

Teens • 2003

Table of Contents

Our Mission.....	3
The Partnership for a Drug-Free America® Today	3
The Partnership Attitude Tracking Study	4
Executive Summary	6
The Partnership Attitude Tracking Study - Teens	
Marijuana Attitudes and Use	8
Ecstasy Attitudes and Use	10
LSD	12
Inhalant Abuse.....	13
Methamphetamine	13
Cocaine/Crack	14
Heroin	15
GHB.....	16
Ketamine (Special K).....	16
Prescription Drug Abuse	17
Drugs in general.....	17
Alcohol.....	18
Cigarettes	18
Sources of Information.....	18
Computer Use.....	19
National Youth Anti-Drug Media Campaign	20

Mission

The Partnership for a Drug-Free America[®] (PDFA) exists to help kids and teens reject substance abuse by influencing attitudes through persuasive information.

Our mission unfolds primarily in the form of a research-based national advertising campaign, now in its 17th year. With a diversity of private sector funders supporting our work, the Partnership is beholden to no special interest, has no political agenda and supports no commercial concern. Our singular concern is reducing drug use among children.

The Partnership for a Drug-Free America[®] Today

The Partnership is comprised of a small staff and hundreds of volunteers from the communications industry who create and disseminate the organization's advertising. Advertising agencies create Partnership messages pro bono; talent unions permit their members to work for free; production professionals bring Partnership messages to life; a network of advertising professionals distribute the group's work to national and local media; public relations firms lend services to various Partnership projects; and media companies donate valuable broadcast time and print space to deliver Partnership messages to millions of Americans.

The organization began in 1986 with seed money provided by the American Association of Advertising Agencies.

Today, the Partnership receives major funding from The Robert Wood Johnson Foundation and support from more than 200 corporations and companies. The Partnership accepts no funding from manufacturers of alcohol and/or tobacco products. The Partnership's first ad appeared in March 1987; the campaign is now the largest public service media campaign in advertising history.

Since 1998 the Partnership has participated in an unprecedented public/private marketing effort – the largest ever undertaken in the United States – that is redefining public service advertising. Backed by an average annual appropriation of about \$190 million¹ and with bipartisan support in the U.S. Congress, the National Youth Anti-Drug Media Campaign has become the centerpiece of the country's efforts to reduce demand for illegal drugs. Rolled out nationally in July 1998, the effort is taking several directions, but at its core the campaign is tapping into the enormous power of mass media through the Partnership's national advertising campaign. The bulk of federal monies appropriated for this program were specifically earmarked for the one thing that eluded the Partnership's campaign in the early and mid-1990s – consistent, targeted and optimal national media exposure for anti-drug advertising.

The Partnership is the primary provider of advertising to this federally backed effort. The advertising industry – which is and has been the heart and soul of the Partnership – continues to create our

¹ 1998 appropriation: \$195 million; 1999 appropriation: \$185 million; 2000 appropriation: \$185 million; 2001 appropriation: \$185 million; 2002 appropriation: \$180 million; 2003 appropriation: \$150 million

messages for free. All Partnership messages are made available to the National Youth Anti-Drug Media Campaign.

The Office of National Drug Control Policy (ONDCP) in cooperation with the Partnership coordinates the campaign. Working with ONDCP and Congress, the campaign is commanding as much exposure as many leading commercial advertisers, and returning outstanding value to U.S. taxpayers. For every dollar the government spends on media exposure, media companies are asked to donate equivalent value through additional advertising exposure. To date, the matching component of the campaign has leveraged substantial added media exposure for the campaign.

In addition to its work on the national level, the Partnership has helped create 49 state- and city-based versions of its national advertising campaign through its State/City Alliance Program. Working with state/city governments and locally based drug prevention organizations, the Partnership provides – at no cost – the guidance, on-site technical assistance and creative materials necessary to shape a multimedia campaign tailored to local needs.

The Partnership is a prevention organization. Its messages seek to reinforce behavior among teens and pre-teens that do not use drugs; to prevent drug experimentation and initiation; and to persuade non-addicted users to stop. Creating effective anti-drug messages requires talent, passion and dedication. It also requires an understanding of the issue that's firmly grounded in research. The Partnership has the largest body of

consumer-based attitudinal research on drugs in the nation. This research provides insights into the minds of young people and helps to ensure our messages will reach and resonate with their intended audiences. Consumer research – along with the critically important counsel of our partners in health care, education, government, entertainment and community volunteer organizations across the country – ensure that Partnership ads continue to meet the highest standards of excellence.

(For more information about the Partnership and its programs, go to www.drugfreeamerica.org To request a hard copy of the Partnership's latest annual report by mail, call the Partnership's Public Affairs Group @ 212-922-1560.)

The Partnership Attitude Tracking Study

The Partnership Attitude Tracking Study (PATS) is the Partnership's unique contribution to the field of substance abuse prevention. An annual study that tracks the elaborate and complex attitudes consumers have about illegal drugs, this research allows us to understand what our target audiences think and feel about various drugs. This consumer-focused, consumer-based research is the largest drug-related attitudinal tracking study in the country. No other organization in the country – commercial, non-profit or governmental – has the rich insights into consumers and drugs that PATS has captured in its 16 installments. The insights gleaned from this study help us develop advertising designed to *unsell* drugs to consumers.

Attitudes drive behavior. According to the University of Michigan's Monitoring the Future study, two critical drug-related attitudes – perception of risk (how risky consumers view a particular drug) and perception of social disapproval (consumer appeal and acceptance of a particular drug) – move in correlation with consumption. Generally speaking, as consumers come to view drug use as more risky and increasingly disapprove of drugs, consumption declines. Similarly, the opposite holds true.

Understanding the vast dimensions of perceptions of risk and social disapproval provides a look into the consumer mindset on drugs, and offers some insight into the challenges of effectively *unselling* drugs via media communication. It is no easy task. When it comes to drugs and drug taking, consumers define risk in a multitude of ways – physical, emotional, social, aspirational. Specific types of attitudes segment each risk category. The same holds true for social disapproval. Both major categories, and the elaborate array of subcategories and attitudinal measures, are influenced by a multitude of variables – age, gender, race, socio-economic background, geography, peers and other influencers.

In developing media messages to speak effectively and persuasively to our target audiences about drugs, we must understand their mindset, their attitudes about drugs. The more we do – and the more our messages acknowledge this reality – the more effective the messages will be.

PATS consists of two nationally projectable samples – a teen sample for students in grades 7 through 12, and a parent sample. The 2003 PATS is the 16th wave of this research conducted since 1987. Prior to 1993, these studies were conducted by interviews in public locations. Since the 1993 study, PATS has been conducted in schools and in homes. Beginning with the 1995 study, the in-home study was conducted with parents of children under the age of 19, and data from that sample are projected accordingly.

Since 1993 Roper ASW, Inc., a leading market research company, has conducted the studies for the Partnership. PATS is funded, in part, by an organizational grant from The Robert Wood Johnson Foundation. In the 2003 PATS teens' study, 7,270 adolescents nationwide were surveyed. The margin of error for the sample is +/-1.5 percent.

The data in this report were collected from April through June 2003. Adolescents in grades 7 through 12 were questioned with an oversampling of African- and Hispanic-American populations. Adolescents completed self-administered questionnaires under the supervision of Roper ASW's interviewers. The anonymity of all respondents was maintained throughout the study.

Significant differences on charts and graphs in this report are indicated only for 2003 results versus 1998 and 2002, unless otherwise noted. Significant differences versus 2002 are noted with an asterisk (*) and versus 1998 with a plus sign (+). The 1998 survey represents a benchmark for monitoring the Office of National Drug Control

Questionnaire Development

Roper ASW developed the questionnaires for the Partnership Attitude Tracking Study in cooperation with the Partnership for a Drug-Free America.[®]

Self-Report Data

PATS is based on self-reported data. Surveys based on self-reported data collection represent the dominant methodology used in the marketplace. Many academic/government institutions use self-reporting data when researching sensitive issues, i.e., Centers for Disease Control (Youth-At-Risk), University of Michigan (Monitoring the Future study), the U.S. Department of Health and Human Services (National Survey on Drug Use and Health).

Executive Summary

Trends in substance abuse among American youth are encouraging. After a decade of rising adolescent drug use among our nation's children, the results of the Partnership for a Drug-Free America's annual survey of students in grades 7 through 12 indicate a more positive future for our children.

Marijuana: From 1998 to 2003 there have been significant improvements in teens' attitudes and use of marijuana. In these five years the perception of risk in trying marijuana significantly increased among adolescents.

Teens in 2003 were also significantly more likely than in 1998 to report that the use of marijuana carries a number of physical, relational, aspirational, and emotional risks that could negatively affect their lives. Some of these include – a great risk of *upsetting parents, getting in trouble with the law, losing their driver's license, acting stupidly and foolishly, becoming lazy, and driving dangerously.*

All measures of marijuana use – lifetime trial, past year, and past month – significantly declined in 2003 versus 1998.

Ecstasy: The Partnership's Attitude Tracking Study found that significantly more teens in 2003 than in 2002 felt there is a "great risk" in trying Ecstasy once or twice. There were also significant increases in teens' perception of the risk of *dying* from using Ecstasy. This was a key strategic message of the Partnership's Ecstasy Education Campaign. Teens in 2003 were

significantly less likely than in 2002 to try and use Ecstasy in the past year.

Inhalants: After some slippage in risk perceptions of inhalant abuse, teens' perceptions of risk in 2003 remained stable versus 2002. All measures of inhalant abuse (lifetime trial, past year, past month) remained stable from 2002 to 2003.

Other Drugs :

There were significant declines in friends' use of LSD (2003 versus 2002) and lifetime trial in 2003 was significantly lower than in 1998.

Perceived risk in trying methamphetamine once or twice was significantly higher in 2003 than in 1998 and lifetime trial and past year use of the drug in 2003 was significantly lower than it was in 1998.

Adolescent use of cocaine/crack, heroin, GHB, and ketamine remained steady versus previous years.

In 2003 one-fifth of teens reported abuse of prescription painkillers and about one in ten reported abuse of Ritalin or Adderall without a doctor's prescription. This was very similar to 2002.

Compared to 1998 all measures of teen alcohol use in 2003 significantly decreased.

From 1998 to 2003 past thirty-day cigarette use significantly decreased. In 1998 four out of 10 (42 percent) teens smoked cigarettes, by 2003 the percent had dropped to 26 percent.

Sources of Information About the Risks of Drugs :

The Partnership's study also found that compared to 2002 TV commercials significantly increased in 2003 as a source where teens say they *learned a lot about the risks of drugs*. During this time period, most non-media sources of information – school, parents, and brothers/sisters did not show any change.

Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign:

The primary focus of the National Youth Anti-Drug Media Campaign is adolescent use of marijuana. PATS findings suggest that the Campaign has played an important role in the improvement of teens' attitudes toward marijuana.

The number of teens reporting seeing or hearing anti-drug commercials on a daily basis significantly increased in 2003 versus 1998. The 1998 PATS data were collected prior to the launch of the National Youth Anti-Drug Media Campaign and serve as a benchmark for monitoring the campaign's effect. Teens in 2003 were significantly more likely than in 1998 to perceive the anti-drug messages as efficacious – *made them more aware of the risks, gave them new information, made them less likely to use*.

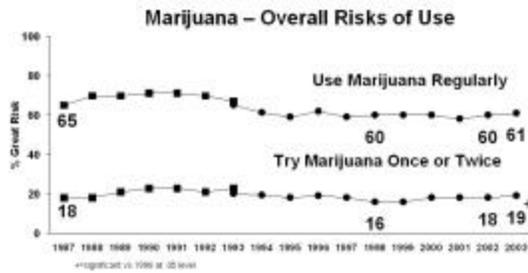
An analysis of teens with higher exposure to ads versus teens with lower exposure demonstrates a positive relationship between heavy exposure and stronger anti-marijuana attitudes.

The Partnership Attitude Tracking Study – Teens

Marijuana Attitudes and Use

1998 to 2003: Stronger Anti-Marijuana Attitudes and Decline in Use

In five years, there was a significant increase in the perception of risk in marijuana use. In 2003, 19 percent of teens said there is a “great risk” in trying marijuana once or twice versus 16 percent in 1998.



Perceptions of specific types of risk – aspirational, emotional, physical, relational – in marijuana use also significantly increased. Teens in 2003 were significantly more likely than in 1998 to say there is a “great risk” in marijuana use of *getting in trouble with the law, losing their driver’s license, missing out on the good things in life, not getting into a good college, becoming a dealer,*

Marijuana – Aspirational Risks

% Great Risk	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Wasting money	NA	NA	NA	NA	NA	70	69	70	71	70
Not getting a job because of pre-employment drug testing	67	65	64	65	65	64	64	63	67	67
Getting in trouble with the law	67	64	64	63	64	68	67	67	67	67+
Messing up their lives	NA	NA	NA	65	64	64	65	63	67	64*
Dropping out of school	62	57	56	58	57	58	59	58	59	58
Losing their driver’s license	56	54	52	55	54	57	56	57	58	60+
Missing out on the good things in life	NA	NA	NA	52	53	56	56	55	57	58+
Not getting into a good college	58	52	52	52	51	55	57	53	56	59+
Becoming a dealer	59	53	51	52	50	46	47	46	55	55+
Doing worse at school or sports	62	56	56	56	54	53	54	52	54	54
Base Total	6201	6090	6904	6970	6912	6523	7290	6997	7304	7270

*significant vs. 2002 at .05 level **significant vs. 1998 at .05 level

acting stupidly and foolishly, getting depressed, becoming lazy, being lonely, becoming boring,

Marijuana – Emotional Risks

% Great Risk	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Making their problems worse	NA	NA	NA	NA	NA	61	60	59	61	60
Acting stupidly and foolishly	55	52	51	51	51	53	54	52	54	58+
Getting depressed	51	46	44	46	44	48	49	48	49	50+
Becoming lazy	46	42	44	46	44	48	48	46	47	49+
Becoming a loser	56	49	50	48	45	47	46	42	45	43
Being lonely	41	36	35	38	38	41	43	42	41	42+
Becoming boring	31	26	26	29	28	31	32	31	33	34+
Base Total	6201	6090	6904	6970	6912	6523	7290	6997	7304	7270

*significant vs. 1998 at .05 level **significant vs. 2002 at .05 level

getting hooked on marijuana, and driving dangerously.

Marijuana – Physical Risks

% Great Risk	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Going on to harder drugs	73	67	67	67	68	67	68	67	67	67
Getting hooked on marijuana	74	64	65	64	63	65	65	64	66	68+
Driving dangerously	71	64	64	63	61	66	66	65	64	66+
Base Total	6201	6090	6904	6970	6912	6523	7290	6997	7304	7270

**significant vs. 1998 at .05 level

upsetting their parents.

Marijuana – Relational Risks

% Great Risk	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Upsetting their parents	69	66	65	65	64	67	67	66	68	68*
Losing the respect of family and friends	NA	NA	NA	NA	NA	62	62	58	63	62
Losing their friends	46	40	40	48	47	50	50	47	49	49
Letting other people down	NA	NA	NA	NA	NA	46	46	45	49	48
Not being able to get a girlfriend/boyfriend	33	29	29	31	29	28	29	28	32	31

Base: Total
**significant vs. 1998 at .05 level

These are key attitudinal measures that, when taken together, suggest that teens are becoming more aware of the risks in marijuana use and less likely to initiate trial.

Short-term effects of marijuana include problems with memory and learning, distorted perception (sights, sounds, time, touch), trouble with thinking and problem solving, loss of motor coordination, increased heart rate, and anxiety. For more information on marijuana go to www.drugfreeamerica.org and visit the Drug Resource.

Measures of societal acceptability and normalcy in 2003 – *it seems like marijuana is everywhere these days, most people will try marijuana, and in my school marijuana users are popular*, improved versus 1998.

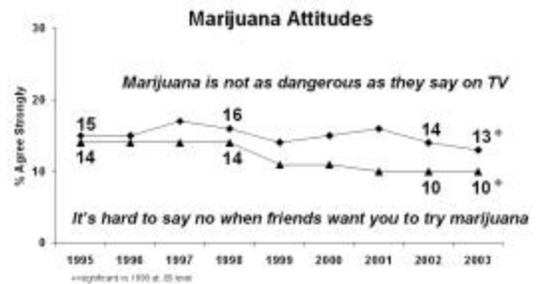
In 2003 teens were less likely to report hearing *discussions about the legalization of marijuana* than they were in 1998; however, versus 2002 the saliency of the issue increased.

Marijuana – Social Acceptability

% Agree Strongly	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
It seems like marijuana is everywhere these days.	NA	60	56	59	52	48	47	47	45	44*
Most people will try marijuana sometimes	32	38	38	41	40	35	36	37	37	37*
There are more and more talk about legalizing marijuana	NA	35	33	43	32	28	27	28	23	25**
It should be OK for someone over 21 to smoke marijuana in private	12	18	18	19	19	16	19	20	19	19
In my school, most teens don't smoke marijuana	NA	NA	13	13	16	16	15	16	17	17
Smoking marijuana is OK sometimes	11	16	16	18	15	13	15	16	15	14
In my school marijuana users are popular	NA	20	20	19	17	19	13	13	13	13*
The coolest kids smoke marijuana	NA	NA	NA	NA	NA	4	5	4	5	6

Base: Total
**significant vs. 2002 at .05 level
 *significant vs. 1998 at .05 level

Other attitudes relating to marijuana use also moved in a positive direction versus 1998.



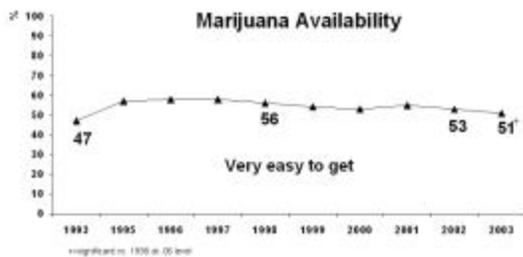
The majority of teens call marijuana “weed,” followed by “pot.” “Blunts,” “chronic,” and “hemp” are less used slang terms.

Marijuana Slang Names

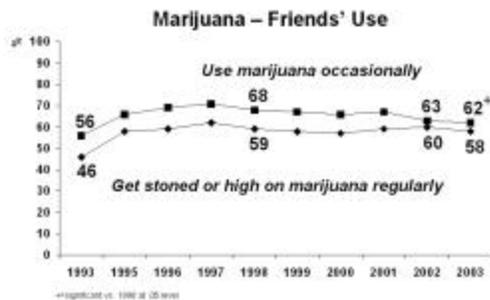
%	1999	2000	2001	2002	2003
Weed	91	91	91	91	91
Pot	82	83	82	84	83
Blunts	63	63	63	67	67
Hemp	48	46	43	42	38
Chronic	45	53	54	54	52
Don't Know/No Answer	5	5	4	4	5

Base: Total

Perceived availability of marijuana significantly declined versus 1998. A little over half of teens say that marijuana is “very easy to get.”



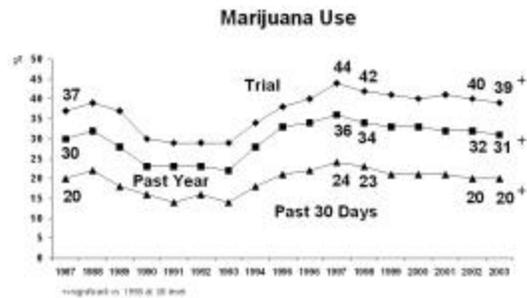
Reported occasional use of marijuana by friends in 2003 significantly decreased versus 1998.



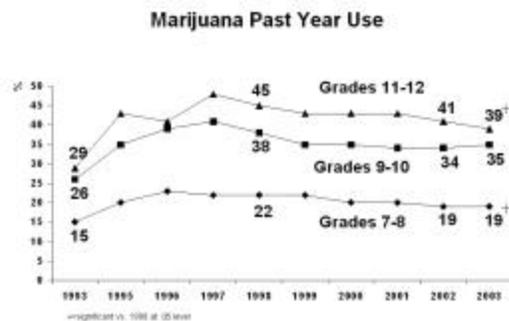
Reported use of marijuana by family members remained stable in 2003 versus 2002.

%	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Older brothers/sisters use marijuana (base: have older brothers/sister)	19	28	29	27	25	27	28	28	28	26
Older brothers/sisters use other drugs (base: have older brothers/sisters)	18	35	34	34	33	33	37	36	35	35*
Other parent uses drugs (base: total)	18	34	34	33	32	32	38	35	35	37*
Younger brothers/sisters use marijuana (base: have younger brothers/sisters)	4	7	8	9	8	8	8	7	8	8
Younger brothers/sisters use other drugs (base: have younger brothers/sisters)	4	9	9	9	9	9	4	3	4	3

In the early 90s, teen use of marijuana significantly increased, peaking in 1997. Since 1998, marijuana use has slowly declined and in 2003 teens were significantly less likely than in 1998 to ever try marijuana and to smoke marijuana in the past year or in the past month.



Past year marijuana use significantly declined versus 1998 among 7-8th-graders and 11-12th-graders.



Ecstasy Attitudes and Use

2002 to 2003: Stronger Perception of Risk and Decline in Use

MDMA or Ecstasy (3-4-methylenedioxymethamphetamine) is a synthetic drug with amphetamine-like and hallucinogenic properties. For more information on Ecstasy go to http://www.drugfreeamerica.org/Drug_Resource

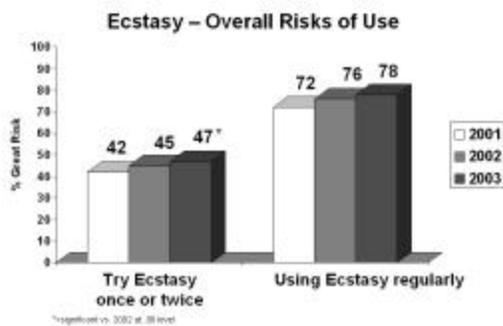
In a relatively short period of time, Ecstasy had secured a prominent place for itself in the world of substance abuse. Teen experimentation with Ecstasy increased by 71 percent from 1999 to 2001. Between 2.5 million and 3 million teens had tried the drug. Many voices advocating the use of the drug became louder, describing the drug as not only a

"benign" drug but also as a drug with very positive benefits. And the majority of adolescents - 13 million kids - didn't see a great risk in trying the so-called "love drug."

Based on research that clearly shows that the likelihood of using a drug is directly affected by how dangerous its use is perceived to be, The Partnership launched a campaign in 2002 to increase young people's perception of the risks of trying Ecstasy.

The multi-media campaign was distributed to national media outlets and more than 250 local media markets throughout the country. To view the campaign, go to www.drugfreeamerica.org

The perceived risk in trying Ecstasy once or twice significantly increased from 2002 to 2003 among teens. Just under half perceive a "great risk" in trying Ecstasy once or twice and about three-quarters see "great risk" in using the drug regularly.



There was also a significant increase in teens' perceptions of the risk of *dying* from using Ecstasy. This was a key strategic message of the Partnership's Ecstasy Education Campaign.

Ecstasy - Specific Risks

% Great Risk	2001	2002	2003
Getting hooked on Ecstasy	73	77	78
Dying	72	75	78*
Needing Ecstasy to have a good time on weekends	NA	69	69
Getting depressed	51	55	57
Base 1000	6931	3004	7270

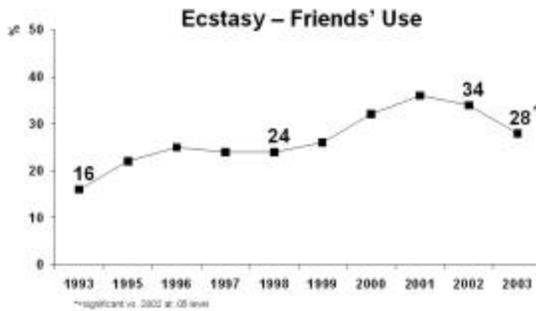
*Significant vs. 2002 at .05 level

Short-term effects can include involuntary teeth clenching, a loss of inhibitions, unusual displays of affection, transfixion on sights and sounds, muscle tension, nausea, blurred vision, and chills or sweating. After-effects can include sleep problems, anxiety and depression. Ecstasy can cause severe dehydration, seizures and strokes. It can cause dramatic increases in body temperature and can lead to muscle breakdown, which can cause kidney failure. It can lead to liver and cardiovascular failure, which have been reported in some of the Ecstasy-related fatalities. Repeated use of Ecstasy ultimately may damage the cells that produce serotonin, which has an important role in the regulation of mood, appetite, pain, learning and memory. There already is research suggesting Ecstasy use can disrupt or interfere with memory. For more information on Ecstasy go to www.drugfreeamerica.org and visit the Drug Resource.

Reported use of Ecstasy by friends significantly decreased from 2002 to 2003.² Thirty-four percent in 2002

² Reported friends' use has proven to be highly predictive of adolescent drug use. However, adolescents tend to over estimate the number of their peers that use illegal drugs; therefore, friends' use prevalence is always higher than reported use.

reported that they had friends' who use Ecstasy compared to 28 percent in 2003.



Perceived availability of Ecstasy also significantly declined from 2002 to 2003. Twenty-two percent in 2002 claimed that Ecstasy would be *very easy to get* compared to 18 percent in 2003.



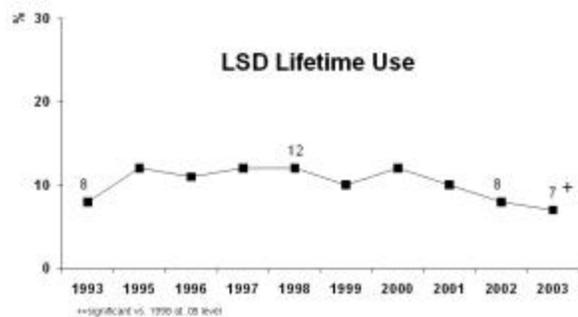
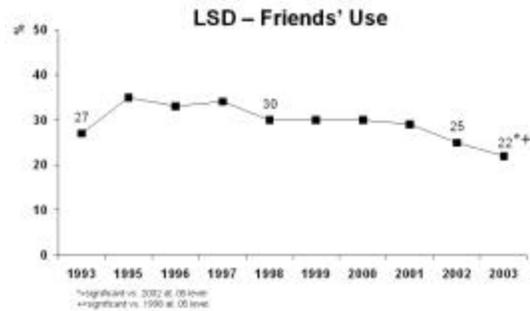
From 2002 to 2003 lifetime trial and past year use of Ecstasy significantly declined. In 2002, 11 percent of teens reported they had tried Ecstasy compared to 9 percent in 2003 and 9 percent of teens in 2002 reported they used Ecstasy in the past year compared to 7 percent in 2003.



Ecstasy was originally used at all night dances, called raves. According to PATS 2002, one-fifth of teens report that they have attended a rave. In 2003, 17 percent reported attending a rave.

LSD

There was a significant decrease in 2003 versus 2002 in friends' use of LSD and in teen lifetime use of the drug. The trial rate in 2003 is now down to the level it was in 1993.



LSD became reintroduced into youth culture in the 90s through the rave culture. Teens who experimented with Ecstasy and other "club drugs" were also exposed to LSD.

The effects of LSD are unpredictable. They depend on the amount taken, the user's personality, mood, and

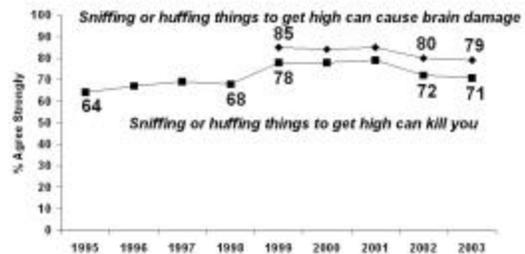
expectations, and the surroundings in which the drug is used. The physical effects include dilated pupils, higher body temperature, increased heart rate and blood pressure, sweating, loss of appetite, sleeplessness, dry mouth, and tremors. Sensations and feelings change much more dramatically than the physical signs. The user may feel several different emotions at once or swing rapidly from one emotion to another. If taken in a large enough dose, the drug produces delusions and visual hallucinations. The user's sense of time and self changes. Sensations may seem to "cross over," giving the user the feeling of hearing colors and seeing sounds. These changes can be frightening and can cause panic. For more information on LSD go to www.drugfreeamerica.org and visit the Drug Resource.

Inhalant Abuse

Inhalants are ordinary household products that are inhaled or sniffed by children to get high. There are hundreds of household products on the market today that can be misused as inhalants. For more information on Inhalants go to www.drugfreeamerica.org and visit the Drug Resource.

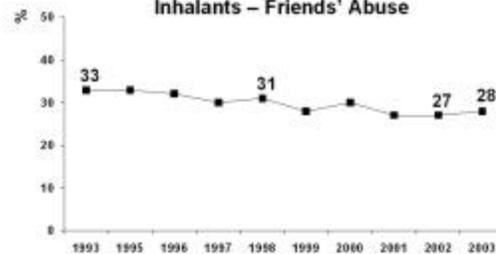
After some slippage in risk perceptions of inhalant abuse, teens' perceptions of risk in 2003 remained stable versus 2002.

Inhalants – Risks

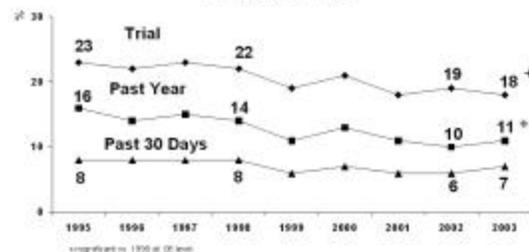


Friends reported use and all measures of inhalant abuse remained stable from 2002 to 2003.

Inhalants – Friends' Abuse



Inhalant Abuse

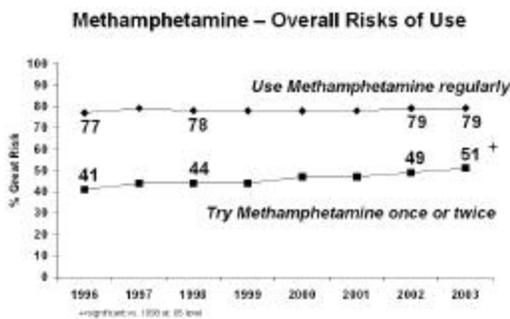


Methamphetamine

Meth is addictive, and users can develop a tolerance quickly, needing a higher amount to get high, and going on longer binges. Some users avoid sleep for 3 to 15 days while bingeing. Psychological symptoms of prolonged meth use are characterized by paranoia, hallucinations, repetitive behavior

patterns, and delusions of parasites or insects under the skin. Users often obsessively scratch their skin to get rid of these imagined insects. Long-term use, high dosages, or both can bring on full-blown toxic psychosis (often exhibited as violent, aggressive behavior). This violent, aggressive behavior is usually coupled with extreme paranoia. For more information on methamphetamine go to www.drugfreeamerica.org and visit the Drug Resource.

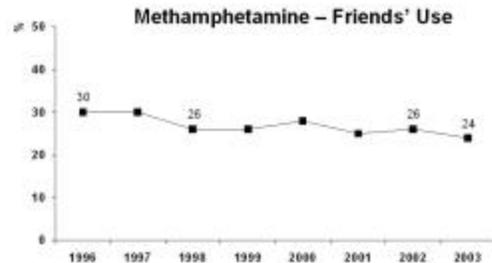
Perceived risk in trying methamphetamine once or twice was significantly higher in 2003 than in 1998. Perception of risk in regular use remained stable.



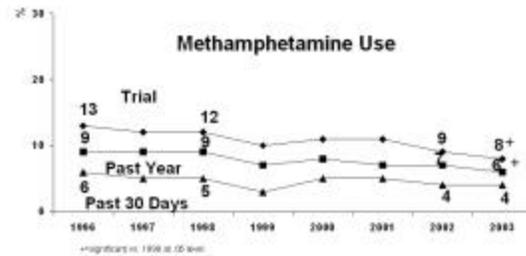
Specific risks of methamphetamine use – *getting hooked on methamphetamine, dying, becoming violent, dropping out of school, becoming paranoid, getting depressed* – remained constant from 2002 to 2003.

% Great Risk	1996	1997	1998	1999	2000	2001	2002	2003
Getting hooked on Methamphetamine	77	78	77	79	79	78	81	79
Dying	75	76	76	78	78	79	79	79+
Becoming violent	72	74	72	75	74	73	75	75
Dropping out of school	64	68	67	70	70	68	71	71+
Becoming paranoid	64	65	64	66	68	66	69	70+
Getting depressed	53	57	56	60	61	60	63	64+

Reported friends' use of methamphetamine did not change with about a quarter of teens reporting that they had close friends who use methamphetamine.

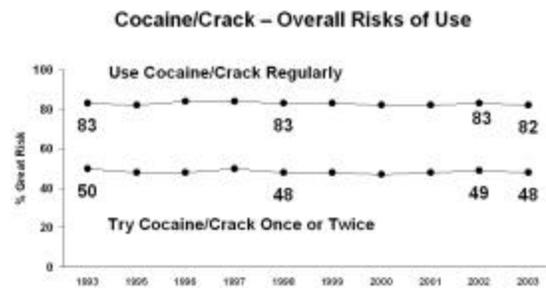


Lifetime trial and past year use of methamphetamine in 2003 was significantly lower than it was in 1998.



Cocaine/Crack

Perceived risk in trying cocaine/crack has not changed since 1993, roughly half of teens see a “great risk” in trying the drug once or twice and four out of five think there is a “great risk” in regular use.



In 2003 all specific risks in cocaine/crack use - getting hooked on cocaine/crack, dying, doing worse at school, work or sports, becoming dealer, getting depressed, losing their friends - remained stable versus 2002.

Cocaine/Crack – Specific Risks

% Great Risk	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Getting hooked on Cocaine/Crack	89	88	87	88	86	87	86	86	87	85
Dying	86	82	82	83	81	82	82	82	82	81
Doing worse at school, work or sports	77	73	73	73	72	73	74	74	74	73
Becoming a dealer	71	65	65	64	62	62	64	62	67	66+
Getting depressed	65	62	61	64	62	66	67	66	67	68+
Losing their friends	57	54	57	63	61	63	65	65	65	65+

***significant vs. 1993 at 95 level

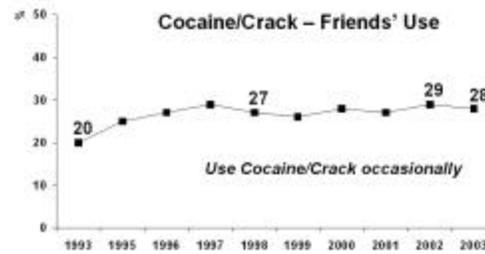
Short-term effects of cocaine include constricted peripheral blood vessels, dilated pupils, increased temperature, heart rate, blood pressure, insomnia, loss of appetite, feelings of restlessness, irritability, and anxiety. Cocaine's effects are short lived, and once the drug leaves the brain, the user experiences a "coke crash" that includes depression, irritability, and fatigue. For more information on cocaine and crack go to www.drugfreeamerica.org and visit the Drug Resource.

The perceived availability of cocaine/crack significantly declined in 2003 versus 1998.

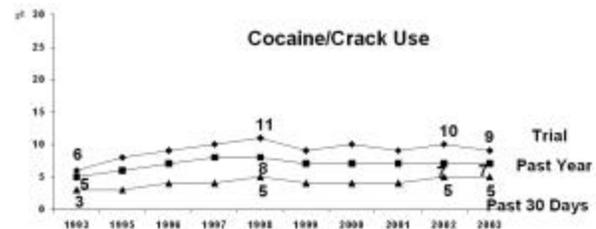


Reported friends' use of cocaine/crack did not change in 2003 versus 2002. About three in ten teens report they have

friends who use cocaine/crack occasionally.

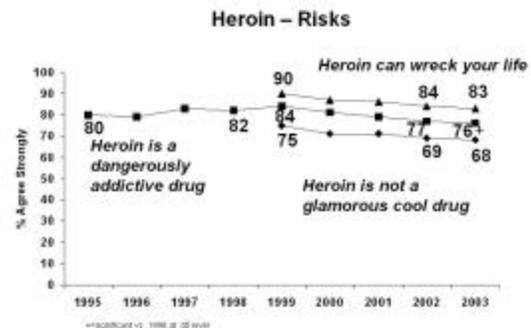


Lifetime trial, past year, and past month use of cocaine/crack among teens did not change versus 2002.

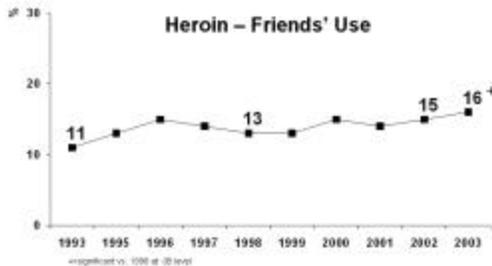


Heroin

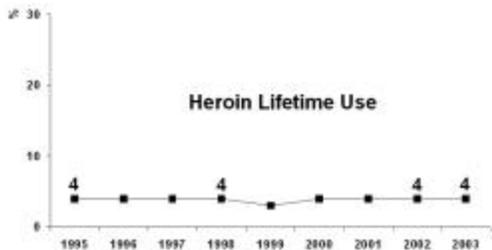
Compared to 2002, perception of risk in heroin – heroin can wreck your life, heroin is a dangerously addictive drug, heroin is not a glamorous cool drug - use remained stable in 2003. Perceived risks in heroin use remain very high.



About one in seven (16 percent) teens reports having close friends who have ever tried heroin. This is significantly higher than in 1998.



Very few teens (4 percent) have ever tried heroin.



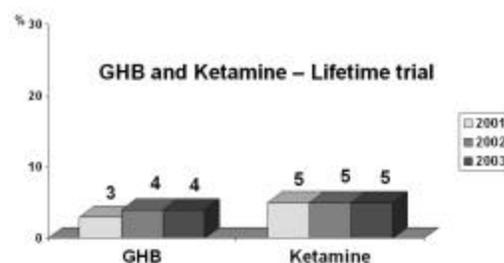
The short-term effects of heroin abuse appear soon after a single dose and disappear in a few hours. After an injection of heroin, the user reports feeling a surge of euphoria ("rush") accompanied by a warm flushing of the skin, a dry mouth, and heavy extremities. Following this initial euphoria, the user goes "on the nod," an alternately wakeful and drowsy state. Mental functioning becomes clouded due to the depression of the central nervous system. Other effects included slowed and slurred speech, slow gait, constricted pupils, droopy eyelids, impaired night vision, vomiting, and constipation. For more information on heroin go to www.drugfreeamerica.org and visit the Drug Resource.

GHB and Ketamine

GHB (gamma-hydroxybutyrate) is predominantly a central nervous system depressant. At lower doses, GHB can relieve anxiety and produce relaxation. Combining use with other drugs such as alcohol can result in nausea and difficulty breathing. GHB may also produce withdrawal effects, including insomnia, anxiety, tremors, and sweating.

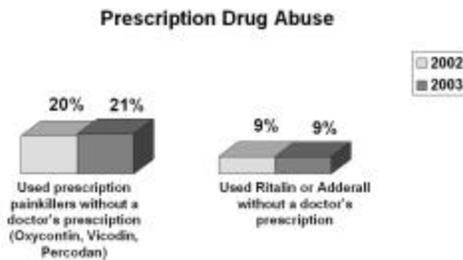
Ketamine hydrochloride is a central nervous system depressant and a rapid-acting general anesthetic. It has sedative-hypnotic, analgesic, and hallucinogenic properties. It is marketed in the US and a number of foreign countries for use as a general anesthetic in both human and veterinary medical practice. Ketamine is also known as Special K. For more information on GHB and ketamine go to www.drugfreeamerica.org and visit the Drug Resource.

Very few teens have ever tried GHB or Ketamine.



Prescription Drug Abuse

Questions about prescription drug abuse were added to PATS for the first time in 2002. One out of five (21 percent) teens report having used prescription painkillers (Oxycontin, Vicodin, Percodan) without a doctor's prescription. One in ten (9 percent) say that they have used Ritalin or Adderall without a doctor's prescription.



Drugs in general

Overall general anti-drug attitudes have remained fairly stable. There was a significant increase in 2003 versus 2002 in the number of teens who reported *not wanting to hang around drug users*.

General Attitudes Toward Illegal Drugs

% Agree strongly	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
I don't want to hang around drug users	55	39	37	35	35	34	35	34	34	37*
Taking drugs scares	47	36	34	34	32	34	34	33	33	33
Kids who are really cool don't use drugs	NA	NA	38	36	35	40	39	38	34	33
Base Total	828	1090	804	690	602	620	708	681	708	710

*significant vs. 2002 at .05 level

Drugs may be losing some of their fun and adventurousness image. There was a significant decrease from 2003 to 1998 in agreement with *drug users feel adventurous*, *drugs are fun*, and *parties are more fun with drugs*. On the other hand there is a significant increase in 2003 versus 1998 in the perception of *drugs help you forget your troubles*.

Reasons For Using Drugs

% Agree Strongly/Some-what	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Kids use drugs to look cool	NA	NA	66	65	63	63	63	59	62	61
Drug users feel adventurous	53	59	60	58	55	54	55	53	50	50+
Marijuana helps you relax	34	44	47	51	48	46	48	48	46	46
Being high feels good	36	44	46	46	46	45	45	45	44	44
Drugs help you forget your troubles	32	41	43	42	42	44	43	43	42	46+

*significant vs. 2002 at .05 level
+significant vs. 1998 at .05 level

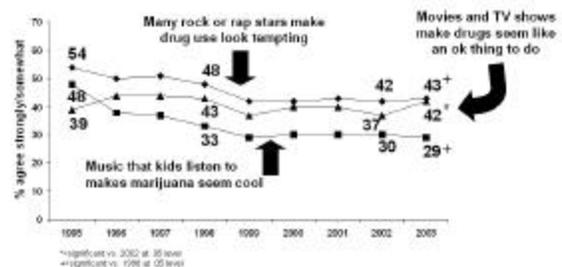
Reasons For Using Drugs (continued)

% Agree Strongly/Some-what	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Drugs help you relax socially	30	39	42	45	44	40	43	42	41	41
Drugs help kids when they're having a hard time	21	27	30	30	33	32	34	34	33	35
Drugs are fun	21	29	32	34	33	30	32	32	30	30+
Parties are more fun with drugs	23	30	31	34	33	30	32	32	29	29+
It's OK to sell drugs to make money	17	21	20	23	22	19	20	19	20	21
Base Total	828	1090	804	690	602	620	708	681	708	710

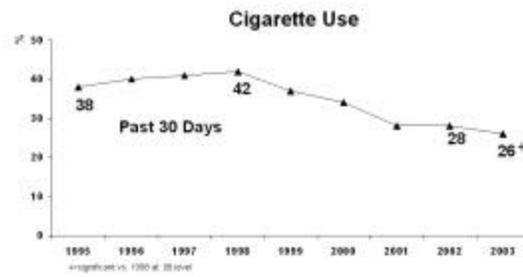
*significant vs. 2002 at .05 level
+significant vs. 1998 at .05 level

Compared to 1998, teens in 2003 were significantly less likely to perceive popular music (rock/rap) as portraying drugs/marijuana as glamorized. However, teens were significantly more likely in 2003 than in 2002 to believe that movies and TV shows normalize drug use.

Pop Culture Attitudes

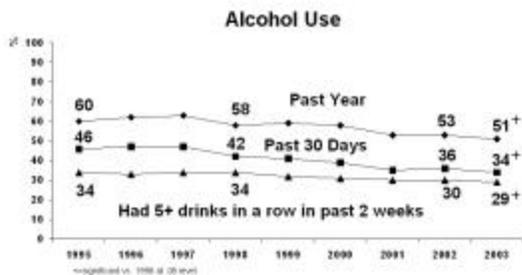


Teens in 2003 were significantly less likely than in 2002 to report that they have been offered drugs.



Alcohol

Compared to 1998 all measures of teen alcohol use in 2003 significantly decreased. Past year alcohol use dropped from 58 percent to 51 percent; past month use declined from 42 percent to 34 percent; and binge drinking which is defined as having five or more drinks in a row in the past two weeks went from 34 percent to 29 percent.



Cigarettes

Past thirty-day cigarette use has significantly decreased from 1998 to 2003. In 1998 four out of 10 (42 percent) teens smoked cigarettes, by 2003 the percent had dropped to 26 percent.

Sources of Information Where Teens Learn About the Risks of Drugs

Compared to 2002 TV commercials significantly increased as a source where teens say they *learned a lot about the risks of drugs*. School posters also significantly increased as a source during this time period. Non-media sources of information – school lessons, parents, and brothers/sisters did not show any change. Friends significantly declined as a source for drug information.

% Learned a lot about risks of drugs from...	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
School lessons or programs	50	41	44	43	44	42	44	44	44	45
Friends	24	25	28	30	28	28	29	30	32	27*
Parents or Grandparents	28	26	26	28	27	30	29	30	31	32*
TV shows, news, or movies	39	28	28	27	26	28	29	28	30	32
TV commercials	28	22	22	20	20	25	26	24	29	33**
School posters	22	20	19	19	20	20	20	20	22	25**
The Internet	NA	NA	NA	NA	13	15	17	21	22	22*
On the street	23	22	20	21	20	19	20	20	21	20
Print ads in newspapers or magazines	28	15	15	15	16	15	16	18	19	20*
BASE TOTAL	6028	6586	6904	6970	6822	6820	7282	8127	7864	7270

*significant vs. 2002 at .05 level
**significant vs. 2001 at .05 level

Sources of Information

% Learned a lot about risks of drugs from...	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Outdoor billboards	11	19	11	11	12	13	15	15	19	20*
Music that I listen to	NA	18								
Brothers or sisters	14	15	14	15	15	16	17	18	18	18*
Radio	12	10	11	11	10	13	12	14	15	16*
Posters on buses, bus stops, or subways	10	10	10	10	11	11	13	13	15	17*
Video rentals	15	11	13	12	12	12	12	13	13	14
Comic books	6	6	6	6	6	7	7	8	8	10*
Yellow Pages ads	4	5	5	4	5	6	7	7	7	8*
Base Total	4208	4036	4021	4015	4053	4229	7098	4927	7081	7270

*significant vs. 1998 at .05 level

In 2003, teens were significantly less likely than in 2002 to report that their parents frequently talked to them about the risks of drugs. In 2002, 26 percent reported that their parents had spoken to them four or more times in the past year about drugs. By 2003, 23 percent of teens were reporting discussions occurring four or more times a year.

Frequency of Parents/Grandparents talking about Drugs in Past Year

%	1997	1998	1999	2000	2001	2002	2003
Spoke (net)	67	65	69	67	68	69	67
4+ times	24	22	24	24	25	26	23 ¹
2-3 times	23	22	24	25	24	25	24
1 time	20	21	21	18	19	18	20
Never	21	23	29	31	31	30	31
Base Total	4970	4982	4829	7290	4937	7394	7270

¹significant vs. 2002 at .05 level

Mothers initiate the majority of these discussions (57 percent).

Initiation of Discussion

%	1997	1998	1999	2000	2001	2002	2003
You	22	20	22	21	22	19	20
Your mother	55	60	58	57	57	59	57
Your father	26	28	29	30	31	29	29
Your grandmother	5	5	6	3	6	6	6
Your grandfather	2	3	2	3	3	3	3
Base Total (from all parents/grandparents besides you about drugs)	4741	4675	4521	4183	4750	4977	5175

Computer Use

Home computer use significantly increased from 1998 to 2003. In 1998 four out of ten (44 percent) teens reported using a computer at home for an hour or more each week, by 2003 two-thirds (68 percent) of teens used a computer at home.

Internet use also showed a significant increase during this time period. In 1998, 38 percent of teens spent an hour or more each week on the Internet, by 2003, 65 percent reported spending an hour or more each week on the Internet. Computer use at school also significantly increased from 1998 to 2003.

Computer Use

%	1998	1999	2000	2001	2002	2003
Use a computer at home for 1 or more hours each week	44	54	61	66	67	68*
Use a computer at school for 1 or more hours each week	33	35	39	36	41	40*
Use a computer at some other place for 1 or more hours each week	22	24	27	27	29	28*
Spend time on the Internet for 1 or more hours each week	38	52	60	64	65	65*
Base Total	4052	4529	7281	4927	7081	7270

*significant vs. 1998 at .05 level

The Internet is not widely used as a source to find information either pro- or anti-drug. A fifth (20 percent) report going to Web sites that support illegal drug use. A quarter (24 percent) say that they go to Web sites that discourage illegal drug use.

Internet and Illegal Drugs

%	1998	1999	2000	2001	2002	2003
Used the Internet to find information on drugs	16	19	22	25	27	22*
Websites that support illegal drug use Often/A few times	24	30	33	35	20	20*
Websites that discourage illegal drug use Often/A few times	24	33	36	39	24	24
Base Total	4052	4529	7281	4927	7081	7270

Question changed in 2002 from: How often do you come across websites that support/discourage illegal drug use? To: How often do you go to websites that support/discourage illegal drug use

*significant vs. 2002 at .05 level

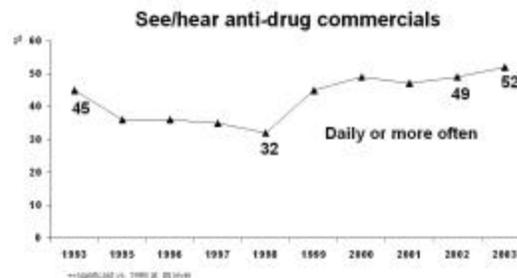
*significant vs. 1998 at .05 level

National Youth Anti-Drug Media Campaign

The Partnership is now participating in an unprecedented public/private marketing effort – the largest ever undertaken in the United States – that is redefining public service advertising. Backed with bipartisan support in the U.S. Congress, the National Youth Anti-Drug Media Campaign has become the centerpiece of the country's efforts to reduce demand for illegal drugs. Rolled out nationally in July 1998, the effort is taking several directions, but at its core the campaign is tapping into the enormous power of mass media through the Partnership's national advertising campaign. The bulk of federal monies appropriated for this program were specifically earmarked for the one thing that eluded the Partnership's campaign in the early and mid-1990s – consistent, targeted and optimal national media exposure for anti-drug advertising.

The primary focus of the National Youth Anti-Drug Media Campaign is adolescent use of marijuana. PATS findings suggest that the Campaign has played an important role in the improvement of teens' attitudes toward marijuana.

The number of teens reporting seeing or hearing anti-drug commercials on a daily basis significantly increased in 2003 versus 1998. The 1998 PATS data were collected prior to the launch of the National Media Campaign. In 1998, about a third (32 percent) of teens reported seeing or hearing an anti-drug commercial once a day or more, by 2003 that percent had significantly increased to half (52 percent).



Teens in 2003 were also significantly more likely than in 1998 to perceive the anti-drug messages as efficacious. Teens were significantly more likely to “agree a lot” that the anti-drug messages *made you more aware of the risks of using drugs, gave you new information or told you things you didn't know about drugs, made you aware that America's drug problem is a problem for you and your family, encouraged you to talk to someone else about the risks of drugs, and made you less likely to try or use drugs.*

Effects of Anti-Drug Messages

% Agree a lot	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003
Made you more aware of the risks of using drugs	40	35	34	33	31	36	39	38	43	42+
Given you new information or told you things you didn't know about drugs	38	32	33	31	31	33	37	36	43	44+
Made you less likely to try or use drugs	43	34	33	31	30	35	37	36	40	46+
Made you aware that America's drug problem is a problem for you and your family	43	36	33	33	31	33	35	34	37	35+
Encouraged you to talk to someone else about the risks of drugs	29	26	24	24	24	26	28	29	30	28+
Base Total	628	689	804	687	693	822	726	687	784	770

Relationship between Exposure and Attitudes

There is a positive relationship between exposure to the anti-drug messages and stronger anti-marijuana attitudes. Teens who report frequent exposure (see ads almost every day or more) are significantly more likely than teens who

report infrequent exposure (see ads less than once a week) to perceive risks in marijuana use. The main focus of the National Youth Anti-Drug Media Campaign is the risks of marijuana use.

