

# The Meth Project: National Use & Attitudes Survey 2007



**National survey measuring attitudes and behaviors  
towards methamphetamine in America**

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## Table of Contents

Executive Summary.....	3
Background and Objectives .....	7
Survey Method.....	9
1. Perceptions of Meth .....	11
2. Meth Use.....	18
3. Information Sources and Advertising Awareness .....	20
Appendix 1: Sample Demography .....	26
Appendix 2: Comparison of National and Montana Findings .....	27
Appendix 3: Focus on Subgroups .....	42
Appendix 4: About The Meth Project .....	53
Appendix 5: About GfK Roper Public Affairs and Media .....	56
Appendix 6: Survey Instrument.....	57

## Executive Summary

This report offers an overview of the 2007 National Meth Use & Attitudes Survey. The purpose of the study is to measure meth-related attitudes, behavior, and incidence in the United States and track changes over time.

Findings from the 2007 National Meth Use & Attitudes Survey will serve as a benchmark to measure progress as the Meth Project launches state-specific campaigns to educate youth about the dangers of meth use. Following are key findings from the benchmark.

### Availability

- About one in four teens (24%) say it would be “very” or “somewhat easy” for them to acquire meth, making it about as easy to get as heroin (23%).
- One in ten (10%) say someone has at some time offered them or tried to get them to use meth.

### Perceived Benefits and Risks of Meth Use

- One in three teens (33%) say there is only a “slight” or “no” risk to trying meth once or twice. Moreover, about one in seven teens (15%) say there is slight or no risk in taking the drug *regularly*.
- Teens are less likely to believe there is risk to experimenting with meth once or twice (33% say there is slight/no risk) than with heroin (28%) or cocaine (27%).
- About one in four teens agree the drug “makes you feel euphoric or very happy” (24%), “helps you lose weight” (22%), and “helps you deal with boredom” (22%).
- However, the majority of teens (65%) believe there is at least “moderate risk” in trying meth once or twice, and a solid majority (77%) say there is great risk in taking meth *regularly*.

## **Meth Use**

- One in 33 teens (3%) admit to having tried meth; of them, the majority say they have taken it in the past month.
- About one in ten teens have a close friend who uses meth (9%) and/or a family member who has been treated for meth use. About one in twenty (6%) have a friend who has been in treatment for meth. Netted together, 16% of America's teens – about one in six – have either a friend or family member (or both) who has used or been treated for the drug.

## **Social Approval and Parental Discussions**

- The majority of teens (76%) voice "strong" disapproval of trying meth even once or twice, about the same level of disapproval for trying cocaine or heroin.
- However, about four in ten (42%) say their friends would *not* give them a "hard time" if they themselves should ever use it.
- Moreover, over half of teens (55%, especially boys – 59%) say they have *not* told their friends to avoid meth.
- The majority of teens (55%) say they have *never* discussed the subject of meth with their parents, and slightly more (60%) say they have not had such a discussion in the past year. Only about one in four (23%) have done so in the past six months. Yet parents are viewed by half of teens (49%) as a key source of information regarding meth.

## **Key Information Sources**

- For teens, the Internet is by far the most favored source for information about meth (71%). No more than half cite any other specific source as one they would turn to for such information, but other top sources include parents (49%), school (40%), and friends (39%).
- Though over half of teens (56%) say they have at some point seen or heard an anti-meth advertisement, most say they have never seen one or see them less often than once a month (67%).

- Anti-drug ads are most commonly seen or heard in school (57% say they saw one there “recently”), followed by the Internet (45%) and TV commercials (44%).

### **Comparison to Teens in Montana**

The findings also demonstrate the extent to which Montana – the site of a statewide anti-meth campaign lead by the Montana Meth Project – differs from the rest of the country in terms of meth-related attitudes and perceptions among its teens. For example:

- Montana teens are more likely than teens across the country to say meth would be “somewhat” or “very” easy to acquire – 33% versus 24%, respectively.
- Teens in Montana are roughly as likely as teens nationally to say they have been offered meth (13% versus 10%, respectively).
- Teens in Montana are far more likely than teens nationally to say there is a great risk in taking meth once or twice (65% versus 41%, respectively) or regularly (87% versus 77%, respectively). Moreover, among teens nationally, there is a greater perception that there is only a slight or no risk to trying the drug once or twice (33% versus 15% of Montana teens) or regularly (15% versus 9%, respectively).
- Montana teens, compared to teens nationally, are considerably more likely to disagree (10 percentage point differences or more) that there are a variety of benefits to taking meth – including the notion that meth helps someone escape problems (83% of Montana teens versus 71% of teens nationally disagree this is a benefit), feel attractive (81% versus 69%, respectively), and be more popular (87% versus 73%). On many measures, Montana teens seem to have more strongly held opinions about the dangers of meth; e.g., they are more likely than teens generally to *strongly* disagree that meth has certain benefits.
- Teens in Montana are about as likely as teens nationally to say they have at some point tried meth (4% and 3%, respectively). However, of those who have tried it, the data suggest (though the base sizes are small) that Montana teens are less likely than teens nationally to have taken meth in the past month (47% versus 81%, respectively, of those who have ever tried the drug).
- They are also about as likely to say they have friends who use meth (10% compared to 9%) and that they have friends (9% and 6%) or family members (13% and 11%) who have been treated for it.

- The stigma against taking meth is higher in Montana than it is nationally, with 87% of Montana teens strongly disapproving of someone taking it once or twice (compared to 76% nationally) or regularly (93% versus 87%, respectively).
- Montana teens are far more likely to say their friends would give them a hard time for using meth (79% versus 55%).
- Montana teens are also more likely to have at some time told friends not to use meth (71% versus 44% nationally).
- Parent-teen discussions about meth are far more likely to occur in Montana than in the country generally. While more than half of Montana teens (66%) say they have had such a discussion in the past year (and half – 49% – have done so more than once), fewer than half (39%) in the rest of the country have done so (and only one in four – 25% – have more than once). In fact, nationally, 55% of teens say they have never had such a conversation with their parents, compared to only 29% of Montana teens.
- Montana teens are more likely than teens generally to turn to a variety of sources for information about meth, including parents (59% versus 49%, respectively), school (49% versus 40%), and television (44% versus 22%).
- Montana teens are twice as likely as teens across the country to say they see value in TV commercials about the dangers of meth use (44% versus 22%, respectively).
- Teens in Montana are also far more likely to say they have seen or heard an anti-meth ad. Whereas nationally 67% of teens say they see or hear such an ad less often than once a month – if ever – in Montana three in four (74%) report seeing/hearing such ads *at least once a week* (compared to just 17% of teens nationally).

## **Background and Objectives**

### **Background**

This report summarizes findings from the first National Meth Use & Attitudes Survey.

The Meth Project was established to significantly reduce first-time meth use. The integrated program consists of an ongoing, research-based messaging campaign, supported by community outreach and public policy initiatives that realistically and graphically communicate the risks of methamphetamine to American youth.

The Meth Project sustains a campaign of public service messaging—including advertising, public relations, and Web sites—to effect attitudinal changes regarding methamphetamine use among youth. The program is currently active in Montana, Arizona, Illinois, and Idaho.

The Meth Project initiates large-scale prevention advertising, targeting youth ages 12-17, reaching an estimated 70-90% of teens three times a week with meth prevention messaging.

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

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

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

In March 2007, the Meth Project released the findings from its third annual statewide Montana Meth use & Attitudes Survey. The data from the Montana survey is referenced in the “Comparison to Teens in Montana” sections of this report. The 2007 Montana and 2007 National studies used the same survey instrument and the

same probability sampling method to ensure comparability. To view the 2007 Montana Meth use & Attitudes Survey visit [www.montanamethproject.org](http://www.montanamethproject.org).

## **Research Objectives**

The Meth Project conducts the National Meth Use & Attitudes Survey to track attitudes and behaviors related to methamphetamine throughout the country. This document reports findings from a benchmark study conducted from March to June, 2007. The goal of the research is to help understand how American high school students ages 12 to 17 think and feel about meth. The insights gleaned from this study help develop advertising and other meth prevention messaging directed at teens.

## **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 Meth Project initiates sustained public service messaging campaigns 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.

## **Survey Method**

### **Sample**

A total of 2,602 12-17 year old junior and senior high school students were interviewed for the study. All respondents attend one of 43 randomly selected junior and senior high schools across the United States.

All junior and senior high schools (public, private, and parochial) in the country were eligible for selection for the study and were sampled using a 4-stage probability sampling technique. In most schools, 3 classes of different grades were randomly selected to receive the survey.

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

The questionnaire, a 6-page printed booklet, was filled in by each student (see Appendix 6) at their school in their classrooms. All surveys were administered during class time, in the presence of the class teacher, by a representative of GfK and took approximately 20 minutes, on average, to complete. All responses to the survey are confidential – no child is identified in any way on any of the questionnaires.

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

All interviews were conducted from March 16 to June 6, 2007.

### **Weighting**

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

## **Sampling Error**

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

## **Reading Notes**

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

# 1. Perceptions of Meth

## 1.1. Perceived Availability

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

About one in four teens (24%) say it would be “very” or “somewhat easy” for them to acquire meth, making it about as easy to get as heroin (23%), and more difficult to acquire than either cocaine (38%) or marijuana (64%).

One in ten (10%) say someone has at some time offered them or tried to get them to use meth.

Teens have an easier time acquiring meth, like other drugs, as they get older (e.g., 30% of 17 year olds say they could get it at least somewhat easily compared to 21% or 13 year olds). However, among 13 year olds, meth is *easier* than heroin to acquire (21% versus 14%, respectively).

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

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*Base: Total respondents.*

		Sex	
	<u>Total</u>	<u>Male</u>	<u>Female</u>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
Marijuana	64	67	61
Cocaine	38	36	40
Meth	24	23	24
Heroin	23	22	25

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

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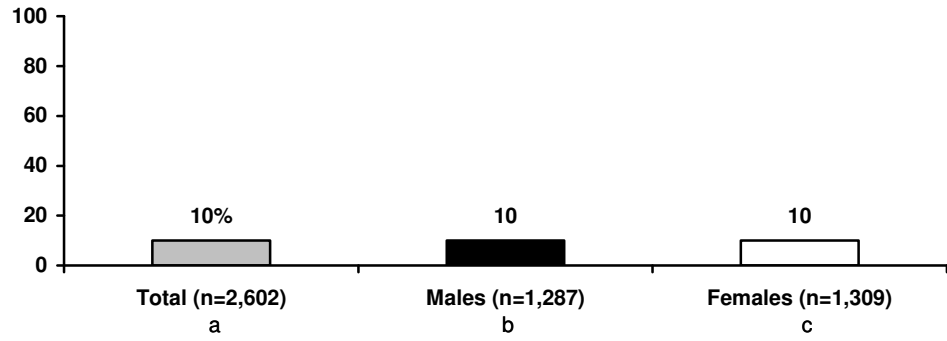
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### Whether or Not Have Been Personally Offered Meth

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Base: Total respondents.



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

## 1.2. Perceived Risks and Benefits of Meth Use

### *Perceived benefits of taking meth*

About one in four teens agree the drug “makes you feel euphoric or very happy” (24%), “helps you lose weight” (23%), and “helps you deal with boredom” (22%). As a rule, boys are more likely than girls to agree there are specific benefits to taking meth (e.g., dealing with boredom, gives you energy).

As teens grow older, they become more likely to agree that there are benefits to taking meth. For example, if we compare responses from 13 year olds and 17 year olds, we see that perceptions of meth benefits double or nearly double on a number of items — for example, “helps you deal with boredom” (25% of 17 year olds versus 14% of 13 year olds), “helps you escape your problems” (14% versus 7%, respectively), and “makes you feel attractive” (15% versus 3%).

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### Perceived Benefits of Taking Meth - % who “strongly” or “somewhat agree” with statement -

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*Base: Total respondents.*

	<b>Sex</b>		
	<b>Total</b>	<b>Male</b>	<b>Female</b>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
Makes you feel euphoric or very happy	24	26	22
Helps you lose weight	23	23	23
Helps you deal with boredom	22	25c	19
Gives you energy	18	21c	14
Helps you escape your problems	13	15	11
Makes you feel attractive	9	11c	7
Makes you more popular	8	10c	7
Makes you intelligent	4	6c	2
Helps you study	4	5	3

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

*Perceived risks of taking various illicit drugs*

One in three teens (33%) say there is only a "slight" or "no" risk to trying meth once or twice. Moreover, about one in seven teens (15%) say there is slight or no risk in taking the drug *regularly*.

Teens are somewhat more likely to believe there is little risk to experimenting with meth than with heroin (28% say there is slight/no risk to trying it once or twice) or cocaine (27%).

And about one in four teens agree the drug "makes you feel euphoric or very happy" (24%), "helps you lose weight" (22%), and "helps you deal with boredom" (22%).

However, the majority of teens (65%) believe there is at least "moderate risk" in trying meth once or twice, and the perception that there is great risk in trying the drug just once or twice grows with age (50% of 17 year olds versus 40% of 13 year olds). Moreover, a solid majority (77%) say there is great risk in taking meth *regularly*.

## Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

	Sex		
	<b>Total</b>	<b>Male</b>	<b>Female</b>
	(2,602)	(1,287)	(1,309)
(Unweighted base)	a	b	c
	%	%	%
<b>Meth</b>			
<u>Once or twice</u>			
Great risk	41	44	39
Great/moderate risk	66	67	65
Only slight/no risk	33	31	34
<u>Regularly</u>			
Great risk	77	76	78
Great/moderate risk	83	82	84
Only slight/no risk	15	16	14
<b>Heroin</b>			
<u>Once or twice</u>			
Great risk	44	45	43
Great/moderate risk	70	71	69
Only slight/no risk	28	26	30
<u>Regularly</u>			
Great risk	76	74	78
Great/moderate risk	83	82	84
Only slight/no risk	15	15	15
<b>Cocaine</b>			
<u>Once or twice</u>			
Great risk	45	43	46
Great/moderate risk	71	71	72
Only slight/no risk	27	27	27
<u>Regularly</u>			
Great risk	75	74	77
Great/moderate risk	82	81	83
Only slight/no risk	16	17	16
<b>Marijuana</b>			
<u>Once or twice</u>			
Great risk	28	29	28
Great/moderate risk	49	45	53b
Only slight/no risk	50	53c	46
<u>Regularly</u>			
Great risk	53	47	59b
Great/moderate risk	72	66	78b
Only slight/no risk	26	31c	21

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

### 1.3. Social Approval of Meth Use

The majority of teens (76%) voice “strong” disapproval of trying meth even once or twice, roughly the same level of disapproval for trying cocaine or heroin. This level of disapproval remains consistent across age groups.

However, about four in ten (42%) — and nearly half of boys (47%) — say their friends would *not* give them a “hard time” if they themselves should ever use it. Moreover, over half of teens (55%, especially boys – 59%) say they have *not* told their friends to avoid meth.

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#### Social Approval of Using Various Illicit Drugs - % say “strongly disapprove” -

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*Base: Total respondents.*

(Unweighted base)	<u>Total</u> (2,602) a %	<u>Sex</u>	
		<u>Male</u> (1,287) b %	<u>Female</u> (1,309) c %
		<b>Meth</b>	
Once or twice	76	75	76
Regularly	87	85	88
<b>Heroin</b>			
Once or twice	78	78	78
Regularly	87	85	89
<b>Cocaine</b>			
Once or twice	76	75	78
Regularly	85	82	88b
<b>Marijuana</b>			
Once or twice	52	48	56b
Regularly	66	61	71b

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

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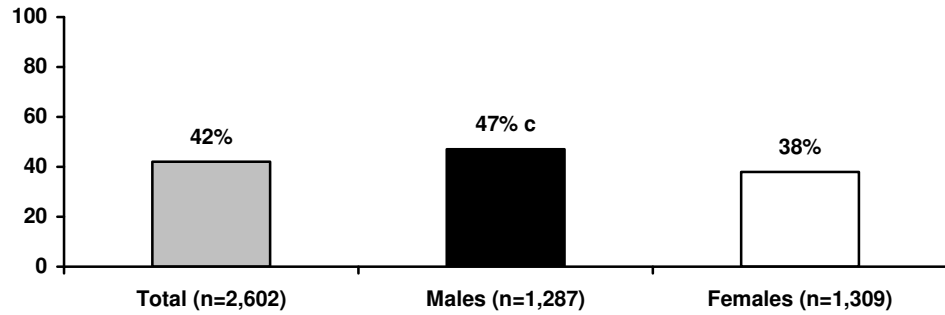
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**"My Friends Would Give Me a Hard Time for Using Meth"**  
- % who *disagree* with statement -

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Base: Total respondents.



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

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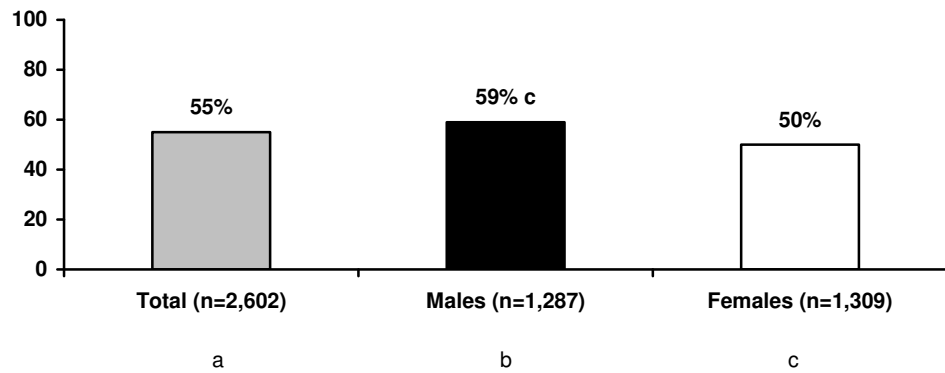
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**"I Have Told My Friends Not to Use Meth"**  
- % who *disagree* with statement -

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Base: Total respondents.



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

## 2. Meth Use

### 2.1. Peer and Family Use

#### *Teens/Young Adults*

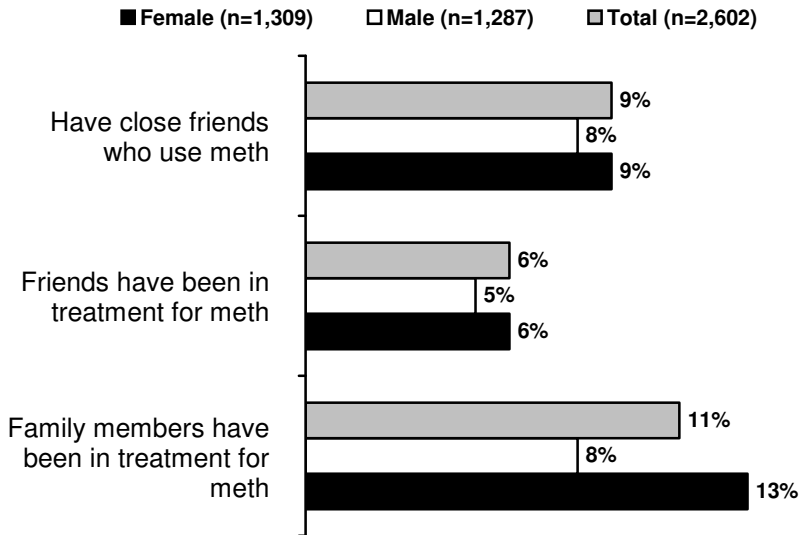
About one in ten teens has a close friend who uses meth (9%) and/or a family member who has been treated for meth use (11%); girls, especially, are likely to say this (13%). About one in twenty (6%) has a friend who has been in treatment for meth. Taken together, 16% of America's teens – about one in six – have either a friend or family member (or both) who has used or been treated for the drug.

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#### Use/Treatment Among Friends and Family

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*Base: Total respondents.*



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

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

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

## 2.2. Personal Use of Meth

One in thirty-three teens (3%) admit to having tried meth; of them, the majority say they have done so in the past month.

And, according to the survey, American teens who have taken meth tried it for the first time when they were 12 years old, on average. Moreover, the majority say they first used it when they were age 15 or younger (77%).

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### Meth Use Among Teens/Young Adults

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*Base: Total respondents.*

	<u>Sex</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
<b><u>Have ever tried meth</u></b>	<b><u>3</u></b>	<b><u>3</u></b>	<b><u>2</u></b>
Have used meth in past year	2	2	1
Have used meth in past month	2	2	1
Mean age when first tried meth (Base: have tried meth)	12.3	12.1	12.4

*In your lifetime, have you ever tried meth? (Q23)*

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

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

*How old were you when you first tried meth? (Q24)*

### 3. Information Sources and Advertising Awareness

#### 3.1. Parental Discussions

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

The majority of teens (55%) say they have *never* discussed the subject of meth with their parents, and slightly more (60%) say they have not had such a discussion in the past year. Only about one in four (23%) have done so in the past six months.

Parents of younger teens, however, are more likely to have discussed meth with their child – e.g., 53% of 13 year olds versus 28% of 17 year olds say they have had the discussion in the past year. Yet parents are viewed by half of teens (49%) as a key source of information regarding meth.

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

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*Base: Total respondents.*

	<u>Sex</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
<b>In past year, my parents talked to me about meth...</b>			
At least once	39	37	41
Once	14	12	16
More than once	25	25	25
Never	60	62	59
<b>Last talked to my parents about meth...</b>			
Within past month	12	12	12
1-6 months ago	11	11	11
6-12 months ago	9	9	9
More than a year ago	11	9	14b
Never	55	58	52

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

### 3.2. Key Information Sources

#### *Sources of information about meth*

For teens, the Internet is by far the most favored source for information about meth (71%). No more than half cite any other specific source as one they would turn to for such information, but other top sources include parents (49%), school (40%), and friends (39%).

Girls are more likely than boys to say they would look to a variety of sources – parents (54% versus 45%, respectively), school (46% versus 35%), and friends (44% versus 35%).

Favored information sources change substantially as teens get older. For example, 13 year olds are as likely to go to their parents (57%) as to the Internet (58%). By the time they reach age 17, however, they are far more likely to consult the Internet (81%) than their parents (39%). Seventeen year olds are also more likely than 13 year olds to say they would turn to friends (50% versus 39%, respectively) and school (42% versus 33%).

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#### Sources of Information About Meth

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*Base: Total respondents.*

	<b>Total</b>	<b>Sex</b>	
		<b>Male</b>	<b>Female</b>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
The Internet, web sites	71	68	73
Parents	49	45	54b
School	40	35	46b
Friends	39	35	44b
Other	31	32	29
Magazines	24	21	26
Television	22	24	21
Don't know	13	15c	10
Radio	9	8	10

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

The Internet is also seen by teens as among the most *valuable* sources for advice or opinions (47% give it a top two rating on a five point scale). Among teens, athletes they respect are a second source of valuable information. Other sources perceived as valuable by at least one in four teens include athletes they respect (36%); TV shows, news, or movies (31%); print ads (28%); movie actors they respect (26%); and musicians they listen to (24%).

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**Perceived Value of Various Meth Information Sources  
Among Teens and Young Adults  
- % say top 2 box -**

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*Base: Total respondents.*

	<b>Sex</b>		
	<b>Total</b>	<b>Male</b>	<b>Female</b>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
Internet sites	47	47	46
Athletes I respect	36	37	34
TV shows, news or movies	31	30	31
Print ads in newspapers or magazines	28	28	28
Movie actors I respect	26	27	26
Musicians I listen to	24	23	24
TV commercials	22	24	19
Billboards outside	22	23	20
Posters on buses, bus stops or subways	21	21	20
Radio	20	23c	17

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

*General awareness of meth public service advertising*

Though over half of teens (56%) say they have at some point seen or heard an anti-meth advertisement, most say they have never seen one or see them less often than once a month (67%). It is interesting to note that younger teens are more likely than older teens to have ever seen an ad (e.g., 66% of 13 year olds versus 47% of 17 year olds).

Anti-drug ads are most commonly seen or heard in school (57% say they saw one there "recently"), followed by the Internet (45%) and TV commercials (44%). Younger teens are more likely than older teens to report having recently seen such ads from a variety of sources.

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

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*Base: Total respondents.*

		<u>Sex</u>	
	<u>Total</u>	<u>Male</u>	<u>Female</u>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
Not at all	41	43	39
Less than once a month	26	21	30b
1-3 times a month	13	15	12
1-3 times a week	8	8	8
Every day or almost every day	6	7	6
More than once a day	3	3	3

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

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## Where See/Hear Meth Public Service Advertising

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*Base: Total respondents.*

	<b>Sex</b>		
	<b>Total</b>	<b>Male</b>	<b>Female</b>
(Unweighted base)	(2,602)	(1,287)	(1,309)
	a	b	c
	%	%	%
School	57	55	59
Internet, web sites	45	45	45
TV commercials	44	46	43
Print ads in newspapers or magazines	36	34	37
Billboards outside	28	30	26
Radio	22	23	21
Posters on buses, bus stops, or subways	19	20	19
Video rentals viewed at home	13	14	12
Movie theaters	12	14c	10

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

*Anti-meth web site visits*

Anti-meth web sites have attracted about one in four of America's teenagers (23%). Likelihood to have visited such a site is essentially the same across sex and age.

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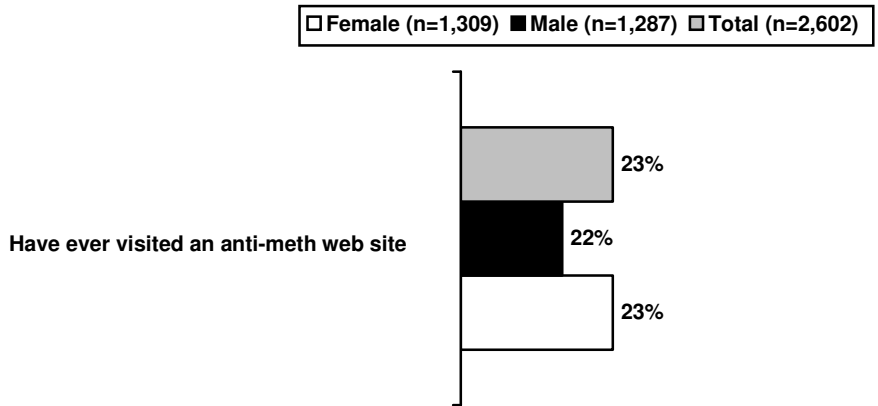
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**Anti-Meth Web Site Visits**  
**- % who have ever visited an anti-meth site -**

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*Base: Total respondents.*



*Have you ever visited a website that talks about the use of meth? (Q29a)*

## Appendix 1: Sample Demography

(Unweighted base)	Total	
	(2,602)	(2,602)
	<u>Weighted %</u>	<u>Unweighted N</u>
<b>Sex</b>		
Male	50	1,287
Female	50	1,309
<b>Age</b>		
12	5	89
13	18	391
14	19	644
15	20	655
16	21	490
17	17	333
<b>Education</b>		
In 7th - 8th grade	39	983
In 9th - 10 grade	41	1,259
In 11th -12 grade	21	360
<b>Ethnicity</b>		
White	61	1,135
African-American	18	599
Other	19	799
Hispanic origin	18	666
<b>Region</b>		
Northeast	17	538
Midwest	25	704
South	34	732
West	25	628

## Appendix 2: Comparison of National and Montana Findings

This section demonstrates the extent to which Montana – the site of a statewide anti-meth campaign lead by the Montana Meth Project – differs from the rest of the country in terms of meth-related attitudes and perceptions among its teens.

### Availability

- Montana teens are more likely than teens across the country to say meth would be “somewhat” or “very” easy to acquire – 33% versus 24%, respectively.
- Teens in Montana are roughly as likely as teens nationally to say they have been offered meth (13% versus 10%, respectively).

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

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*Base: Total respondents.*

	<u>National</u>	<u>Montana</u>
(Unweighted base)	(2,602)	(2,335)
	%	%
Marijuana	64	66
Cocaine	38	29
Meth	24	33
Heroin	23	18

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

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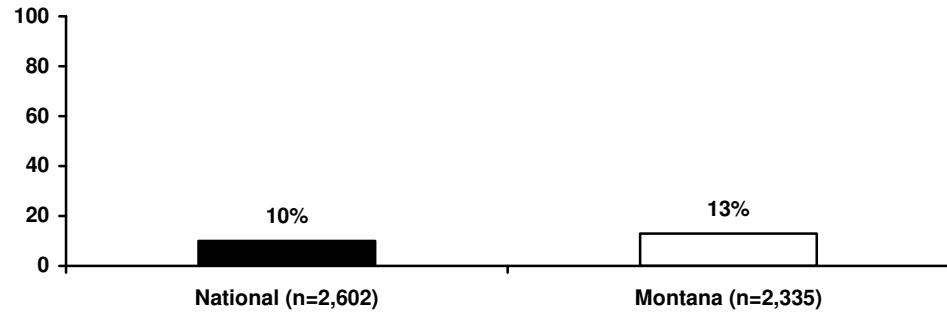
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### Whether or Not Have Been Personally Offered Meth

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*Base: Total respondents.*



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

## Perceived Benefits and Risks of Meth Use

- Teens in Montana are far more likely than teens nationally to say there is a great risk in taking meth once or twice (65% versus 41%, respectively) or regularly (87% versus 77%, respectively). Moreover, among teens nationally, there is a greater perception that there is only a slight or no risk to trying the drug once or twice (33% versus 15% of Montana teens) or regularly (15% versus 9%, respectively).
- Montana teens, compared to teens nationally, are considerably more likely to disagree (10 percentage point differences or more) that there are a variety of benefits to taking meth – including the notion that meth helps someone escape problems (83% of Montana teens versus 71% of teens nationally disagree this is a benefit), feel attractive (81% versus 69%, respectively), and be more popular (87% versus 73%). On many measures, Montana teens seem to have more strongly held opinions about the dangers of meth; e.g., they are more likely than teens generally to *strongly* disagree that meth has certain benefits.

## Perceived Risks of Taking Various Illicit Drugs

*Base: Total respondents.*

(Unweighted base)	<b>National</b> (2,602) %	<b>Montana</b> (2,335) %
<b>Meth</b>		
<u>Once or twice</u>		
Great risk	41	65
Great/moderate risk	66	84
Only slight/no risk	33	15
<u>Regularly</u>		
Great risk	77	87
Great/moderate risk	83	90
Only slight/no risk	15	9
<b>Heroin</b>		
<u>Once or twice</u>		
Great risk	44	56
Great/moderate risk	70	83
Only slight/no risk	28	16
<u>Regularly</u>		
Great risk	76	82
Great/moderate risk	83	90
Only slight/no risk	15	9
<b>Cocaine</b>		
<u>Once or twice</u>		
Great risk	45	54
Great/moderate risk	71	80
Only slight/no risk	27	19
<u>Regularly</u>		
Great risk	75	78
Great/moderate risk	82	89
Only slight/no risk	16	10
<b>Marijuana</b>		
<u>Once or twice</u>		
Great risk	28	31
Great/moderate risk	49	53
Only slight/no risk	50	46
<u>Regularly</u>		
Great risk	53	49
Great/moderate risk	72	70
Only slight/no risk	26	29

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

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

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*Base: Total respondents.*

	<b><u>National</u></b>	<b><u>Montana</u></b>
(Unweighted base)	(2,602)	(2,335)
	%	%
Makes you intelligent	82	91
Helps you study	81	90
Makes you more popular	73	87
Helps you escape your problems	71	83
Makes you feel attractive	69	81
Gives you energy	60	68
Helps you deal with boredom	58	68
Makes you feel euphoric or very happy	53	63
Helps you lose weight	52	52

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

## Use

- Teens in Montana are about as likely as teens nationally to say they have at some point tried meth (4% and 3%, respectively). However, of those who have tried it, the data suggest (though the base sizes are small) that Montana teens are less likely than teens nationally to have taken meth in the past month (47% versus 81%, respectively, of those who have ever tried the drug).
- They are also about as likely to say they have friends who use meth (10% compared to 9%), and that they have friends (9% and 6%) or family members (13% and 11%) who have been treated for it.

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### Meth Use Among Teens/Young Adults

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*Base: Total respondents.*

	<u>National</u>	<u>Montana</u>
(Unweighted base)	(2,602)	(2,335)
	%	%
Have ever tried meth	3	4
Have used meth in past year	2	2
Have used meth in past month	2	1
Mean age when first tried meth (Base: have tried meth)	12 years old	14 years old

*In your lifetime, have you ever tried meth? (Q23)*

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

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

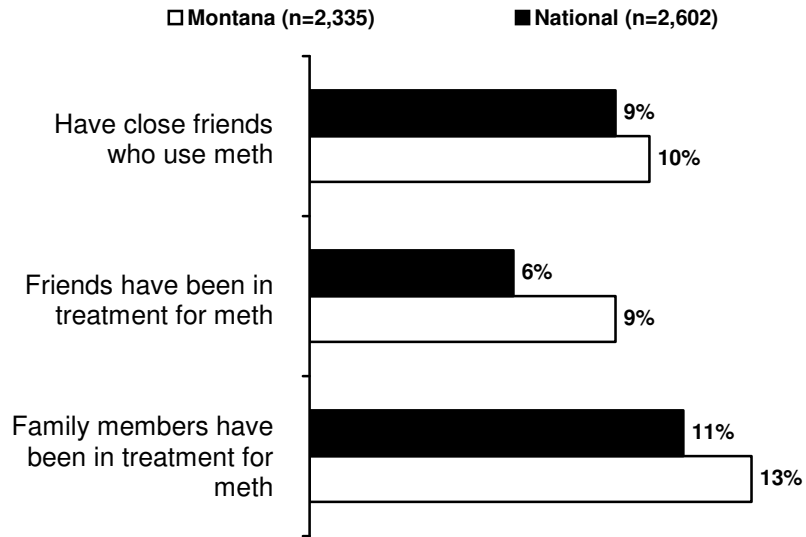
*How old were you when you first tried meth? (Q24)*

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## Use/Treatment Among Friends and Family

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Base: Total respondents.



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

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

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

## **Social Approval and Parental Discussions**

- The stigma against taking meth is higher in Montana than it is nationally, with 87% of Montana teens strongly disapproving of someone taking it once or twice (compared to 76% nationally) or regularly (93% versus 87%, respectively).
- Indeed, Montana teens are far more likely to say their friends would give them a hard time for using meth (79% versus 55%).
- Montana teens are also more likely to have at some time told friends not to use meth (71% versus 44% nationally).
- Parent-teen discussions about meth are far more likely to occur in Montana than in the country generally. While more than half of Montana teens (66%) say they have had such a discussion in the past year (and half – 49% – have done so more than once), fewer than half (39%) in the rest of the country have done so (and only one in four – 25% – have more than once). In fact, nationally, 55% of teens say they have never had such a conversation with their parents, compared to only 29% of Montana teens.

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

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*Base: Total respondents.*

(Unweighted base)	<b><u>National</u></b> (2,602) %	<b><u>Montana</u></b> (2,335) %
<b>Meth</b>		
Once or twice	76	87
Regularly	87	93
<b>Heroin</b>		
Once or twice	78	84
Regularly	87	91
<b>Cocaine</b>		
Once or twice	76	79
Regularly	85	88
<b>Marijuana</b>		
Once or twice	52	53
Regularly	66	62

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

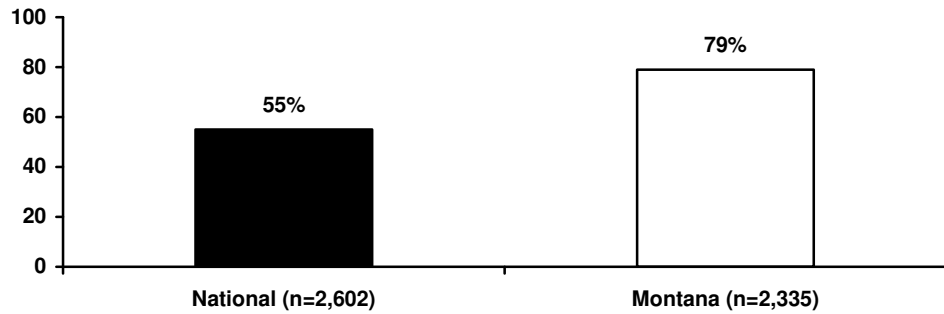
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**"My Friends Would Give Me a Hard Time for Using Meth"**  
- % who *agree* with statement -

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*Base: Total respondents.*



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

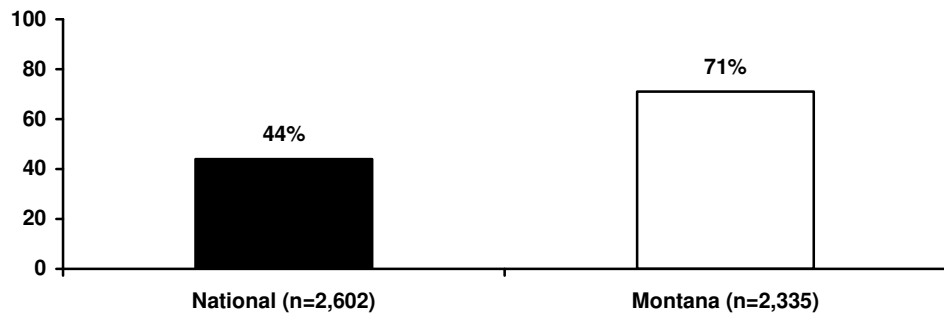
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**"I Have Told My Friends Not to Use Meth"**  
- % who *agree* with statement -

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*Base: Total respondents.*



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

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## Frequency of Parent/Child Discussions About Meth

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*Base: Total respondents.*

(Unweighted base)	<u>National</u> (2,602) %	<u>Montana</u> (2,335) %
<b>In past year, my parents talked to me about meth...</b>		
At least once	39	66
Once	14	18
More than once	25	49
Never	60	34
<b>Last talked to my parents about meth...</b>		
Within past month	12	24
1-6 months ago	11	47
6-12 months ago	9	6
More than a year ago	11	9
Never	55	29

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

### **Key Information Sources**

- Montana teens are more likely than teens generally to turn to a variety of sources for information about meth, including parents (59% versus 49%, respectively), school (49% versus 40%), and television (44% versus 22%).
- Montana teens are twice as likely as teens across the country to say they see value in TV commercials about the dangers of meth use (44% versus 22%, respectively).
- Teens in Montana are also far more likely to say they have seen or heard an anti-meth ad. Whereas nationally 67% of teens say they see or hear such an ad less often than once a month – if ever – in Montana three in four (74%) report seeing/hearing such ads *at least once a week*.

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### Sources of Information About Meth

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*Base: Total respondents.*

	<b><u>National</u></b>	<b><u>Montana</u></b>
(Unweighted base)	(2,602)	(2,335)
	%	%
The Internet, web sites	71	75
Parents	49	59
School	40	49
Friends	39	41
Magazines	24	35
Television	22	44
Don't know	13	8
Radio	9	21
Other	31	34

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

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**Perceived Value of Various Meth Information Sources  
Among Teens and Young Adults  
- % say top 2 box -**

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*Base: Total respondents.*

	<u>National</u>	<u>Montana</u>
(Unweighted base)	(2,602)	(2,335)
	%	%
Internet sites	47	52
Athletes I respect	36	50
TV shows, news or movies	31	41
Print ads in newspapers or magazines	28	42
Movie actors I respect	26	34
Musicians I listen to	24	24
TV commercials	22	44
Billboards outside	22	51
Posters on buses, bus stops or subways	21	41
Radio	20	32

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

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### Frequency See/Hear Meth Public Service Advertising

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*Base: Total respondents.*

	<b><u>National</u></b>	<b><u>Montana</u></b>
(Unweighted base)	(2,602)	(2,335)
	%	%
Not at all	41	2
Less than once a month	26	5
1-3 times a month	13	19
1-3 times a week	8	31
Every day or almost every day	6	29
More than once a day	3	14

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

## **Appendix 3: Focus on Subgroups**

### **At-Risk Teens**

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

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

This sub-group comprises 16% of all teens, about five times as many who say they have tried meth at some point.

### **Demography**

- At-risk teens are likely to be female (61%), between the ages of 14 and 16 (65%), white (63%), and living in a home without both natural parents (55%).
- Over half (59%) say, a family member has been treated for meth, and one in four say a friend uses it (25%) and/or has been treated for it (27%).

### **Availability**

- At-risk teens are twice as likely as their peers to say meth would be easy for them to acquire (38% versus 18%).
- One in four at-risk teens (26%) say someone has at some time offered them meth — compared to only 3% of those not at risk.

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

- At-risk teens are consistently more likely than other teens to agree there are benefits to taking meth. For example: “Makes you feel euphoric or very happy” (31% versus 21%, respectively), “Helps you deal with boredom” (28% versus 18%), and “Helps you escape your problems” (15% versus 10%).

- They are less likely than teens who are not at risk to believe there is “great” or “moderate” risk in trying meth just once or twice (57% versus 72%, respectively).

### **Use**

- Though they have never tried meth, about one in twenty at-risk teens (6%) say they are “very” or “somewhat likely” to try it in the future – twice the average among teens in general.

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

- At-risk teens are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (66% versus 83%, respectively) or regularly (80% versus 92%).
- At-risk teens are far more likely than their peers to say they have told their friends *not* to use the drug (65% and 38%, respectively).
- Moreover, at-risk teens are more likely than others to say at some point they talked to their parents about meth — 48% versus 39%, respectively.

### **Key Information Sources**

- Generally speaking, at-risk teens are as likely as other teens to turn to and value various information sources regarding meth, indicating advertising is as likely to reach them as teens less in danger of trying the drug.

## **Focus on Teens Who Have Tried Meth**

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

### **Demography**

- Teens who have tried meth are more likely to have parents that are not married (62% versus 44% teens who have never tried meth).
- One-third (32%) say a family member has been treated for meth, six in ten say a friend uses it (59%), and one in three have a friend who has been treated for it (33%).

### **Availability**

- Teens who have tried meth are nearly three times as likely as their peers to say meth would be easy for them to acquire (61% versus 22%).

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

- Teens who have tried meth are far more likely than other teens to strongly agree there are benefits to taking meth. For example: "Makes you feel euphoric or very happy" (47% versus 9%, respectively), "Helps you deal with boredom" (42% versus 6%), and "Helps you escape your problems" (38% versus 4%).
- They are less likely than teens who have not tried meth to believe there is "great" or "moderate" risk in trying meth just once or twice (33% versus 67%, respectively) or regularly (55% versus 84%).
- Furthermore, they are less likely than those who have not tried meth to believe there is "great" or "moderate" risk in 12 out of the 14 risks associated with trying meth once or twice. For example: "making their problems worse" (27% versus 62%), "suffering tooth decay" (28% versus 44%) and "becoming violent" (29% versus 47%).

## **Use**

- Though all have tried meth, about seven in ten (68%) have used meth in the past year and more than half (54%) have used meth in the past month.
- Nearly half (45%) report that they are very likely to use meth in the future — compared to 1% of those who have not tried meth.

## **Social Approval and Parental Discussions**

- Teens who have tried meth are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (21% versus 77%, respectively) or regularly (39% versus 88%).
- And yet, teens who have tried meth are just as likely as their peers to say they have told their friends *not* to use the drug (34% and 44%, respectively).

## **Key Information Sources**

- The Internet (52%) and friends (45%) are the top sources for information about meth among teens who have tried meth. However, teens who have tried meth are more likely to say they don't know where to find information about meth (22% versus 12% respectively).
- Overall, teens who have tried meth are more likely than other teens to value various information sources regarding meth. For example: TV shows, news or movies (23% versus 13%), billboards outside (21% versus 9%) and TV commercials (19% versus 10%).

## **Focus on Region**

In order to better understand how the meth problem is dispersed across the country, we detail below the differences seen in the four census regions (Northeast, Midwest, South and West).

### **Availability**

- Teens in the Midwest are more likely than teens in both the South and the Northeast to say meth would be easy for them to acquire (30% versus 18% and 22%).
- One in seven Midwestern teens (14%) say someone has at some time offered them meth — compared to only 7% of teens in the South.

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

- Teens in the Northeast are consistently less likely than teens across the rest of the country to feel trying meth puts people at great or moderate risk of “making their problems worse” (76% versus 83% in the Midwest, 85% in the South and 82% in the West), “having sex with someone they don’t want to” (73% versus 81%, 83%, and 80% respectively), and “getting insomnia or not being able to sleep” (65% versus 75%, 78%, and 75% in the West).
- Teens in the Northeast are less likely than teens in the rest of the country to feel using meth regularly has a great or moderate risk — 75% versus 85% of teens in the Midwest, 87% of teens in the South and 81% of teens in the West.
- Teens in the Midwest and South are more likely than teens in the Northeast and West to feel trying meth once or twice has a great or moderate risk — 70% and 68%, versus 57% of teens in the Northeast and 64% in the West.

## Use

- Four percent of teens in the West have tried meth, this is comparable to the 3% in the Northeast and the 3% in the Midwest, but higher than the 1% who report trying meth in the South.
- Although comparable proportions of teens in the West, Northeast and Midwest have tried meth, the prevalence of trying meth in the future is highest in the Midwest (6%) and the West (5%) - compared to 3% in the Northeast and 1% in the South.
- Teens in the Midwest are more likely than teens in the South to have friends that have tried meth (12% versus 6%).
- One in ten teens in the Midwest (10%) and one in 12 teens in the West (8%) have friends who have been in treatment for using meth — compared to 2% of teens in the Northeast and 3% of teens in the South.
- Fifteen percent of teens in the West have had family members treated for using meth — 7% in the Northeast and 9% in the Midwest.

## Social Approval and Parental Discussions

- Possibly due to the prevalence of meth in certain areas of the country, teens in the Midwest and West are far more likely than teens in the Northeast to say they would give their friends a hard time for using the drug (57% and 61% versus 48% respectively).
- Interestingly, when asked if they have told their friends not to use meth, teens in the West (55%) are far more likely to have done so compared to teens in the Northeast (41%), South (40%) and Midwest (41%).
- Although availability of meth differs across the country, the frequency of parental conversations about the drug does not vary by region. The percentage of teens that have *not* talked with their parents about meth in the past year is 63% in the Northeast, 59% in the Midwest, 59% in the South and 62% in the West.

### **Key Information Sources**

- Overall, teens in the Northeast are more likely as their counterparts to highly value various information sources regarding meth, especially TV commercials - 15% highly value advice and/or opinions from TV commercials in the Northeast compared to 10% in the Midwest, 9% in the South and 10% in the West.

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

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

### **Demography**

- Teens who feel there is slight or no risk in trying meth once or twice have similar demographic characteristics to those who feel there is moderate or great risk.
- One in seven teens who perceive little or no risk in trying meth once (14%) say a family member has been treated for meth, compared to 9% of those who recognize this risk.
- Teens who perceive trying meth once or twice as slightly or not risky are more likely than those who feel it has moderate or great risk to have friends who have been in treatment for using meth (9% vs. 4%).

### **Availability**

- One in seven teens who perceive little or no risk in trying meth once or twice (15%) say they have close friends who use meth — compared to only 6% of those who perceive great or moderate risk in trying meth once or twice.
- Fifteen percent of teens who perceive little or no risk in trying meth once or twice, say they have been offered or had someone try to get them to use meth — compared to 8% of those who perceive great or moderate risk in trying meth once or twice.

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

- Teens who feel there is little or no risk involved in trying meth once or twice are consistently more likely than other teens to agree there are benefits to taking meth. For example: “Makes you feel euphoric or very happy” (29% versus 22%, respectively), “Helps you deal with boredom” (26% versus 20%), and “Helps you escape your problems” (16% versus 11%).
- These teens are also consistently less likely than teens who feel trying meth once is risky to feel trying meth once puts people at great risk of various unpleasant

situations. For example: “losing control of themselves” (76% versus 47%, respectively), “getting hooked on meth” (74% versus 44%), and “making their problems worse” (72% versus 42%).

## **Use**

- About one in twenty teens who believe there is little or no risk in trying meth once (6%) have tried it in their lifetime - compared to 1% of teens who recognize the risks.

## **Social Approval and Parental Discussions**

- Teens who see slight or no risk in trying meth once are less likely than those who see great or moderate risk to say they would strongly disapprove of trying meth either once/twice (62% versus 83%, respectively) or regularly (80% versus 91%).
- Teens who recognize trying meth has great or moderate risks are far more likely than those who feel it has slight or no risk to say their friends would give them a hard time for using meth (60% versus 47%).
- Surprisingly, teens who recognize the risks of trying meth once are no more likely to have ever told friends not to use meth compared to those who do not recognize the risks (43% versus 46%).
- Moreover, these groups of teens are equally as likely to have at some time discussed meth with their parents— 43% of those who see great/moderate risk in trying meth once or twice versus 45% of those who do not.

## **Key Information Sources**

- Teens who do not realize the risks of trying meth once or twice are less likely than teens who do realize the risks to value the advice and opinions of TV shows, news or movies (26% versus 33%), print ads (23% versus 30%), and movie actors they respect (21% versus 29%).
- There is an indication that current anti-meth advertising is not getting through to teens who perceive little or no risk in trying meth once or twice, as nearly half (46%) have not seen anti-meth advertising - compared to 39% of those who perceive great or moderate risk.

## Focus on Race/Ethnicity

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

### Demography

- Generally speaking, the three ethnic groups are fairly similar across the measured demographics – i.e., gender, age, grade – but African American teens are far less likely to say both parents are married (28%) than are either whites (60%) or Hispanics (57%).

### Availability

- One in four whites (25%) and Hispanics (25%) say it would be “somewhat” or “very easy” for them to acquire meth. African American teens are less likely to say this (16%).
- Hispanics are the most likely to say they have been offered or had someone try to get them to use meth (14%)—compared to 7% of African Americans and 10% of whites.

### Perceived Benefits and Risks of Meth Use

- Whites are more likely than either African Americans or Hispanics to see risk in taking meth either once or twice (70%, 56%, and 59%, respectively) or even regularly (89%, 69% and 77%). In fact, 42% of African Americans and 37% of Hispanics believe there is only a *slight* or *no* risk to using the drug once or twice. Nearly three in ten African Americans (28%) believe there is little risk in taking the drug regularly.

### Use

- Hispanics are the most likely to say they have a close friend who uses meth (14% versus 8% of whites and 8% of African Americans).

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

- The stigma against taking meth seems to be highest among whites, with 70% disapproving of someone taking it once or twice (compared to 56% of African Americans and 59% of Hispanics) or regularly (89% versus 69% and 77%, respectively).
- Indeed, whites are by far the most likely to say their friends would give them a hard time for using meth (66% versus only 38% of African Americans and 39% of Hispanics).
- Hispanics, however, are the most likely to have told friends not to use meth (51% versus 44% of whites and 39% of African Americans).
- Parent-teen discussions about meth are about as likely to take place among whites, African Americans, and Hispanics.

### **Key Information Sources**

- Teens across ethnicities show generally the same preferences for information sources regarding meth, with the exceptions of parents and friends, both of which are more likely to be mentioned by whites than by Hispanics or African Americans.
- African Americans are the most likely to say they have *not* seen or heard an anti-meth ad in the past year – 39%. Hispanics are the most likely to say they *have* seen or heard one – 61%.

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

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

The Meth Project, founded in January 2005 by Thomas M. Siebel and funded by a grant from the Siebel Foundation, is a not-for-profit organization engaged in a range of prevention efforts to reduce first-time methamphetamine use. The Meth Project is working with states across the nation interested in adopting the program as a part of their effort to reduce the prevalence of methamphetamine use. Initiated in the state of Montana as the Montana Meth Project, the program has dramatically changed attitudes toward meth among teens, young adults, and parents in just a two year period. Arizona is the second state in which the Meth Project has expanded its efforts.

### **Public Service Messaging**

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

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

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

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

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

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

The Meth Project organizes a broad range of community outreach programs to mobilize communities to assist in meth awareness and prevention activities. Through its Paint the State art contest in Montana, the Meth Project prompted thousands of teens and their families to take action in the fight against meth use by creating highly visible public art with a strong anti-meth message. The contest drew 660 submissions in each of the 56 counties in Montana.

The Meth Project also recently 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 and Internet marketing campaign targeted at each state's most meth vulnerable group—youth ages 12-17
- Maintain ongoing communication campaign to raise the levels of community awareness of the critical nature of the meth problem
- Mobilize community groups across the state in meth education and prevention efforts

### **The Meth Marketing Problem**

The Meth Project approaches methamphetamine as a consumer products marketing problem. Meth is a consumer product. It is readily available. It is affordably priced. It is distributed through a very effective distribution channel. It has many product attributes that are perceived as attractive.

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:**

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

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

## **Appendix 5: About GfK Roper Public Affairs & Media**

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

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

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

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

## Appendix 6: Survey Instrument

### Directions

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

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

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

1. Are you male or female? (6)
- Male .....  -1  
Female .....  -2
2. What is your age? \_\_\_\_\_ (7-8)
3. What grade are you in? (9)
- 7th .....  -1      10th .....  -4  
8th .....  -2      11th .....  -5  
9th .....  -3      12th .....  -6
4. What is your race? (11)
- White .....  -1      American Indian/Native American ....  -4  
Black/African-American.....  -2      Other .....  -5  
Asian/Asian-American.....  -3      Rather Not Say .....  -6
5. Are you Latino, Hispanic or Spanish? (12)
- Yes .....  -1  
No.....  -2
6. What is your 5-digit zip code? \_\_\_\_\_ (13-17)

7. Are your parents...? ("X" all that apply) (18)

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

8. Before this survey, which of the following drugs had you heard of? ("X" ALL THAT YOU HAVE HEARD OF) (19)

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

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

9. Whether or not you or someone you know uses **meth**, we would like your ideas. Please indicate how much you agree or disagree with the following statements about **meth**: ("X" ONE ANSWER FOR EACH ITEM) (20-28)

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

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

(29-36)

	Great <u>Risk</u>	Moderate <u>Risk</u>	Slight <u>Risk</u>	No <u>Risk</u>
Trying <u>meth</u> , once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Using <u>meth</u> regularly .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Trying <u>heroin</u> , once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Using <u>heroin</u> regularly .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Trying <u>marijuana</u> once or twice .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Using <u>marijuana</u> regularly .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Trying <u>cocaine</u> once or twice.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4
Using <u>cocaine</u> regularly.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4

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

(37-50)

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

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

(51-58)

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

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

(59-62)

	Very <u>Difficult</u>	Somewhat <u>Difficult</u>	Somewhat <u>Easy</u>	Very <u>Easy</u>	Not <u>Sure</u>
Meth .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Heroin.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Marijuana.....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5
Cocaine .....	<input type="checkbox"/> -1	<input type="checkbox"/> -2	<input type="checkbox"/> -3	<input type="checkbox"/> -4	<input type="checkbox"/> -5

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

(63)

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

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

(64)

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

16. Would your friends give you a hard time for using **meth**? (65)

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

17. Has anyone **ever offered you** or tried to get you to use **meth**? (66)

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

18. Have you told your friends **not** to use **meth**? (67)

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

19. In the past year, how often have your **parents** talked to you about **meth**? (68)

Never.....  -1  
Once.....  -2  
Two or three times .....  -3  
Four or more times.....  -4

20. When was the **last time** your **parents** talked to you about **meth**? (69)

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

21. Have any members of your family been in treatment for using **meth**? (70)

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

22. Which of the following sources, if any, would you go to in order to find information about **meth**? (“X” all that apply)

(71)

- Parents .....  -1
- Friends .....  -2
- The Internet, websites.....  -3
- Television .....  -4
- School .....  -5
- Radio.....  -6
- Magazines.....  -7
- Other .....  -8
- Don't know .....  -9

23a. In your lifetime, have you **ever tried meth**?

(72)

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

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

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

(73), (74)

- |  |  |  |
|--|--|--|
| Under 10 years old ..... <input type="checkbox"/> -1 | 15 years old ..... <input type="checkbox"/> -6 | 20 years old ..... <input type="checkbox"/> -1 |
| 11 years old ..... <input type="checkbox"/> -2       | 16 years old ..... <input type="checkbox"/> -7 |  |
| 12 years old ..... <input type="checkbox"/> -3       | 17 years old ..... <input type="checkbox"/> -8 |  |
| 13 years old ..... <input type="checkbox"/> -4       | 18 years old ..... <input type="checkbox"/> -9 |  |
| 14 years old ..... <input type="checkbox"/> -5       | 19 years old ..... <input type="checkbox"/> -0 |  |

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

(75)

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

24b. In the **past month**, have you used **meth**?

(76)

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

25. How likely are you to try **meth** in the future?

(77)

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

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

(6-15)

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

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

(16)

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

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

(17-27)

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

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

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

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

(52)

No, never.....	<input type="checkbox"/> -1
Yes, only once.....	<input type="checkbox"/> -2
Yes, more than once .....	<input type="checkbox"/> -3

29b. Do you recall the name or address of the website?

(49)

Yes (WRITE IT IN HERE:)

\_\_\_\_\_

\_\_\_\_\_.....  -1

No.....  -2

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

(53-57)

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

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

(58)

Yes .....	<input type="checkbox"/> -1
No.....	<input type="checkbox"/> -2

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

(59-62)