please indicate how much you approve or disapprove of the following activities. (Q4)

**Peer Approval of Using Meth
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|-----------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| My friends would give me a hard time for using meth | 76 | 80 | 82a |
| I have told friends not to use meth | 70 | 72 | 71 |

*Would your friends give you a hard time for using meth? (Q8)
Have you told your friends not to use meth? (Q10)*

**Whether or Not People Close to Respondent Have Tried Meth
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|----------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Have close friends who have tried meth | 4 | 7 | 5 |
| Have close friends who have been treated for meth | 8c | 6 | 4 |
| Have family members who have been treated for meth | 12c | 10 | 7 |

*Do you have any close friends who use meth? (Q6)
Have any of your friends been in treatment for using meth? (Q7)
Have any members of your family been in treatment for using meth? (Q11)*

**Meth Usage
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|------------------------------------|-----------------|-----------------|-----------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| <u>Have ever tried meth</u> | <u>2</u> | <u>1</u> | <u>1</u> |
| Have used meth in past year | * | - | * |
| Have used meth in past month | * | - | - |

In your lifetime, have you ever tried meth? (QX1)

In the past year, have you used meth? (QX3)

In the past month, have you used meth? (QX4)

**Frequency of Parent/Child Discussions About Meth in Past Year
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|-------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Ever | 73 | 68 | 70 |
| Once | 15 | 17 | 15 |
| More than once | 58b | 51 | 55 |
| Never | 27 | 32 | 30 |

In the past year, how often have your parents talked to you about meth? (Q10a)

**Sources of Information About Meth
- Teens -**

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| The Internet, websites | 63 | 74a | 75a |
| School | 41 | 44 | 45 |
| Parents | 39bc | 30 | 26 |
| Television | 17 | 22 | 23a |
| Friends | 24c | 23 | 19 |
| Magazines | 12 | 15 | 16 |
| Radio | 6 | 10a | 11a |
| Other | 16 | 16 | 15 |
| Don't know | 1b | * | 2b |

Which of the following sources, if any, would you go to in order to find information about meth? (Q12)

Perceived Value of Various Meth Information Sources
 – % say “1” or “2” on 1-5 point scale –
 - Teens -

Base: Total respondents

| | 2009 | 2010 | 2011 |
|---------------------------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| TV commercials/print ads/ billboards/posters/radio (net) | | | |
| Top “1” rating | 26 | 33a | 30 |
| Top “1” or “2” rating | 59 | 66a | 68a |
| Internet sites | | | |
| Top “1” rating | 18 | 21 | 19 |
| Top “1” or “2” rating | 42 | 46 | 47 |
| Billboards outside | | | |
| Top “1” rating | 12 | 12 | 12 |
| Top “1” or “2” rating | 27 | 31 | 31 |
| Athletes I respect | | | |
| Top “1” rating | 19 | 21 | 19 |
| Top “1” or “2” rating | 41 | 43 | 40 |
| TV commercials | | | |
| Top “1” rating | 13 | 17 | 16 |
| Top “1” or “2” rating | 33 | 39 | 40a |
| Print ads in newspapers or magazines | | | |
| Top “1” rating | 10 | 12 | 10 |
| Top “1” or “2” rating | 29 | 33 | 32 |
| TV shows, news or movies | | | |
| Top “1” rating | 13 | 16 | 13 |
| Top “1” or “2” rating | 33 | 34 | 32 |
| Posters on buses, bus stops, or subways | | | |
| Top “1” rating | 11 | 14 | 11 |
| Top “1” or “2” rating | 27 | 35a | 31 |
| Movie actors I respect | | | |
| Top “1” rating | 11 | 13 | 10 |
| Top “1” or “2” rating | 29 | 31 | 29 |
| Radio | | | |
| Top “1” rating | 9 | 10 | 9 |
| Top “1” or “2” rating | 26 | 32a | 30 |
| Musicians I listen to | | | |
| Top “1” rating | 13 | 16 | 13 |
| Top “1” or “2” rating | 31 | 31 | 30 |

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. (Q12a)

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

Base: Total respondents

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|----------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (600) | (601) | (602) |
| | a | b | c |
| | % | % | % |
| Not at all | 22bc | 7c | 2 |
| Ever (net) | 78 | 93a | 97ab |
| Less than once a month | 17bc | 7 | 6 |
| 1-3 times a month | 30c | 29 | 24 |
| Once a week or more (net) | 32 | 57a | 67ab |
| 1-3 times a week | 14 | 26a | 26a |
| Every day or almost every day | 14 | 24a | 31ab |
| More than once a day | 3 | 7a | 10a |

How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q13)

**Where See/Hear Meth Public Service Advertising
- Teens -**

Base: Total teens who have seen/heard anti-meth ads

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|---------------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (466) | (564) | (585) |
| | a | b | c |
| | % | % | % |
| TV commercials/billboards/radio/print ads/posters (net) | 91 | 95a | 96a |
| TV commercials | 79 | 89a | 87a |
| Billboards outside | 36 | 53a | 72ab |
| School | 77bc | 70 | 65 |
| Radio | 35 | 43a | 57ab |
| Internet, websites | 57 | 61 | 63 |
| Print ads in newspapers or magazines | 48 | 52 | 51 |
| Posters on buses, bus stops, or subways | 37 | 47a | 50a |
| Movie theaters | 21 | 23 | 28a |
| Video rentals viewed at home | 22b | 16 | 22b |

Thinking about anti-meth campaigns, please think about all the different places you may have seen, heard or read anti-meth information RECENTLY, including all the different kinds of advertising, sponsorship and other activities. Have you seen or heard anti-meth advertisements RECENTLY in any of the following? (Q14)

**Messages Conveyed by the Colorado Meth Project Advertisements
-Teens-**

Base: Total teens who have seen/heard anti-meth ads

| | 2009 | 2010 | 2011 |
|------------------------------------------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (466) | (564) | (585) |
| | a | b | c |
| | % | % | % |
| The ads show that meth is dangerous to try just one time | | | |
| Strongly agree | 75 | 84a | 90ab |
| Strongly/somewhat agree | 90 | 94a | 95a |
| Strongly/somewhat disagree | 8c | 5 | 4 |
| Neither agree nor disagree | 2 | 1 | 1 |
| The ads show that meth will make you act in a way you would not want to act | | | |
| Strongly agree | 74 | 88ac | 83a |
| Strongly/somewhat agree | 92 | 97a | 94 |
| Strongly/somewhat disagree | 6b | 2 | 5 |
| Neither agree nor disagree | 1 | 1 | 1 |
| The ads show that meth will make you look different than you usually do | | | |
| Strongly agree | 62 | 79a | 88ab |
| Strongly/somewhat agree | 84 | 94a | 96a |
| Strongly/somewhat disagree | 11bc | 5 | 4 |
| Neither agree nor disagree | 4bc | 1 | * |
| The ads show that meth affects many people's lives other than the user's | | | |
| Strongly agree | 77 | 77 | 81 |
| Strongly/somewhat agree | 92 | 92 | 92 |
| Strongly/somewhat disagree | 5 | 6 | 7 |
| Neither agree nor disagree | 2 | 2 | 1 |
| The ads show that meth is more dangerous to try than you originally thought | | | |
| Strongly agree | 65 | 79a | 81a |
| Strongly/somewhat agree | 88 | 92 | 92 |
| Strongly/somewhat disagree | 7 | 4 | 5 |
| Neither agree nor disagree | 4 | 4 | 2 |
| The ads show that problems with meth could happen in your town or school | | | |
| Strongly agree | 55 | 62a | 61a |
| Strongly/somewhat agree | 87 | 86 | 88 |
| Strongly/somewhat disagree | 9 | 8 | 8 |
| Neither agree nor disagree | 4 | 5 | 4 |

How much do you agree or disagree that the anti-meth ads or commercials you have seen or heard recently gave you the following impressions. (Q15)

**Effectiveness of the Colorado Meth Project Advertisements
-Teens-**

Base: Total teens who have seen/heard anti-meth ads

| | 2009 | 2010 | 2011 |
|---------------------------------------------------------------------------|-------------|-------------|-------------|
| (Unweighted base) | (466) | (564) | (585) |
| | a | b | c |
| | % | % | % |
| Gave me new information or told me things I didn't know about meth | | | |
| Strongly agree | 42 | 45 | 58ab |
| Strongly/somewhat agree | 73 | 77 | 81a |
| Strongly/somewhat disagree | 20c | 17 | 13 |
| Neither agree nor disagree | 6 | 6 | 6 |
| Made me more aware of the risks of using meth | | | |
| Strongly agree | 65 | 70 | 77ab |
| Strongly/somewhat agree | 89 | 90 | 91 |
| Strongly/somewhat disagree | 7 | 6 | 6 |
| Neither agree nor disagree | 4 | 3 | 3 |
| Helped me understand that you can't try meth even once | | | |
| Strongly agree | 62 | 79a | 83a |
| Strongly/somewhat agree | 83 | 90a | 92a |
| Strongly/somewhat disagree | 13bc | 8 | 7 |
| Neither agree nor disagree | 4c | 2 | 1 |
| Made me less likely to try or use meth | | | |
| Strongly agree | 66 | 76a | 79a |
| Strongly/somewhat agree | 85 | 89 | 88 |
| Strongly/somewhat disagree | 9 | 9 | 9 |
| Neither agree nor disagree | 5 | 3 | 3 |
| Exaggerated the risks of using meth | | | |
| Strongly agree | 25b | 19 | 23 |
| Strongly/somewhat agree | 49bc | 37 | 41 |
| Strongly/somewhat disagree | 45 | 56a | 52a |
| Neither agree nor disagree | 6 | 7 | 7 |
| Made me want to talk to someone else about the risks of meth | | | |
| Strongly agree | 33 | 31 | 37b |
| Strongly/somewhat agree | 61 | 62 | 69ab |
| Strongly/somewhat disagree | 31c | 26c | 20 |
| Neither agree nor disagree | 8 | 12 | 11 |

Please indicate how strongly you agree or disagree with the following statements about the anti-meth advertisements that you have recent seen or heard. How much do you agree or disagree that the anti-meth ads... (Q16)

**Whether or Not Have Heard of Colorado Meth Project
- Teens -**

Base: Total teens who have seen/heard anti-meth ads

| | <u>2009</u> | <u>2010</u> | <u>2011</u> |
|-------------------|-------------|-------------|-------------|
| (Unweighted base) | | | (585) |
| | a | b | c |
| | % | % | % |
| Yes | NA | NA | 75 |
| No | NA | NA | 25 |

Before this survey, had you ever heard of the Colorado Meth Project? (Q17)

Appendix 3: About The Meth Project

What is the Meth Project?

The Meth Project is a large-scale prevention program aimed at significantly reducing meth use through public service messaging, public policy, and community outreach. The Colorado Meth Project, Montana Meth Project, Arizona Meth Project, Idaho Meth Project, Illinois Meth Project, Wyoming Meth Project, Hawaii Meth Project, Georgia 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 websites—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 contests in Montana and Idaho, 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 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 or contact:

The Meth Project
P.O. Box 240
Palo Alto, CA 94302
650-752-1070
info@methproject.org

Appendix 4: About The Colorado Meth Project

Project Overview

The Colorado Meth Project is a large-scale, statewide program engaged in a range of prevention efforts to reduce methamphetamine use. The program is an affiliate of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Idaho, Illinois, Arizona, Hawaii, Wyoming, and Georgia. Colorado was the sixth state to adopt the Meth Project's prevention campaign.

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

The financial and social consequences of meth abuse in Colorado 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:

- The annual cost of methamphetamine use to the state of Colorado is estimated at \$1.4 billion per year.¹
- Colorado ranks #8 in the country for total number of Meth users 12 and older.²
- Seventy-three percent (73%) of all Colorado meth users entering treatment in 2007 reported first using meth before age 25, including 41% who started at 17 or younger.³
- Nearly one-third (32%) of all drug related offenses in Colorado in 2007 were meth-related, 56% higher than the national average.⁴
- Colorado ranks #6 in the U.S. for per capita identity theft.⁵

Strategic Approach

The Colorado 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.

¹Estimate based on RAND, The Economic Cost of Methamphetamine Use in the United States, 2005 Cost Model

²SAMHSA. Office of Applied Studies, National Surveys on Drug Use and Health 2003-2006. 2007.

³Colorado Division of Behavioral Health, 2007 Age of first use by Meth users, 2008.

⁴ ONDCP, Profile of Drug Indicators, State of Colorado, 2008

⁵ Federal Trade Commission, Identity Theft Victim Complain Data, Identity Theft Clearinghouse, 2007

Recognition for the Program

The Colorado Meth Project began airing advertising throughout the state on May 7, 2009. The ads were created by the Meth Project, which has received 45 advertising industry awards including:

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

Research and Measurement

To track and refine the program's effectiveness and guide the program's messaging, the Colorado Meth Project will utilize a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to methamphetamine use, including the statewide *Colorado Meth Use & Attitudes Survey*.

Project Funding

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

For more information about the Colorado Meth Project, please visit www.coloradomethproject.org or contact:

The Colorado Meth Project
P.O. Box 689
Broomfield, CO 80038
866-885-7701
info@coloradomethproject.org

Appendix 5: About GfK Roper Public Affairs & Corporate Communications

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

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

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

GfK Roper Public Affairs & Corporate Communications 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 6: Teens Survey

| |
|----------|
| Screener |
|----------|

Hello, my name is _____. I'm calling from Roper, a public opinion research company. We are conducting a survey about issues that are important to people in your state and would like to include the views of someone in your household.

AS NECESSARY:

- Your answers to this survey are completely confidential.
- We are a research company and we don't sell anything. No one will ever try to sell you something as a result of this survey.

- 1 Adult on phone [GO TO S1]
- 2 Will get adult on phone [REPEAT INTRO AND GO TO S1]
- 3 No adult available [ARRANGE CALLBACK]
- 4 Screening refusal [TERMINATE]

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

- 1 Colorado
- 2 Not Colorado [TERMINATE]
- REF Refused [TERMINATE]

S1. First, I'd like to know just a little about your household. Would you tell me, please, how many adults, 18 years and older, are there living in your household?

- 1 One
- 2 More than one
- REF Refused

S2. And how many children, between the ages of 12 and 17, are living in your household?

Record number _____

PROGRAMMER: IF 1 IN S2 ASK S3. IF MORE THAN ONE IN S2 GO TO S4. IF REFUSED IN S2, THANK AND TERMINATE

S3. Thinking about the 12 to 17 year old, is that person in grade 7 through 12, in school?

- 1 Yes [GO TO S5]
- 2 No [THANK & TERMINATE]
- REF Refused [THANK & TERMINATE]

PROGRAMMER: ASK IF MORE THAN ONE 12-17.

S4. Thinking about just those who are 12 to 17 years of age, how many are in grades 7 through 12, in school?

Record number _____

PROGRAMMER: IF 1 IN S4 ASK S5. IF MORE THAN ONE IN S4 GO TO S6. IF ZERO IN S4, THANK AND TERMINATE

S5 How old is that child? (IF NEEDED: The one who is in grade 7 through 12)

- 1 12(GO TO S7)
- 2 13(GO TO S7)
- 3 14(GO TO S7)
- 4 15(GO TO S7)
- 5 16(GO TO S10)
- 6 17(GO TO S10)

PROGRAMMER: ASK S6 IF MORE THAN ONE IN GRADES 7-12.

S6 Thinking about just those 12-17 year olds who are in grades 7 through 12, would you tell me their ages please?

ENTER NUMBER OF CHILDREN IN EACH AGERANGE:

- 12 years _____
- 13 years _____
- 14 years _____
- 15 years _____
- 16 years _____
- 17 years _____

PROGRAMMER: RANDOMLY SELECT ONE OF THE AGES IN WHICH THERE ARE 1 OR MORE CHILDREN

IF SELECTED AGE GROUP IS 12 – 15, GO TO S7

IF SELECTED AGE GROUP IS 16 OR 17, GO TO S11

PROGRAMMER: ASK S7 IF CHILD IS 12-15 YEARS OF AGE.

S7. May I please speak with someone who is a parent or guardian of the (AGE) year-old in your household?

- 1 Yes, speaking
- 2 Yes, will bring to phone
- 3 No, not available [SCHEDULE CALLBACK]
- 4 No, refused [THANK & TERMINATE]

S8. (WHEN PARENT ON PHONE) (IF NEW PERSON ON PHONE: Hello, I'm calling from Roper, a national opinion research firm.) We are conducting a survey among children in Colorado and would like to speak with your child who is (AGE) years old. The answers to these questions will be used to create programs within your community to increase awareness of social problems that teens encounter these days. Would you give me permission to speak with that child?

- 1 Yes, permission given
- 2 No, permission denied [THANK & TERMINATE]

S9. May I speak with that child now?

- 1 Yes, will get [GO TO S11]
- 2 No, not available [SCHEDULE CALLBACK]
- 3 No, child refuses [THANK & TERMINATE]

S10. (SELECTED CHILD IS 16 OR 17 YEARS OF AGE) For this survey, I would like to speak with the (AGE) year-old in your household. May I speak with that person?

- 1 Yes, will get
- 2 No, not available [SCHEDULE CALLBACK]
- 3 No, child refuses [THANK & TERMINATE]

S11. (WHEN SELECTED CHILD IS ON PHONE) Hello, I'm calling from Roper, a national opinion research firm. We are conducting a survey among children and teens in Colorado and we would like to include your opinions.

First, would you tell me, please, how old are you? RECORD AGE _____

(PROGRAMMER: VALID RANGE 12-17)

S12. What grade are you currently in, in school?

- 7 7th grade
- 8 8th grade
- 9 9th grade
- 10 10th grade
- 11 11th grade
- 12 12th grade

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

- 1 Cocaine
- 2 Ecstasy
- 3 Heroin
- 4 LSD
- 5 Marijuana, also known as pot or weed
- 6 Methamphetamines, also known as meth, crank, crystal, glass, ice, or tina
- 7 Amphetamines, also known as speed or white cross
- 8 None of the above

PROGRAMMER: SKIP TO D1- D10 IF "METHAMPHETAMINE" IS NOT SELECTED OR IF "DK" OR "REF"

Main Questionnaire

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

1. Whether or not you or someone you know uses "meth," we would like your thoughts. How much do you agree or disagree with the following statements about meth? Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat or disagree strongly that meth [INSERT]? What about...?

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

2. How much risk, if any, do you think there is involved in each of the following activities. Is there great risk, moderate risk, slight risk or no risk involved in [INSERT]? What about...?

INTERVIEWER: [READ AS NECESSARY] IS THERE GREAT RISK, MODERATE RISK, SLIGHT RISK OR NO RISK INVOLVED?

| [RANDOMIZE BY GROUP] | Great Risk | Moderate Risk | Slight Risk | No Risk |
|-------------------------------------|---------------|------------------|----------------|------------|
| Trying meth, once or twice | 4 | 3 | 2 | 1 |
| Using meth regularly | | | | |
| Trying heroin, once or twice | | | | |
| Using heroin regularly | | | | |
| Trying marijuana once or twice..... | | | | |
| Using marijuana regularly..... | | | | |
| Trying cocaine once or twice | | | | |
| Using cocaine regularly | | | | |

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

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

4. How much do you approve or disapprove of the following activities? Do you strongly approve, somewhat approve, neither approve nor disapprove, somewhat disapprove or strongly disapprove of [INSERT]? What about...?

[READ AS NECESSARY] Is that strongly approve, somewhat approve, neither approve nor disapprove, somewhat disapprove or strongly disapprove?

| [RANDOMIZE] | <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 | 5 | 4 | 3 | 2 | 1 |
| Using <u>meth</u> regularly | | | | | |
| Trying <u>heroin</u> once or twice | | | | | |
| Using <u>heroin</u> regularly | | | | | |
| Trying <u>marijuana</u> once or twice..... | | | | | |
| Using <u>marijuana</u> regularly | | | | | |
| Trying <u>cocaine</u> once or twice | | | | | |
| Using <u>cocaine</u> regularly | | | | | |

5. How difficult, or easy, do you think it would be for YOU to get each of the following types of drugs? Do you think it would be very difficult to get, somewhat difficult, somewhat easy, or very easy to get [INSERT] or are you not sure? What about...? [READ EACH ITEM].

| [RANDOMIZE] | Very Difficult | Somewhat Difficult | Somewhat Easy | Very Easy | Not Sure |
|-----------------|-------------------|-----------------------|------------------|--------------|-------------|
| Meth | 5 | 4 | 3 | 2 | 1 |
| Heroin | | | | | |
| Marijuana | | | | | |
| Cocaine | | | | | |

6. Do you have any CLOSE FRIENDS WHO USE METH?

- 1 Yes
- 2 No
- DK Not sure

7. Have any of your friends been in treatment for using METH?

- 1 Yes
- 2 No

8. Would your friends give you a hard time for using METH?

- 1 Yes
- 2 No

9. Has anyone EVER OFFERED YOU or tried to get you to use METH?

- 1 Yes
- 2 No

10. Have you told your friends NOT to use METH?

- 1 Yes
- 2 No

10a. In the past year, how often have your PARENTS talked to you about METH? Have you talked with your parents...[READ EACH ITEM]

- 1 Never[SKIP TO Q10B2]
- 2 Once
- 3 Two or three times
- 4 Four or more times

10b. When was the LAST TIME your PARENTS talked to you about METH? Was it... [READ EACH ITEM]

- 1 Within the past 7 days
- 2 More than 1 week to 1 month ago
- 3 More than 1 month to 6 months ago
- 4 More than 6 months ago, but in the past year
- 5 More than a year ago
- 6 Never

PROGRAMMER: ASK 10B2 IF NEVER IN Q10A

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

- 1 Yes
- 2 No

11. Have any members of your family been in treatment for using METH?

- 1 Yes
- 2 No

12. Which of the following sources, if any, would you go to in order to find information about METH? (READ EACH ITEM. ACCEPT MULTIPLE RESPONSES)

[RANDOMIZE]

- 1 Parents
- 2 Friends
- 3 The Internet, websites
- 4 Television
- 5 School
- 6 Radio
- 7 Magazines
- 8 Other
- DK Don't know

PROGRAMMER: IF "THE INTERNET, WEBSITES" MENTIONED IN Q12, ASK Q12z. OTHERWISE, SKIP TO Q12a.

12z. Which websites you would go to in order to find information about meth?

(-)

12a. 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. (READ EACH ITEM)

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

12b. Have you ever seen or heard any anti-drug advertising on the radio, TV, in the newspaper, on billboards, at school or any other places that uses the phrase, "Not even once"?

- 1 Yes
- 2 No

13. How frequently do you see or hear commercials or ads telling you about the risks of meth? (READ EACH ITEM)

- 1 Not at all[SKIP TO Q20]
- 2 Less than once a month
- 3 1-3 times a month
- 4 1-3 times a week
- 5 Every day or almost every day
- 6 More than once a day

14. Thinking about anti-meth campaigns, please think about all the different places you may have seen, heard or read anti-meth information RECENTLY, including all the different kinds of advertising, sponsorship, and other activities. Have you seen or heard *anti-meth advertisements* RECENTLY in any of the following? [READ EACH ITEM]

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

Now I am going to read some descriptions of anti-meth television commercials that may or may not have appeared in your area recently. Please listen closely, and when I'm finished reading, please tell me whether you have seen or heard the commercial often, a few times, or not at all.

14a. A boy hands another boy a glass pipe and he starts smoking. Then a man with sores on his face and a jacket with no shirt comes out of the shadows and says, "You did it kid." Other people begin coming out of the shadows saying things such as, "You're in," "You're one of us now," " We are going to be shooting up together," "Sleeping together too." The boy then yells, "No, I'm trying it just this once" and the people from the shadows then start laughing. A black screen appears, you hear a crackling sound as a white logo appears with the words "Meth – Not Even once." The commercial ends.

Have you seen or heard this ad... [READ EACH ITEM]

- 1 Often
- 2 A few times
- 3 Not at all
- X [DO NOT READ] Don't know
- Y [DO NOT READ] Refused

14b. A car is on a dark highway while it is snowing and a young girl is driving. As the car's tire blows, a female voice says, "I wish my car had blown a tire that night. I wish my car had skidded off the road. I wish I had broken my neck." The car is shown rolling over and the girl is bloody. Then the ad shows the girl driving, as before (uninjured), and the female voice says, "But I didn't crash, I drove to that party." The girl is shown - her teeth are yellow, her lips are cracked, and she has sores on her face. She says, "And I did meth for the first time. I did meth and now this is my life, this is my life." A black screen appears, you hear a crackling sound as a white logo appears with the words "Meth – Not Even once." The commercial ends.

Have you seen or heard this ad... [READ EACH ITEM]

- 1 Often
- 2 A few times
- 3 Not at all
- X [DO NOT READ] Don't know
- Y [DO NOT READ] Refused

Now I am going to read some descriptions of anti-meth radio advertisements that may or may not have been played in your area recently. Please listen closely, and when I'm finished reading, please tell me whether you have seen or heard the advertisement often, a few times, or not at all.

- 14c. "One time I was sitting at my friend's house, and we'd been smoking for about four days straight and I stood up and I blacked out. I don't really remember, but they told me that my heart started beating really, really fast and stuff and I was throwing up blood. My name is Kara, I'm 15 years old, and I started doing meth when I was 11. My really good friend checked my heart and he was freaking out because it scared him and he was like "I thought you were going to die cause your heart stopped twice." And they never took me to the hospital. My mom doesn't know...and I think, what if I did die? If I did die, I wouldn't be here...I wouldn't get this second chance. I wouldn't get to turn things around. I wouldn't make it to my 16th birthday, and I regret it a lot." A different voice says, "Brought to you by the Colorado Meth Project." The ad ends.

Have you heard this ad... [READ EACH ITEM]

- 1 Often
- 2 A few times
- 3 Not at all
- X [DO NOT READ] Don't know
- Y [DO NOT READ] Refused

- 14d. "Well, I was chewing gum and there were little pieces of something in my gum and I took it out and it was my tooth. ...my back teeth are gone because they just crumbled into bits and pieces. My name is Hailey, I am 17 years old, and I started doing meth when I was 15. My hair was falling out in huge clumps, my eyelashes were falling out.... My biggest regret is the fact that I started a lot of people on meth. How could I do that to somebody? It makes me really sad. People don't wake up and say: I'm going to be a meth addict today. They try it just once and they think it is all going to be fine. You make nothing of your life and that's a fact." A different voice says, "Brought to you by the Colorado Meth Project." The ad ends.

Have you heard this ad... [READ EACH ITEM]

- 1 Often
- 2 A few times
- 3 Not at all
- X [DO NOT READ] Don't know
- Y [DO NOT READ] Refused

- 14e. If your brother, sister, or best friend were thinking about trying meth, would you want them to see or hear one of the ads that were just described in the previous questions?**

INTERVIEWER: IF "YES," ASK: Is that definitely would or probably would?

INTERVIEWER: IF "NO," ASK: Is that definitely would not or probably would not?

INTERVIEWER: READ LIST IF NECESSARY

- 1 I definitely would want them to see one of the ads
- 2 I probably would want them to see one of the ads
- 3 I probably would not want them to see one of the ads
- 4 I definitely would not want them to see one of the ads
- X [DO NOT READ] Don't know
- Y [DO NOT READ] Refused

15. How much do you agree or disagree that the anti-meth ads or commercials you have seen or heard recently gave you the following impressions... [READ EACH ITEM. READ SCALE AFTER ITEM. RE-READ AS NECESSARY]

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

16. Please indicate how strongly you agree or disagree with the following statements about the anti-meth advertisements that you have recently seen or heard. How much do you agree or disagree that the anti-meth ads... [READ EACH ITEM. READ SCALE AFTER ITEM. RE-READ AS NECESSARY].

| [RANDOMIZE] | <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 | 5 | 4 | 3 | 2 | 1 |
| b. Made you more aware of the risks of using meth | | | | | |
| c. Helped you understand that you can't try meth even once | | | | | |
| d. Made you less likely to try or use meth..... | | | | | |
| e. Exaggerated the risks of using meth..... | | | | | |
| f. Made you want to talk to someone you know about the risks of meth | | | | | |

17. Before this survey, had you ever heard of the Colorado Meth Project?

- 1 Yes
- 2 No

17a. Thinking about the Colorado Meth Project ads you have seen or heard over the years, have one or more of those ads ever caused you to...(ASK ABOUT EACH)

| | <u>Yes</u> | <u>No</u> |
|-------------------------------------------------------|------------|-----------|
| Talk about the ads with someone you know | 1 | 2 |
| Talk to someone you know about the risks of meth..... | | |
| Tell someone not to use meth | | |
| Go find out more about meth..... | | |

NO QUESTIONS 18-19

20. Have you ever visited "coloradomethproject.org," a website that talks about the use of meth? INTERVIEWER: IF "YES" PROBE: Is that once or more than once?

- 1 No [SKIP TO Q.D1]
- 2 Yes, once [CONTINUE]
- 3 Yes, more than once [CONTINUE]

NO Q21.

PROGRAMMER: IF YES TO Q.20, ASK 22.

22. Did the website [READ LIST]...?

| (RANDOMIZE) | <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 | | |
| Make you less likely to try or use meth..... | | |
| Exaggerate the risks of using meth | | |
| Make you want to talk to someone else about the risks of meth..... | | |

PROGRAMMER IF YES TO Q.20, ASK 23.

23. Have you talked to someone else about the website?

- 1 Yes
- 2 No

Demographics

NO D1.

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

[ENTER #] [_____]
DK Don't know ()
REF Refused()

D3. How many phone numbers, including this one, are there for your household – please do not count phone numbers that are used only for a computer or fax machine and please don't count cellular phones?

1 One
2 Two
3 Three or more
DK Don't know (vol.)
REF Refused (vol.)

D4a. Are your parents...? (READ EACH ITEM. ACCEPT MULTIPLE RESPONSES)

1 Married to each other
2 Divorced or separated - neither has married again
3 Divorced - one or both has married again
4 My parents were never married to each other
5 One or both of my parents has died

D5. What is your race? Are you... [READ EACH ITEM]

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

D6. Are you Latino, Hispanic or Spanish?

1 Yes
2 No

D7. What is your 5-digit zip code? _____

D8. In what year were you born? _____

D9. [INTERVIEWER RECORD:]

1 Male
2 Female

And just a few more questions. If you don't feel comfortable answering one or more of them, just let me know. Remember, your answers are completely anonymous and will never be attached to you in any way.

X1. In your lifetime, have you EVER TRIED METH?

- 1 Yes
- 2 No
- REF Refused

PROGRAMMER: IF YES IN X1, ASK X2

X2. How old were you when you first tried METH? (READ EACH ITEM)

- 1 10 years old or younger
- 2 11 years old
- 3 12 years old
- 4 13 years old
- 5 14 years old
- 6 15 years old
- 7 16 years old
- 8 17 years old
- REF Refused (DO NOT READ)

PROGRAMMER: IF YES IN X1, ASK X3.

X3. In the PAST YEAR, have you used METH?

- 1 Yes
- 2 No
- REF Refused

PROGRAMMER: IF YES IN X1, ASK X4.

X4. In the PAST MONTH, have you used METH?

- 1 Yes
- 2 No
- REF Refused

Those are all of my questions. Thanks very much for your participation today! Goodbye.