

**2008 SUMMARY REPORT
SOCIAL NORMS MARKETING SURVEY**

High School

Prepared by



PROGRAM INFORMATION

Agency Name

Agency Contact

School Name

Target Population 9th -12th Grade Students

DATA COLLECTION INFORMATION

Date of Survey

Number of Surveys Collected 1,617

English Surveys 1,491

Spanish Surveys 126

INSTRUMENT DESCRIPTION

Measures of Attitudes/Beliefs Personal Disapproval of ATOD Use
Perceived Peer Disapproval of ATOD Use
Frequency of Perceived Peer ATOD Use

Measures of Use Past 30-day Cigarette Use
Past 30-day Alcohol Use
Past 30-day Marijuana Use

CPRD REPORT PREPARATION INFORMATION

Data Entry Cindy Heck
Barb Lancaster

Data Analysis Shahana Begum

Report Generation Erin Ficker

The data contained in this report is not for public release without the expressed permission of High School.

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I. KEY FINDINGS

The 2008 Social Norms Marketing Survey administered at High School in City, on January 13, 2008, provided information on students' use and perceptions of alcohol, tobacco, and marijuana. Key findings include:

According to survey findings, High School has strong anti-use norms in all measured areas. See *Table 6* for full results.

- 82% of students had not **smoked cigarettes** in the past 30 days
- 68% of students had not **consumed alcohol** in the past 30 days
- 82% of students had not **smoked marijuana** in the past 30 days

The vast majority of students overestimated the percentage of their peers using alcohol, tobacco, and marijuana. See *Table 10* for a complete breakdown.

- 88% of students overestimated the percent of their peers that had **smoked cigarettes** in the past 30 days
- 84% of students overestimated the percent of their peers that had **consumed alcohol** in the past 30 days
- 77% of students overestimated the percent of their peers that had **smoked marijuana** in the past 30 days

Students also misperceive their peers' disapproval of alcohol, tobacco, and marijuana use. Nearly a quarter or more of students report that they are "not sure" how much they disapprove of students using alcohol (31%), tobacco (24%), and marijuana (23%). See *Tables 11-12* for full results.

- 61% of students "disapprove" or "strongly disapprove" of **cigarette use**; however, only 27% of students perceive that their peers "disapprove" or "strongly disapprove."
- 39% of students "disapprove" or "strongly disapprove" of **alcohol use**; however, only 15% of students perceive that their peers "disapprove" or "strongly disapprove."
- 58% of students "disapprove" or "strongly disapprove" of **marijuana use**; however, only 26% of students perceive that their peers "disapprove" or "strongly disapprove."

Full results for all the survey questions are presented in the following report.

II. PARTICIPANT CHARACTERISTICS

Table 1:
Age

<i>How old are you?</i>	Percent
13	0%
14	12%
15	27%
16	25%
17	23%
18	12%
19	1%
Mean Age	16.0

Note: Column may total more or less than 100% due to rounding.

Table 2:
Gender

<i>What is your gender?</i>	Percent
Male	53%
Female	47%

Note: Column may total more or less than 100% due to rounding.

Table 3:
Race

<i>What is your race?</i>	Percent
White	51%
Black/African American	3%
Latino/Latina Mexican	38%
Latino/Latina Puerto Rican	2%
Latino/Latina Other Hispanic	4%
Asian-American	4%
Native American/American Indian	2%
Other	4%

Note: Column may total more than 100% because survey respondents were asked to choose all applicable response options.

Table 4:
Grade Level

<i>What grade are you in?</i>	Percent
9 th grade	34%
10 th grade	23%
11 th grade	22%
12 th grade	21%

Note: Column may total more or less than 100% due to rounding.

Table 5:
Grades

<i>Which of the following best describes the average grades you get in school?</i>	Percent
Mostly A's	19%
Mostly A's and B's	30%
Mostly B's	9%
Mostly B's and C's	21%
Mostly C's	6%
Mostly C's and D's	10%
Mostly D's	3%
Mostly F's	2%

Note: Column may total more or less than 100% due to rounding.

III. MEASURES OF ATOD USE AND PERCEPTIONS

Table 6:
Past 30-Day ATOD Use

<i>In the past 30 days, have you:</i>	Yes	No
Smoked cigarettes	18%	82%
Drank alcohol	32%	68%
Smoked marijuana	18%	82%

Note: Rows may total more or less than 100% due to rounding.

Table 7:
Frequency of ATOD Use

<i>About how often do you...</i>	Never (1)	Yearly (2)	Monthly (3)	Weekly (4)	Daily (5)	Mean Score
Smoke cigarettes	75%	7%	6%	6%	6%	1.6
Drink alcohol	46%	21%	18%	11%	3%	2.0
Smoke marijuana	75%	8%	7%	4%	6%	1.6

Note: Rows may total more or less than 100% due to rounding.

Table 8:
Perceived Peer ATOD Use

<i>Do you think that most students at your school...</i>	Yes	No
Smoke cigarettes	54%	46%
Drink alcohol	83%	17%
Smoke marijuana	52%	48%

Note: Rows may total more or less than 100% due to rounding.

Table 9:
Perceived Frequency of Peer ATOD Use

About how often do MOST STUDENTS AT YOUR SCHOOL...	Never (1)	Yearly (2)	Monthly (3)	Weekly (4)	Daily (5)	Mean Score
Smoke cigarettes	11%	7%	14%	40%	28%	3.7
Drink alcohol	9%	5%	16%	56%	14%	3.6
Smoke marijuana	12%	8%	17%	39%	23%	3.5

Note: Rows may total more or less than 100% due to rounding.

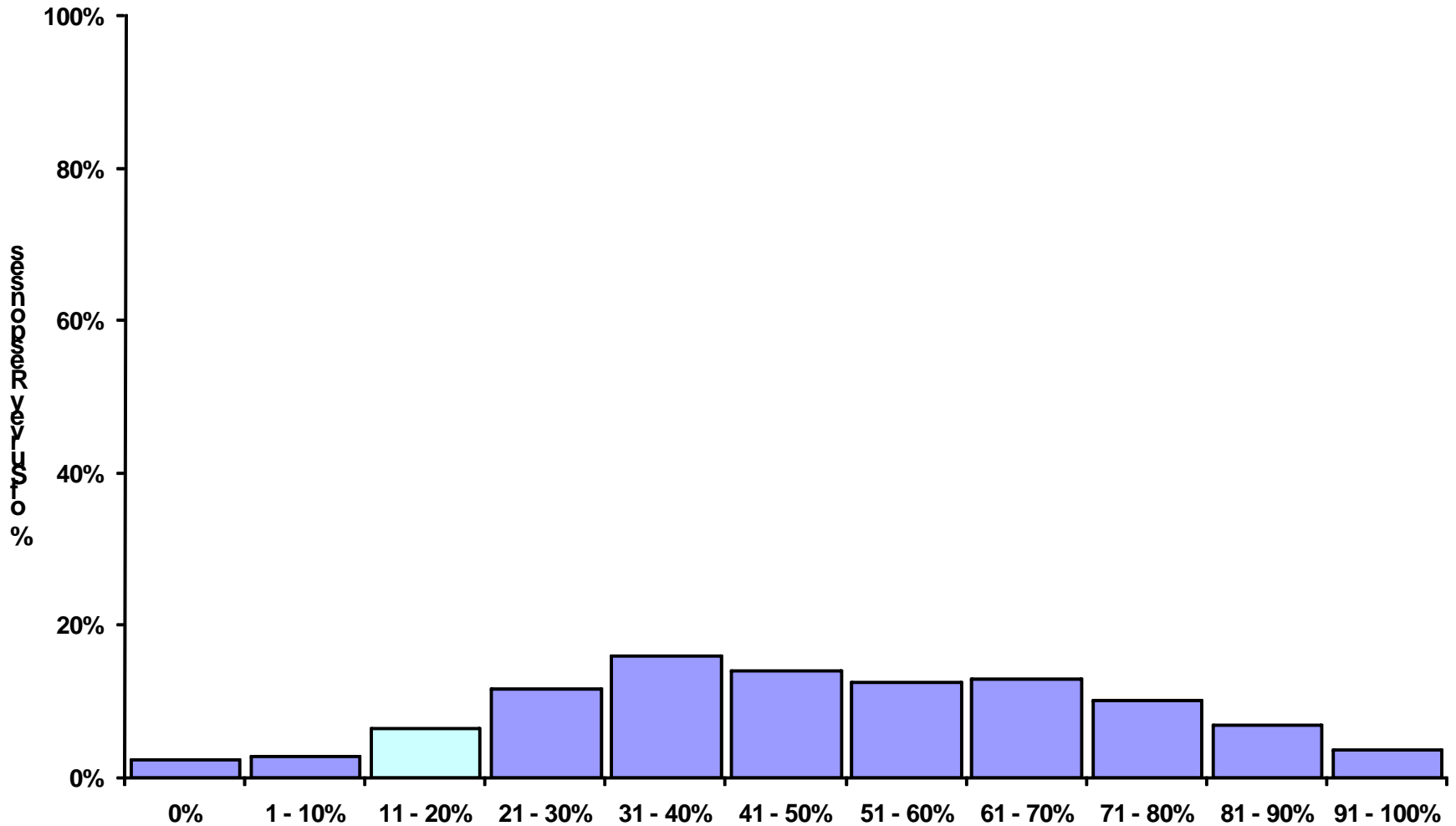
Table 10:
Perceived Peer 30-Day ATOD Use

In the past 30 days, what percent of the STUDENTS AT YOUR SCHOOL:	0%	1 – 10%	11 – 20%	21 – 30%	31 – 40%	41 – 50%	51 – 60%	61 – 70%	71 – 80%	81 – 90%	91 – 100%
Smoked cigarettes	2%	3%	7%	12%	16%	14%	13%	13%	10%	7%	4%
Drank alcohol	2%	3%	4%	7%	9%	12%	14%	16%	17%	12%	6%
Smoked marijuana	4%	9%	10%	12%	12%	10%	11%	9%	8%	8%	7%

Note: Rows may total more or less than 100% due to rounding.

- The shaded cells indicate where the true use norm falls for each question.
- The majority of the survey participants overestimated alcohol, tobacco, and marijuana use by their peers.
- The data provided in the table above is represented graphically in the bar charts on pages 10-12. You may find these graphs useful if presenting the data to outside parties.

Chart 1:
Perceptions of Peer Cigarette Use

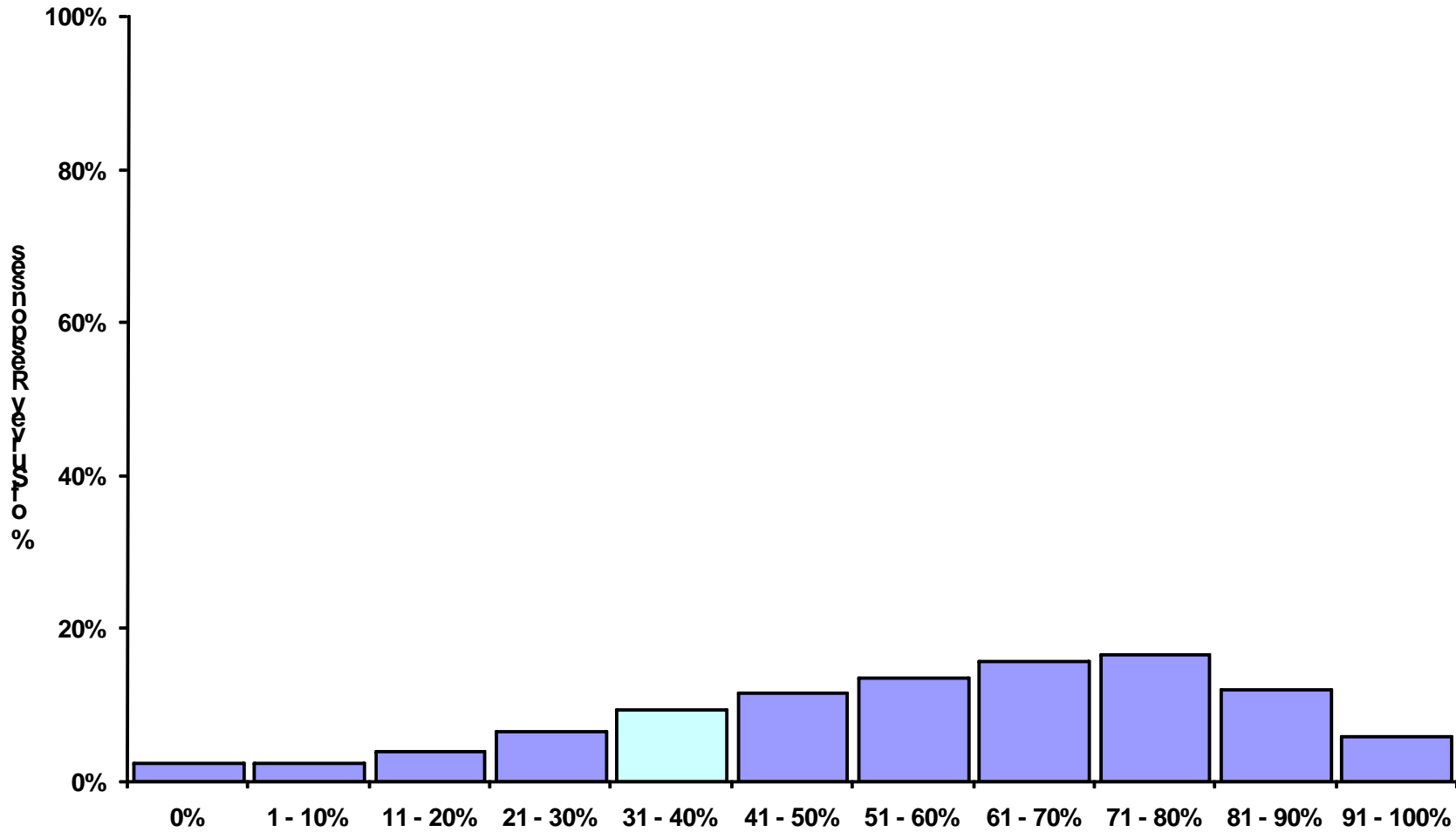


In the past 30 days, what percent of the students at your school smoked cigarettes?

The highlighted bar indicates where actual use falls. Actual use was 18%.

Chart 2:

Perceptions of Peer Alcohol Use

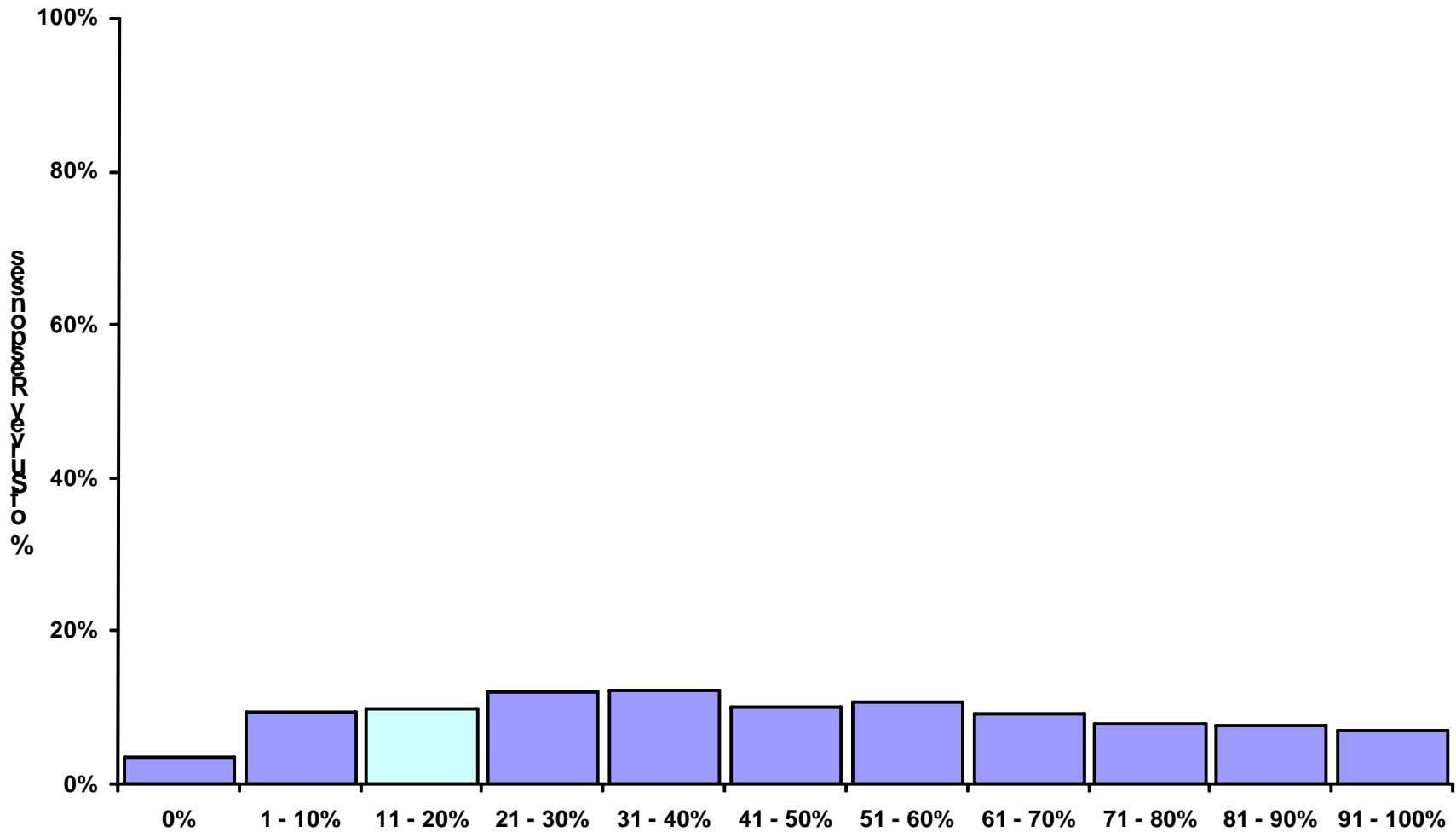


In the past 30 days, what percent of the students at your school drank alcohol?

The highlighted bar indicates where actual use falls. Actual use was 32%.

Chart 3:

Perceptions of Peer Marijuana Use



In the past 30 days, what percent of the students at your school smoked marijuana?

The highlighted bar indicates where actual use falls. Actual use was 18%.

IV. MEASURES OF ATOD ATTITUDES AND BELIEFS

Table 11:
Personal Disapproval of ATOD Use

<i>How much do you approve or disapprove of people your age:</i>	Strongly Disapprove (1)	Disapprove (2)	Not Sure (3)	Approve (4)	Strongly Approve (5)	Mean Score
Smoking cigarettes	37%	24%	24%	12%	4%	2.2
Drinking alcohol	21%	18%	31%	23%	7%	2.8
Smoking marijuana	42%	16%	23%	12%	7%	2.2

Notes: Rows may total more or less than 100% due to rounding.

- We recommend looking at the “disapprove” or “strongly disapprove” response categories when assessing levels of personal disapproval.
- The survey data indicate that a majority of the survey participants disapprove of tobacco and marijuana use by people their age.
- Compared to the other substances listed, survey participants reported less disapproval of alcohol use.

Table 12:
Perceived Peer Disapproval of ATOD Use

<i>How much do you think students at your school approve or disapprove of people your age:</i>	Strongly Disapprove (1)	Disapprove (2)	Not Sure (3)	Approve (4)	Strongly Approve (5)	Mean Score
Smoking cigarettes	6%	21%	44%	24%	5%	3.0
Drinking alcohol	5%	10%	39%	37%	9%	3.4
Smoking marijuana	9%	17%	45%	22%	8%	3.0

Note: Rows may total more or less than 100% due to rounding.

- We recommend looking at the “disapprove” or “strongly disapprove” response categories when assessing levels of perceived peer disapproval.
- The survey participants underestimated peer disapproval rates for all substances.
- The percentage of youth reporting that their peers disapprove or strongly disapprove of alcohol use increased from 11% in 2007 to 15% in 2008.

Table 13:
Peer Pressure

How often do your friends pressure you to:	Never (1)	Rarely (2)	Sometimes (3)	Most of the Time (4)	Always (5)	Mean Score
Smoke cigarettes	75%	14%	7%	1%	2%	1.4
Drink alcohol	52%	21%	19%	5%	4%	1.9
Smoke marijuana	68%	14%	10%	3%	5%	1.6

Note: Rows may total more or less than 100% due to rounding.

Table 14:
Social Preferences

<i>Do you prefer...</i>	Yes	No
To date someone who doesn't smoke	86%	14%
To date someone who doesn't drink alcohol	64%	36%
To hang out with people who don't smoke	73%	27%
To hang out with people who don't drink alcohol	59%	41%
Parties where people aren't smoking	73%	27%
Parties where people aren't drinking alcohol	52%	48%

Note: Rows may total more or less than 100% due to rounding.

Table 15:
Rationale for Not Using Alcohol

When I choose not to drink, it is because...	Not True at All (1)	A Little True (2)	Somewhat True (3)	Very True (4)	Mean Score
It is against my personal beliefs	40%	15%	17%	27%	2.3
It is bad for my health	20%	20%	17%	43%	2.8
My close friends don't drink	40%	19%	18%	23%	2.2
Most students at my school don't drink	64%	19%	11%	6%	1.6
I don't want to get into trouble with my parents	18%	17%	22%	43%	2.9
I don't want to disappoint my parents	18%	17%	19%	46%	2.9
It is against school rules	46%	17%	13%	23%	2.1
If I was caught drinking, I would be ineligible to participate in school sports and activities	31%	13%	17%	39%	2.6
It could affect my grades	28%	18%	19%	35%	2.6
I don't want to deal with the legal consequences if I get caught drinking	14%	12%	20%	53%	3.1
I don't want to jeopardize my future plans (college, career, etc.)	17%	13%	16%	53%	3.1

Note: Rows may total more or less than 100% due to rounding.

V. PARENTAL ATTITUDES AND BEHAVIOR

Table 16:
Perceived Parental Attitudes Toward ATOD Use by Youth

How much do you think your parents approve or disapprove of people your age:	Strongly Disapprove (1)	Disapprove (2)	Not Sure (3)	Approve (4)	Strongly Approve (5)	Mean Score
Smoking cigarettes	67%	15%	12%	2%	3%	1.6
Drinking alcohol	53%	21%	18%	5%	3%	1.8
Smoking marijuana	75%	9%	10%	2%	3%	1.5

Note: Rows may total more or less than 100% due to rounding.

Table 17:
Perceived Parental Attitudes Toward ATOD Use by Youth,
Among Students Who Have Not Used Alcohol in the Past 30 Days

How much do you think your parents approve or disapprove of people your age:	Strongly Disapprove (1)	Disapprove (2)	Not Sure (3)	Approve (4)	Strongly Approve (5)	Mean Score
Smoking cigarettes	75%	13%	10%	1%	1%	1.4
Drinking alcohol	64%	18%	14%	2%	1%	1.6
Smoking marijuana	82%	7%	8%	1%	2%	1.3

Note: Rows may total more or less than 100% due to rounding.

Table 18:
Parental Monitoring Behaviors

When you go out in the evening or on the weekend, how often do your parents...	Never (1)	Rarely (2)	Sometimes (3)	Most of the Time (4)	Always (5)	Mean Score
Ask who you will be with	7%	6%	14%	25%	48%	4.0
Ask what you will be doing	7%	8%	17%	24%	43%	3.9
Ask where you are going	5%	5%	12%	21%	57%	4.2
Ask if there will be alcohol where you're going	44%	19%	16%	8%	14%	2.3
Ask if other parents will be present to supervise	31%	17%	18%	12%	21%	2.7
Contact other parents to confirm what you have told them	57%	16%	12%	6%	9%	1.9
Set a time when you should be home	12%	11%	19%	23%	35%	3.6
Wait up until you come home	17%	13%	21%	20%	30%	3.3
Check to see if you've been drinking (smell your breath, talk to you, etc.)	61%	13%	10%	5%	11%	1.9

Note: Rows may total more or less than 100% due to rounding.

Table 19:
**Parental Monitoring Behaviors Among Students
 Who Have Not Used Alcohol In The Past 30 Days**

When you go out in the evening or on the weekend, how often do your parents...	Never	Rarely	Sometimes	Most of the Time	Always	Mean Score
Ask who you will be with	6%	6%	13%	24%	52%	4.1
Ask what you will be doing	6%	8%	16%	24%	47%	3.9
Ask where you are going	4%	4%	10%	20%	63%	4.3
Ask if there will be alcohol where you're going	43%	18%	15%	9%	16%	2.4
Ask if other parents will be present to supervise	28%	16%	19%	13%	24%	2.9
Contact other parents to confirm what you have told them	53%	18%	13%	7%	10%	2.0
Set a time when you should be home	10%	11%	17%	24%	38%	3.7
Wait up until you come home	13%	13%	19%	21%	33%	3.5
Check to see if you've been drinking (smell your breath, talk to you, etc.)	62%	12%	9%	5%	12%	1.9

Note: Rows may total more or less than 100% due to rounding.

VI. CAMPAIGN MATERIALS AND RESPONSE



Table 20:
Poster Recognition

Have you seen this poster before?	Percent
Yes	84%
No	9%
Not Sure	7%

Note: Column may total more or less than 100% due to rounding.

Table 21:
Poster Believability

How believable were the posters?	Percent
Very believable	6%
Somewhat believable	24%
A little believable	28%
Not believable at all	42%

Note: Column may total more or less than 100% due to rounding.

Table 22:
**Poster Believability, Among Students
Who Have Not Smoked Cigarettes the Past 30 Days**

How believable were the posters?	Percent
Very believable	7%
Somewhat believable	28%
A little believable	30%
Not believable at all	36%

Note: Column may total more or less than 100% due to rounding.



Table 23:
Poster Recognition

Have you seen this poster before?	Percent
Yes	64%
No	21%
Not Sure	15%

Note: Column may total more or less than 100% due to rounding.

Table 24:
Poster Believability

How believable were the posters?	Percent
Very believable	31%
Somewhat believable	36%
A little believable	19%
Not believable at all	15%

Note: Column may total more or less than 100% due to rounding.

Table 25:
**Poster Believability, Among Students
Who Have Not Used Alcohol in the Past 30 Days**

How believable were the posters?	Percent
Very believable	33%
Somewhat believable	36%
A little believable	20%
Not believable at all	11%

Note: Column may total more or less than 100% due to rounding.

Table 26:
Discussion of Messages

How often if ever do you...	Never	Once or Twice a Year	Once or Twice a Month	Weekly	Mean
Talk to your friends about the messages on the posters	64%	24%	9%	3%	1.5
Talk to your teachers about the messages on the posters	80%	13%	4%	2%	1.3
Talk with any other school staff member (e.g., coach, guidance counselor) about the messages on the posters	86%	9%	3%	2%	1.2
Talk to your parents about the messages on the posters	81%	11%	5%	4%	1.3
Talk to your brothers and sisters or other family members about the messages on the posters	81%	10%	5%	4%	1.3

Note: Column may total more or less than 100% due to rounding.

Table 27:
**Classroom Chronicle
Recognition**

Have you seen the <i>Stall Street Journal</i> in the bathrooms at your school?	Percent
Yes	37%
No	30%
Not Sure	33%

Note: Column may total more or less than 100% due to rounding.

Table 28:
**Classroom Chronicle
Believability**

How believable was the information presented in the <i>Stall Street Journal</i>?	Percent
Very believable	7%
Somewhat believable	40%
A little believable	32%
Not believable at all	21%

Note: Column may total more or less than 100% due to rounding.

Table 29:
**Classroom Chronicle Believability, Among Students
 Who Have Not Used Alcohol in the Past 30 Days**

How believable was the information in the <i>Stall Street Journal</i>?	Percent
Very believable	9%
Somewhat believable	47%
A little believable	31%
Not believable at all	13%

Note: Column may total more or less than 100% due to rounding

Table 30:
**Classroom Chronicle Believability, Among Students
 Who Have Not Used Cigarettes in the Past 30 Days**

How believable was the information in the <i>Stall Street Journal</i>?	Percent
Very believable	7%
Somewhat believable	46%
A little believable	32%
Not believable at all	15%

Note: Column may total more or less than 100% due to rounding