## Detail Tables

Notes on tables: The Detail Tables corresponding to Chapters 2 through 6 each have a Year 2000 estimate (the average of Waves 1 and 2), a Year 2001 estimate (the average of Waves 3 and 4) and a Wave 5 estimate. This shows change across years. The tables also include an estimate of change from 2000 to Wave 5 and from 2001 to Wave 5 with a 95 percent confidence interval (CI). Significant changes between the two years are flagged with an asterisk. Significant change was defined as having a 95 percent Cl that does not overlap a no-change value of zero. The simple averages for 2000 and 2001 are particularly useful for analyzing stable subgroup diversity. " S " denotes cells where statistics were suppressed because the sample size was too small to meet NIDA publication standards. See Appendix A for details on suppression rules.
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Table 2-1. Sample sizes and population estimates for youth subpopulations

| Characteristics | Sample size ${ }^{1}$ |  |  |  |  | 95\% Confidence interval for population estimates (in thousands) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 |
| Youth aged 9 to |  |  |  |  |  |  |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1,050 | 658 | 725 | 663 | 1,211 | (7,701-7,856) | (7,955-8,032) | $(8,036-8,074)$ | (8,137-8,219) | (8,240-8,269) |
| 14 to 15 | 551 | 394 | 376 | 806 | 1,009 | (7,995-9,055) | (8,208-9,648) | (8,321-9,949) | $(7,893-9,085)$ | $(7,944-8,885)$ |
| 16 to 18 | 609 | 387 | 380 | 585 | 854 | (10,099-11,082) | (9,698-11,121) | (9,467-11,099) | $(10,429-11,621)$ | (10,814-11,756) |
| 14 to 18 | 1,160 | 781 | 756 | 1,391 | 1,863 | (18,933-19,299) | $(19,273-19,402)$ | $(19,382-19,454)$ | $(19,513-19,513)$ | (19,661-19,739) |
| 12 to 18 | 2,210 | 1,439 | 1,481 | 2,054 | 3,074 | $(26,669-27,120)$ | $(27,257-27,405)$ | $(27,431-27,514)$ | $(27,651-27,733)$ | (27,913-27,996) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1,162 | 723 | 744 | 1,094 | 1,542 | (13,495-13,800) | $(13,937-14,089)$ | $(14,030-14,102)$ | (14,150-14,343) | (14,286-14,309) |
| Females | 1,048 | 716 | 737 | 960 | 1,532 | $(13,106-13,389)$ | (13,243-13,393) | $(13,388-13,426)$ | $(13,339-13,551)$ | (13,614-13,700) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1,495 | 955 | 969 | 1,403 | 2,050 | (17,730-18,353) | $(17,219-18,694)$ | $(17,722-18,509)$ | $(18,127-18,683)$ | (17,838-18,660) |
| African American | 306 | 216 | 232 | 269 | 453 | (3,993-4,141) | (4,229-4,262) | (4,238-4,238) | (4,365-4,365) | (4,321-4,456) |
| Hispanic | 330 | 210 | 209 | 312 | 437 | (3,815-3,863) | (3,950-4,022) | $(4,005-4,005)$ | (4,062-4,062) | $(4,103-4,160)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 659 | 391 | 398 | 628 | 874 | (9,486-10,754) | (8,427-10,019) | (8,837-10,487) | (9,011-10,342) | (9,262-10,398) |
| Lower risk | 1,308 | 896 | 934 | 1,241 | 1,870 | (13,264-14,665) | $(13,900-15,771)$ | $(14,088-15,727)$ | $(14,792-16,147)$ | (14,180-15,232) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1,160 | 737 | 767 | 1,125 | 1,611 | (14,267-15,648) | $(13,602-15,270)$ | $(14,865-16,432)$ | (14,432-15,774) | (14,463-15,660) |
| Low | 991 | 667 | 679 | 879 | 1,402 | (10,553-11,998) | $(11,318-12,999)$ | $(10,537-12,141)$ | $(11,212-12,659)$ | (11,800-13,021) |
| Use of Marijuana |  |  |  |  |  |  |  |  |  |  |
| Nonuser ${ }^{2}$ | 1,826 | 1,210 | 1,238 | 1,641 | 2,527 | (20,073-21,473) | $(20,619-22,229)$ | $(20,214-22,069)$ | $(20,685-22,105)$ | (20,927-22,012) |
| Occasional user ${ }^{3}$ | 183 | 108 | 106 | 172 | 232 | (2,360-3,373) | $(2,041-3,164)$ | (1,990-2,999) | (2,029-2,980) | (2,195-2,923) |

[^0]Table 2-2. Sample sizes and population estimates for parent subpopulations

| Characteristics | Sample size ${ }^{1}$ |  |  |  |  | 95\% Confidence interval for population estimates (in thousands) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 |
| All parents | 2,284 | 1,632 | 1,680 | 1,752 | 2,882 | (42,635-43,503) | $(41,817-42,879)$ | $(36,542-50,511)$ | $(33,126-51,403)$ | $(33,349-51,726)$ |
| Parents of youth aged 12 to 18 $\qquad$ | 1,728 | 1,129 | 1,149 | 1,520 | 2,304 | (31,367-33,055) | $(30,968-32,422)$ | (26,526-37,357) | $(25,561-40,989)$ | $(27,476-42,751)$ |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 571 | 425 | 392 | 503 | 816 | (11,238-12,969) | $(12,925-15,190)$ | $(10,583-15,851)$ | (9,000-15,531) | $(11,230-18,384)$ |
| Females | 1,157 | 704 | 757 | 1,017 | 1,488 | (19,109-21,106) | $(16,391-18,885)$ | $(15,294-22,154)$ | $(16,179-25,840)$ | $(15,826-24,787)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1,165 | 768 | 773 | 1,040 | 1,552 | (21,693-23,117) | $(20,797-22,311)$ | (17,892-27,598) | $(16,469-29,726)$ | $(16,560-29,236)$ |
| African American | 252 | 172 | 180 | 217 | 352 | (3,325-4,090) | (3,510-4,370) | (2,308-5,993) | $(2,128-6,204)$ | (2,258-6,762) |
| Hispanic | 248 | 146 | 150 | 216 | 307 | (3,977-4,982) | $(4,121-5,047)$ | (2,276-5,855) | $(1,964-7,028)$ | (2,513-8,562) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 260 | 166 | 149 | 215 | 307 | (3,846-5,209) | $(3,556-5,054)$ | (2,731-4,887) | (2,895-5,545) | (3,406-6,706) |
| High school graduate_ | 599 | 346 | 396 | 497 | 681 | (9,565-11,524) | (8,482-11,157) | (8,829-13,286) | (8,178-13,670) | (7,742-12,982) |
| Some college | 419 | 334 | 308 | 421 | 686 | (7,258-9,149) | (8,207-10,463) | $(6,112-9,546)$ | $(6,994-11,640)$ | $(7,530-12,121)$ |
| College graduate__ | 426 | 279 | 293 | 387 | 627 | (7,514-9,540) | (7,162-9,049) | (7,331-10,982) | (6,288-11,340) | (7,389-12,214) |
| One or more child(ren) ${ }^{2}$ aged |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1,002 | 619 | 682 | 622 | 1,136 | (12,055-12,926) | (12,476-13,295) | (8,840-17,018) | (8,078-16,821) | $(11,280-17,740)$ |
| 14 to 18 | 1,077 | 726 | 703 | 1,145 | 1,561 | $(23,267-25,203)$ | $(22,277-24,343)$ | $(19,543-27,681)$ | $(19,068-31,741)$ | $(20,061-31,329)$ |
| 12 to 18 | 1,728 | 1,129 | 1,149 | 1,520 | 2,304 | (31,367-33,055) | $(30,968-32,422)$ | $(26,526-37,357)$ | $(25,561-40,989)$ | $(27,476-42,751)$ |

[^1]Table 2-3. Sample sizes and population estimates for dyads ${ }^{1,2}$

| Characteristics | Sample size ${ }^{3}$ |  |  |  |  | 95\% Confidence interval for population estimates (in thousands) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 1 | Wave 2 | Wave 3 | Wave 4 | Wave 5 |
| Youth aged 9 to |  |  |  |  |  |  |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 990 | 616 | 683 | 636 | 1,165 | (7,801-7,916) | (7,958-8,033) | $(8,030-8,125)$ | $(8,198-8,198)$ | (7,860-8,615) |
| 14 to 15 | 520 | 370 | 355 | 759 | 968 | (8,058-9,270) | (8,148-9,639) | $(8,575-10,243)$ | (7,936-9,194) | (7,498-9,290) |
| 16 to 18 | 564 | 354 | 343 | 550 | 802 | $(9,885-10,986)$ | (9,310-10,823) | (9,041-10,732) | $(10,311-11,569)$ | $(9,819-12,154)$ |
| 14 to 18 | 1,084 | 724 | 698 | 1,309 | 1,770 | $(18,905-19,294)$ | $(18,729-19,191)$ | $(19,199-19,393)$ | $(19,499-19,512)$ | $(17,531-21,229)$ |
| 12 to 18 | 2,074 | 1,340 | 1,381 | 1,945 | 2,935 | $(26,738-27,179)$ | $(26,726-27,186)$ | $(27,267-27,479)$ | (27,697-27,710) | $(26,143-29,092)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1,098 | 673 | 698 | 1,039 | 1,470 | $(13,599-13,936)$ | (13,861-14,058) | $(13,969-14,094)$ | $(14,148-14,349)$ | (13,895-14,375) |
| Females | 976 | 667 | 683 | 906 | 1,465 | $(13,061-13,321)$ | (12,763-13,229) | $(13,254-13,428)$ | $(13,354-13,555)$ | $(12,226-14,739)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1,415 | 902 | 935 | 1,341 | 1,992 | $(17,836-18,619)$ | $(17,133-18,856)$ |  |  |  |
| African American | 291 | 203 | 210 | 259 | 428 | $(3,627-3,997)$ | $(3,753-4,446)$ | (4,033-4,488) | (4,001-4,336) | $(4,008-4,527)$ |
| Hispanic | 296 | 184 | 178 | 281 | 389 | (3,586-4,160) | (3,288-4,110) | $(3,225-3,917)$ | (3,733-4,294) | (3,310-4,495) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 659 | 391 | 397 | 628 | 874 | $(10,214-11,538)$ | (9,021-10,750) | (9,562-11,309) | (9,664-11,027) | (9,197-11,320) |
| Lower risk | 1,308 | 896 | 934 | 1,242 | 1,871 | (14,171-15,612) | $(15,060-16,945)$ | $(15,236-16,927)$ | $(15,533-16,948)$ | $(14,725-16,149)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1,091 | 685 | 722 | 1,065 | 1,534 | (14,161-15,630) | $(13,274-15,016)$ | (14,918-16,480) | $(14,304-15,705)$ | $(13,878-15,863)$ |
| Low | 928 | 622 | 627 | 835 | 1,343 | (10,597-12,135) | $(11,182-13,054)$ | $(10,375-11,989)$ | $(11,319-12,796)$ | $(11,404-13,131)$ |
| Use of Marijuana |  |  |  |  |  |  |  |  |  |  |
| Nonuser ${ }^{4}$ | 1,720 | 1,131 | 1,158 | 1,564 | 2,427 | (20,284-21,680) | (20,491-22,197) | $(20,247-22,072)$ | $(20,702-22,278)$ | $(20,316-22,565)$ |
| Occasional user ${ }^{5}$ | 170 | 103 | 100 | 163 | 217 | (2,381-3,388) | (1,951-3,107) | (2,018-3,011) | (2,059-3,123) | (2,021-2,808) |

[^2]Table 3-1. Percent of youth recalling having seen youth-targeted Campaign TV ads at least once per week, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling having seen TV ads at least once per week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 41.4 | (38.3,44.6) | 55.1 | $(52.1,58.1)$ | 49.9 | $(46.2,53.7)$ | 8.6 | *(3.9,13.2) | -5.2 | *(-9.7,-0.7) |
| 14 to 15 | 38.6 | (34.9,42.5) | 53.6 | (49.4,57.7) | 47.9 | (43.4,52.5) | 9.3 | * (3.5,15.1) | -5.7 | (-11.8,0.5) |
| 16 to 18 | 32.4 | (28.9,36.1) | 47.3 | (43.7,51.0) | 42.9 | (38.5,47.4) | 10.5 | * (4.7,16.2) | -4.5 | (-10.1,1.1) |
| 14 to 18 | 35.2 | $(32.5,38.0)$ | 50.2 | $(47.3,53.0)$ | 45.0 | (41.4,48.7) | 9.8 | *(5.0,14.6) | -5.1 | *(-9.8,-0.5) |
| 12 to 18 | 37.0 | (34.8,39.2) | 51.6 | (49.2,54.0) | 46.5 | (43.4,49.6) | 9.5 | * (5.4,13.5) | -5.2 | *(-9.2,-1.1) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 35.5 | (32.7,38.6) | 48.8 | (45.6,52.1) | 47.3 | (43.4,51.3) | 11.8 | *(6.4,17.1) | -1.5 | (-6.4,3.4) |
| Females | 38.5 | (35.7,41.5) | 54.6 | (51.2,58.0) | 45.6 | (42.4,48.9) | 7.1 | * $(2.5,11.6)$ | -9.0 | *(-14.1,-3.9) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 34.4 | (31.9,37.0) | 49.5 | (46.6,52.5) | 46.1 | $(42.3,50.0)$ | 11.7 | *(6.8,16.7) | -3.4 | (-8.7,1.8) |
| African American | 46.6 | (40.4,53.0) | 57.1 | $(51.1,62.9)$ | 50.7 | (44.0,57.5) | 4.1 | $(-3.8,12.0)$ | -6.4 | (-14.1,1.4) |
| Hispanic | 41.4 | $(36.3,46.8)$ | 56.4 | (50.6,62.0) | 44.0 | (37.0,51.2) | 2.6 | $(-6.9,12.0)$ | -12.4 | *(-19.6,-5.2) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 35.2 | $(31.7,38.9)$ | 48.0 | (43.6,52.4) | 45.7 | (41.4,50.2) | 10.5 | *(4.6,16.5) | -2.2 | (-8.1,3.6) |
| Lower risk | 38.4 | $(35.9,40.9)$ | 52.8 | (50.2,55.4) | 45.9 | (42.5,49.4) | 7.6 | * $(3.4,11.8)$ | -6.9 | *(-11.1,-2.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 37.0 | (34.0,40.1) | 51.7 | (48.4,55.0) | 48.0 | $(44.4,51.7)$ | 11.1 | * $5.9,16.3$ ) | -3.7 | (-8.6,1.3) |
| Low | 36.9 | (33.7,40.3) | 51.3 | $(48.3,54.4)$ | 45.0 | (41.4,48.5) | 8.0 | * $3.0,13.0)$ | -6.4 | *(-11.3,-1.5) |

Table 3-2. Summary of recall among youth for all eligible Campaign TV ads

| Total recall <br> Number of ad viewings per month | Recall for all TV platform ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave $1^{1}$ | Wave 2 | Wave 3 | Wave 4 | Wave 5 |  | ge for vaves |
|  | \% | \% | \% | \% | \% | \% | 95\% CI |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |
| 0 | 16.0 | 11.7 | 14.1 | 10.0 | 11.2 | 12.6 | $(11.5,13.7)$ |
| 0.01 to . 99 | 8.0 | 5.4 | 3.8 | 4.0 | 6.8 | 5.6 | $(4.8,6.5)$ |
| 1-3.99 | 36.8 | 39.9 | 31.5 | 26.5 | 32.1 | 33.3 | $(31.7,34.9)$ |
| 4-11.99 | 31.5 | 34.6 | 40.0 | 43.5 | 36.5 | 37.3 | $(35.5,39.1)$ |
| 12 or more | 7.7 | 8.3 | 10.6 | 16.0 | 13.4 | 11.3 | $(10.1,12.6)$ |
| Total | 100.0 | 99.9 | 100.0 | 100.0 | 100.0 | 100.1 | --- |
| Mean | 8.57 | 9.28 | 10.53 | 12.98 | 11.66 | 10.63 | (10.17,11.10) |
| 95\% CI | (7.90,9.25) | (8.45,10.11) | (9.76,11.30) | (11.93,14.03) | (10.52,12.80) | --- | --- |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |
| 0 | 18.1 | 13.1 | 12.8 | 12.7 | 12.2 | 13.7 | $(12.3,15.4)$ |
| 0.01 to .99 | 7.9 | 8.6 | 5.2 | 4.7 | 6.2 | 6.5 | (5.7,7.4) |
| 1-3.99 | 40.9 | 41.7 | 34.6 | 29.7 | 36.6 | 36.7 | $(35.1,38.3)$ |
| 4-11.99 | 28.5 | 30.1 | 37.3 | 40.4 | 35.1 | 34.3 | (32.6,36.0) |
| 12 or more | 4.7 | 6.6 | 10.1 | 12.6 | 10.0 | 8.8 | $(8.0,9.7)$ |
| Total | 100.1 | 100.1 | 100.0 | 100.1 | 100.1 | 100.0 | --- |
| Mean | 7.22 | 8.23 | 10.18 | 11.28 | 10.19 | 9.43 | (9.10,9.76) |
| 95\% CI | (6.77,7.67) | $(7.45,9.00)$ | (9.33,11.03) | (10.64,11.92) | $(9.49,10.88)$ | --- | --- |

${ }^{1}$ Wave 1 estimates do not match those printed in the Wave 3 report due to an errort in that report.

Table 3-3. Summary of recall of TV ads among youth for the "Negative Consequences" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Negative Consequences" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | Wave 2 \% | $\begin{gathered} \text { Wave } 3^{1} \\ \% \\ \hline \end{gathered}$ | Wave 4 \% | Wave 5 \% | \% | e for ves $95 \%$ CI |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |
| 0 | 65.9 | 65.6 | 100.0 | 43.1 | 42.5 | 63.2 | (61.3,65.1) |
| 0.01 to . 99 | 4.1 | 3.8 | 0.0 | 4.6 | 8.3 | 4.2 | $(3.5,4.9)$ |
| 1-3.99 | 21.6 | 17.8 | 0.0 | 29.9 | 24.2 | 18.7 | (17.4,20.2) |
| 4-11.99 | 8.0 | 11.4 | 0.0 | 21.7 | 18.3 | 12.0 | (10.8,13.3) |
| 12 or more | 0.4 | 1.4 | 0.0 | 0.8 | 6.7 | 1.9 | (1.4,2.5) |
| Total | 100.0 | 100.0 | 100.0 | 100.1 | 100.0 | 100.0 | --- |
| Mean | 2.15 | 2.71 | 0.00 | 4.49 | 6.11 | 3.12 | (2.84,3.39) |
| 95\% CI | (1.87,2.44) | $(2.15,3.27)$ | (S) | $(3.85,5.12)$ | (5.16,7.05) | --- | --- |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |
| 0 | 66.1 | 65.8 | 100.0 | 46.0 | 40.7 | 63.6 | (61.7,65.6) |
| 0.01 to . 99 | 6.6 | 4.6 | 0.0 | 5.0 | 7.5 | 4.7 | $(4.1,5.6)$ |
| 1-3.99 | 23.0 | 21.1 | 0.0 | 29.3 | 27.4 | 20.2 | (18.8,21.6) |
| 4-11.99 | 4.1 | 7.6 | 0.0 | 19.2 | 20.0 | 10.3 | $(9.3,11.3)$ |
| 12 or more | 0.1 | 0.9 | 0.0 | 0.4 | 4.4 | 1.2 | (0.9,1.5) |
| Total | 99.9 | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | --- |
| Mean | 1.62 | 2.20 | 0.00 | 4.06 | 5.52 | 2.69 | (2.49,2.89) |
| 95\% CI | $(1.43,1.81)$ | $(1.79,2.61)$ | (S) | (3.58,4.55) | (4.88,6.16) | --- | - |

${ }^{1}$ Interviews included no ads in this platform for Wave 3.

Table 3-4. Summary of recall of TV ads among youth for the "Normative Positive Consequences" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Normative Positive Consequences" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | Wave 2 \% | Wave 3 \% | Wave 4 \% | Wave 5 \% | \% | for ves $95 \% \mathrm{CI}$ |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |
| 0 | 45.3 | 34.6 | 38.0 | 19.6 | 27.6 | 32.9 | (31.1,34.6) |
| 0.01 to . 99 | 8.8 | 12.1 | 5.0 | 5.9 | 8.8 | 8.1 | $(7.1,9.3)$ |
| 1-3.99 | 32.5 | 41.9 | 31.5 | 36.2 | 39.7 | 36.4 | (34.7,38.1) |
| 4-11.99 | 12.0 | 10.2 | 22.3 | 29.9 | 21.5 | 19.3 | (17.7,21.0) |
| 12 or more | 1.4 | 1.1 | 3.2 | 8.3 | 2.4 | 3.3 | $(2.8,3.9)$ |
| Total | 100.0 | 99.9 | 100.0 | 99.9 | 100.0 | 100.0 | --- |
| Mean | 3.60 | 3.48 | 5.42 | 8.49 | 5.56 | 5.33 | (5.07,5.60) |
| 95\% CI | $(3.23,3.97)$ | (2.98,3.99) | $(4.81,6.02)$ | (7.78,9.20) | $(5.05,6.06)$ | --- | --- |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |
| 0 | 46.9 | 41.1 | 43.5 | 25.7 | 30.2 | 37.4 | (35.7,39.2) |
| 0.01 to . 99 | 7.0 | 14.8 | 6.1 | 5.3 | 9.9 | 8.6 | (7.7,9.6) |
| 1-3.99 | 34.7 | 32.8 | 28.5 | 36.0 | 40.4 | 34.5 | (33.2,35.8) |
| 4-11.99 | 11.4 | 11.1 | 20.0 | 27.1 | 18.1 | 17.6 | (16.5,18.8) |
| 12 or more | 0.1 | 0.2 | 1.9 | 5.9 | 1.4 | 1.9 | (1.6,2.3) |
| Total | 100.1 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | --- |
| Mean | 3.14 | 3.15 | 4.66 | 7.22 | 4.67 | 4.57 | (4.38,4.77) |
| 95\% CI | (2.89,3.40) | (2.73,3.56) | (4.16,5.15) | (6.76,7.68) | (4.38,4.96) | --- | --- |

Table 3-5. Summary of recall of TV ads among youth for the "Resistance Skills" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Resistance Skills" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 | Wave 2 | Wave 3 <br> \% | $\begin{gathered} \text { Wave } 4^{1} \\ \% \\ \hline \end{gathered}$ | Wave $5^{1}$$\%$ | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |
| 0 | 50.4 | 80.4 | 40.8 | 100.0 | 100.0 | 74.7 | (73.3,76.1) |
| 0.01 to . 99 | 5.0 | 0.8 | 3.8 | 0.0 | 0.0 | 1.9 | $(1.5,2.4)$ |
| 1-3.99 | 29.1 | 12.7 | 29.7 | 0.0 | 0.0 | 14.1 | (12.9,15.3) |
| 4-11.99 | 13.7 | 5.9 | 24.3 | 0.0 | 0.0 | 8.7 | $(7.8,9.7)$ |
| 12 or more | 1.8 | 0.2 | 1.3 | 0.0 | 0.0 | 0.7 | (0.4,1.0) |
| Total | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | 100.1 | --- |
| Mean | 3.65 | 1.45 | 5.11 | 0.00 | 0.00 | 2.02 | (1.87,2.16) |
| 95\% CI | $(3.23,4.07)$ | (1.11,1.79) | $(4.61,5.62)$ | (S) | (S) | --- | --- |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |
| 0 | 54.3 | 82.4 | 33.8 | 100.0 | 100.0 | 74.2 | (72.8,75.6) |
| 0.01 to .99 | 5.6 | 1.6 | 4.5 | 0.0 | 0.0 | 2.3 | $(1.8,2.9)$ |
| 1-3.99 | 27.9 | 8.8 | 33.9 | 0.0 | 0.0 | 14.0 | (12.9,15.3) |
| 4-11.99 | 10.9 | 7.1 | 27.1 | 0.0 | 0.0 | 9.0 | (8.0,10.1) |
| 12 or more | 1.4 | 0.1 | 0.8 | 0.0 | 0.0 | 0.4 | $(0.3,0.7)$ |
| Total | 100.1 | 100.0 | 100.1 | 100.0 | 100.0 | 99.9 | --- |
| Mean | 3.06 | 1.38 | 5.52 | 0.00 | 0.00 | 1.98 | (1.85,2.11) |
| 95\% CI | (2.71,3.41) | (1.04,1.73) | (4.98,6.06) | (S) | (S) | --- | --- |

[^3]Table 3-6. Percent of parents ${ }^{1}$ recalling having seen parent-targeted Campaign TV ads at least once per week, by parent characteristics and age of child(ren)

| Characteristics | Percent recalling having seen TV ads at least once per week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Total | 24.1 | (22.2,26.1) | 29.7 | (26.9,32.7) | 51.6 | (49.2,54.1) | 27.5 | * (24.4,30.7) | 21.9 | * $18.5,25.4$ ) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 21.3 | $(18.3,24.7)$ | 26.0 | (22.3,30.1) | 51.0 | (47.7,54.2) | 29.7 | * (25.1,34.2) | 25.0 | * (20.1,29.8) |
| Female | 26.0 | (23.9,28.2) | 32.1 | $(28.6,35.7)$ | 52.1 | $(48.5,55.7)$ | 26.1 | *(21.9,30.3) | 20.1 | * $15.5,24.6$ ) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 20.8 | (18.7,23.1) | 29.3 | (26.0,32.9) | 51.6 | (49.0,54.3) | 30.9 | *(27.4,34.4) | 22.3 | * (17.9,26.7) |
| African American | 24.4 | $(20.1,29.4)$ | 36.6 | $(29.9,43.8)$ | 54.0 | $(48.0,59.9)$ | 29.6 | *(22.7,36.4) | 17.4 | *(7.9,26.9) |
| Hispanic | 42.2 | $(36.5,48.1)$ | 30.4 | (24.8,36.6) | 56.2 | (48.6,63.5) | 14.0 | * $(4.4,23.6)$ | 25.8 | *(17.2,34.5) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 34.0 | (29.0,39.4) | 37.0 | (30.9,43.5) | 48.9 | $(42.1,55.8)$ | 14.9 | *(6.7,23.2) | 11.9 | * (2.7,21.2) |
| High school graduate | 25.0 | $(21.9,28.3)$ | 31.0 | $(26.6,35.8)$ | 56.5 | $(52.1,60.8)$ | 31.5 | * $(26.1,36.9)$ | 25.5 | *(19.4,31.6) |
| Some college | 25.4 | (22.4,28.5) | 33.1 | (28.2,38.3) | 55.4 | $(50.9,59.8)$ | 30.1 | *(25.0,35.2) | 22.4 | *(16.2,28.5) |
| College graduate | 16.3 | $(13.6,19.4)$ | 21.5 | $(18.1,25.5)$ | 44.3 | $(39.6,49.1)$ | 28.0 | *(23.0,33.0) | 22.7 | *(17.0,28.5) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 22.4 | $(20.1,24.8)$ | 29.8 | $(26.5,33.3)$ | 53.4 | (49.8,57.0) | 31.0 | *(26.7,35.4) | 23.6 | * $19.1,28.1$ ) |
| 14 to 18 | 25.1 | $(22.9,27.6)$ | 29.8 | $(26.5,33.3)$ | 50.4 | $(47.3,53.5)$ | 25.3 | *(21.4,29.1) | 20.6 | * (16.4,24.8) |
| 12 to 18 | 24.1 | $(22.2,26.1)$ | 29.7 | (26.9,32.7) | 51.6 | (49.2,54.1) | 27.5 | * (24.4,30.7) | 21.9 | *(18.5,25.4) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-7. Summary of recall among parents ${ }^{1}$ for all eligible Campaign TV ads

| Total recall <br> Number of ad viewings per month | Recall for all platforms' TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 1 \\ \% \end{gathered}$ | Wave 2 \% | Wave 3 \% | Wave 4 \% | Wave 5 \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 33.9 | 41.8 | 33.1 | 19.4 | 10.4 | 27.3 | (25.6,29.1) |
| 0.01 to . 99 | 7.9 | 7.0 | 9.3 | 4.6 | 4.2 | 6.5 | $(5.8,7.3)$ |
| 1-3.99 | 32.8 | 28.5 | 37.8 | 36.8 | 33.7 | 34.0 | (32.6,35.3) |
| 4-11.99 | 19.8 | 17.8 | 16.4 | 32.4 | 40.2 | 25.7 | (24.1,27.3) |
| 12 or more | 5.7 | 4.8 | 3.4 | 6.8 | 11.4 | 6.5 | (5.7,7.4) |
| Total | 100.1 | 99.9 | 100.0 | 100.0 | 99.9 | 100.0 | --- |
| Mean | 6.17 | 5.39 | 4.95 | 8.29 | 11.06 | 7.26 | (6.87,7.64) |
| 95\% CI | (5.62,6.72) | $(4.78,6.00)$ | (4.37,5.53) | (7.79,8.79) | (10.51,11.62) | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

Table 3-8. Summary of recall of TV ads among parents ${ }^{1}$ for the "Parenting Skills/Personal Efficacy" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Parenting Skills/Personal Efficacy" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 <br> \% | Wave 2 \% | Wave 3 <br> \% | Wave $4^{2}$ \% | Wave 5 \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 63.5 | 51.5 | 92.2 | 25.9 | 16.3 | 49.1 | $(46.1,52.1)$ |
| 0.01 to . 99 | 6.1 | 7.6 | 1.3 | 4.5 | 5.2 | 4.9 | (4.4,5.5) |
| 1-3.99 | 23.5 | 28.4 | 6.1 | 38.8 | 38.3 | 27.3 | (25.7,29.0) |
| 4-11.99 | 6.3 | 10.0 | 0.4 | 26.8 | 33.8 | 15.9 | (14.3,17.6) |
| 12 or more | 0.6 | 2.5 | 0.0 | 3.9 | 6.3 | 2.8 | $(2.3,3.4)$ |
| Total | 100.0 | 100.0 | 100.0 | 99.9 | 99.9 | 100.0 | --- |
| Mean | 1.99 | 3.48 | 0.30 | 6.53 | 8.53 | 4.27 | $(3.90,4.64)$ |
| 95\% CI | $(1.79,2.18)$ | (2.97,3.99) | $(0.21,0.39)$ | (6.07,7.00) | (8.02,9.04) | --- | --- |

[^4]${ }^{2}$ Estimates for Wave 4 are different from those in the Wave 4 report because we have recategorized some ads in this platform.

Table 3-9. Summary of recall of TV ads among parents ${ }^{1}$ for the "Your Child at Risk" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Your Child at Risk" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 <br> \% | Wave 2 <br> \% | Wave 3 <br> \% | Wave 4 \% | Wave 5 \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 63.8 | 89.5 | 99.3 | 95.4 | 97.8 | 89.3 | (87.7,90.8) |
| 0.01 to .99 | 3.5 | 0.8 | 0.0 | 0.6 | 0.0 | 1.0 | $(0.8,1.3)$ |
| 1-3.99 | 17.3 | 4.6 | 0.2 | 2.9 | 0.8 | 5.1 | $(4.3,6.1)$ |
| 4-11.99 | 13.1 | 4.4 | 0.4 | 1.0 | 1.4 | 4.0 | $(3.3,4.8)$ |
| 12 or more | 2.4 | 0.7 | 0.0 | 0.1 | 0.0 | 0.6 | $(0.4,0.9)$ |
| Total | 100.1 | 100.0 | 99.9 | 100.0 | 100.0 | 100.0 | --- |
| Mean | 3.38 | 1.03 | 0.06 | 0.31 | 0.23 | 0.98 | (0.83,1.14) |
| 95\% CI | (2.90,3.85) | (0.79,1.27) | $(0.00,0.12)$ | (0.12,0.50) | $(0.06,0.40)$ | --- | --- |

[^5]Table 3-10. Summary of recall of TV ads among parents ${ }^{1}$ for the "Perceptions of Harm" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Perceptions of Harm/Marijuana" TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 <br> \% | Wave 2 <br> \% | Wave 3 <br> \% | $\begin{gathered} \text { Wave } 4^{2} \\ \% \\ \hline \end{gathered}$ | $\begin{gathered} \text { Wave } 5^{2} \\ \% \\ \hline \end{gathered}$ | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 78.7 | 96.0 | 38.3 | 100.0 | 100.0 | 83.1 | (80.7,85.2) |
| 0.01 to .99 | 5.4 | 0.8 | 10.5 | 0.0 | 0.0 | 3.3 | $(2.7,3.9)$ |
| 1-3.99 | 13.2 | 2.9 | 37.4 | 0.0 | 0.0 | 10.4 | (9.0,12.1) |
| 4-11.99 | 2.4 | 0.3 | 12.7 | 0.0 | 0.0 | 3.0 | $(2.4,3.7)$ |
| 12 or more | 0.3 | 0.0 | 1.1 | 0.0 | 0.0 | 0.3 | $(0.1,0.5)$ |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.1 | --- |
| Mean | 0.95 | 0.18 | 3.73 | 0.00 | 0.00 | 0.95 | (0.80, 1.10) |
| 95\% CI | (0.79, 1.12 ) | (0.11,0.24) | (3.28,4.18) | (S) | (S) | --- | --- |

[^6]Table 3-11. Summary of recall of TV ads among parents ${ }^{1}$ on the topic of inhalants

| Total recall <br> Number of ad viewings per month | Recall for all inhalant TV ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | $\begin{gathered} \text { Wave } 2^{2} \\ \% \end{gathered}$ | Wave 3 <br> \% | Wave $4^{3}$ \% | Wave $5^{3}$ \% |  | $\begin{aligned} & \text { se for } \\ & \text { ves } \\ & \quad 95 \% \mathrm{CI} \\ & \hline \end{aligned}$ |
| Overall |  |  |  |  |  |  |  |
| 0 | 92.6 | 100.0 | 66.5 | 98.9 | 97.8 | 91.3 | (89.7,92.7) |
| 0.01 to . 99 | 2.0 | 0.0 | 6.5 | 0.1 | 0.0 | 1.7 | (1.3,2.1) |
| 1-3.99 | 4.2 | 0.0 | 23.5 | 0.9 | 0.8 | 5.7 | (4.7,7.1) |
| 4-11.99 | 1.1 | 0.0 | 3.2 | 0.2 | 1.4 | 1.2 | $(0.9,1.7)$ |
| 12 or more | 0.1 | 0.0 | 0.2 | 0.0 | 0.0 | 0.1 | $(0.0,0.3)$ |
| Total | 100.0 | 100.0 | 99.9 | 100.1 | 100.0 | 100.0 | --- |
| Mean | 0.36 | 0.00 | 1.59 | 0.07 | 0.23 | 0.44 | (0.36,0.52) |
| 95\% CI | $(0.25,0.47)$ | (S) | $(1.31,1.87)$ | $(0.00,0.13)$ | (0.06, 0.40 ) | -- | --- |

[^7]Table 3-12. Overall evaluation of TV ads by youth by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

| Characteristics | Mean TV ad evaluation scale score ${ }^{1}$$(-2=$ most negative response, $2=$ most positive response $)$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.00 | (0.95,1.05) | 1.00 | (0.96,1.04) | 0.97 | (0.91, 1.04 ) | -0.03 | $(-0.10,0.05)$ | -0.02 | (-0.10,0.05) |
| 14 to 15 | 0.79 | (0.73,0.86) | 0.73 | $(0.68,0.78)$ | 0.83 | $(0.77,0.89)$ | 0.04 | (-0.04,0.12) | 0.10 | *(0.03,0.18) |
| 16 to 18 | 0.54 | (0.47,0.62) | 0.59 | $(0.53,0.65)$ | 0.65 | (0.58,0.71) | 0.10 | * (0.01,0.19) | 0.06 | (-0.02,0.13) |
| 14 to 18 | 0.66 | (0.61,0.71) | 0.65 | $(0.62,0.69)$ | 0.72 | (0.68,0.77) | 0.06 | $(0.00,0.13)$ | 0.07 | *(0.02,0.12) |
| 12 to 18 | 0.76 | (0.72,0.80) | 0.75 | (0.73, 0.78 ) | 0.80 | (0.76,0.84) | 0.04 | (-0.01, 0.09$)$ | 0.05 | *(0.00,0.09) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.64 | $(0.58,0.71)$ | 0.67 | (0.62,0.73) | 0.76 | $(0.70,0.81)$ | 0.11 | * (0.03,0.19) | 0.08 | *(0.00, 0.16$)$ |
| Females | 0.88 | (0.83, 0.93 ) | 0.84 | $(0.79,0.88)$ | 0.84 | $(0.80,0.89)$ | -0.04 | (-0.11,0.03) | 0.01 | (-0.05,0.06) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.74 | $(0.68,0.79)$ | 0.68 | (0.64,0.72) | 0.76 | $(0.72,0.81)$ | 0.03 | (-0.04,0.09) | 0.08 | *(0.03,0.13) |
| African American | 0.87 | (0.80, 0.94 ) | 0.98 | $(0.90,1.06)$ | 0.92 | (0.82,1.03) | 0.05 | (-0.06,0.17) | -0.05 | (-0.18,0.08) |
| Hispanic | 0.79 | (0.68,0.89) | 0.87 | (0.79,0.95) | 0.82 | (0.73,0.91) | 0.03 | (-0.10,0.16) | -0.05 | (-0.16,0.07) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.52 | (0.44, 0.59$)$ | 0.52 | $(0.46,0.58)$ | 0.58 | (0.52,0.65) | 0.07 | $(-0.03,0.17)$ | 0.06 | $(-0.01,0.14)$ |
| Lower risk | 0.93 | (0.88, 0.98 ) | 0.91 | (0.87,0.95) | 0.93 | (0.88,0.99) | 0.00 | (-0.06,0.07) | 0.02 | (-0.03,0.08) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.58 | (0.53,0.63) | 0.57 | (0.52,0.61) | 0.64 | $(0.60,0.69)$ | 0.06 | (-0.01, 0.13$)$ | 0.08 | *(0.02,0.13) |
| Low | 0.99 | (0.93, 1.04) | 1.01 | (0.96,1.05) | 0.99 | (0.94,1.04) | 0.00 | (-0.07,0.08) | -0.02 | (-0.08,0.05) |
| Use of marijuana |  |  |  |  |  |  |  |  |  |  |
| Nonuser ${ }^{2}$ | 0.87 | (0.82,0.91) | 0.87 | (0.84, 0.91$)$ | 0.90 | $(0.86,0.94)$ | 0.03 | (-0.03,0.09) | 0.03 | (-0.02,0.07) |
| Occasional user ${ }^{3}$ | 0.36 | (0.25, 0.48 ) | 0.49 | (0.37,0.61) | 0.52 | (0.38,0.65) | 0.15 | * (0.00, 0.30$)$ | 0.03 | $(-0.13,0.19)$ |

[^8]Table 3-13. Overall evaluation of TV ads by youth by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

| Characteristics | Agreement that TV ads exaggerate the problem ${ }^{1}$ ( $-2=$ strongly agree, $2=$ strongly disagree) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.84 | (0.77, 0.90 ) | 0.76 | $(0.69,0.83)$ | 0.90 | $(0.83,0.97)$ | 0.06 | (-0.04,0.17) | 0.14 | *(0.04, 0.23$)$ |
| 14 to 15 | 0.74 | (0.68,0.80) | 0.73 | $(0.68,0.79)$ | 0.80 | $(0.72,0.88)$ | 0.06 | (-0.04,0.16) | 0.07 | (-0.02,0.16) |
| 16 to 18 | 0.65 | (0.56,0.74) | 0.69 | (0.62,0.75) | 0.71 | $(0.63,0.79)$ | 0.06 | (-0.04,0.17) | 0.02 | $(-0.08,0.13)$ |
| 14 to 18 | 0.69 | (0.64,0.75) | 0.71 | $(0.66,0.75)$ | 0.75 | $(0.69,0.81)$ | 0.06 | (-0.02,0.14) | 0.04 | (-0.04,0.12) |
| 12 to 18 | 0.73 | (0.69, 0.78 ) | 0.72 | (0.69,0.76) | 0.79 | $(0.75,0.84)$ | 0.06 | $(0.00,0.12)$ | 0.07 | *(0.01,0.13) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.66 | (0.59,0.72) | 0.64 | $(0.58,0.70)$ | 0.74 | $(0.68,0.81)$ | 0.09 | $(-0.01,0.18)$ | 0.10 | *(0.01,0.20) |
| Females | 0.82 | (0.76,0.87) | 0.81 | (0.76,0.86) | 0.85 | (0.77,0.92) | 0.03 | (-0.06,0.12) | 0.03 | (-0.05, 0.12 ) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.73 | (0.68,0.78) | 0.70 | $(0.66,0.75)$ | 0.79 | $(0.73,0.84)$ | 0.05 | (-0.03, 0.13) | 0.08 | *(0.01,0.16) |
| African American | 0.77 | $(0.64,0.90)$ | 0.76 | (0.64,0.87) | 0.80 | (0.68,0.92) | 0.03 | (-0.12,0.17) | 0.04 | (-0.12,0.20) |
| Hispanic | 0.72 | (0.62,0.82) | 0.80 | (0.70,0.91) | 0.83 | $(0.69,0.97)$ | 0.11 | (-0.06,0.28) | 0.03 | (-0.11,0.17) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.54 | (0.46, 0.62$)$ | 0.57 | (0.50,0.64) | 0.60 | $(0.52,0.69)$ | 0.06 | $(-0.05,0.18)$ | 0.03 | (-0.08,0.14) |
| Lower risk | 0.89 | (0.83, 0.94 ) | 0.83 | (0.78,0.88) | 0.93 | (0.87,0.99) | 0.04 | (-0.04, 0.12) | 0.10 | *(0.03,0.17) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.60 | $(0.55,0.66)$ | 0.60 | $(0.56,0.65)$ | 0.65 | $(0.59,0.70)$ | 0.04 | (-0.03, 0.12$)$ | 0.04 | (-0.03,0.11) |
| Low | 0.90 | (0.83, 0.97$)$ | 0.89 | (0.83,0.96) | 0.99 | (0.92,1.05) | 0.09 | $(0.00,0.18)$ | 0.09 | $(0.00,0.19)$ |
| Use of marijuana |  |  |  |  |  |  |  |  |  |  |
| Nonuser ${ }^{2}$ | 0.82 | $(0.78,0.87)$ | 0.81 | $(0.76,0.86)$ | 0.91 | $(0.86,0.96)$ | 0.09 | *(0.02,0.15) | 0.10 | *(0.04,0.16) |
| Occasional user ${ }^{3}$ | 0.44 | (0.31,0.56) | 0.54 | (0.39,0.68) | 0.57 | (0.42,0.71) | 0.13 | (-0.06, 0.31 ) | 0.03 | (-0.17,0.22) |

[^9]Table 3-14. Overall evaluation of TV ads by parents ${ }^{1}$ by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Mean TV ad evaluation scale score ${ }^{2}$$(-2=$ most negative response, $2=$ most positive response $)$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 1.07 | (1.02,1.11) | 1.27 | (1.24,1.31) | 1.20 | $(1.15,1.25)$ | 0.13 | *(0.07,0.19) | -0.07 | *(-0.12,-0.02) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 0.99 | (0.92,1.06) | 1.19 | (1.13,1.26) | 1.14 | (1.07,1.21) | 0.15 | *(0.05,0.26) | -0.05 | $(-0.14,0.03)$ |
| Female | 1.12 | (1.06,1.17) | 1.32 | (1.29,1.36) | 1.24 | $(1.20,1.29)$ | 0.13 | *(0.07,0.18) | -0.08 | *(-0.13,-0.03) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.01 | (0.95,1.07) | 1.24 | (1.20,1.28) | 1.14 | $(1.10,1.18)$ | 0.13 | *(0.06,0.20) | -0.10 | *(-0.15,-0.05) |
| African American | 1.16 | (1.07,1.25) | 1.36 | (1.27,1.45) | 1.37 | (1.28,1.46) | 0.21 | *(0.09,0.33) | 0.01 | (-0.11,0.13) |
| Hispanic | 1.29 | (1.21,1.36) | 1.39 | (1.28,1.50) | 1.36 | (1.27,1.45) | 0.07 | (-0.04,0.18) | -0.04 | (-0.17,0.10) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 1.25 | (1.17,1.33) | 1.29 | (1.18,1.41) | 1.25 | (1.10,1.40) | 0.00 | $(-0.15,0.15)$ | -0.04 | $(-0.21,0.14)$ |
| High school graduate | 1.04 | (0.98,1.11) | 1.25 | (1.19,1.31) | 1.25 | $(1.18,1.31)$ | 0.20 | *(0.13,0.28) | 0.00 | (-0.08,0.08) |
| Some college | 1.05 | (0.95,1.14) | 1.34 | (1.29,1.40) | 1.18 | $(1.11,1.25)$ | 0.13 | *(0.01,0.25) | -0.17 | *(-0.25,-0.08) |
| College graduate | 0.99 | (0.91,1.06) | 1.22 | (1.16,1.28) | 1.14 | (1.06,1.23) | 0.16 | *(0.04,0.28) | -0.08 | (-0.19,0.03) |
| One or more child(ren) ${ }^{3}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.11 | (1.06,1.16) | 1.30 | (1.25,1.34) | 1.23 | $(1.18,1.28)$ | 0.12 | *(0.06,0.18) | -0.07 | * (-0.13, 0.00$)$ |
| 14 to 18 | 1.04 | (0.99,1.09) | 1.26 | (1.23,1.30) | 1.18 | (1.13,1.24) | 0.14 | *(0.07,0.21) | -0.08 | * (-0.14,-0.02) |
| 12 to 18 | 1.07 | (1.02,1.11) | 1.27 | (1.24,1.31) | 1.20 | $(1.15,1.25)$ | 0.13 | *(0.07,0.19) | -0.07 | * (-0.12,-0.02) |

[^10]Table 3-15. Overall evaluation of TV ads by parents ${ }^{1}$ by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Agreement that TV ads exaggerate the problem ${ }^{2}$ <br> ( $-2=$ strongly agree, $2=$ strongly disagree) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 0.99 | (0.93,1.05) | 1.22 | (1.18,1.27) | 1.14 | (1.09,1.20) | 0.15 | *(0.06, 0.24$)$ | -0.08 | *(-0.15,-0.01) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 0.99 | $(0.88,1.09)$ | 1.18 | (1.10,1.26) | 1.09 | (0.99,1.18) | 0.10 | (-0.03, 0.23 ) | -0.09 | $(-0.21,0.02)$ |
| Female | 0.99 | (0.91,1.07) | 1.25 | $(1.19,1.31)$ | 1.18 | (1.12,1.24) | 0.19 | *(0.07,0.30) | -0.07 | (-0.15,0.01) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.03 | (0.96,1.10) | 1.27 | (1.22,1.32) | 1.19 | (1.14,1.25) | 0.17 | *(0.08,0.26) | -0.08 | *(-0.15,0.00) |
| African American | 1.03 | $(0.88,1.17)$ | 1.11 | (0.99,1.23) | 1.09 | (0.91,1.27) | 0.06 | (-0.16,0.28) | -0.02 | (-0.21,0.17) |
| Hispanic | 0.93 | (0.77,1.09) | 1.20 | (1.07,1.33) | 1.05 | (0.89,1.22) | 0.12 | (-0.10, 0.34) | -0.15 | (-0.36,0.06) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 0.80 | (0.64,0.96) | 1.03 | (0.91,1.16) | 0.88 | (0.69,1.08) | 0.08 | $(-0.18,0.34)$ | -0.15 | (-0.37,0.07) |
| High school graduate | 0.95 | (0.86,1.05) | 1.20 | (1.10,1.29) | 1.18 | (1.09,1.28) | 0.23 | *(0.10,0.36) | -0.01 | (-0.15,0.13) |
| Some college | 1.12 | $(1.00,1.23)$ | 1.30 | $(1.22,1.38)$ | 1.17 | (1.09,1.26) | 0.06 | (-0.08,0.19) | -0.13 | * (-0.23,-0.02) |
| College graduate | 1.01 | (0.93,1.10) | 1.28 | (1.20,1.36) | 1.20 | (1.12,1.27) | 0.18 | *(0.05, 0.31$)$ | -0.09 | (-0.20,0.03) |
| One or more child(ren) ${ }^{3}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.02 | (0.96,1.08) | 1.22 | $(1.15,1.28)$ | 1.14 | (1.08,1.20) | 0.12 | *(0.03, 0.21$)$ | -0.08 | $(-0.15,0.00)$ |
| 14 to 18 | 0.98 | (0.91,1.06) | 1.22 | (1.17,1.28) | 1.14 | (1.07,1.21) | 0.16 | *(0.05,0.26) | -0.09 | *(-0.17,0.00) |
| 12 to 18 | 0.99 | (0.93,1.05) | 1.22 | $(1.18,1.27)$ | 1.14 | (1.09,1.20) | 0.15 | *(0.06, 0.24$)$ | -0.08 | * (-0.15,-0.01) |

[^11]Table 3-16. Percent of youth recalling having heard all radio ads at least once per week, averaged over aired ads, by age, gender, race/ethnicity, risk score, sensation seeking, and marijuana use

| Characteristics | Percent recalling having heard all radio ads at least once per week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and $2\left(\right.$ Year 2000) ${ }^{1}$ |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Avg \% | 95\% CI | Avg \% | 95\% CI | Avg \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | N/A | N/A | 6.5 | $(5.1,8.3)$ | 1.6 | $(1.0,2.5)$ | N/A | N/A | -4.9 | *(-6.7,-3.2) |
| 14 to 15 | N/A | N/A | 9.2 | $(7.3,11.4)$ | 1.7 | $(1.0,2.7)$ | N/A | N/A | -7.5 | *(-9.6,-5.4) |
| 16 to 18 | N/A | N/A | 7.3 | $(5.6,9.4)$ | 1.0 | $(0.5,2.2)$ | N/A | N/A | -6.2 | *(-8.5,-4.0) |
| 14 to 18 | N/A | N/A | 8.1 | (6.9,9.6) | 1.3 | $(0.8,2.1)$ | N/A | N/A | -6.8 | *(-8.2,-5.4) |
| 12 to 18 | N/A | N/A | 7.7 | $(6.6,8.9)$ | 1.4 | $(1.0,2.0)$ | N/A | N/A | -6.3 | *(-7.4,-5.1) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | N/A | N/A | 7.2 | $(5.8,8.8)$ | 1.2 | $(0.8,2.0)$ | N/A | N/A | -5.9 | *(-7.5,-4.3) |
| Females | N/A | N/A | 8.2 | $(6.9,9.7)$ | 1.6 | $(1.0,2.5)$ | N/A | N/A | -6.6 | *(-8.2,-5.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | N/A | N/A | 6.4 | $(5.3,7.6)$ | 1.6 | $(1.0,2.4)$ | N/A | N/A | -4.8 | *(-6.1,-3.5) |
| African American | N/A | N/A | 12.6 | $(9.2,16.9)$ | 0.7 | $(0.3,2.0)$ | N/A | N/A | -11.8 | *(-15.8,-7.9) |
| Hispanic | N/A | N/A | 8.0 | $(5.2,12.1)$ | 1.3 | $(0.6,2.7)$ | N/A | N/A | -6.7 | *(-9.8,-3.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | N/A | N/A | 9.0 | (7.1,11.5) | 1.4 | $(0.8,2.4)$ | N/A | N/A | -7.6 | *(-10.0,-5.2) |
| Lower risk | N/A | N/A | 6.6 | $(5.3,8.2)$ | 1.3 | $(0.8,2.0)$ | N/A | N/A | -5.4 | *(-6.9,-3.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | N/A | N/A | 8.7 | $(7.3,10.4)$ | 1.6 | $(1.0,2.6)$ | N/A | N/A | -7.2 | *(-8.9,-5.4) |
| Low | N/A | N/A | 6.5 | $(5.1,8.3)$ | 1.2 | $(0.7,1.9)$ | N/A | N/A | -5.3 | *(-7.0,-3.7) |
| Use of marijuana |  |  |  |  |  |  |  |  |  |  |
| Nonuser ${ }^{2}$ | N/A | N/A | 7.2 | $(6.1,8.6)$ | 1.3 | $(0.9,1.9)$ | N/A | N/A | -5.9 | *(-7.2,-4.6) |
| Occasional user ${ }^{3}$ | N/A | N/A | 9.1 | $(6.0,13.7)$ | 1.7 | $(0.4,7.0)$ | N/A | N/A | -7.4 | *(-12.2,-2.7) |

[^12] were soundtracks so there were no meaningful estimates of radio exposure.
${ }^{2}$ Nonusers are those who have never used marijuana in the past.
${ }^{3}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

Table 3-17. Summary of recall among youth for all eligible Campaign radio ads

| Total recall <br> Number of ad viewings per month | Recall for all radio platforms' ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave $1^{1}$ \% | Wave 2 \% | Wave 3 \% | Wave 4 \% | Wave 5 \% | \% | e for aves $95 \% \mathrm{CI}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |
| 0 | N/A | 65.2 | 42.7 | 69.5 | 86.2 | 64.7 | (63.5,66.0) |
| 0.01 to . 99 | N/A | 10.9 | 17.2 | 10.5 | 5.3 | 11.3 | (10.6,12.2) |
| 1-3.99 | N/A | 20.3 | 27.8 | 16.9 | 7.1 | 19.0 | (17.9,20.2) |
| 4-11.99 | N/A | 3.4 | 10.9 | 2.7 | 1.4 | 4.5 | $(4.0,5.0)$ |
| 12 or more | N/A | 0.2 | 1.3 | 0.4 | 0.0 | 0.4 | (0.3,0.6) |
| Total | N/A | 100.0 | 99.9 | 100.0 | 100.0 | 99.9 | --- |
| Mean | N/A | 1.35 | 3.05 | 1.16 | 0.51 | 1.52 | (1.43,1.61) |
| 95\% CI | N/A | (1.18,1.52) | (2.74,3.35) | (1.01,1.32) | (0.41, 0.61 ) | --- | --- |

${ }^{1}$ Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

Table 3-18. Summary of recall of radio ads among youth for the "Negative Consequences" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Negative Consequences" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 1^{1} \\ \% \\ \hline \end{gathered}$ | Wave 2 <br> \% | Wave 3 <br> \% | Wave 4$\%$ | Wave 5$\%$ | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |
| 0 | N/A | 81.3 | 96.1 | 84.1 | 93.1 | 85.4 | (84.5,86.2) |
| 0.01 to . 99 | N/A | 7.6 | 1.5 | 6.3 | 2.3 | 5.8 | $(5.2,6.4)$ |
| 1-3.99 | N/A | 9.5 | 2.2 | 9.0 | 3.7 | 7.8 | (7.1,8.6) |
| 4-11.99 | N/A | 1.6 | 0.3 | 0.6 | 0.8 | 1.0 | (0.8,1.2) |
| 12 or more | N/A | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | (0.0,0.1) |
| Total | N/A | 100.0 | 100.1 | 100.0 | 99.9 | 100.0 | --- |
| Mean | N/A | 0.63 | 0.13 | 0.46 | 0.28 | 0.48 | (0.44, 0.52 ) |
| 95\% CI | N/A | (0.49,0.77) | $(0.07,0.19)$ | (0.39,0.53) | (0.21,0.35) | --- | --- |

${ }^{1}$ Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

Table 3-19. Summary of recall of radio ads among youth for the "Normative Positive Consequences" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Normative Positive Consequences" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave $1^{1}$$\%$ | Wave 2 \% | Wave 3 <br> \% | Wave 4$\%$ | Wave 5\% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |
| 0 | N/A | 98.9 | 71.7 | 80.6 | 93.1 | 86.7 | (85.7,87.8) |
| 0.01 to .99 | N/A | 0.3 | 9.0 | 8.1 | 2.9 | 5.0 | $(4.5,5.5)$ |
| 1-3.99 | N/A | 0.7 | 14.5 | 9.4 | 3.4 | 6.8 | (6.0,7.6) |
| 4-11.99 | N/A | 0.0 | 4.2 | 1.9 | 0.6 | 1.4 | $(1.1,1.8)$ |
| 12 or more | N/A | 0.0 | 0.5 | 0.1 | 0.0 | 0.1 | (0.1,0.2) |
| Total | N/A | 99.9 | 99.9 | 100.1 | 100.0 | 100.0 | -- |
| Mean | N/A | 0.04 | 1.39 | 0.70 | 0.23 | 0.53 | (0.47,0.60) |
| 95\% CI | N/A | (0.01,0.07) | (1.13,1.65) | (0.58,0.83) | (0.16,0.29) | --- | --- |

${ }^{1}$ Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure.

Table 3-20. Summary of recall of radio ads among youth for the "Resistance Skills" strategic platform ads

| Total recall <br> Number of ad viewings per month | Percent recalling "Resistance Skills" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave $1^{1}$ \% | Wave 2 \% | Wave 3 <br> \% | Wave 4 <br> \% | Wave $5^{2}$ <br> \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |
| 0 | N/A | 89.8 | 62.4 | 99.6 | 100.0 | 88.4 | (87.6,89.2) |
| 0.01 to . 99 | N/A | 3.0 | 13.5 | 0.2 | 0.0 | 4.0 | $(3.6,4.6)$ |
| 1-3.99 | N/A | 6.3 | 19.3 | 0.2 | 0.0 | 6.2 | $(5.6,6.9)$ |
| 4-11.99 | N/A | 1.0 | 4.6 | 0.0 | 0.0 | 1.3 | (1.1,1.6) |
| 12 or more | N/A | 0.0 | 0.2 | 0.0 | 0.0 | 0.0 | (0.0,0.1) |
| Total | N/A | 100.1 | 100.0 | 100.0 | 100.0 | 99.9 | --- |
| Mean | N/A | 0.39 | 1.53 | 0.01 | 0.00 | 0.46 | (0.41, 0.50$)$ |
| 95\% CI | N/A | $(0.30,0.49)$ | (1.37,1.69) | (0.00, 0.01 ) | (S) | --- | --- |

${ }^{1}$ Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads were soundtracks so there were no meaningful estimates of radio exposure
${ }^{2}$ Radio ads for the "Resistance Skills" strategic platform were not aired during Wave 5.

Table 3-21. Percent of parents ${ }^{1}$ recalling having heard parent-targeted Campaign radio ads at least once per week, averaged ${ }^{2}$ over aired ads, by gender, race/ethnicity, education, and age of child(ren)

| $\underline{\text { Characteristics }}$ | Percent recalling having heard radio ads at least once per week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Avg \% | 95\% CI | Avg \% | 95\% CI | Avg \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 10.5 | (9.0,12.2) | 16.0 | (14.2,17.9) | 3.0 | $(2.1,4.3)$ | -7.6 | *(-9.6,-5.5) | -13.0 | *(-15.1,-10.9) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 13.8 | $(11.3,16.9)$ | 16.0 | (13.3,19.2) | 3.2 | $(1.9,5.2)$ | -10.7 | *(-14.0,-7.4) | -12.9 | *(-16.0,-9.7) |
| Female | 8.2 | $(6.7,10.2)$ | 15.9 | (13.8,18.3) | 2.9 | (1.9,4.4) | -5.4 | *(-7.5,-3.3) | -13.1 | *(-15.8,-10.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 10.9 | $(9.3,12.8)$ | 14.2 | (12.3,16.4) | 2.1 | (1.4,3.2) | -8.8 | *(-10.8,-6.8) | -12.1 | *(-14.3,-9.9) |
| African American | 9.0 | $(5.6,14.0)$ | 22.4 | (17.3,28.5) | 4.9 | $(2.6,9.0)$ | -4.1 | (-9.4,1.2) | -17.5 | *(-24.0,-11.0) |
| Hispanic | 11.7 | (8.1,16.6) | 18.2 | (13.6,23.9) | 4.8 | $(2.4,9.4)$ | -6.9 | *(-12.6,-1.2) | -13.4 | *(-19.9,-6.9) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 15.3 | (11.4,20.2) | 21.5 | (16.7,27.2) | 5.6 | $(2.7,11.0)$ | -9.7 | *(-16.6,-2.8) | -15.9 | *(-23.2,-8.7) |
| High school graduate | 10.5 | $(8.0,13.7)$ | 15.0 | $(12.1,18.5)$ | 3.3 | $(1.8,6.1)$ | -7.2 | *(-10.6,-3.8) | -11.7 | *(-15.3,-8.1) |
| Some college | 11.0 | $(8.3,14.4)$ | 20.0 | (16.4,24.1) | 2.5 | $(1.5,3.9)$ | -8.5 | *(-11.6,-5.5) | -17.5 | *(-21.6,-13.4) |
| College graduate | 7.6 | $(5.4,10.5)$ | 10.9 | $(8.5,13.9)$ | 1.8 | (0.9,3.8) | -5.7 | *(-8.4,-3.1) | -9.1 | *(-12.1,-6.1) |
| One or more child(ren) ${ }^{3}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 10.6 | $(8.9,12.6)$ | 16.8 | (14.7,19.0) | 3.4 | $(2.2,5.2)$ | -7.1 | *(-9.6,-4.7) | -13.3 | *(-15.8,-10.9) |
| 14 to 18 | 10.4 | $(8.6,12.5)$ | 15.9 | (13.7,18.4) | 2.6 | $(1.6,4.1)$ | -7.8 | *(-10.3,-5.3) | -13.3 | *(-15.9,-10.7) |
| 12 to 18 | 10.5 | (9.0,12.2) | 16.0 | (14.2,17.9) | 3.0 | $(2.1,4.3)$ | -7.6 | *(-9.6,-5.5) | -13.0 | *(-15.1,-10.9) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ See Sections 2.2.5, 2.4.1, 3.2.2 and E. 3 for guidance on interpretation of this table and information on how it was created. Note that the overall line that shows that 3.0 percent of parents recall hearing Campaign-sponsored ad aimed at parents at least once per week can also be derived by summing the "4-11.9" and "12 or more" lines of Table 3-22, except for rounding error.
${ }^{3}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-22. Summary of recall of radio ads among parents ${ }^{1}$ overall for all strategic platforms

| Total recall | Recall for all radio platform ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1$\%$ | Wave 2 <br> \% | Wave 3 \% | Wave 4 \% | Wave 5 \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 51.5 | 53.8 | 41.7 | 48.9 | 91.9 | 58.1 | (56.1,60.2) |
| 0.01 to . 99 | 9.2 | 5.7 | 11.8 | 4.4 | 0.7 | 6.2 | $(5.5,7.0)$ |
| 1-3.99 | 29.3 | 29.6 | 29.5 | 31.8 | 4.4 | 24.6 | (23.0,26.2) |
| 4-11.99 | 8.2 | 10.5 | 15.2 | 12.7 | 2.2 | 9.6 | (8.7,10.7) |
| 12 or more | 1.7 | 0.4 | 1.9 | 2.1 | 0.8 | 1.4 | $(1.1,1.8)$ |
| Total | 99.9 | 100.0 | 100.1 | 99.9 | 100.0 | 99.9 | --- |
| Mean | 3.05 | 2.95 | 3.93 | 3.77 | 0.79 | 2.87 | (2.68,3.05) |
| 95\% CI | (2.70,3.41) | (2.66,3.24) | (3.47,4.40) | $(3.41,4.13)$ | (0.49,1.08) | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

Table 3-23. Summary of recall of radio ads among parents ${ }^{1}$ for the "Parenting Skills/Personal Efficacy" strategic platform ads

| Total recall | Percent recalling "Parenting Skills/Personal Efficacy" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | Wave 2 <br> \% | Wave 3$\%$ | $\begin{gathered} \text { Wave } 4^{2} \\ \% \\ \hline \end{gathered}$ | Wave 5 <br> \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 71.9 | 53.8 | 90.4 | 59.3 | 93.3 | 74.0 | (72.4,75.7) |
| 0.01 to .99 | 5.9 | 5.7 | 2.6 | 3.6 | 0.5 | 3.6 | $(3.1,4.1)$ |
| 1-3.99 | 18.5 | 29.6 | 6.4 | 28.2 | 4.8 | 17.3 | (16.0,18.8) |
| 4-11.99 | 3.6 | 10.5 | 0.5 | 7.8 | 1.1 | 4.7 | (4.1,5.3) |
| 12 or more | 0.2 | 0.4 | 0.1 | 1.1 | 0.2 | 0.4 | $(0.3,0.6)$ |
| Total | 100.1 | 100.0 | 100.0 | 100.0 | 99.9 | 100.0 | --- |
| Mean | 1.37 | 2.95 | 0.42 | 2.59 | 0.43 | 1.54 | (1.42,1.65) |
| 95\% CI | (1.15,1.58) | (2.66,3.24) | $(0.29,0.56)$ | (2.29,2.90) | (0.29,0.58) | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Estimates for Wave 4 are different from those in the Wave 4 report because we have recategorized some ads in this platform.

Table 3-24. Summary of recall of radio ads among parents ${ }^{1}$ for the "Your Child at Risk" strategic platform ads

| Total recall | Percent recalling "Your Child at Risk" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 <br> \% | $\begin{gathered} \text { Wave } 2^{2} \\ \% \\ \hline \end{gathered}$ | Wave $3^{2}$ \% | Wave 4 \% | Wave 5 <br> \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 77.6 | 100.0 | 100.0 | 97.3 | 99.3 | 94.9 | (94.0,95.7) |
| 0.01 to . 99 | 4.2 | 0.0 | 0.0 | 0.0 | 0.1 | 0.8 | (0.6,1.2) |
| 1-3.99 | 13.2 | 0.0 | 0.0 | 1.9 | 0.2 | 3.0 | $(2.5,3.6)$ |
| 4-11.99 | 4.5 | 0.0 | 0.0 | 0.7 | 0.4 | 1.1 | $(0.8,1.5)$ |
| 12 or more | 0.5 | 0.0 | 0.0 | 0.0 | 0.1 | 0.1 | (0.1,0.3) |
| Total | 100.0 | 100.0 | 100.0 | 99.9 | 100.1 | 99.9 | -- |
| Mean | 1.34 | 0.00 | 0.00 | 0.18 | 0.10 | 0.32 | $(0.25,0.39)$ |
| 95\% CI | (1.10,1.59) | (S) | (S) | (0.06,0.30) | (-0.01,0.20) | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Radio ads for the "Your child at risk" strategic platform were not aired during Waves 2 and 3.

Table 3-25. Summary of recall of radio ads among parents ${ }^{1}$ for the "Perceptions of Harm" strategic platform ads

| Total recall | Percent recalling "Perceptions of Harm/Marijuana" radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | $\begin{gathered} \text { Wave } 2^{2} \\ \% \\ \hline \end{gathered}$ | Wave 3 <br> \% | Wave 4 \% | Wave 5 \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 91.0 | 100.0 | 52.9 | 81.5 | 95.7 | 84.4 | (82.8,85.9) |
| 0.01 to .99 | 2.5 | 0.0 | 9.8 | 3.9 | 0.8 | 3.4 | $(2.8,4.0)$ |
| 1-3.99 | 5.9 | 0.0 | 25.3 | 11.6 | 2.4 | 8.9 | (8.1,9.9) |
| 4-11.99 | 0.6 | 0.0 | 10.4 | 2.7 | 1.1 | 2.9 | $(2.5,3.5)$ |
| 12 or more | 0.0 | 0.0 | 1.6 | 0.2 | 0.0 | 0.4 | $(0.2,0.7)$ |
| Total | 100.0 | 100.0 | 100.0 | 99.9 | 100.0 | 100.0 | --- |
| Mean | 0.34 | 0.00 | 3.00 | 0.97 | 0.26 | 0.90 | (0.78, 1.02) |
| 95\% CI | (0.25,0.43) | (S) | (2.56,3.45) | $(0.79,1.14)$ | $(0.16,0.36)$ | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Radio ads for the "Perceptions of Harm/Marijuana" strategic platform were not aired during Wave 2.

Table 3-26. Summary of recall of radio ads among parents ${ }^{1}$ on the topic of inhalants

| Total recall | Recall for all inhalant radio ads |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 1 \% | $\begin{gathered} \text { Wave } 2^{2} \\ \% \\ \hline \end{gathered}$ | Wave 3 <br> \% | $\begin{gathered} \text { Wave } 4^{3} \\ \% \\ \hline \end{gathered}$ | Wave $5^{3}$ <br> \% | Average for all waves |  |
|  |  |  |  |  |  | \% | 95\% CI |
| Overall |  |  |  |  |  |  |  |
| 0 | 91.0 | 100.0 | 63.1 | 99.0 | 99.3 | 90.7 | (89.2,92.1) |
| 0.01 to .99 | 2.5 | 0.0 | 9.8 | 0.0 | 0.1 | 2.4 | (1.9,3.1) |
| 1-3.99 | 5.9 | 0.0 | 21.0 | 0.5 | 0.2 | 5.4 | $(4.5,6.4)$ |
| 4-11.99 | 0.6 | 0.0 | 5.9 | 0.4 | 0.4 | 1.4 | $(1.1,1.9)$ |
| 12 or more | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 | 0.1 | (0.0,0.2) |
| Total | 100.0 | 100.0 | 99.9 | 99.9 | 100.1 | 100.0 | --- |
| Mean | 0.34 | 0.00 | 1.75 | 0.09 | 0.10 | 0.45 | (0.37, 0.52 ) |
| 95\% CI | $(0.25,0.43)$ | (S) | (1.48,2.02) | $(0.02,0.15)$ | (-0.01, 0.20$)$ | --- | --- |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Radio ads on the topic of inhalants were not aired during Wave 2.
${ }^{3}$ No general market ads on the topic of inhalants were aired in Waves 4 and 5. However, a small number of Spanish anti-inhalant ads were aired.

Table 3-27. Recall of general anti-drug advertising among youth

| Total recall <br> Number of ad viewings per month | Percent recalling general anti-drug advertising |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 1 \\ \% \end{gathered}$ | $\begin{gathered} \text { Wave } 2 \\ \% \end{gathered}$ | Wave 3 \% | Wave 4 \% | Wave 5 \% | \% | ge for waves $95 \% \mathrm{CI}$ |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |
| 0 to . 99 | 9.3 | 7.2 | 7.3 | 11.7 | 8.8 | 8.8 | $(7.8,10.0)$ |
| 1-3.99 | 15.9 | 14.4 | 16.7 | 20.1 | 15.8 | 16.5 | $(14.9,18.3)$ |
| 4-11.99 | 23.8 | 25.3 | 21.8 | 24.0 | 23.8 | 23.8 | (22.4,25.2) |
| 12 or more | 51.0 | 53.0 | 54.1 | 44.3 | 51.5 | 50.9 | $(48.7,53.0)$ |
| Total | 100.0 | 99.9 | 99.9 | 100.1 | 99.9 | 100.0 | --- |
| Mean | 28.65 | 32.22 | 29.78 | 27.04 | 31.61 | 29.87 | (28.40,31.33) |
| 95\% CI | (26.44,30.87) | (28.60,35.85) | $(26.87,32.69)$ | (24.08,30.00) | (28.27,34.94) | --- | --- |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |
| 0 to . 99 | 5.9 | 5.1 | 5.3 | 7.4 | 6.6 | 6.0 | (5.2,7.0) |
| 1-3.99 | 17.4 | 15.4 | 17.8 | 19.0 | 17.6 | 17.4 | $(16.2,18.7)$ |
| 4-11.99 | 26.2 | 22.0 | 24.1 | 26.6 | 25.4 | 24.8 | $(23.3,26.4)$ |
| 12 or more | 50.4 | 57.6 | 52.8 | 46.9 | 50.4 | 51.7 | $(49.7,53.7)$ |
| Total | 99.9 | 100.1 | 100.0 | 99.9 | 100.0 | 99.9 | --- |
| Mean | 26.51 | 32.83 | 28.57 | 25.93 | 30.25 | 28.81 | $(27.55,30.07)$ |
| 95\% CI | $(24.45,28.57)$ | (29.52,36.13) | (26.06,31.08) | $(23.78,28.08)$ | (27.96,32.55) | --- | --- |

Table 3-28. Recall of general TV and radio advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting having seen or heard TV or radio ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 53.2 | (49.6,56.8) | 53.7 | (51.0,56.3) | 64.9 | (61.2,68.4) | 11.7 | * $(8.0,15.4)$ | 11.2 | *(7.6,14.9) |
| 14 to 15 | 59.3 | (54.9,63.6) | 60.9 | (57.3,64.4) | 67.7 | (64.6,70.6) | 8.3 | * $(3.5,13.2)$ | 6.7 | * (2.1,11.3) |
| 16 to 18 | 57.5 | (53.9,61.1) | 54.3 | (50.4,58.2) | 62.7 | (59.3,66.1) | 5.2 | * $(0.3,10.1)$ | 8.4 | * (2.8,13.9) |
| 14 to 18 | 58.3 | (55.1,61.5) | 57.3 | (54.6,60.0) | 64.8 | (62.3,67.3) | 6.5 | * $(2.5,10.4)$ | 7.5 | *(3.8,11.2) |
| 12 to 18 | 56.9 | (54.0,59.7) | 56.2 | (54.0,58.4) | 64.9 | (62.7,67.0) | 8.0 | * $(5.1,10.9)$ | 8.6 | * (5.8,11.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 57.4 | (53.9,60.8) | 54.8 | (51.8,57.8) | 64.6 | (61.8,67.3) | 7.3 | * (3.6,10.9) | 9.8 | *(6.1,13.5) |
| Females | 56.3 | (52.9,59.7) | 57.7 | (55.0,60.4) | 65.1 | (62.1,68.0) | 8.7 | * (5.1,12.3) | 7.4 | * (3.5,11.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 57.5 | (54.6,60.3) | 55.2 | (52.5,58.0) | 63.8 | (61.1,66.3) | 6.3 | * (2.8,9.7) | 8.5 | * (4.7,12.4) |
| African American | 56.4 | (49.6,63.0) | 59.5 | (54.3,64.6) | 73.1 | (66.8,78.5) | 16.7 | * $(9.4,24.0)$ | 13.6 | *(7.8,19.3) |
| Hispanic | 53.2 | (47.9,58.4) | 57.3 | (52.4,62.1) | 63.9 | (59.2,68.3) | 10.7 | * $(3.3,18.1)$ | 6.6 | * (0.3,12.8) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 58.9 | (54.7,63.0) | 58.3 | (54.3,62.1) | 65.8 | (62.4,69.1) | 6.9 | * (1.9,12.0) | 7.6 | * (2.8,12.4) |
| Lower risk | 55.5 | (51.8,59.1) | 56.2 | $(53.6,58.7)$ | 64.6 | (62.0,67.2) | 9.1 | * $(5.5,12.7)$ | 8.4 | *(5.4,11.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 60.9 | (58.2,63.6) | 59.1 | (56.1,61.9) | 66.8 | (63.9,69.6) | 5.9 | *(1.9,9.8) | 7.7 | *(3.9,11.5) |
| Low | 51.6 | (47.1,56.1) | 52.4 | (49.2,55.6) | 63.1 | (60.1,66.0) | 11.5 | *(7.1,15.9) | 10.7 | *(6.9,14.4) |

Table 3-29. Recall of newspaper and magazine advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting having seen newspaper or magazine ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 27.8 | (25.4,30.4) | 24.0 | (21.8,26.5) | 21.8 | (18.7,25.2) | -6.1 | *(-10.1,-2.0) | -2.3 | (-5.8,1.2) |
| 14 to 15 | 29.8 | $(26.1,33.8)$ | 26.1 | $(23.3,29.1)$ | 28.1 | (25.0,31.5) | -1.7 | (-7.2,3.8) | 2.1 | (-2.0,6.1) |
| 16 to 18 | 25.9 | (22.8,29.3) | 23.2 | (20.4,26.3) | 21.8 | $(19.1,24.8)$ | -4.1 | (-8.4,0.1) | -1.4 | $(-5.5,2.7)$ |
| 14 to 18 | 27.7 | $(25.3,30.3)$ | 24.5 | (22.4,26.8) | 24.5 | $(22.5,26.7)$ | -3.2 | *(-6.1,-0.3) | 0.0 | (-2.9,2.9) |
| 12 to 18 | 27.7 | (25.8,29.8) | 24.4 | (22.6,26.3) | 23.7 | (21.9,25.6) | -4.0 | *(-6.3,-1.8) | -0.7 | (-2.9,1.5) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 28.0 | $(25.1,30.9)$ | 24.2 | (21.8,26.7) | 21.5 | (18.7,24.6) | -6.4 | *(-10.2,-2.7) | -2.7 | (-6.0,0.7) |
| Females | 27.5 | (24.9,30.3) | 24.6 | (22.0,27.4) | 26.0 | (23.7,28.5) | -1.5 | (-4.9,1.9) | 1.4 | (-1.9,4.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 25.4 | (22.9,28.1) | 21.3 | (19.0,23.8) | 20.4 | (18.4,22.5) | -5.1 | *(-8.0,-2.1) | -0.9 | (-3.5,1.6) |
| African American | 33.9 | (29.5,38.6) | 33.1 | (28.4,38.1) | 28.9 | $(23.6,34.7)$ | -5.0 | $(-12.3,2.2)$ | -4.2 | (-10.7,2.3) |
| Hispanic | 32.2 | (27.8,36.9) | 29.7 | (25.7,34.1) | 32.3 | (27.0,38.1) | 0.1 | (-6.8,7.0) | 2.6 | (-3.9,9.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 30.6 | (27.2,34.1) | 25.6 | (22.4,29.1) | 25.5 | $(22.3,29.1)$ | -5.0 | *(-10.0,-0.1) | -0.1 | (-4.6,4.5) |
| Lower risk | 27.2 | (24.6,29.9) | 23.3 | (21.1,25.7) | 22.7 | $(20.5,25.1)$ | -4.4 | *(-7.6,-1.3) | -0.6 | (-3.0,1.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 29.5 | (26.8,32.4) | 26.0 | (23.4,28.8) | 24.6 | (22.1,27.3) | -5.0 | *(-8.6,-1.3) | -1.4 | (-4.7,1.8) |
| Low | 25.6 | (23.1,28.4) | 22.2 | (19.9,24.7) | 22.9 | (20.4,25.6) | -2.7 | (-6.1,0.6) | 0.7 | (-2.5,3.9) |

Table 3-30. Recall of movie theater and video rental advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting having seen movie theatre or video rental ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 7.9 | $(6.6,9.5)$ | 9.0 | $(7.2,11.1)$ | 9.9 | (8.0,12.2) | 2.0 | (-0.6,4.7) | 1.0 | (-1.4,3.3) |
| 14 to 15 | 6.5 | $(5.1,8.3)$ | 7.0 | $(5.4,9.0)$ | 10.5 | $(8.3,13.3)$ | 4.0 | *(1.0,7.0) | 3.5 | *(0.5,6.5) |
| 16 to 18 | 7.8 | (6.0,10.1) | 4.9 | $(3.5,6.8)$ | 8.8 | $(6.5,11.8)$ | 1.0 | (-2.5,4.5) | 3.9 | *(0.8,6.9) |
| 14 to 18 | 7.2 | $(6.0,8.6)$ | 5.9 | $(4.7,7.3)$ | 9.5 | (7.9,11.5) | 2.3 | *(0.2,4.5) | 3.7 | *(1.6,5.7) |
| 12 to 18 | 7.4 | $(6.4,8.6)$ | 6.8 | $(5.8,7.9)$ | 9.7 | $(8.3,11.3)$ | 2.2 | *(0.4,4.1) | 2.9 | *(1.3,4.5) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 7.8 | $(6.2,9.8)$ | 7.4 | $(6.2,8.9)$ | 9.6 | (8.1,11.4) | 1.8 | (-0.5,4.1) | 2.2 | *(0.2,4.2) |
| Females | 7.0 | $(5.7,8.5)$ | 6.1 | $(4.8,7.6)$ | 9.7 | $(7.5,12.4)$ | 2.7 | (-0.2,5.6) | 3.6 | *(1.1,6.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 5.8 | $(4.5,7.4)$ | 4.6 | (3.7,5.6) | 6.4 | (5.2,7.8) | 0.7 | (-1.0,2.3) | 1.8 | *(0.4,3.3) |
| African American | 13.3 | $(10.0,17.5)$ | 11.5 | $(8.8,15.0)$ | 17.8 | (13.4,23.2) | 4.5 | $(-1.9,10.9)$ | 6.3 | * (0.8,11.7) |
| Hispanic | 9.4 | (7.0,12.3) | 12.1 | (8.7,16.7) | 13.5 | $(10.1,17.7)$ | 4.1 | (-0.6,8.9) | 1.4 | (-3.5,6.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 9.3 | (7.1,12.2) | 6.7 | $(5.0,9.0)$ | 10.1 | $(7.5,13.5)$ | 0.8 | (-3.4,5.0) | 3.4 | $(0.0,6.8)$ |
| Lower risk | 6.1 | (5.0,7.5) | 6.6 | $(5.4,8.0)$ | 9.1 | $(7.6,10.8)$ | 2.9 | *(0.9,4.9) | 2.5 | *(0.7,4.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 7.8 | $(6.3,9.6)$ | 6.6 | $(5.3,8.3)$ | 9.0 | $(7.3,11.0)$ | 1.2 | $(-1.5,3.9)$ | 2.3 | *(0.1,4.6) |
| Low | 6.9 | $(5.2,9.0)$ | 6.7 | $(5.4,8.3)$ | 10.3 | $(8.1,13.0)$ | 3.4 | * (0.4,6.5) | 3.6 | *(1.1,6.2) |

Table 3-31. Recall of billboard and other public posting advertising, by youth by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent of youth reporting having seen billboard or other public posting ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\operatorname{Jan} \text { 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 28.6 | $(26.1,31.1)$ | 26.0 | (23.3,28.8) | 28.9 | (25.4,32.7) | 0.4 | (-3.9,4.6) | 3.0 | (-1.1,7.1) |
| 14 to 15 | 27.3 | (24.0,30.8) | 29.0 | $(26.1,32.1)$ | 29.3 | (26.0,32.8) | 2.0 | (-2.9,6.9) | 0.2 | (-3.8,4.3) |
| 16 to 18 | 25.7 | $(22.6,29.0)$ | 25.0 | (21.7,28.5) | 26.9 | $(23.1,31.1)$ | 1.2 | (-3.5,6.0) | 1.9 | $(-2.9,6.7)$ |
| 14 to 18 | 26.4 | $(24.1,28.8)$ | 26.8 | (24.4,29.3) | 27.9 | $(25.1,30.9)$ | 1.5 | (-1.8,4.9) | 1.1 | (-2.2,4.4) |
| 12 to 18 | 27.0 | $(25.2,28.9)$ | 26.6 | (24.6,28.6) | 28.2 | $(25.8,30.7)$ | 1.2 | (-1.4,3.7) | 1.6 | (-0.9,4.2) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 28.8 | $(26.3,31.4)$ | 26.3 | $(23.5,29.3)$ | 27.0 | (23.8,30.4) | -1.8 | (-5.5,1.9) | 0.7 | (-3.2,4.6) |
| Females | 25.2 | $(22.6,28.0)$ | 26.8 | (24.4,29.4) | 29.5 | (26.7,32.4) | 4.3 | * $(0.7,7.8)$ | 2.6 | $(-0.5,5.7)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 24.1 | (21.8,26.6) | 23.5 | (21.0,26.3) | 25.1 | $(22.2,28.3)$ | 1.0 | (-2.4,4.4) | 1.6 | (-1.9,5.1) |
| African American | 35.1 | $(29.5,41.1)$ | 34.3 | (29.7,39.3) | 36.6 | $(31.5,42.0)$ | 1.5 | (-4.7,7.8) | 2.3 | $(-3.5,8.1)$ |
| Hispanic | 31.9 | (27.2,36.9) | 31.5 | (27.0,36.3) | 34.1 | $(28.2,40.6)$ | 2.3 | (-5.1,9.7) | 2.7 | $(-4.8,10.1)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 28.3 | $(25.5,31.4)$ | 28.3 | (24.6,32.3) | 29.2 | $(25.5,33.1)$ | 0.8 | $(-3.3,4.9)$ | 0.9 | $(-3.9,5.7)$ |
| Lower risk | 26.7 | (24.2,29.3) | 26.2 | (24.1,28.4) | 27.5 | $(24.5,30.7)$ | 0.8 | (-3.1,4.7) | 1.3 | (-2.0,4.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 28.1 | (25.9,30.5) | 27.5 | (24.8,30.4) | 28.8 | (26.0,31.8) | 0.7 | (-2.5,3.9) | 1.3 | (-1.8,4.4) |
| Low | 25.9 | (22.8,29.3) | 25.1 | (22.7,27.6) | 27.8 | $(24.5,31.4)$ | 1.9 | (-2.7,6.4) | 2.7 | (-0.8,6.3) |

Table 3-32. Summary of recall of general anti-drug advertising among parents ${ }^{1}$

|  |  |  | Percent recalling general anti-drug advertising |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |

[^13]Table 3-33. Recall of general TV and radio advertising, by parents ${ }^{1}$ gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent of parents reporting having seen or heard TV or radio ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | $\begin{aligned} & \text { Average for Waves } \\ & 3 \text { and } 4 \text { (Year 2001) } \end{aligned}$ |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 49.6 | (47.0,52.2) | 48.7 | (46.6,50.8) | 55.2 | (52.4,58.0) | 5.6 | * (2.4,8.8) | 6.5 | * $3.5,9.6$ ) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 46.8 | $(42.8,50.8)$ | 48.2 | (44.6,51.8) | 53.8 | (49.7,58.0) | 7.1 | * (1.5,12.7) | 5.6 | *(0.7,10.5) |
| Female | 51.6 | $(48.3,54.9)$ | 49.0 | (46.2,51.8) | 56.2 | (52.8,59.6) | 4.6 | *(0.9,8.3) | 7.2 | * $3.2,11.3)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 48.6 | $(45.6,51.6)$ | 47.6 | $(45.3,50.0)$ | 52.0 | (48.9,55.1) | 3.4 | (-0.6,7.4) | 4.4 | * $(0.9,7.9)$ |
| African American | 55.5 | $(48.5,62.2)$ | 55.6 | (48.5,62.4) | 59.1 | (52.2,65.7) | 3.6 | (-4.7,12.0) | 3.5 | (-5.4,12.5) |
| Hispanic | 55.5 | $(49.7,61.2)$ | 51.3 | (45.0,57.5) | 65.7 | (60.1,70.8) | 10.2 | * $(3.2,17.2)$ | 14.4 | *(5.2,23.6) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 43.2 | $(37.5,49.2)$ | 51.0 | $(43.8,58.3)$ | 59.0 | (51.9,65.8) | 15.8 | *(7.7,23.9) | 8.0 | $(-2.9,18.8)$ |
| High school graduate | 52.6 | $(48.8,56.3)$ | 51.8 | (47.6,55.9) | 60.0 | (54.8,64.9) | 7.4 | * (2.0,12.8) | 8.2 | *(0.9,15.5) |
| Some college | 55.1 | $(50.9,59.3)$ | 52.8 | $(48.1,57.6)$ | 52.7 | $(47.5,57.7)$ | -2.5 | (-8.8,3.9) | -0.2 | (-6.6,6.2) |
| College graduate | 43.1 | (38.6,47.6) | 40.1 | (36.5,43.9) | 50.7 | (46.0,55.4) | 7.6 | * (1.6,13.7) | 10.6 | * (5.1,16.0) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 47.2 | $(44.4,50.0)$ | 50.4 | $(47.5,53.3)$ | 55.6 | (51.9,59.2) | 8.4 | *(4.7,12.0) | 5.2 | *(0.7,9.6) |
| 14 to 18 | 51.0 | (48.0,54.1) | 48.1 | $(45.3,50.9)$ | 54.3 | $(50.9,57.7)$ | 3.3 | (-1.0,7.5) | 6.2 | * (2.6,9.8) |
| 12 to 18 | 49.6 | (47.0,52.2) | 48.7 | (46.6,50.8) | 55.2 | (52.4,58.0) | 5.6 | * (2.4,8.8) | 6.5 | * (3.5,9.6) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-34. Recall of newspaper and magazine advertising, by parents ${ }^{1}$ gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent of parents reporting having seen newspaper or magazine ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 21.6 | $(19.8,23.6)$ | 19.8 | (17.8,22.1) | 19.7 | (17.0,22.6) | $-2.0$ | (-4.7,0.8) | -0.2 | (-3.1,2.8) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 20.6 | (17.9,23.5) | 19.4 | (16.3,23.0) | 19.4 | (16.0,23.4) | -1.1 | (-5.1,2.9) | 0.0 | (-4.3,4.4) |
| Female | 22.4 | $(20.1,24.9)$ | 20.1 | (17.7,22.8) | 19.9 | (16.8,23.3) | -2.5 | (-5.9,0.8) | -0.3 | (-3.7,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 17.8 | $(15.6,20.1)$ | 17.1 | $(14.9,19.5)$ | 14.9 | $(12.7,17.4)$ | -2.9 | *(-5.3,-0.5) | -2.2 | (-4.7,0.3) |
| African American | 34.2 | (28.0,41.0) | 31.7 | (25.6,38.4) | 29.9 | (24.5,35.9) | -4.3 | (-12.4,3.8) | -1.7 | (-8.9,5.4) |
| Hispanic | 30.7 | (25.0,37.0) | 23.4 | (19.3,28.2) | 28.1 | (22.6,34.4) | -2.6 | (-9.6,4.5) | 4.7 | $(-3.2,12.6)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 21.7 | $(17.5,26.5)$ | 25.0 | (19.3,31.6) | 25.3 | $(19.2,32.6)$ | 3.7 | $(-3.5,10.9)$ | 0.4 | $(-8.1,8.9)$ |
| High school graduate | 25.0 | (21.4,29.0) | 21.7 | (18.5,25.3) | 20.8 | $(17.5,24.7)$ | -4.2 | (-9.5,1.2) | -0.9 | (-5.3,3.6) |
| Some college | 21.5 | (18.4,25.0) | 22.1 | (18.5,26.2) | 19.8 | $(16.1,24.2)$ | -1.7 | (-6.8,3.4) | -2.3 | (-7.7,3.0) |
| College graduate | 17.3 | $(14.4,20.7)$ | 13.2 | (10.5,16.4) | 15.5 | $(12.0,19.8)$ | -1.8 | (-6.1,2.5) | 2.4 | (-2.2,7.0) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 19.5 | (17.4,21.7) | 19.7 | (17.2,22.5) | 19.9 | (17.2,22.9) | 0.4 | (-3.0,3.9) | 0.2 | (-3.3,3.8) |
| 14 to 18 | 22.3 | (19.9,24.8) | 19.8 | (17.4,22.6) | 19.9 | (16.8,23.5) | -2.3 | (-5.6,1.0) | 0.1 | (-3.3,3.5) |
| 12 to 18 | 21.6 | (19.8,23.6) | 19.8 | (17.8,22.1) | 19.7 | (17.0,22.6) | -2.0 | (-4.7,0.8) | -0.2 | (-3.1,2.8) |

[^14]${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-35. Recall of movie theater and video rental advertising, by parents ${ }^{\prime 1}$ gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent of parents reporting having seen movie theatre or video rental ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 2.8 | $(2.3,3.4)$ | 3.9 | $(3.0,5.0)$ | 3.5 | $(2.5,5.0)$ | 0.7 | (-0.6,1.9) | -0.3 | (-1.7,1.0) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 1.4 | $(0.9,2.3)$ | 2.9 | $(1.9,4.3)$ | 3.2 | $(1.9,5.6)$ | 1.9 | (-0.2,4.0) | 0.4 | (-1.6,2.4) |
| Female | 3.8 | $(3.1,4.7)$ | 4.5 | $(3.3,6.1)$ | 3.7 | $(2.5,5.4)$ | -0.1 | (-1.5,1.3) | -0.8 | (-2.4,0.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.9 | $(0.6,1.5)$ | 1.9 | $(1.2,3.1)$ | 1.1 | $(0.6,1.8)$ | 0.2 | $(-0.5,0.9)$ | -0.8 | (-1.9,0.2) |
| African American | 7.2 | $(4.9,10.4)$ | 8.4 | $(5.4,12.7)$ | 9.3 | (6.0,14.0) | 2.1 | (-2.8,7.0) | 0.9 | $(-4.3,6.0)$ |
| Hispanic | 7.0 | $(4.6,10.5)$ | 8.6 | $(5.6,12.9)$ | 7.8 | $(4.4,13.5)$ | 0.8 | (-3.3,5.0) | -0.7 | (-5.9,4.4) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 7.7 | $(5.6,10.5)$ | 8.1 | $(5.4,12.0)$ | 8.0 | $(4.7,13.3)$ | 0.3 | (-3.8,4.4) | -0.1 | (-4.6,4.4) |
| High school graduate | 3.0 | $(2.0,4.6)$ | 3.9 | $(2.6,5.9)$ | 3.0 | $(1.7,5.3)$ | 0.0 | (-2.2,2.2) | -0.9 | (-3.1,1.3) |
| Some college | 1.9 | $(1.2,3.0)$ | 4.0 | $(2.4,6.5)$ | 3.3 | $(1.8,6.1)$ | 1.4 | (-0.8,3.6) | -0.6 | (-3.4,2.1) |
| College graduate | 1.1 | $(0.6,1.9)$ | 1.8 | $(1.0,3.4)$ | 1.9 | $(1.0,3.7)$ | 0.8 | (-0.4,2.1) | 0.1 | $(-1.6,1.8)$ |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 2.7 | $(1.9,3.8)$ | 5.4 | $(4.2,6.9)$ | 3.4 | $(2.3,4.8)$ | 0.7 | (-0.8,2.2) | -2.0 | *(-3.8,-0.2) |
| 14 to 18 | 2.8 | (2.2,3.6) | 3.3 | $(2.4,4.7)$ | 3.9 | $(2.6,5.6)$ | 1.0 | (-0.4,2.5) | 0.5 | (-1.2,2.2) |
| 12 to 18 | 2.8 | $(2.3,3.4)$ | 3.9 | $(3.0,5.0)$ | 3.5 | $(2.5,5.0)$ | 0.7 | $(-0.6,1.9)$ | -0.3 | (-1.7,1.0) |

[^15]${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-36. Recall of billboard and other public posting advertising, by parents ${ }^{1}$ gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent of parents reporting having seen billboard or other public posting ads at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 23.6 | (21.7,25.7) | 23.1 | (21.0,25.2) | 23.4 | (20.7,26.3) | -0.2 | (-3.2,2.7) | 0.4 | (-2.7,3.4) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 23.7 | (20.5,27.2) | 22.0 | (19.1,25.2) | 22.6 | (19.4,26.2) | -1.0 | (-5.0,2.9) | 0.6 | (-3.5,4.7) |
| Female | 23.6 | $(21.3,26.1)$ | 23.7 | (21.2,26.4) | 24.0 | (20.6,27.7) | 0.3 | (-3.7,4.4) | 0.3 | (-3.5,4.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 20.5 | $(18.4,22.7)$ | 19.7 | (17.5,22.2) | 19.6 | (17.0,22.4) | -0.9 | (-3.8,2.1) | -0.1 | (-3.0,2.8) |
| African American | 32.3 | (27.6,37.4) | 32.9 | (26.2,40.3) | 31.1 | (25.5,37.3) | -1.2 | (-8.1,5.6) | -1.8 | (-11.1,7.5) |
| Hispanic | 32.1 | (26.2,38.8) | 30.1 | (25.2,35.5) | 33.8 | (27.2,41.1) | 1.7 | (-5.4,8.7) | 3.8 | $(-4.6,12.1)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 24.9 | $(20.1,30.5)$ | 25.4 | (20.9,30.4) | 28.7 | $(21.7,36.9)$ | 3.8 | $(-5.3,12.8)$ | 3.3 | $(-6.1,12.7)$ |
| High school graduate | 24.0 | (20.6,27.8) | 23.3 | (19.9,27.1) | 25.1 | (20.8,30.0) | 1.1 | (-4.7,6.8) | 1.9 | (-3.9,7.6) |
| Some college | 24.7 | $(20.9,28.9)$ | 25.6 | (21.8,29.7) | 22.9 | (18.8,27.5) | -1.8 | (-6.9,3.2) | -2.7 | (-8.1,2.7) |
| College graduate | 21.7 | $(18.3,25.5)$ | 19.2 | (16.1,22.8) | 19.6 | (16.3,23.4) | -2.1 | (-7.2,3.0) | 0.4 | (-4.1,4.8) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 23.2 | $(20.8,25.8)$ | 24.7 | (22.4,27.2) | 24.3 | (21.2,27.6) | 1.1 | (-2.7,4.8) | -0.4 | (-4.1,3.2) |
| 14 to 18 | 23.9 | $(21.6,26.4)$ | 22.4 | (19.7,25.3) | 23.9 | (20.6,27.5) | 0.0 | (-3.7,3.7) | 1.5 | (-2.4,5.5) |
| 12 to 18 | 23.6 | $(21.7,25.7)$ | 23.1 | (21.0,25.2) | 23.4 | (20.7,26.3) | -0.2 | (-3.2,2.7) | 0.4 | (-2.7,3.4) |

[^16]${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-37. Percent of youth using the Internet, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent using the Internet during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 79.8 | (77.2,82.1) | 84.2 | (81.6,86.4) | 87.5 | (85.4,89.4) | 7.7 | *(4.6,10.9) | 3.4 | *(0.5,6.2) |
| 14 to 15 | 86.9 | (83.9,89.4) | 92.0 | $(89.9,93.6)$ | 90.1 | (87.7,92.0) | 3.2 | *(0.1,6.3) | -1.9 | (-4.9,1.1) |
| 16 to 18 | 87.1 | $(84.3,89.4)$ | 88.5 | (85.7,90.8) | 89.0 | (86.0,91.3) | 1.9 | $(-2.1,5.9)$ | 0.5 | (-2.7,3.6) |
| 14 to 18 | 87.0 | $(84.9,88.8)$ | 90.1 | (88.4,91.5) | 89.4 | (87.4,91.1) | 2.4 | (-0.2,5.1) | -0.6 | (-3.0,1.7) |
| 12 to 18 | 84.9 | $(83.3,86.4)$ | 88.4 | (86.9,89.7) | 88.9 | (87.3,90.3) | 4.0 | *(1.7,6.2) | 0.5 | (-1.5,2.6) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 85.2 | (82.9,87.2) | 89.0 | $(86.9,90.7)$ | 89.3 | (87.3,91.0) | 4.1 | *(1.2,7.0) | 0.3 | (-2.4,3.0) |
| Females | 84.6 | $(82.6,86.4)$ | 87.7 | $(85.6,89.5)$ | 88.5 | (86.3,90.3) | 3.9 | *(0.9,6.8) | 0.8 | (-2.2,3.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 89.9 | $(88.2,91.4)$ | 91.9 | $(90.3,93.2)$ | 91.0 | (89.3,92.5) | 1.1 | (-1.2,3.3) | -0.9 | (-3.2,1.4) |
| African American | 75.2 | (70.6,79.3) | 82.2 | (77.7,86.0) | 84.5 | (79.5,88.5) | 9.3 | *(2.6,15.9) | 2.3 | (-3.4,8.0) |
| Hispanic | 70.5 | (64.9,75.6) | 77.8 | (72.4,82.3) | 82.1 | (77.4,86.1) | 11.6 | *(5.3,17.9) | 4.4 | $(-1.9,10.7)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 85.9 | (83.0,88.3) | 90.5 | $(88.3,92.4)$ | 90.1 | (87.4,92.3) | 4.3 | *(0.5,8.0) | -0.4 | (-3.5,2.7) |
| Lower risk | 84.9 | $(82.6,86.9)$ | 87.9 | $(85.9,89.7)$ | 88.6 | (86.9,90.2) | 3.7 | *(0.9,6.6) | 0.7 | (-1.8,3.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 88.3 | (86.4,90.0) | 90.9 | (89.4,92.2) | 92.3 | (90.4,93.7) | 3.9 | *(1.4,6.4) | 1.4 | (-0.8,3.5) |
| Low | 80.7 | (77.8,83.3) | 85.5 | $(83.1,87.6)$ | 85.0 | (82.2,87.4) | 4.3 | *(0.3,8.2) | -0.5 | (-4.0,3.0) |

Table 3-38. Percent of youth visiting anti-drug Internet sites, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent visiting anti-drug Internet sites during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 9.7 | (8.0,11.7) | 8.4 | $(7.1,10.0)$ | 9.0 | $(7.3,11.1)$ | -0.7 | (-3.1,1.8) | 0.6 | (-1.8,3.0) |
| 14 to 15 | 9.6 | $(7.5,12.2)$ | 11.8 | $(9.5,14.5)$ | 11.2 | $(9.1,13.8)$ | 1.7 | (-2.0,5.3) | -0.6 | (-3.7,2.6) |
| 16 to 18 | 9.4 | $(7.3,12.1)$ | 9.8 | $(7.5,12.6)$ | 8.0 | $(6.3,10.0)$ | -1.5 | $(-4.4,1.5)$ | -1.8 | (-4.7,1.1) |
| 14 to 18 | 9.5 | (8.0,11.2) | 10.7 | (9.0,12.6) | 9.4 | (8.2,10.6) | -0.1 | (-2.3,2.0) | -1.3 | $(-3.1,0.5)$ |
| 12 to 18 | 9.5 | $(8.4,10.9)$ | 10.0 | $(8.8,11.4)$ | 9.3 | $(8.3,10.3)$ | -0.3 | (-2.0,1.4) | -0.8 | $(-2.2,0.7)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 9.0 | (7.2,11.1) | 8.7 | $(7.1,10.6)$ | 7.5 | $(6.4,8.7)$ | -1.5 | $(-3.6,0.5)$ | -1.3 | (-3.0,0.5) |
| Females | 10.1 | (8.3,12.3) | 11.4 | $(9.5,13.7)$ | 11.1 | $(9.5,13.0)$ | 1.0 | (-1.9,3.8) | -0.3 | $(-2.8,2.3)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 8.5 | $(7.3,9.8)$ | 9.5 | (8.0,11.2) | 9.3 | (8.0,10.8) | 0.9 | (-1.1,2.8) | -0.2 | (-1.9,1.6) |
| African American | 11.7 | (8.2,16.3) | 11.9 | $(8.4,16.7)$ | 9.2 | $(7.0,12.2)$ | -2.4 | (-7.3,2.5) | -2.7 | $(-6.7,1.3)$ |
| Hispanic | 11.9 | $(8.5,16.5)$ | 9.9 | $(6.8,14.1)$ | 8.2 | $(5.9,11.2)$ | -3.7 | (-8.6,1.2) | -1.7 | (-5.5,2.2) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 10.1 | (8.0,12.6) | 11.5 | $(9.3,14.1)$ | 8.8 | (7.0,11.0) | -1.3 | (-4.4,1.9) | -2.7 | $(-5.6,0.2)$ |
| Lower risk | 8.3 | (6.9,9.8) | 9.3 | (7.9,11.0) | 9.0 | $(7.6,10.6)$ | 0.8 | (-1.3,2.9) | -0.3 | $(-2.3,1.7)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 10.4 | (8.6,12.5) | 11.7 | $(9.8,13.8)$ | 10.9 | $(9.5,12.6)$ | 0.5 | (-2.1,3.2) | -0.7 | (-3.1,1.6) |
| Low | 7.8 | $(6.3,9.7)$ | 7.9 | $(6.5,9.7)$ | 7.0 | $(5.6,8.7)$ | -0.8 | (-3.0,1.4) | -0.9 | (-3.0,1.1) |

Table 3-39. Percent of youth visiting pro-drug Internet sites, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent visiting pro-drug Internet sites during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 2.8 | $(2.0,3.9)$ | 2.3 | $(1.5,3.4)$ | 2.8 | (2.0,4.0) | 0.0 | $(-1.5,1.5)$ | 0.5 | (-0.7,1.7) |
| 14 to 15 | 4.9 | $(3.6,6.6)$ | 6.3 | $(4.7,8.2)$ | 5.2 | $(3.8,7.0)$ | 0.2 | (-2.0,2.5) | -1.1 | (-3.0,0.8) |
| 16 to 18 | 6.8 | $(5.2,8.9)$ | 7.4 | $(5.7,9.5)$ | 6.3 | $(4.7,8.3)$ | -0.5 | (-3.1,2.1) | -1.1 | (-3.7,1.5) |
| 14 to 18 | 6.0 | (5.0,7.1) | 6.9 | $(5.7,8.3)$ | 5.8 | (4.7,7.1) | -0.2 | $(-1.8,1.5)$ | -1.0 | (-2.8,0.7) |
| 12 to 18 | 5.0 | $(4.3,5.9)$ | 5.5 | $(4.7,6.6)$ | 4.9 | $(4.1,5.9)$ | -0.1 | (-1.4,1.2) | -0.6 | (-1.9,0.7) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.2 | (5.1,7.5) | 6.2 | $(4.9,7.9)$ | 4.8 | $(3.8,6.0)$ | -1.4 | $(-3.1,0.2)$ | -1.5 | (-3.2,0.2) |
| Females | 3.9 | $(2.8,5.3)$ | 4.8 | (3.9,5.9) | 5.1 | $(3.9,6.7)$ | 1.2 | (-0.6,3.1) | 0.3 | (-1.4,2.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 5.1 | $(4.2,6.3)$ | 5.7 | $(4.6,6.9)$ | 5.4 | $(4.3,6.9)$ | 0.3 | $(-1.3,1.9)$ | -0.2 | (-1.9,1.5) |
| African American | 4.2 | $(2.5,6.9)$ | 5.2 | $(3.3,8.1)$ | 3.0 | $(1.9,4.9)$ | -1.2 | (-3.7,1.3) | -2.2 | (-4.4,0.0) |
| Hispanic | 3.7 | $(2.3,6.1)$ | 4.8 | $(2.5,8.9)$ | 4.5 | $(2.6,7.7)$ | 0.8 | $(-2.5,4.0)$ | -0.3 | (-4.3,3.7) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 8.4 | $(6.6,10.5)$ | 9.8 | (8.0,11.9) | 8.3 | $(6.5,10.6)$ | -0.1 | (-2.9,2.7) | -1.5 | (-4.0,1.1) |
| Lower risk | 2.5 | (1.8,3.5) | 2.8 | (2.0,3.9) | 2.3 | (1.7,3.1) | -0.2 | $(-1.3,0.9)$ | -0.5 | (-1.6,0.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 7.2 | $(5.9,8.7)$ | 8.5 | (7.0,10.3) | 7.4 | (6.0,9.0) | 0.2 | $(-1.8,2.2)$ | -1.1 | (-3.3,1.0) |
| Low | 2.3 | (1.4,3.6) | 1.8 | $(1.2,2.7)$ | 1.9 | $(1.3,2.8)$ | -0.4 | $(-1.7,0.8)$ | 0.0 | (-0.9,0.9) |

Table 3-40. Percent of parents ${ }^{1}$ using the Internet, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent using the Internet during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 64.3 | (61.9,66.6) | 69.8 | (66.8,72.6) | 73.6 | (69.5,77.3) | 9.3 | * $(4.9,13.7)$ | 3.8 | *(0.4,7.2) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 67.0 | (63.3,70.5) | 69.5 | (64.9,73.7) | 74.0 | (69.2,78.3) | 7.0 | * (1.5,12.6) | 4.6 | (-0.3,9.4) |
| Female | 62.4 | (59.7,65.0) | 70.0 | (66.5,73.3) | 73.3 | (68.5,77.5) | 10.8 | * $(5.9,15.8)$ | 3.3 | (-0.7,7.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 71.2 | (68.6,73.6) | 78.2 | (75.7,80.5) | 82.9 | $(80.8,84.8)$ | 11.8 | * $(8.8,14.7)$ | 4.7 | *(1.9,7.4) |
| African American | 50.7 | (43.7,57.7) | 55.4 | (48.8,61.8) | 58.7 | (51.0,66.1) | 8.0 | $(-0.6,16.6)$ | 3.3 | $(-3.6,10.3)$ |
| Hispanic | 39.9 | (34.1,46.1) | 39.0 | (33.2,45.1) | 46.3 | (39.8,53.0) | 6.4 | (-1.4,14.2) | 7.3 | (-1.3,16.0) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 30.2 | (24.6,36.3) | 26.1 | $(20.5,32.7)$ | 33.9 | $(27.8,40.6)$ | 3.8 | $(-4.9,12.4)$ | 7.8 | *(0.6,15.0) |
| High school graduate | 52.8 | (48.9,56.7) | 61.3 | (57.2,65.2) | 67.1 | (62.2,71.6) | 14.3 | * (7.9,20.6) | 5.8 | *(0.4,11.2) |
| Some college | 73.1 | (69.1,76.8) | 77.1 | (73.0,80.8) | 81.9 | (77.5,85.6) | 8.7 | * (4.1,13.4) | 4.7 | (-0.2,9.7) |
| College graduate | 87.8 | (84.2,90.6) | 93.0 | (90.3,95.0) | 92.5 | (89.4,94.8) | 4.8 | *(0.9,8.6) | -0.5 | (-3.7,2.8) |
| One or more child(ren) $)^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 66.0 | $(63.3,68.6)$ | 69.8 | $(66.5,72.9)$ | 74.3 | (70.1,78.1) | 8.3 | * (3.3,13.3) | 4.5 | *(0.7,8.3) |
| 14 to 18 | 63.3 | (60.4,66.0) | 69.9 | (66.5,73.1) | 73.4 | (69.0,77.3) | 10.1 | * (5.3,14.8) | 3.4 | (-0.4,7.3) |
| 12 to 18 | 64.3 | (61.9,66.6) | 69.8 | (66.8,72.6) | 73.6 | (69.5,77.3) | 9.3 | * $(4.9,13.7)$ | 3.8 | *(0.4,7.2) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-41. Percent of parents ${ }^{1}$ visiting anti-drug Internet sites, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent visiting anti-drug Internet sites during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 6.7 | $(5.8,7.9)$ | 8.6 | $(7.5,10.0)$ | 8.9 | $(7.5,10.5)$ | 2.2 | *(0.5,3.8) | 0.2 | (-1.5,2.0) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 6.4 | $(4.7,8.6)$ | 6.5 | $(4.9,8.5)$ | 7.4 | $(5.3,10.3)$ | 1.1 | (-1.6,3.7) | 0.9 | (-1.6,3.5) |
| Female | 7.0 | $(5.8,8.4)$ | 10.0 | $(8.5,11.8)$ | 10.0 | (8.4,11.8) | 3.0 | *(1.0,5.0) | -0.1 | (-2.1,2.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.2 | (5.1,7.4) | 8.1 | (6.9,9.5) | 7.2 | $(6.0,8.8)$ | 1.1 | (-0.6,2.8) | -0.8 | (-2.7,1.0) |
| African American | 10.1 | $(7.1,14.1)$ | 12.0 | $(8.5,16.9)$ | 13.3 | $(8.9,19.5)$ | 3.3 | (-2.3,8.8) | 1.3 | $(-4.3,6.9)$ |
| Hispanic | 6.5 | $(3.6,11.8)$ | 7.5 | $(4.9,11.4)$ | 8.5 | $(5.3,13.3)$ | 2.0 | (-2.0,5.9) | 1.0 | $(-3.8,5.8)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 2.8 | $(1.4,5.5)$ | 3.2 | $(1.6,6.3)$ | 5.1 | $(3.0,8.7)$ | 2.3 | (-0.9,5.6) | 1.9 | (-1.4,5.2) |
| High school graduate | 4.3 | $(3.1,6.0)$ | 7.9 | $(6.2,10.1)$ | 7.9 | $(5.9,10.4)$ | 3.5 | *(1.2,5.9) | -0.1 | (-2.8,2.7) |
| Some college | 9.9 | $(7.3,13.3)$ | 11.7 | (9.4,14.5) | 9.9 | $(7.5,13.0)$ | 0.0 | (-3.4,3.4) | -1.8 | $(-4.9,1.3)$ |
| College graduate | 8.5 | $(6.5,11.2)$ | 9.0 | $(6.6,12.3)$ | 10.9 | (8.3,14.2) | 2.4 | (-1.1,5.9) | 1.9 | $(-2.3,6.1)$ |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 5.7 | (4.6,7.0) | 8.9 | $(7.5,10.5)$ | 9.1 | $(7.6,10.8)$ | 3.3 | * (1.3,5.4) | 0.1 | (-2.2,2.5) |
| 14 to 18 | 7.0 | $(5.9,8.5)$ | 8.3 | $(6.9,9.9)$ | 9.2 | $(7.5,11.3)$ | 2.2 | *(0.0,4.3) | 1.0 | (-1.3,3.3) |
| 12 to 18 | 6.7 | $(5.8,7.9)$ | 8.6 | $(7.5,10.0)$ | 8.9 | $(7.5,10.5)$ | 2.2 | *(0.5,3.8) | 0.2 | (-1.5,2.0) |

[^17]Table 3-42. Percent of parents ${ }^{1}$ visiting parenting skill Internet sites, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent visiting parenting skill Internet sites during previous 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 7.7 | $(6.7,8.9)$ | 9.4 | (8.2,10.7) | 10.4 | $(9.0,12.1)$ | 2.7 | * (1.0,4.4) | 1.1 | (-0.7,2.8) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Male | 6.9 | $(5.2,9.0)$ | 6.5 | $(4.8,8.7)$ | 8.5 | $(6.3,11.5)$ | 1.7 | (-1.0,4.3) | 2.1 | (-0.7,4.8) |
| Female | 8.3 | $(7.1,9.8)$ | 11.2 | $(9.6,13.1)$ | 11.8 | $(10.0,13.8)$ | 3.5 | * $(1.3,5.7)$ | 0.6 | (-1.7,2.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 7.2 | $(6.1,8.6)$ | 9.0 | $(7.7,10.5)$ | 9.2 | $(7.8,10.9)$ | 2.0 | * (0.2,3.9) | 0.2 | (-1.7,2.1) |
| African American | 10.6 | (7.4,15.0) | 12.2 | $(8.7,16.8)$ | 13.7 | $(9.2,19.9)$ | 3.1 | $(-2.5,8.7)$ | 1.5 | (-4.0,7.0) |
| Hispanic | 7.2 | $(4.1,12.2)$ | 7.2 | $(4.7,10.9)$ | 9.4 | $(6.0,14.4)$ | 2.2 | (-2.1,6.5) | 2.2 | (-2.4,6.8) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 2.9 | $(1.4,5.6)$ | 3.0 | $(1.4,6.1)$ | 4.8 | $(2.7,8.3)$ | 1.9 | (-1.3,5.1) | 1.8 | $(-1.5,5.0)$ |
| High school graduate | 4.4 | $(3.1,6.2)$ | 8.4 | $(6.5,10.7)$ | 8.6 | $(6.5,11.2)$ | 4.2 | * (1.6,6.7) | 0.2 | (-2.8,3.2) |
| Some college | 11.0 | $(8.2,14.6)$ | 12.0 | $(9.5,15.0)$ | 11.5 | $(9.2,14.3)$ | 0.5 | (-2.9,4.0) | -0.5 | (-3.7,2.8) |
| College graduate | 11.1 | $(9.0,13.7)$ | 11.0 | $(8.7,13.9)$ | 14.3 | (11.2,18.0) | 3.2 | $(-0.6,6.9)$ | 3.3 | (-0.7,7.2) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 7.7 | $(6.3,9.3)$ | 10.2 | $(8.8,11.9)$ | 10.7 | $(9.0,12.6)$ | 3.0 | * (0.5,5.5) | 0.4 | (-2.0,2.9) |
| 14 to 18 | 7.6 | $(6.3,9.2)$ | 8.6 | $(7.2,10.3)$ | 10.5 | $(8.7,12.5)$ | 2.9 | *(0.7,5.0) | 1.8 | (-0.4,4.1) |
| 12 to 18 | 7.7 | $(6.7,8.9)$ | 9.4 | $(8.2,10.7)$ | 10.4 | (9.0,12.1) | 2.7 | * (1.0,4.4) | 1.1 | (-0.7,2.8) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-43. In-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent ever attending drug education class or program in school |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 83.6 | (81.3,85.6) | 80.5 | (77.9,83.0) | 76.2 | $(73.1,79.0)$ | -7.4 | *(-10.8,-4.0) | -4.4 | *(-7.9,-0.8) |
| 14 to 15 | 80.1 | (76.6,83.2) | 76.2 | (73.0,79.1) | 77.5 | (74.6,80.1) | -2.7 | (-6.7,1.4) | 1.3 | $(-2.5,5.1)$ |
| 16 to 18 | 75.6 | (72.4,78.4) | 70.8 | (67.4,73.9) | 67.5 | (63.7,71.1) | -8.1 | *(-12.3,-3.8) | -3.3 | (-8.1,1.4) |
| 14 to 18 | 77.6 | $(75.2,79.8)$ | 73.2 | (70.9,75.4) | 71.7 | (69.4,74.0) | -5.9 | *(-8.7,-3.0) | -1.5 | (-4.2,1.2) |
| 12 to 18 | 79.3 | (77.4,81.1) | 75.4 | (73.5,77.2) | 73.1 | (71.1,74.9) | -6.3 | *(-8.5,-4.0) | -2.3 | *(-4.5,-0.1) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 76.9 | (74.5,79.1) | 73.5 | (71.0,75.9) | 70.2 | (67.0,73.1) | -6.7 | *(-10.1,-3.3) | -3.4 | *(-6.4,-0.3) |
| Females | 81.9 | (79.4,84.1) | 77.3 | (74.7,79.7) | 76.1 | (73.3,78.6) | -5.8 | *(-8.8,-2.8) | -1.2 | (-4.4,2.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 79.2 | (77.0,81.3) | 75.2 | (72.7,77.5) | 72.8 | (70.4,75.1) | -6.4 | *(-9.0,-3.7) | -2.3 | (-5.2,0.5) |
| African American | 81.4 | (77.3,85.0) | 82.8 | (79.0,86.0) | 81.1 | (75.9,85.3) | -0.4 | (-5.4,4.6) | -1.7 | (-7.5,4.0) |
| Hispanic | 79.7 | (74.2,84.2) | 67.3 | (62.4,71.8) | 66.3 | (61.0,71.2) | -13.4 | *(-19.2,-7.5) | -1.0 | $(-7.6,5.6)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 77.8 | (75.1,80.3) | 70.9 | (67.3,74.2) | 69.5 | (65.9,73.0) | -8.3 | * (-12.5,-4.1) | -1.4 | $(-5.5,2.8)$ |
| Lower risk | 80.8 | (78.1,83.1) | 78.3 | (75.9,80.5) | 75.5 | (72.9,77.8) | -5.3 | *(-8.3,-2.3) | -2.8 | (-5.8,0.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 78.9 | (76.1,81.4) | 73.7 | (71.5,75.8) | 71.5 | (68.9,74.0) | -7.4 | *(-11.0,-3.8) | -2.2 | (-4.8,0.4) |
| Low | 80.2 | (77.1,82.9) | 77.6 | (74.4,80.5) | 74.9 | (72.4,77.2) | -5.3 | *(-8.8,-1.8) | -2.7 | (-6.4,1.0) |

Table 3-44. Out-of-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent ever attending drug education class or program outside school |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 10.0 | $(8.3,12.0)$ | 8.5 | (7.0,10.2) | 8.6 | (7.0,10.6) | -1.4 | $(-3.8,1.1)$ | 0.2 | (-2.0,2.3) |
| 14 to 15 | 11.2 | $(8.8,14.3)$ | 10.2 | $(8.1,12.8)$ | 10.9 | (8.4,14.0) | -0.3 | (-3.8,3.2) | 0.7 | (-2.7,4.1) |
| 16 to 18 | 13.4 | (11.0,16.2) | 11.8 | $(9.7,14.4)$ | 13.6 | $(10.9,16.7)$ | 0.2 | $(-3.8,4.1)$ | 1.7 | $(-2.1,5.5)$ |
| 14 to 18 | 12.4 | (10.6,14.5) | 11.1 | $(9.6,12.8)$ | 12.4 | (10.6,14.5) | 0.0 | (-2.4,2.4) | 1.3 | $(-1.1,3.7)$ |
| 12 to 18 | 11.7 | (10.3,13.3) | 10.3 | (9.1,11.7) | 11.3 | $(9.9,12.8)$ | -0.4 | (-2.2,1.4) | 1.0 | (-1.0,2.9) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 13.1 | $(11.3,15.3)$ | 10.3 | (8.7,12.2) | 12.2 | $(9.8,15.1)$ | -0.9 | (-4.2,2.3) | 1.9 | (-1.0,4.8) |
| Females | 10.2 | $(8.4,12.4)$ | 10.4 | $(8.6,12.5)$ | 10.4 | (8.7,12.3) | 0.1 | (-2.1,2.4) | 0.0 | (-2.7,2.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 10.7 | $(8.9,12.8)$ | 9.1 | $(7.8,10.7)$ | 9.9 | (8.1,12.0) | -0.8 | (-3.4,1.8) | 0.7 | (-1.5,2.9) |
| African American | 17.2 | (13.5,21.6) | 16.8 | $(12.9,21.7)$ | 17.2 | $(13.2,22.0)$ | 0.0 | $(-5.3,5.3)$ | 0.3 | $(-6.1,6.8)$ |
| Hispanic | 10.9 | $(7.1,16.5)$ | 9.0 | $(6.8,11.9)$ | 12.1 | (8.1,17.6) | 1.2 | (-3.1,5.4) | 3.1 | (-2.1,8.2) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 14.4 | $(11.6,17.7)$ | 12.9 | $(10.5,15.8)$ | 13.7 | $(11.2,16.7)$ | -0.6 | (-4.6,3.3) | 0.8 | (-2.7,4.4) |
| Lower risk | 9.9 | $(8.3,11.7)$ | 8.3 | (6.9,9.8) | 9.3 | (7.7,11.2) | -0.5 | (-2.7,1.6) | 1.1 | (-1.2,3.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 12.3 | (10.6,14.3) | 10.3 | (8.6,12.2) | 12.0 | $(10.3,14.0)$ | -0.3 | (-3.0,2.3) | 1.7 | (-0.4,3.9) |
| Low | 10.8 | (8.7,13.2) | 10.5 | $(8.8,12.5)$ | 10.4 | $(8.3,13.0)$ | -0.3 | (-3.2,2.5) | 0.0 | (-3.1,3.1) |

Table 3-45. Recent in-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent attending drug education class or program in school in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 75.4 | (72.5,78.2) | 73.6 | (70.3,76.7) | 70.3 | (66.3,73.9) | -5.2 | *(-9.5,-0.8) | -3.4 | (-7.9,1.2) |
| 14 to 15 | 68.6 | (63.5,73.3) | 68.3 | (64.0,72.3) | 70.7 | (67.2,74.0) | 2.2 | (-3.9,8.3) | 2.4 | $(-2.5,7.4)$ |
| 16 to 18 | 55.5 | $(51.5,59.5)$ | 54.7 | (50.4,58.9) | 52.3 | $(47.5,57.0)$ | -3.2 | (-8.8,2.3) | -2.4 | (-8.4,3.6) |
| 14 to 18 | 61.8 | (58.4,65.1) | 61.2 | (58.0,64.4) | 60.6 | (57.6,63.5) | -1.2 | (-5.2,2.8) | -0.6 | (-4.1,2.9) |
| 12 to 18 | 66.2 | (63.4,68.8) | 65.0 | (62.3,67.5) | 63.7 | $(61.3,66.0)$ | -2.5 | $(-5.6,0.6)$ | -1.3 | (-4.1,1.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 62.0 | (58.8,65.0) | 62.6 | (59.0,66.1) | 59.9 | (56.3,63.5) | -2.1 | (-6.3,2.2) | -2.7 | (-6.6,1.1) |
| Females | 70.3 | (66.9,73.5) | 67.5 | (63.9,70.8) | 67.5 | (64.1,70.8) | -2.8 | (-7.0,1.5) | 0.1 | (-4.1,4.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 67.2 | (64.3,70.1) | 65.4 | (62.2,68.6) | 64.0 | $(61.1,66.8)$ | -3.2 | (-6.7,0.2) | -1.4 | (-4.9,2.0) |
| African American | 68.7 | (63.7,73.3) | 73.3 | (68.4,77.6) | 73.9 | (67.6,79.3) | 5.1 | (-1.3,11.5) | 0.6 | (-6.7,7.9) |
| Hispanic | 59.5 | (50.6,67.8) | 53.1 | (46.9,59.2) | 52.3 | (45.8,58.7) | -7.2 | (-16.4,2.0) | -0.9 | (-9.4,7.7) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 61.9 | (58.1,65.6) | 59.1 | (54.4,63.5) | 57.6 | (53.2,62.0) | -4.3 | (-10.1,1.6) | -1.4 | (-6.9,4.1) |
| Lower risk | 69.2 | (65.7,72.5) | 68.9 | (65.7,72.0) | 68.0 | (64.9,70.9) | -1.2 | (-5.4,2.9) | -0.9 | (-4.8,2.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 65.9 | (61.8,69.7) | 63.1 | (59.8,66.2) | 61.8 | (58.8,64.8) | -4.0 | (-8.9,0.8) | -1.2 | (-4.6,2.2) |
| Low | 66.4 | (62.2,70.4) | 67.3 | (63.3,71.2) | 65.7 | (62.5,68.8) | -0.7 | (-5.4,4.0) | -1.6 | (-5.9,2.7) |

Table 3-46. Recent out-of-school drug education experience of youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent attending drug education class or program outside of school in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.8 | $(5.5,8.4)$ | 5.0 | (3.9,6.2) | 5.9 | $(4.5,7.7)$ | -0.9 | (-3.0,1.2) | 1.0 | $(-0.8,2.7)$ |
| 14 to 15 | 7.5 | $(5.4,10.3)$ | 5.5 | (4.2,7.1) | 7.2 | $(5.1,9.9)$ | -0.3 | $(-3.5,2.9)$ | 1.7 | $(-1.3,4.6)$ |
| 16 to 18 | 7.6 | $(6.0,9.6)$ | 6.7 | $(5.2,8.6)$ | 7.5 | $(5.8,9.6)$ | -0.1 | $(-2.6,2.4)$ | 0.8 | $(-1.8,3.4)$ |
| 14 to 18 | 7.5 | $(6.1,9.3)$ | 6.1 | $(5.1,7.4)$ | 7.4 | $(6.0,9.0)$ | -0.2 | $(-2.3,1.9)$ | 1.2 | (-0.8,3.2) |
| 12 to 18 | 7.3 | $(6.1,8.7)$ | 5.8 | $(4.9,6.8)$ | 6.9 | $(5.8,8.2)$ | -0.4 | $(-2.1,1.3)$ | 1.1 | (-0.5,2.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 7.8 | $(6.5,9.5)$ | 5.5 | $(4.5,6.8)$ | 7.9 | $(6.1,10.2)$ | 0.1 | (-2.4,2.6) | 2.4 | (-0.2,5.0) |
| Females | 6.8 | $(5.2,8.8)$ | 6.1 | (4.8,7.5) | 5.9 | $(4.6,7.5)$ | -0.9 | $(-3.3,1.5)$ | -0.2 | (-2.3,2.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.6 | $(5.0,8.6)$ | 4.9 | (3.9,6.1) | 6.4 | $(5.0,8.1)$ | -0.2 | (-2.5,2.2) | 1.5 | $(-0.5,3.6)$ |
| African American | 11.3 | $(8.6,14.7)$ | 10.3 | (7.4,14.1) | 8.6 | $(5.8,12.6)$ | -2.7 | (-7.0,1.6) | -1.7 | (-6.4,2.9) |
| Hispanic | 6.8 | (4.1,11.0) | 5.4 | $(3.6,7.9)$ | 7.8 | $(5.1,11.8)$ | 1.0 | (-1.7,3.8) | 2.5 | $(-1.6,6.5)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 9.2 | (7.0,12.0) | 7.2 | $(5.4,9.5)$ | 7.6 | $(5.9,9.8)$ | -1.5 | $(-4.4,1.3)$ | 0.4 | $(-2.3,3.2)$ |
| Lower risk | 6.1 | (4.9,7.5) | 4.9 | (3.9,6.1) | 6.1 | $(4.7,7.9)$ | 0.0 | (-2.0,2.0) | 1.2 | (-0.6,3.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 7.8 | $(6.2,9.7)$ | 5.6 | (4.4,7.2) | 6.9 | $(5.8,8.3)$ | -0.9 | (-3.1,1.4) | 1.3 | (-0.6,3.2) |
| Low | 6.6 | $(5.1,8.5)$ | 6.0 | $(4.8,7.5)$ | 6.8 | $(5.0,9.2)$ | 0.2 | (-2.3,2.8) | 0.8 | (-1.6,3.1) |

Table 3-47. Youth conversations with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who never had conversation with friends about drugs in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 36.8 | (34.1,39.6) | 42.0 | $(39.4,44.7)$ | 37.1 | $(34.1,40.2)$ | 0.3 | (-3.5,4.1) | -4.9 | *(-9.0,-0.9) |
| 14 to 15 | 24.6 | (21.3,28.3) | 22.5 | (19.7,25.6) | 24.1 | $(20.9,27.7)$ | -0.5 | $(-5.5,4.5)$ | 1.6 | (-2.4,5.6) |
| 16 to 18 | 18.3 | $(16.0,20.9)$ | 18.8 | (16.7,21.2) | 18.9 | $(15.9,22.3)$ | 0.6 | $(-3.3,4.4)$ | 0.0 | (-3.4,3.5) |
| 14 to 18 | 21.2 | (19.2,23.3) | 20.5 | (18.7,22.4) | 21.1 | $(18.7,23.8)$ | 0.0 | (-3.3,3.2) | 0.6 | (-2.0,3.3) |
| 12 to 18 | 25.7 | $(24.1,27.4)$ | 26.8 | (25.4,28.3) | 25.8 | (24.0,27.8) | 0.1 | (-2.1,2.4) | -1.0 | (-3.1,1.2) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 29.1 | $(26.5,31.9)$ | 29.9 | $(27.5,32.4)$ | 28.9 | $(26.2,31.9)$ | -0.2 | (-3.9,3.5) | -0.9 | (-4.5,2.7) |
| Females | 22.1 | (20.3,24.2) | 23.6 | $(21.3,26.0)$ | 22.6 | $(20.3,25.2)$ | 0.5 | (-2.4,3.3) | -1.0 | (-4.1,2.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 24.6 | $(22.6,26.6)$ | 25.2 | (23.4,27.1) | 24.7 | $(22.4,27.0)$ | 0.1 | (-2.7,2.8) | -0.6 | (-3.4,2.3) |
| African American | 30.3 | $(25.2,35.9)$ | 31.3 | (26.0,37.0) | 29.1 | $(24.2,34.6)$ | -1.2 | (-8.5,6.2) | -2.1 | (-8.0,3.7) |
| Hispanic | 26.0 | (21.3,31.4) | 27.2 | (23.1,31.8) | 23.1 | $(18.2,28.8)$ | -3.0 | (-9.5,3.6) | -4.2 | $(-10.6,2.3)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 12.4 | $(10.1,15.0)$ | 12.6 | $(10.2,15.4)$ | 13.6 | (10.7,17.2) | 1.3 | (-2.7,5.2) | 1.0 | (-3.0,5.1) |
| Lower risk | 33.6 | (31.4,35.9) | 35.4 | (33.2,37.6) | 33.2 | (30.6,35.8) | -0.4 | (-3.5,2.6) | -2.2 | (-5.6,1.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 16.1 | (14.2,18.3) | 17.8 | (15.9,20.0) | 17.3 | $(15.1,19.7)$ | 1.1 | (-2.2,4.4) | -0.6 | (-3.6,2.4) |
| Low | 36.9 | (34.0,39.9) | 38.1 | $(35.4,40.9)$ | 35.6 | (32.8,38.5) | -1.3 | (-4.9,2.3) | -2.5 | (-6.2,1.2) |

Table 3-48. Young people's conversations with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had two or more conversations with friends about drugs in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 44.2 | $(41.5,47.0)$ | 39.2 | $(36.7,41.9)$ | 43.7 | (40.2,47.1) | -0.6 | (-4.3,3.2) | 4.4 | *(0.6,8.2) |
| 14 to 15 | 60.4 | (56.3,64.3) | 65.1 | (61.6,68.3) | 61.7 | (58.1,65.2) | 1.3 | (-3.8,6.5) | -3.4 | (-7.7,0.9) |
| 16 to 18 | 69.5 | $(66.5,72.4)$ | 70.7 | (68.2,73.1) | 69.5 | (65.7,73.1) | 0.0 | (-4.5,4.5) | -1.2 | (-5.2,2.9) |
| 14 to 18 | 65.4 | (62.8,67.8) | 68.2 | (65.9,70.4) | 66.2 | (63.4,68.9) | 0.8 | (-2.5,4.2) | -2.0 | (-4.9,1.0) |
| 12 to 18 | 59.2 | (57.4,61.1) | 59.7 | (57.8,61.5) | 59.5 | $(57.3,61.7)$ | 0.3 | (-2.2,2.8) | -0.1 | (-2.5,2.3) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 55.9 | $(52.9,58.8)$ | 56.5 | (54.1,58.9) | 57.3 | (54.3,60.3) | 1.5 | $(-2.2,5.1)$ | 0.8 | (-3.0,4.7) |
| Females | 62.7 | (60.3,65.2) | 63.0 | (60.1,65.8) | 61.8 | (58.8,64.7) | -0.9 | (-4.1,2.3) | -1.1 | (-4.3,2.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 61.2 | (58.8,63.6) | 61.3 | (59.2,63.3) | 61.3 | $(58.9,63.7)$ | 0.1 | (-3.0,3.3) | 0.0 | (-2.8,2.9) |
| African American | 51.6 | $(46.5,56.7)$ | 54.0 | (47.7,60.2) | 58.3 | $(52.5,63.8)$ | 6.6 | $(-0.6,13.8)$ | 4.3 | $(-2.4,10.9)$ |
| Hispanic | 60.8 | $(55.3,65.9)$ | 59.3 | (54.3,64.2) | 57.8 | $(51.8,63.6)$ | -3.0 | (-9.4,3.5) | -1.6 | (-9.4,6.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 77.2 | $(74.2,79.9)$ | 77.3 | (73.9,80.4) | 76.9 | (73.0,80.4) | -0.3 | $(-5.1,4.6)$ | -0.4 | $(-5.5,4.7)$ |
| Lower risk | 47.8 | (45.4,50.3) | 49.2 | (46.9,51.5) | 49.0 | $(46.1,51.9)$ | 1.1 | (-2.2,4.5) | -0.2 | (-3.5,3.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 71.3 | (69.0,73.5) | 70.8 | (68.3,73.1) | 69.9 | (66.9,72.8) | -1.3 | (-5.0,2.3) | -0.8 | (-4.3,2.7) |
| Low | 44.9 | (41.7,48.2) | 46.2 | (43.3,49.2) | 47.7 | $(44.5,51.0)$ | 2.8 | (-1.0,6.7) | 1.5 | (-2.1,5.2) |

Table 3-49. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had conversation with friend that "Marijuana use isn't so bad," in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 10.0 | (8.2,12.1) | 7.4 | $(6.2,8.9)$ | 6.9 | $(5.6,8.6)$ | -3.1 | *(-5.6,-0.6) | -0.5 | $(-2.7,1.8)$ |
| 14 to 15 | 19.5 | $(16.1,23.4)$ | 21.5 | (18.5,24.9) | 19.9 | $(16.9,23.3)$ | 0.4 | (-4.3,5.2) | -1.6 | (-5.9,2.7) |
| 16 to 18 | 33.4 | (30.0,37.0) | 34.5 | (30.9,38.2) | 33.0 | $(29.5,36.7)$ | -0.4 | (-5.4,4.7) | -1.5 | (-6.4,3.5) |
| 14 to 18 | 27.1 | (24.9,29.4) | 28.6 | (26.2,31.1) | 27.4 | $(25.2,29.8)$ | 0.3 | (-2.8,3.5) | -1.2 | (-4.3,2.0) |
| 12 to 18 | 22.1 | (20.4,23.9) | 22.4 | (20.7,24.3) | 21.5 | (19.8,23.3) | -0.7 | (-3.0,1.7) | -0.9 | $(-3.2,1.3)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 24.6 | (22.2,27.2) | 23.4 | (20.9,26.0) | 22.4 | (19.8,25.3) | -2.2 | (-5.4,1.0) | -1.0 | $(-4.5,2.6)$ |
| Females | 19.5 | (17.2,22.0) | 21.4 | (18.9,24.2) | 20.5 | $(18.2,23.0)$ | 1.0 | (-2.2,4.2) | -0.9 | (-4.2,2.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 22.6 | (20.6,24.8) | 22.8 | (20.5,25.2) | 22.6 | $(20.5,24.9)$ | 0.0 | (-2.6,2.7) | -0.2 | (-3.0,2.7) |
| African American | 20.8 | (16.2,26.2) | 20.5 | (16.2,25.5) | 18.1 | $(13.8,23.6)$ | -2.6 | (-9.9,4.6) | -2.3 | $(-9.3,4.7)$ |
| Hispanic | 23.1 | (18.8,28.1) | 22.3 | (17.8,27.5) | 22.1 | (17.4,27.6) | -1.0 | (-7.9,5.8) | -0.2 | (-5.9,5.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 41.7 | (37.8,45.6) | 43.2 | (39.4,47.0) | 39.5 | (36.0,43.2) | -2.2 | (-7.6,3.3) | -3.7 | $(-8.8,1.5)$ |
| Lower risk | 9.2 | $(7.5,11.2)$ | 9.3 | $(7.9,10.9)$ | 9.3 | $(7.7,11.1)$ | 0.1 | (-2.5,2.7) | 0.0 | (-2.3,2.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 31.8 | (29.5,34.1) | 32.6 | (29.8,35.4) | 31.5 | $(29.1,33.9)$ | -0.3 | (-3.3,2.7) | -1.1 | (-4.6,2.4) |
| Low | 10.6 | $(8.3,13.4)$ | 9.6 | (8.1,11.4) | 9.7 | (8.0,11.8) | -0.9 | (-4.1,2.3) | 0.1 | (-2.1,2.3) |

Table 3-50. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had conversation with friend about "Specific things I could do to stay away from drugs, " in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 32.7 | (30.3,35.3) | 29.3 | (26.8,31.8) | 29.1 | (26.2,32.3) | -3.6 | (-7.4,0.3) | -0.1 | (-3.6,3.4) |
| 14 to 15 | 30.5 | $(27.1,34.2)$ | 30.2 | (27.5,33.0) | 27.4 | (24.5,30.4) | -3.2 | (-8.1,1.8) | -2.8 | (-6.3,0.6) |
| 16 to 18 | 27.3 | (24.2,30.6) | 27.7 | (24.2,31.5) | 23.3 | $(20.2,26.7)$ | -4.0 | (-8.1,0.2) | -4.4 | (-9.2,0.4) |
| 14 to 18 | 28.7 | $(26.7,30.9)$ | 28.8 | (26.7,31.1) | 25.0 | $(23.1,27.1)$ | -3.7 | *(-6.5,-0.9) | -3.8 | *(-6.5,-1.1) |
| 12 to 18 | 29.9 | (28.3,31.5) | 28.9 | (27.2,30.8) | 26.2 | $(24.5,28.1)$ | -3.7 | *(-6.0,-1.3) | -2.7 | *(-4.9,-0.6) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 27.7 | (25.3,30.2) | 27.0 | (24.7,29.4) | 22.4 | (19.9,25.2) | -5.3 | * (-8.5,-2.1) | -4.6 | *(-7.8,-1.3) |
| Females | 32.2 | (29.9,34.6) | 31.1 | $(28.5,33.7)$ | 30.2 | (27.7,32.9) | -2.0 | (-5.2,1.2) | -0.8 | (-3.9,2.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 26.5 | (24.7,28.4) | 24.9 | (22.8,27.1) | 20.3 | $(18.1,22.8)$ | -6.2 | *(-9.1,-3.2) | -4.5 | *(-7.5,-1.6) |
| African American | 35.6 | $(30.8,40.7)$ | 39.2 | (34.6,44.1) | 38.0 | (33.0,43.2) | 2.4 | (-4.7,9.5) | -1.3 | (-7.3,4.8) |
| Hispanic | 40.2 | $(35.5,45.1)$ | 37.1 | (31.6,43.0) | 39.6 | $(34.6,44.8)$ | -0.6 | (-7.7,6.4) | 2.5 | $(-3.6,8.5)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 28.2 | $(25.5,31.1)$ | 28.1 | (24.7,31.8) | 23.9 | (20.4,27.8) | -4.3 | (-8.9,0.3) | -4.2 | (-9.3,1.0) |
| Lower risk | 31.1 | (28.8,33.5) | 29.8 | $(27.5,32.1)$ | 27.7 | $(25.3,30.2)$ | -3.4 | * (-6.6,-0.3) | -2.1 | (-5.1,0.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 28.7 | (26.4,31.2) | 25.5 | (23.0,28.1) | 23.2 | (20.9,25.6) | -5.6 | *(-8.7,-2.4) | -2.3 | (-5.2,0.6) |
| Low | 31.7 | (29.1,34.4) | 33.8 | $(31.1,36.7)$ | 30.0 | (27.3,32.8) | -1.8 | (-6.0,2.4) | -3.9 | *(-7.6,-0.2) |

Table 3-51. Types of conversations among youth with friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had conversation with friend about "Bad things that happen if you use drugs," in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 46.3 | $(44.0,48.7)$ | 41.9 | (39.4,44.4) | 45.5 | $(42.4,48.7)$ | -0.8 | (-4.6,2.9) | 3.6 | *(0.1,7.1) |
| 14 to 15 | 51.2 | (47.0,55.3) | 51.7 | $(48.1,55.2)$ | 49.8 | $(46.6,52.9)$ | -1.4 | (-7.0,4.1) | -1.9 | (-6.0,2.2) |
| 16 to 18 | 54.6 | (50.9,58.2) | 56.3 | (52.9,59.6) | 51.7 | $(48.1,55.3)$ | -2.9 | (-8.2,2.5) | -4.6 | (-9.4,0.3) |
| 14 to 18 | 53.0 | (50.4,55.7) | 54.2 | $(51.9,56.4)$ | 50.9 | (48.4,53.3) | -2.2 | $(-6.1,1.7)$ | -3.3 | *(-6.3,-0.3) |
| 12 to 18 | 51.1 | (49.0,53.2) | 50.6 | (48.9,52.3) | 49.3 | (47.4,51.2) | -1.8 | (-4.7,1.2) | -1.3 | (-3.4,0.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 45.8 | (43.0,48.6) | 47.0 | $(44.2,49.9)$ | 43.3 | $(40.1,46.5)$ | -2.5 | $(-6.5,1.6)$ | -3.7 | (-7.4,0.0) |
| Females | 56.6 | $(53.4,59.8)$ | 54.4 | (51.8,57.0) | 55.6 | $(52.5,58.5)$ | -1.1 | (-5.3,3.2) | 1.2 | (-2.3,4.6) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 49.6 | (47.0,52.2) | 49.8 | $(47.7,51.9)$ | 47.9 | $(45.6,50.2)$ | -1.7 | (-5.3,1.8) | -1.9 | (-4.3,0.5) |
| African American | 50.0 | (44.9,55.2) | 52.7 | $(47.4,57.9)$ | 49.4 | $(43.2,55.7)$ | -0.6 | (-9.4,8.2) | -3.2 | (-11.3,4.8) |
| Hispanic | 56.3 | (51.4,61.2) | 53.3 | $(47.7,58.8)$ | 57.6 | (52.0,63.0) | 1.2 | (-5.9,8.3) | 4.3 | $(-2.2,10.9)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 54.7 | (50.9,58.4) | 55.1 | $(51.6,58.6)$ | 52.0 | $(48.1,56.0)$ | -2.7 | (-7.8,2.5) | -3.1 | (-8.3,2.1) |
| Lower risk | 49.0 | (46.4,51.6) | 47.8 | $(45.7,50.0)$ | 47.7 | $(44.7,50.7)$ | -1.3 | (-5.3,2.6) | -0.2 | (-3.4,3.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 54.5 | $(51.3,57.7)$ | 52.1 | $(49.2,54.9)$ | 50.7 | $(47.7,53.6)$ | -3.9 | $(-8.6,0.9)$ | -1.4 | (-5.0,2.2) |
| Low | 47.5 | $(44.2,50.9)$ | 49.1 | $(46.3,51.9)$ | 47.8 | $(44.9,50.7)$ | 0.3 | (-4.3,4.9) | -1.3 | (-5.1,2.5) |

Table 3-52. Young people's conversations with parents about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who never had conversation with parents about drugs in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 22.3 | (20.0,24.8) | 29.1 | (26.8,31.6) | 28.9 | (26.0,32.0) | 6.6 | *(3.2,10.0) | -0.2 | (-4.0,3.6) |
| 14 to 15 | 24.3 | $(21.1,27.7)$ | 28.0 | (24.6,31.8) | 28.7 | $(25.0,32.8)$ | 4.5 | *(0.4,8.5) | 0.7 | $(-5.1,6.4)$ |
| 16 to 18 | 27.8 | $(25.3,30.4)$ | 28.4 | $(25.3,31.8)$ | 29.4 | (25.9,33.1) | 1.6 | (-2.6,5.9) | 1.0 | (-2.9,4.8) |
| 14 to 18 | 26.2 | $(24.1,28.3)$ | 28.3 | $(25.9,30.8)$ | 29.1 | $(26.5,31.8)$ | 2.9 | (-0.1,6.0) | 0.9 | (-2.2,3.9) |
| 12 to 18 | 25.1 | $(23.4,26.7)$ | 28.5 | (26.6,30.5) | 29.0 | (27.1,31.1) | 4.0 | *(1.7,6.3) | 0.5 | (-1.9,3.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 26.1 | $(23.8,28.5)$ | 31.8 | $(29.1,34.7)$ | 30.8 | $(28.0,33.9)$ | 4.8 | *(1.4,8.2) | -1.0 | (-4.7,2.7) |
| Females | 24.0 | (21.6,26.6) | 25.0 | (22.6,27.6) | 27.2 | $(24.7,29.9)$ | 3.2 | (-0.4,6.8) | 2.2 | (-1.4,5.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 25.8 | $(23.9,27.9)$ | 28.5 | $(26.2,30.9)$ | 29.5 | (27.0,32.1) | 3.7 | *(0.8,6.6) | 1.0 | (-2.0,4.0) |
| African American | 25.1 | $(20.9,29.8)$ | 28.3 | $(23.8,33.3)$ | 25.3 | $(21.2,29.9)$ | 0.2 | (-5.8,6.2) | -3.0 | (-9.2,3.2) |
| Hispanic | 20.4 | (16.0,25.6) | 27.3 | $(23.2,31.7)$ | 27.3 | (22.3,33.1) | 6.9 | * (0.2,13.7) | 0.1 | $(-5.0,5.1)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 25.5 | (22.7,28.5) | 27.3 | $(24.3,30.6)$ | 28.2 | $(24.7,32.0)$ | 2.7 | (-1.8,7.2) | 0.9 | $(-3.0,4.8)$ |
| Lower risk | 24.4 | (22.1,27.0) | 27.8 | $(25.5,30.2)$ | 29.3 | (26.5,32.3) | 4.9 | *(1.6,8.1) | 1.5 | (-2.2,5.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 26.3 | (24.4,28.3) | 28.6 | (25.9,31.5) | 30.8 | $(28.3,33.4)$ | 4.5 | *(1.2,7.8) | 2.1 | $(-1.5,5.7)$ |
| Low | 23.4 | $(20.5,26.6)$ | 27.9 | $(25.3,30.7)$ | 27.1 | (24.2,30.3) | 3.7 | *(0.4,7.1) | -0.8 | (-4.7,3.1) |

Table 3-53. Young people's conversations with parents about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had two or more conversations with parents about drugs in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 57.8 | $(54.6,60.8)$ | 52.0 | $(49.2,54.7)$ | 49.1 | $(45.7,52.4)$ | -8.7 | *(-13.1,-4.3) | -2.9 | (-7.4,1.6) |
| 14 to 15 | 55.2 | (51.2,59.2) | 51.7 | $(48.1,55.3)$ | 51.0 | (46.9,55.1) | -4.2 | (-8.9,0.4) | -0.7 | (-6.2,4.7) |
| 16 to 18 | 50.0 | $(46.4,53.7)$ | 46.4 | $(42.8,50.0)$ | 47.5 | $(43.8,51.3)$ | -2.5 | (-7.6,2.6) | 1.1 | (-3.8,6.1) |
| 14 to 18 | 52.4 | $(49.6,55.2)$ | 48.8 | $(46.3,51.3)$ | 49.0 | $(46.0,52.0)$ | -3.4 | (-7.0,0.2) | 0.2 | (-3.2,3.7) |
| 12 to 18 | 53.9 | (51.6,56.2) | 49.7 | $(47.7,51.7)$ | 49.0 | $(46.8,51.2)$ | -4.9 | *(-7.5,-2.3) | -0.7 | (-3.3,1.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 53.4 | $(50.5,56.2)$ | 46.5 | $(43.8,49.2)$ | 46.3 | $(43.3,49.4)$ | -7.0 | *(-10.6,-3.4) | -0.1 | (-3.7,3.4) |
| Females | 54.5 | $(51.3,57.7)$ | 53.1 | $(50.1,56.2)$ | 51.8 | $(48.9,54.7)$ | -2.7 | (-6.2,0.8) | -1.3 | (-5.4,2.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 53.0 | $(50.5,55.6)$ | 49.0 | $(46.4,51.6)$ | 46.7 | $(43.9,49.6)$ | -6.3 | *(-9.5,-3.1) | -2.3 | (-5.4,0.9) |
| African American | 56.3 | (50.3,62.2) | 53.2 | (47.4,59.0) | 58.8 | (54.0,63.4) | 2.5 | (-4.5,9.5) | 5.6 | $(-1.5,12.7)$ |
| Hispanic | 58.1 | (52.6,63.3) | 50.4 | (45.4,55.4) | 52.4 | $(45.9,58.8)$ | -5.7 | (-13.8,2.5) | 2.0 | $(-4.8,8.7)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 53.5 | (49.9,57.1) | 49.6 | $(46.1,53.0)$ | 49.4 | $(45.3,53.4)$ | -4.2 | (-9.8,1.5) | -0.2 | (-4.7,4.3) |
| Lower risk | 54.7 | (51.8,57.5) | 50.9 | $(48.2,53.6)$ | 48.9 | $(46.2,51.5)$ | -5.8 | *(-8.9,-2.8) | -2.0 | (-5.6,1.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 50.8 | $(48.1,53.5)$ | 47.6 | $(44.6,50.8)$ | 45.6 | $(42.6,48.6)$ | -5.2 | *(-9.0,-1.5) | -2.1 | (-5.7,1.5) |
| Low | 57.7 | (54.1,61.1) | 52.4 | (49.8,55.1) | 52.8 | (49.9,55.7) | -4.8 | *(-8.6,-1.1) | 0.4 | (-3.5,4.3) |

Table 3-54. Young people's conversations with parents or friends about drugs, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who had four or more conversations with parents or friends about drugs in the past 6 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 42.2 | (39.3,45.2) | 36.1 | (33.4,39.0) | 35.7 | $(32.6,38.9)$ | -6.6 | *(-10.5,-2.7) | -0.5 | (-4.6,3.7) |
| 14 to 15 | 47.6 | $(43.8,51.4)$ | 51.0 | (48.0,54.1) | 49.4 | $(45.6,53.2)$ | 1.8 | (-3.2,6.9) | -1.6 | (-6.2,3.0) |
| 16 to 18 | 55.1 | (51.9,58.3) | 54.0 | (50.5,57.4) | 52.8 | (49.2,56.3) | -2.3 | (-7.2,2.6) | -1.2 | (-5.8,3.4) |
| 14 to 18 | 51.7 | $(49.3,54.1)$ | 52.6 | $(50.3,55.0)$ | 51.4 | $(48.7,54.0)$ | -0.3 | (-3.9,3.2) | -1.3 | (-4.6,2.1) |
| 12 to 18 | 49.0 | $(47.1,50.8)$ | 47.8 | $(45.8,49.8)$ | 46.7 | $(44.7,48.8)$ | -2.2 | (-4.6,0.2) | -1.0 | (-3.7,1.6) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 47.5 | $(44.5,50.6)$ | 46.3 | $(43.7,49.0)$ | 44.8 | $(41.6,48.1)$ | -2.7 | (-6.6,1.2) | -1.5 | (-5.4,2.4) |
| Females | 50.5 | $(48.0,52.9)$ | 49.3 | $(46.3,52.3)$ | 48.7 | $(46.1,51.4)$ | -1.8 | (-5.0,1.5) | -0.6 | (-4.3,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 50.6 | $(48.4,52.7)$ | 48.8 | $(46.5,51.1)$ | 47.4 | $(44.7,50.1)$ | -3.2 | *(-6.3,-0.1) | -1.4 | (-4.5,1.8) |
| African American | 41.1 | (36.2,46.2) | 43.4 | (37.6,49.3) | 46.3 | $(41.8,50.9)$ | 5.2 | (-1.8,12.2) | 2.9 | (-4.1,10.0) |
| Hispanic | 52.0 | (46.0,58.0) | 48.4 | (43.6,53.1) | 47.2 | $(40.3,54.2)$ | -4.8 | (-11.9,2.3) | -1.1 | (-7.7,5.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 62.5 | $(59.6,65.4)$ | 61.2 | $(57.3,64.9)$ | 60.0 | (55.9,64.1) | -2.5 | (-7.8,2.8) | -1.2 | (-6.2,3.9) |
| Lower risk | 40.0 | (37.4,42.5) | 39.9 | (37.5,42.4) | 38.8 | $(36.1,41.7)$ | -1.1 | (-4.2,2.0) | -1.1 | (-4.9,2.7) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 56.8 | $(54.0,59.4)$ | 55.3 | (52.4,58.1) | 53.8 | $(50.9,56.7)$ | -2.9 | (-6.7,0.8) | -1.4 | (-5.3,2.5) |
| Low | 39.2 | (36.2,42.3) | 38.4 | (35.2,41.7) | 38.3 | (35.2,41.4) | -1.0 | (-5.0,3.0) | -0.1 | (-4.5,4.2) |

Table 3-55. Young people's conversations about anti-drug ads, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who talked with parents/caregivers about anti-drug ads in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 38.7 | $(36.2,41.4)$ | 36.0 | (33.4,38.6) | 35.5 | (32.2,39.0) | -3.2 | (-7.2,0.8) | -0.4 | (-4.6,3.7) |
| 14 to 15 | 30.4 | (27.1,34.1) | 28.0 | (24.9,31.3) | 27.2 | $(23.9,30.7)$ | -3.3 | (-7.5,1.0) | -0.8 | $(-5.6,3.9)$ |
| 16 to 18 | 18.8 | (15.8,22.2) | 21.2 | (18.4,24.4) | 22.1 | (19.4,25.1) | 3.3 | (-0.5,7.1) | 0.9 | (-3.3,5.0) |
| 14 to 18 | 24.1 | (22.0,26.3) | 24.3 | $(22.0,26.8)$ | 24.3 | $(22.0,26.7)$ | 0.2 | (-2.5,2.9) | 0.0 | (-3.4,3.3) |
| 12 to 18 | 28.3 | $(26.6,30.0)$ | 27.7 | (25.9,29.6) | 27.6 | $(25.6,29.6)$ | -0.7 | (-2.8,1.4) | -0.1 | (-2.7,2.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 26.9 | $(24.7,29.3)$ | 25.3 | (23.0,27.7) | 25.4 | (22.8,28.3) | -1.5 | (-4.6,1.6) | 0.2 | (-3.3,3.7) |
| Females | 29.6 | (26.9,32.5) | 30.2 | (27.6,33.0) | 29.7 | $(26.7,32.8)$ | 0.1 | (-3.6,3.8) | -0.5 | (-4.2,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 26.1 | $(24.1,28.2)$ | 26.6 | $(24.5,28.8)$ | 26.2 | $(23.9,28.6)$ | 0.1 | (-2.5,2.6) | -0.4 | (-3.4,2.6) |
| African American | 33.9 | (28.9,39.3) | 33.9 | (28.9,39.4) | 35.2 | $(30.9,39.7)$ | 1.3 | (-4.7,7.2) | 1.2 | (-5.9,8.4) |
| Hispanic | 35.4 | (31.0,40.1) | 26.1 | $(22.5,30.1)$ | 28.0 | $(22.9,33.7)$ | -7.5 | *(-13.4,-1.6) | 1.8 | (-4.7,8.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 19.7 | $(16.9,22.8)$ | 20.4 | $(17.5,23.5)$ | 22.4 | $(19.3,25.9)$ | 2.7 | (-1.4,6.9) | 2.1 | $(-2.3,6.4)$ |
| Lower risk | 34.1 | $(31.8,36.4)$ | 32.7 | (30.4,35.0) | 31.6 | $(29.3,33.9)$ | -2.5 | (-5.3,0.3) | -1.1 | (-4.2,2.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 21.3 | (19.2,23.6) | 21.2 | $(18.9,23.7)$ | 22.4 | (19.7,25.3) | 1.0 | (-2.0,4.1) | 1.1 | $(-2.2,4.5)$ |
| Low | 37.0 | $(34.1,40.0)$ | 36.3 | (33.7,39.1) | 34.0 | (31.4,36.8) | -3.0 | (-6.5,0.6) | -2.3 | $(-6.1,1.4)$ |

Table 3-56. Young people's conversations about anti-drug ads, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent who talked with others (friends, other adults, etc.) about anti-drug ads in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 42.2 | $(39.1,45.4)$ | 38.3 | (35.2,41.6) | 39.8 | $(36.7,43.0)$ | -2.4 | (-7.1,2.3) | 1.5 | (-2.4,5.4) |
| 14 to 15 | 42.4 | $(38.5,46.5)$ | 41.8 | $(38.5,45.1)$ | 43.0 | $(39.8,46.4)$ | 0.6 | (-4.3,5.4) | 1.3 | (-3.2,5.7) |
| 16 to 18 | 40.1 | (36.3,44.1) | 37.8 | (34.4,41.3) | 39.5 | $(35.3,43.8)$ | -0.7 | $(-6.0,4.6)$ | 1.7 | (-4.0,7.4) |
| 14 to 18 | 41.2 | $(38.6,43.8)$ | 39.6 | (37.0,42.3) | 41.0 | $(38.4,43.7)$ | -0.2 | $(-3.1,2.7)$ | 1.4 | (-2.2,5.0) |
| 12 to 18 | 41.5 | (39.4,43.6) | 39.2 | (37.0,41.5) | 40.7 | $(38.4,43.0)$ | -0.8 | (-3.3,1.6) | 1.4 | (-1.5,4.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 37.5 | (35.0,40.1) | 33.4 | (30.8,36.2) | 35.1 | (32.1,38.2) | -2.4 | (-6.1,1.2) | 1.7 | $(-2.2,5.6)$ |
| Females | 45.5 | $(42.8,48.3)$ | 45.2 | $(41.9,48.6)$ | 46.3 | $(43.2,49.5)$ | 0.8 | (-2.7,4.3) | 1.1 | (-3.4,5.6) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 40.7 | (38.2,43.2) | 37.9 | $(35.3,40.6)$ | 39.3 | $(37.2,41.4)$ | -1.3 | (-3.9,1.3) | 1.4 | (-1.5,4.3) |
| African American | 44.9 | (39.7,50.1) | 42.8 | $(37.7,48.0)$ | 43.5 | (38.0,49.1) | -1.4 | (-8.3,5.5) | 0.7 | (-6.0,7.4) |
| Hispanic | 42.2 | (37.1,47.5) | 38.4 | (33.0,44.2) | 44.5 | $(37.4,51.9)$ | 2.3 | (-6.4,11.1) | 6.1 | $(-3.5,15.7)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 44.0 | (40.4,47.6) | 37.4 | (33.6,41.4) | 41.6 | $(37.1,46.2)$ | -2.4 | (-7.9,3.1) | 4.2 | (-1.9,10.3) |
| Lower risk | 39.4 | (36.7,42.3) | 40.3 | (37.7,43.0) | 41.3 | (38.5,44.2) | 1.9 | (-1.6,5.4) | 1.0 | (-2.5,4.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 42.7 | (40.2,45.3) | 39.1 | (36.4,42.0) | 42.2 | $(39.1,45.4)$ | -0.5 | (-4.1,3.1) | 3.1 | $(-0.8,6.9)$ |
| Low | 39.6 | (36.1,43.2) | 39.6 | $(36.6,42.8)$ | 39.0 | (36.0,42.0) | -0.6 | (-5.0,3.8) | -0.7 | (-4.7,3.4) |

Table 3-57. Recall of stories on TV news or radio news about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories on TV or radio news at least once a week in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves <br> 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 31.7 | (28.9,34.7) | 26.7 | $(24.1,29.6)$ | 26.6 | (23.3,30.2) | -5.2 | *(-9.5,-0.8) | -0.2 | (-4.0,3.6) |
| 14 to 15 | 31.9 | (28.2,36.0) | 29.1 | $(26.3,32.0)$ | 26.1 | $(23.1,29.3)$ | -5.9 | *(-10.7,-1.1) | -3.0 | (-6.6,0.6) |
| 16 to 18 | 32.7 | $(29.0,36.7)$ | 30.2 | (26.6,34.2) | 29.1 | $(25.7,32.8)$ | -3.7 | (-8.6,1.3) | -1.2 | $(-6.8,4.5)$ |
| 14 to 18 | 32.4 | (29.6,35.3) | 29.7 | (27.2,32.4) | 27.8 | $(25.5,30.2)$ | -4.6 | *(-8.1,-1.1) | -1.9 | (-5.2,1.3) |
| 12 to 18 | 32.2 | (29.9,34.6) | 28.9 | (26.8,31.0) | 27.4 | $(25.5,29.5)$ | -4.8 | *(-7.6,-1.9) | -1.4 | (-4.0,1.2) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 31.7 | (28.7,34.9) | 27.4 | (24.4,30.6) | 27.0 | $(24.1,30.0)$ | -4.7 | *(-8.4,-1.0) | -0.4 | $(-4.8,4.0)$ |
| Females | 32.7 | (29.9,35.6) | 30.4 | (27.8,33.2) | 27.9 | $(25.5,30.6)$ | -4.8 | *(-8.3,-1.2) | -2.5 | (-5.6,0.6) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 31.8 | (29.3,34.4) | 27.1 | (24.6,29.8) | 25.5 | $(23.2,27.9)$ | -6.3 | *(-9.7,-3.0) | -1.7 | (-4.9,1.6) |
| African American | 35.2 | $(30.1,40.8)$ | 32.6 | (27.6,38.1) | 30.5 | $(25.6,36.0)$ | -4.7 | (-11.9,2.5) | -2.1 | (-8.8,4.6) |
| Hispanic | 32.4 | (26.9,38.5) | 32.1 | (27.0,37.6) | 31.5 | (26.4,37.2) | -0.9 | $(-7.3,5.5)$ | -0.5 | (-8.6,7.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 35.4 | (31.7,39.4) | 29.3 | $(26.2,32.7)$ | 28.8 | (25.4,32.6) | -6.6 | *(-11.7,-1.5) | -0.5 | (-5.0,4.1) |
| Lower risk | 30.5 | (27.6,33.5) | 28.1 | (26.0,30.4) | 27.1 | (24.4,30.0) | -3.4 | $(-7.2,0.3)$ | -1.0 | (-4.2,2.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 34.7 | $(31.5,38.0)$ | 28.4 | (25.9,31.1) | 29.3 | (26.6,32.1) | -5.4 | *(-9.4,-1.4) | 0.8 | (-2.7,4.4) |
| Low | 29.1 | (25.9,32.5) | 29.8 | (26.6,33.2) | 25.6 | $(22.6,28.8)$ | -3.5 | (-8.0,0.9) | -4.2 | *(-7.9,-0.6) |

Table 3-58. Recall of stories in TV movies, sitcoms, or dramas about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories about drugs in TV movies, sitcoms, or dramas at least once a week in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 19.1 | (16.9,21.6) | 16.6 | $(14.3,19.0)$ | 19.9 | (17.4,22.8) | 0.8 | (-2.6,4.1) | 3.4 | $(-0.1,6.9)$ |
| 14 to 15 | 24.7 | $(22.0,27.7)$ | 25.2 | (22.4,28.2) | 23.3 | (20.6,26.3) | -1.4 | (-5.4,2.5) | -1.9 | (-5.8,2.0) |
| 16 to 18 | 25.1 | $(22.0,28.5)$ | 24.8 | (21.7,28.2) | 22.8 | (19.8,26.2) | -2.3 | (-6.9,2.3) | -2.0 | $(-5.5,1.5)$ |
| 14 to 18 | 24.9 | $(22.9,27.0)$ | 25.0 | $(22.5,27.7)$ | 23.0 | (20.9,25.3) | -1.9 | (-5.2,1.4) | -2.0 | (-4.7,0.8) |
| 12 to 18 | 23.3 | (21.6,25.0) | 22.6 | $(20.5,24.7)$ | 22.2 | (20.4,24.0) | -1.1 | (-3.7,1.5) | -0.4 | $(-2.6,1.8)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 22.0 | (19.8,24.4) | 21.1 | $(18.7,23.7)$ | 20.1 | $(17.8,22.8)$ | -1.8 | (-5.2,1.6) | -1.0 | (-4.0,2.1) |
| Females | 24.6 | (22.2,27.2) | 24.1 | $(21.3,27.1)$ | 24.3 | (21.7,27.0) | -0.3 | (-3.9,3.3) | 0.2 | (-2.9,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 22.2 | (20.1,24.5) | 22.2 | $(19.8,24.8)$ | 21.2 | (19.4,23.2) | -1.0 | (-4.0,1.9) | -1.0 | (-3.7,1.6) |
| African American | 28.1 | $(23.8,32.9)$ | 25.9 | $(21.7,30.6)$ | 25.7 | $(21.9,29.9)$ | -2.4 | (-7.8,2.9) | -0.2 | (-5.4,5.0) |
| Hispanic | 23.4 | (18.9,28.6) | 21.4 | (17.4,26.0) | 22.2 | (16.7,28.7) | -1.2 | (-9.1,6.6) | 0.7 | (-5.4,6.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 27.6 | (24.7,30.8) | 24.6 | (21.0,28.5) | 22.5 | (19.8,25.5) | -5.1 | *(-9.5,-0.7) | -2.1 | (-6.4,2.3) |
| Lower risk | 21.1 | $(19.2,23.1)$ | 21.0 | (18.7,23.4) | 22.4 | (20.2,24.8) | 1.4 | (-1.5,4.2) | 1.5 | (-1.2,4.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 24.9 | (22.4,27.6) | 22.9 | $(20.2,26.0)$ | 23.7 | (21.1,26.6) | -1.2 | (-5.1,2.8) | 0.8 | (-2.7,4.3) |
| Low | 21.3 | (18.6,24.4) | 22.3 | (19.6,25.2) | 20.6 | (17.9,23.6) | -0.7 | (-4.3,2.8) | -1.7 | (-5.0,1.6) |

Table 3-59. Recall of stories on TV talk shows about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories about drugs on TV talk shows at least once a week in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 16.3 | (14.4,18.5) | 15.3 | $(13.3,17.5)$ | 14.5 | $(12.7,16.4)$ | -1.9 | $(-4.5,0.8)$ | -0.8 | (-3.4,1.8) |
| 14 to 15 | 22.9 | (19.9,26.2) | 19.9 | (17.2,22.9) | 17.7 | $(15.2,20.6)$ | -5.1 | *(-9.4,-0.9) | -2.2 | (-6.2,1.9) |
| 16 to 18 | 25.1 | (22.0,28.5) | 24.5 | (21.0,28.4) | 21.9 | $(18.3,26.0)$ | -3.2 | (-8.2,1.9) | -2.6 | (-7.3,2.1) |
| 14 to 18 | 24.1 | (21.9,26.5) | 22.4 | $(20.2,24.8)$ | 20.1 | $(17.7,22.8)$ | -4.0 | *(-7.4,-0.6) | -2.3 | (-5.2,0.5) |
| 12 to 18 | 21.8 | (20.0,23.8) | 20.4 | $(18.6,22.3)$ | 18.5 | $(16.6,20.6)$ | -3.3 | *(-6.0,-0.7) | -1.9 | (-4.1,0.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 18.2 | $(15.8,20.9)$ | 18.3 | (16.0,21.0) | 15.6 | $(13.4,18.2)$ | -2.6 | (-5.9,0.7) | -2.7 | (-5.8,0.4) |
| Females | 25.6 | (23.2,28.3) | 22.5 | (20.2,24.9) | 21.5 | $(18.7,24.6)$ | -4.1 | *(-8.0,-0.3) | -1.0 | (-4.2,2.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 19.8 | (17.6,22.3) | 19.7 | (17.6,22.0) | 16.0 | $(14.1,18.2)$ | -3.8 | *(-6.8,-0.8) | -3.6 | *(-6.2,-1.1) |
| African American | 29.6 | $(25.5,34.2)$ | 25.5 | (20.6,31.0) | 22.6 | $(18.2,27.8)$ | -7.0 | *(-12.6,-1.5) | -2.9 | (-9.0,3.3) |
| Hispanic | 24.9 | $(19.7,30.9)$ | 19.0 | (14.7,24.2) | 22.4 | (16.7,29.2) | -2.5 | (-9.1,4.1) | 3.4 | (-4.7,11.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 25.9 | (22.9,29.2) | 24.6 | $(21.4,28.0)$ | 20.9 | $(17.5,24.8)$ | -5.0 | (-10.1,0.1) | -3.7 | (-8.3,1.0) |
| Lower risk | 19.1 | (16.9,21.6) | 17.3 | $(15.3,19.4)$ | 17.0 | $(15.1,19.2)$ | -2.1 | (-4.9,0.8) | -0.2 | (-3.0,2.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 23.7 | $(21.1,26.5)$ | 21.8 | (19.2,24.5) | 18.5 | (15.9,21.3) | -5.2 | *(-8.9,-1.5) | -3.3 | (-6.7,0.1) |
| Low | 19.7 | (17.2,22.4) | 18.9 | (16.4,21.7) | 18.8 | $(16.3,21.7)$ | -0.9 | (-4.2,2.5) | -0.1 | (-3.2,3.1) |

Table 3-60. Recall of stories in movies (theater/rental) about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories about drugs in movies (theater/rental) at least once a week in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 12.4 | (10.7,14.3) | 12.6 | (10.4,15.2) | 15.2 | $(13.0,17.7)$ | 2.8 | $(-0.2,5.8)$ | 2.6 | (-0.5,5.7) |
| 14 to 15 | 17.4 | $(14.8,20.3)$ | 20.2 | (17.5,23.2) | 17.9 | (15.0,21.2) | 0.5 | $(-3.6,4.6)$ | -2.3 | $(-6.3,1.8)$ |
| 16 to 18 | 22.7 | $(19.5,26.2)$ | 20.4 | (17.3,23.8) | 20.2 | (17.0,23.9) | -2.5 | (-7.3,2.4) | -0.1 | (-4.7,4.5) |
| 14 to 18 | 20.3 | $(18.2,22.6)$ | 20.3 | $(18.0,22.8)$ | 19.2 | (16.7,22.0) | -1.1 | $(-4.5,2.4)$ | -1.0 | (-4.1,2.0) |
| 12 to 18 | 18.0 | $(16.5,19.6)$ | 18.1 | $(16.3,20.0)$ | 18.1 | (16.2,20.2) | 0.1 | (-2.5,2.6) | 0.0 | (-2.0,2.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 20.1 | (18.1,22.4) | 18.4 | $(16.1,20.9)$ | 17.2 | $(14.8,19.9)$ | -2.9 | (-6.3,0.5) | -1.2 | $(-3.8,1.5)$ |
| Females | 15.8 | $(13.8,18.0)$ | 17.7 | $(15.3,20.5)$ | 19.0 | $(16.5,21.8)$ | 3.2 | *(0.1,6.2) | 1.2 | (-1.9,4.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 16.3 | $(14.6,18.1)$ | 16.4 | $(14.5,18.4)$ | 16.9 | $(14.8,19.3)$ | 0.7 | (-2.4,3.7) | 0.5 | (-2.0,3.0) |
| African American | 23.0 | (19.0,27.5) | 25.0 | (21.0,29.5) | 20.7 | $(17.3,24.6)$ | -2.3 | (-7.8,3.3) | -4.3 | (-9.0,0.4) |
| Hispanic | 20.9 | (16.7,25.7) | 19.0 | (14.8,24.1) | 21.2 | (15.6,28.0) | 0.3 | (-6.8,7.4) | 2.2 | (-4.3,8.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 25.4 | $(22.3,28.9)$ | 23.0 | $(20.2,26.0)$ | 22.6 | (19.1,26.4) | -2.9 | $(-7.6,1.8)$ | -0.4 | (-4.9,4.0) |
| Lower risk | 11.9 | $(10.3,13.8)$ | 14.4 | $(12.7,16.3)$ | 15.6 | $(13.5,18.1)$ | 3.7 | *(1.0,6.4) | 1.3 | (-0.9,3.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 21.4 | (19.0,23.9) | 20.6 | (18.2,23.2) | 20.1 | $(17.7,22.6)$ | -1.3 | (-4.6,2.0) | -0.5 | (-3.8,2.7) |
| Low | 13.5 | $(11.4,15.9)$ | 14.6 | $(12.4,17.1)$ | 16.0 | $(13.5,18.9)$ | 2.5 | (-1.3,6.2) | 1.4 | $(-1.7,4.5)$ |

Table 3-61. Recall of stories in magazines about drugs among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories about drugs in magazines at least once a week in recent months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 10.2 | $(8.8,11.9)$ | 8.3 | $(6.7,10.3)$ | 10.3 | (8.7,12.0) | 0.0 | (-2.1,2.2) | 1.9 | (-0.5,4.3) |
| 14 to 15 | 13.0 | $(10.6,15.8)$ | 9.9 | (8.0,12.2) | 11.8 | (9.9,14.0) | -1.2 | (-4.1,1.8) | 1.9 | (-1.0,4.9) |
| 16 to 18 | 12.5 | (10.3,15.2) | 11.0 | $(8.9,13.6)$ | 12.7 | (10.4,15.5) | 0.2 | (-3.0,3.4) | 1.7 | (-2.2,5.6) |
| 14 to 18 | 12.7 | (10.9,14.8) | 10.5 | $(9.0,12.2)$ | 12.3 | (10.6,14.2) | -0.4 | (-3.0,2.2) | 1.8 | (-0.9,4.6) |
| 12 to 18 | 12.0 | $(10.6,13.6)$ | 9.9 | $(8.6,11.3)$ | 11.7 | (10.4,13.2) | -0.3 | (-2.1,1.6) | 1.9 | (-0.3,4.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 9.9 | $(8.2,12.0)$ | 8.6 | $(7.1,10.4)$ | 10.3 | (8.7,12.2) | 0.4 | (-1.9,2.7) | 1.7 | (-1.0,4.4) |
| Females | 14.2 | $(12.2,16.4)$ | 11.2 | $(9.5,13.1)$ | 13.2 | $(11.0,15.8)$ | -0.9 | (-3.8,1.9) | 2.0 | (-1.2,5.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 11.4 | $(9.6,13.5)$ | 9.2 | $(7.8,10.8)$ | 10.1 | $(8.8,11.7)$ | -1.2 | (-3.6,1.1) | 1.0 | (-1.0,3.0) |
| African American | 14.6 | (11.3,18.8) | 13.3 | (10.1,17.4) | 14.1 | $(10.6,18.6)$ | -0.5 | (-5.9,4.9) | 0.8 | $(-5.1,6.7)$ |
| Hispanic | 11.2 | (8.3,14.9) | 9.6 | $(6.9,13.3)$ | 16.7 | (12.3,22.4) | 5.5 | (-0.2,11.2) | 7.1 | * (0.5,13.8) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 14.3 | (11.7,17.3) | 11.8 | $(9.8,14.1)$ | 13.1 | $(10.6,16.0)$ | -1.2 | (-4.9,2.4) | 1.2 | $(-2.6,5.1)$ |
| Lower risk | 10.3 | (8.9,12.0) | 8.7 | $(7.3,10.3)$ | 10.9 | $(9.3,12.7)$ | 0.6 | (-1.8,2.9) | 2.2 | (-0.2,4.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 12.6 | (10.7,14.7) | 10.6 | $(8.8,12.7)$ | 12.4 | $(10.4,14.7)$ | -0.2 | (-2.8,2.4) | 1.8 | (-1.2,4.8) |
| Low | 11.2 | $(9.4,13.4)$ | 9.1 | $(7.5,10.9)$ | 11.2 | $(9.3,13.4)$ | 0.0 | (-2.9,2.9) | 2.2 | (-0.6,5.0) |

Table 3-62. Weekly recall of drug themes in at least one media outlet among youth by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent recalling stories at least once a week in recent months in at least one venue |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 46.3 | $(43.4,49.2)$ | 40.4 | $(37.4,43.4)$ | 42.4 | $(39.1,45.7)$ | -3.9 | *(-7.8,0.0) | 2.0 | $(-2.5,6.5)$ |
| 14 to 15 | 54.3 | $(50.6,58.0)$ | 48.7 | $(45.3,52.1)$ | 47.6 | $(44.4,50.8)$ | -6.7 | *(-11.6,-1.9) | -1.1 | $(-5.5,3.3)$ |
| 16 to 18 | 54.5 | (50.9,58.1) | 55.1 | $(51.2,58.9)$ | 50.1 | $(45.7,54.5)$ | -4.4 | (-9.5,0.6) | -5.0 | (-11.0,0.9) |
| 14 to 18 | 54.4 | $(51.9,56.9)$ | 52.2 | $(49.3,55.1)$ | 49.0 | $(46.3,51.7)$ | -5.4 | *(-9.1,-1.8) | -3.2 | $(-6.9,0.5)$ |
| 12 to 18 | 52.1 | (50.0,54.2) | 48.8 | (46.4,51.2) | 47.1 | (44.8,49.4) | -5.0 | *(-7.8,-2.2) | -1.7 | (-4.7,1.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 49.8 | $(46.9,52.8)$ | 46.1 | $(42.8,49.4)$ | 44.4 | (40.9,48.0) | -5.4 | *(-9.9,-1.0) | -1.6 | (-5.7,2.4) |
| Females | 54.4 | (51.4,57.3) | 51.7 | (48.8,54.5) | 49.9 | $(46.6,53.2)$ | -4.5 | *(-8.7,-0.2) | -1.8 | (-6.0,2.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 50.7 | (48.2,53.3) | 46.9 | $(44.0,49.9)$ | 44.9 | $(42.1,47.7)$ | -5.8 | *(-9.3,-2.3) | -2.0 | (-5.7,1.6) |
| African American | 58.0 | (52.4,63.5) | 56.2 | (50.8,61.5) | 52.9 | (48.0,57.8) | -5.1 | (-11.6,1.3) | -3.3 | (-10.1,3.5) |
| Hispanic | 53.2 | $(46.5,59.8)$ | 48.5 | (42.8,54.2) | 49.0 | $(41.9,56.1)$ | -4.3 | (-11.6,3.0) | 0.5 | (-9.6,10.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 58.7 | $(54.8,62.6)$ | 53.9 | $(50.2,57.6)$ | 50.7 | $(46.5,54.8)$ | -8.0 | *(-13.6,-2.4) | -3.2 | (-8.8,2.3) |
| Lower risk | 47.8 | $(45.2,50.5)$ | 44.7 | (42.1,47.4) | 45.6 | $(43.1,48.0)$ | -2.3 | $(-5.8,1.2)$ | 0.8 | (-2.6,4.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 56.1 | $(52.8,59.3)$ | 50.3 | $(47.3,53.4)$ | 48.3 | $(45.2,51.4)$ | -7.8 | *(-11.9,-3.8) | -2.1 | (-6.0,1.8) |
| Low | 47.4 | (44.0,50.8) | 47.2 | $(43.6,50.9)$ | 46.2 | (43.0,49.4) | -1.2 | (-5.8,3.4) | -1.0 | (-5.4,3.4) |

Table 3-63. Parents ${ }^{1}$ recall of TV or radio news programs with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories on TV or radio news programs dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 50.4 | $(48.2,52.5)$ | 47.5 | $(45.5,49.6)$ | 48.4 | (45.7,51.0) | -2.0 | (-5.0,1.0) | 0.8 | (-2.4,4.1) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 49.9 | $(46.0,53.8)$ | 45.5 | $(41.6,49.4)$ | 48.4 | (44.7,52.1) | -1.5 | (-7.4,4.3) | 2.9 | (-2.7,8.6) |
| Females | 50.7 | $(47.8,53.6)$ | 48.9 | $(45.9,51.8)$ | 48.3 | $(45.3,51.3)$ | -2.4 | (-5.7,1.0) | -0.5 | (-4.6,3.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 49.2 | $(46.7,51.7)$ | 45.4 | $(42.9,47.8)$ | 47.0 | $(44.3,49.7)$ | -2.2 | (-5.9,1.5) | 1.6 | (-2.2,5.4) |
| African American | 56.6 | (50.0,63.0) | 50.7 | $(45.7,55.7)$ | 49.4 | $(41.9,56.9)$ | -7.2 | (-15.9,1.5) | -1.3 | (-10.5,7.9) |
| Hispanic | 54.1 | $(48.2,59.8)$ | 57.6 | (51.0,64.0) | 57.6 | (52.0,62.9) | 3.5 | (-4.0,11.0) | -0.1 | (-8.7,8.6) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 56.9 | (51.4,62.3) | 53.3 | (47.0,59.5) | 52.4 | $(45.1,59.6)$ | -4.5 | (-13.4,4.3) | -0.9 | (-11.2,9.5) |
| High school graduate_ | 48.4 | (43.9,52.9) | 47.1 | $(43.3,50.9)$ | 50.2 | $(45.8,54.6)$ | 1.8 | $(-4.5,8.2)$ | 3.1 | (-2.8,9.1) |
| Some college | 49.1 | $(44.8,53.4)$ | 47.7 | $(43.6,51.8)$ | 47.3 | (42.8,51.9) | -1.8 | (-7.2,3.6) | -0.3 | $(-6.5,5.8)$ |
| College graduate | 50.1 | (45.6,54.6) | 45.1 | (40.7,49.6) | 45.3 | $(41.3,49.5)$ | -4.8 | (-10.7,1.1) | 0.2 | (-4.8,5.2) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 48.0 | $(45.1,51.0)$ | 47.6 | $(44.8,50.5)$ | 49.3 | (45.4,53.3) | 1.3 | (-3.3,6.0) | 1.7 | (-3.1,6.5) |
| 14 to 18 | 51.4 | $(49.0,53.9)$ | 47.4 | $(45.0,49.9)$ | 47.7 | $(44.7,50.7)$ | -3.7 | *(-7.2,-0.2) | 0.2 | (-3.6,4.1) |
| 12 to 18 | 50.4 | $(48.2,52.5)$ | 47.5 | $(45.5,49.6)$ | 48.4 | (45.7,51.0) | -2.0 | (-5.0,1.0) | 0.8 | (-2.4,4.1) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-64. Parents ${ }^{\prime 1}$ recall of TV movies, sitcoms, or dramas with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories in TV movies, sitcoms, or dramas dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves <br> 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 28.6 | (26.5,30.8) | 32.5 | (30.4,34.7) | 33.3 | (30.8,36.0) | 4.7 | * (1.8,7.6) | 0.8 | (-2.4,4.0) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 28.5 | (25.0,32.4) | 32.1 | (28.4,36.0) | 32.9 | $(29.3,36.7)$ | 4.3 | (-0.7,9.4) | 0.8 | (-4.6,6.2) |
| Females | 28.7 | (26.3,31.3) | 32.8 | (29.8,35.9) | 33.6 | $(30.5,36.9)$ | 4.9 | * (1.3,8.6) | 0.8 | (-3.3,5.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 27.5 | $(25.2,30.0)$ | 30.7 | (28.2,33.4) | 30.0 | (27.2,33.0) | 2.4 | (-0.8,5.7) | -0.7 | (-4.0,2.5) |
| African American | 34.2 | (27.4,41.6) | 35.7 | $(28.1,44.1)$ | 39.6 | $(33.3,46.2)$ | 5.4 | (-3.0,13.8) | 3.8 | (-7.2,14.9) |
| Hispanic | 32.0 | (26.3,38.4) | 40.2 | $(33.8,47.1)$ | 44.7 | $(38.5,51.2)$ | 12.7 | *(4.2,21.2) | 4.5 | (-3.0,12.0) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 31.7 | (25.6,38.4) | 34.3 | $(28.3,40.9)$ | 38.1 | $(31.3,45.5)$ | 6.5 | (-2.3,15.2) | 3.8 | $(-5.8,13.4)$ |
| High school graduate_ | 29.9 | (26.7,33.2) | 33.7 | (30.1,37.4) | 36.9 | (31.9,42.2) | 7.1 | *(1.0,13.1) | 3.2 | (-3.0,9.4) |
| Some college | 27.9 | $(24.3,31.9)$ | 34.6 | $(30.3,39.0)$ | 32.3 | $(28.2,36.7)$ | 4.4 | (-1.2,9.9) | -2.2 | (-8.6,4.1) |
| College graduate | 26.2 | (22.6,30.2) | 28.0 | (23.8,32.5) | 28.0 | (23.8,32.6) | 1.8 | (-2.9,6.4) | 0.0 | $(-5.8,5.9)$ |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 27.9 | (25.8,30.1) | 33.1 | (29.7,36.7) | 34.2 | (31.0,37.5) | 6.3 | * (2.4,10.2) | 1.1 | (-3.7,5.9) |
| 14 to 18 | 28.8 | (26.1,31.5) | 31.8 | (29.4,34.3) | 32.9 | (30.0,35.9) | 4.1 | * (0.9,7.3) | 1.1 | (-2.6,4.8) |
| 12 to 18 | 28.6 | (26.5,30.8) | 32.5 | (30.4,34.7) | 33.3 | (30.8,36.0) | 4.7 | * (1.8,7.6) | 0.8 | (-2.4,4.0) |

[^18]Table 3-65. Parents ${ }^{1}$ recall of TV talk shows or TV news magazine programs with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories on TV talk shows or TV news magazine programs dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 22.8 | (21.0,24.7) | 21.4 | (19.3,23.6) | 22.8 | (20.2,25.6) | 0.0 | (-3.2,3.2) | 1.4 | (-1.5,4.3) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 20.2 | (17.3,23.4) | 22.0 | $(18.7,25.7)$ | 20.7 | (17.7,24.1) | 0.6 | (-4.2,5.3) | -1.3 | (-5.9,3.2) |
| Females | 24.6 | (22.1,27.2) | 21.0 | (18.4,23.8) | 24.3 | (20.9,28.1) | -0.3 | (-4.3,3.7) | 3.3 | (-0.3,7.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 19.6 | (17.7,21.6) | 18.3 | $(16.2,20.7)$ | 19.0 | (16.4,21.9) | -0.5 | (-3.7,2.6) | 0.7 | (-2.3,3.7) |
| African American | 32.9 | $(27.5,38.8)$ | 33.0 | (26.9,39.7) | 38.1 | $(32.1,44.5)$ | 5.3 | $(-2.1,12.6)$ | 5.1 | (-4.0,14.2) |
| Hispanic | 30.3 | (24.7,36.6) | 27.1 | (21.0,34.3) | 28.8 | (22.4,36.1) | -1.6 | (-11.2,8.1) | 1.6 | $(-5.7,8.9)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 29.1 | $(24.5,34.1)$ | 29.0 | $(23.1,35.6)$ | 24.5 | (18.9,31.0) | -4.6 | $(-12.0,2.7)$ | -4.5 | (-12.2,3.1) |
| High school graduate_ | 25.3 | $(21.9,29.1)$ | 23.1 | (20.0,26.6) | 26.7 | (22.7,31.1) | 1.3 | (-4.7,7.4) | 3.5 | (-2.1,9.1) |
| Some college | 21.7 | $(18.5,25.3)$ | 22.2 | $(18.3,26.5)$ | 24.2 | $(20.1,28.8)$ | 2.5 | (-2.7,7.6) | 2.0 | (-3.9,8.0) |
| College graduate | 17.0 | (14.3,20.2) | 14.9 | (12.0,18.5) | 16.4 | $(13.6,19.6)$ | -0.6 | (-4.2,2.9) | 1.4 | (-2.6,5.4) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 21.4 | (19.0,24.1) | 21.9 | (18.9,25.3) | 21.5 | (19.0,24.3) | 0.1 | (-3.6,3.8) | -0.4 | (-3.7,2.9) |
| 14 to 18 | 23.5 | $(21.3,25.7)$ | 21.3 | $(18.9,23.8)$ | 23.3 | (20.2,26.6) | -0.2 | (-4.0,3.7) | 2.0 | (-1.3,5.3) |
| 12 to 18 | 22.8 | (21.0,24.7) | 21.4 | (19.3,23.6) | 22.8 | (20.2,25.6) | 0.0 | (-3.2,3.2) | 1.4 | (-1.5,4.3) |

[^19]Table 3-66. Parents ${ }^{\text {1 }}{ }^{\text {r }}$ recall of non-news radio programs with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories on non-news radio programs dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 13.2 | (11.7,14.9) | 14.6 | $(13.0,16.3)$ | 16.4 | $(14.0,19.2)$ | 3.2 | *(0.4,6.1) | 1.8 | (-0.9,4.5) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 13.4 | $(11.2,16.1)$ | 14.6 | $(12.3,17.2)$ | 16.7 | $(13.9,20.0)$ | 3.3 | (-0.5,7.1) | 2.2 | (-1.1,5.4) |
| Females | 13.0 | (11.3,14.9) | 14.6 | $(12.6,16.9)$ | 16.2 | $(13.2,19.7)$ | 3.2 | (-0.1,6.4) | 1.6 | (-1.8,4.9) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 10.4 | (8.8,12.3) | 11.2 | (9.7,12.8) | 11.5 | $(9.7,13.7)$ | 1.1 | (-1.2,3.5) | 0.3 | (-2.1,2.7) |
| African American | 23.3 | (17.4,30.5) | 22.3 | $(16.3,29.8)$ | 25.6 | (20.4,31.6) | 2.3 | (-3.9,8.4) | 3.3 | $(-4.9,11.5)$ |
| Hispanic | 20.8 | (15.6,27.2) | 24.8 | (20.0,30.4) | 30.3 | (23.4,38.1) | 9.4 | (-0.2,19.1) | 5.4 | (-3.6,14.4) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 18.5 | (14.7,23.0) | 21.2 | $(16.1,27.4)$ | 26.3 | (20.4,33.3) | 7.9 | (-0.4,16.2) | 5.1 | $(-3.2,13.4)$ |
| High school graduate_ | 13.7 | $(11.3,16.4)$ | 16.4 | $(13.3,19.9)$ | 17.4 | $(13.7,21.9)$ | 3.7 | $(-1.3,8.7)$ | 1.0 | (-4.2,6.2) |
| Some college | 12.7 | (10.3,15.5) | 14.7 | $(11.4,18.8)$ | 16.1 | (12.7,20.2) | 3.4 | (-1.1,8.0) | 1.4 | (-3.9,6.7) |
| College graduate | 10.0 | $(7.8,12.6)$ | 9.3 | (7.4,11.7) | 10.5 | (8.0,13.6) | 0.5 | (-2.9,4.0) | 1.2 | (-1.9,4.4) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 12.4 | (10.7,14.4) | 15.2 | $(12.8,17.9)$ | 15.3 | $(12.8,18.2)$ | 2.9 | (-0.2,6.0) | 0.2 | (-2.9,3.2) |
| 14 to 18 | 13.2 | (11.4,15.1) | 14.3 | $(12.5,16.3)$ | 17.2 | (14.4,20.3) | 4.0 | *(0.7,7.3) | 2.9 | (-0.2,5.9) |
| 12 to 18 | 13.2 | (11.7,14.9) | 14.6 | (13.0,16.3) | 16.4 | (14.0,19.2) | 3.2 | *(0.4,6.1) | 1.8 | (-0.9,4.5) |

[^20]Table 3-67. Parents ${ }^{1}$ recall of movies seen in theaters or rental videos with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories in movies (theaters or rental videos) dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 9.4 | (8.2,10.7) | 9.5 | (8.2,11.1) | 11.2 | $(9.5,13.2)$ | 1.8 | (-0.2,3.8) | 1.7 | (-0.3,3.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 9.3 | $(7.3,11.9)$ | 8.3 | $(6.5,10.4)$ | 11.9 | $(9.3,15.1)$ | 2.6 | (-1.0,6.1) | 3.6 | *(0.6,6.6) |
| Females | 9.4 | (8.1,11.0) | 10.4 | $(8.5,12.5)$ | 10.7 | $(8.6,13.3)$ | 1.3 | (-1.2,3.8) | 0.4 | (-2.3,3.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 7.0 | $(5.8,8.5)$ | 7.9 | $(6.4,9.8)$ | 8.2 | (6.6,10.2) | 1.2 | (-0.9,3.3) | 0.3 | (-1.7,2.3) |
| African American | 16.4 | (12.2,21.8) | 14.0 | $(10.2,18.9)$ | 18.4 | (14.4,23.1) | 1.9 | (-3.7,7.6) | 4.4 | (-1.5,10.2) |
| Hispanic | 14.7 | (10.6,20.1) | 14.3 | (10.0,19.9) | 17.1 | $(12.6,22.8)$ | 2.4 | (-3.9,8.6) | 2.8 | (-3.8,9.5) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 13.6 | (10.3,17.8) | 13.8 | (10.9,17.3) | 15.9 | $(11.7,21.3)$ | 2.4 | (-3.0,7.7) | 2.2 | (-3.6,7.9) |
| High school graduate_ | 9.8 | (8.0,11.9) | 9.8 | (7.7,12.3) | 13.0 | $(9.6,17.4)$ | 3.2 | $(-1.0,7.5)$ | 3.2 | (-0.9,7.4) |
| Some college | 9.2 | (7.0,12.0) | 11.8 | (8.9,15.6) | 10.0 | $(7.5,13.1)$ | 0.8 | $(-3.1,4.6)$ | -1.9 | (-5.9,2.1) |
| College graduate | 6.9 | $(5.1,9.4)$ | 5.0 | (3.9,6.5) | 8.3 | (6.0,11.3) | 1.4 | $(-2.1,4.8)$ | 3.3 | *(0.2,6.3) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 8.7 | $(7.2,10.4)$ | 10.8 | $(9.2,12.8)$ | 11.3 | $(9.3,13.6)$ | 2.6 | * $(0.1,5.0)$ | 0.4 | (-2.6,3.5) |
| 14 to 18 | 9.9 | $(8.5,11.5)$ | 9.0 | $(7.5,10.9)$ | 11.8 | $(9.8,14.1)$ | 1.9 | (-0.6,4.3) | 2.7 | * (0.5,4.9) |
| 12 to 18 | 9.4 | (8.2,10.7) | 9.5 | (8.2,11.1) | 11.2 | $(9.5,13.2)$ | 1.8 | (-0.2,3.8) | 1.7 | $(-0.3,3.6)$ |

[^21]${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-68. Parents ${ }^{1}$ recall of magazine articles with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories in magazine articles dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 8.2 | $(6.8,9.9)$ | 7.6 | $(6.5,8.9)$ | 10.2 | $(8.3,12.4)$ | 2.0 | (-0.1,4.0) | 2.6 | *(0.7,4.4) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 7.9 | (6.0,10.4) | 6.0 | $(4.6,7.9)$ | 8.0 | $(5.9,10.7)$ | 0.1 | (-2.6,2.7) | 2.0 | (-0.6,4.6) |
| Females | 8.4 | (6.7,10.5) | 8.6 | $(7.1,10.5)$ | 11.8 | $(9.5,14.4)$ | 3.4 | * (0.8,6.0) | 3.1 | *(0.9,5.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.0 | $(4.6,7.7)$ | 6.2 | (5.0,7.5) | 6.4 | $(5.0,8.2)$ | 0.4 | (-1.5,2.2) | 0.2 | (-1.5,1.9) |
| African American | 13.6 | $(9.6,18.9)$ | 14.3 | (10.4,19.3) | 20.6 | (15.4,27.1) | 7.1 | *(0.2,13.9) | 6.3 | *(0.3,12.4) |
| Hispanic | 13.4 | $(8.8,19.9)$ | 9.4 | $(6.8,13.0)$ | 15.2 | (10.4,21.7) | 1.8 | $(-5.1,8.7)$ | 5.8 | (-0.2,11.7) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 9.3 | (6.4,13.2) | 11.5 | $(7.3,17.7)$ | 13.1 | (8.3,20.0) | 3.8 | $(-3.3,10.9)$ | 1.5 | $(-5.8,8.9)$ |
| High school graduate_ | 7.6 | $(5.4,10.4)$ | 8.0 | $(6.3,10.2)$ | 10.3 | $(7.2,14.4)$ | 2.7 | (-1.7,7.1) | 2.2 | (-1.6,6.1) |
| Some college | 7.5 | $(5.6,10.0)$ | 8.2 | (6.0,11.0) | 10.6 | (7.6,14.5) | 3.1 | (-0.4,6.6) | 2.4 | (-1.8,6.6) |
| College graduate | 8.6 | $(6.0,12.1)$ | 4.8 | $(3.3,7.0)$ | 8.2 | (6.1,11.0) | -0.4 | (-3.4,2.6) | 3.4 | *(0.5,6.3) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 7.1 | $(5.8,8.6)$ | 8.4 | $(6.9,10.2)$ | 8.5 | $(6.9,10.4)$ | 1.4 | (-0.6,3.4) | 0.1 | (-2.0,2.2) |
| 14 to 18 | 8.5 | $(6.8,10.5)$ | 7.5 | $(6.1,9.2)$ | 10.6 | $(8.3,13.5)$ | 2.1 | $(-0.5,4.7)$ | 3.0 | *(0.5,5.5) |
| 12 to 18 | 8.2 | $(6.8,9.9)$ | 7.6 | $(6.5,8.9)$ | 10.2 | (8.3,12.4) | 2.0 | (-0.1,4.0) | 2.6 | *(0.7,4.4) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-69. Parents ${ }^{1}$ recall of newspaper articles with drug themes in recent months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent reporting having noticed stories in newspaper articles dealing with drug use among young people at least weekly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 32.8 | (30.5,35.3) | 31.3 | (29.0,33.7) | 31.1 | (29.0,33.3) | -1.7 | (-4.5,1.1) | -0.2 | (-3.0,2.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 33.3 | (29.8,37.1) | 30.5 | (27.0,34.3) | 29.8 | $(26.2,33.8)$ | -3.5 | (-8.0,1.0) | -0.7 | (-5.2,3.8) |
| Females | 32.5 | (29.8,35.3) | 31.8 | (28.7,34.9) | 32.0 | (29.4,34.8) | -0.4 | (-4.1,3.2) | 0.3 | (-3.4,4.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 32.6 | (30.1,35.2) | 31.6 | (28.8,34.5) | 30.5 | (27.9,33.3) | -2.1 | (-5.0,0.8) | -1.1 | (-4.1,2.0) |
| African American | 39.2 | (30.8,48.2) | 34.3 | (27.9,41.4) | 36.9 | $(31.1,43.0)$ | -2.3 | (-10.8,6.2) | 2.5 | (-6.2,11.2) |
| Hispanic | 29.7 | (24.3,35.7) | 29.0 | (22.6,36.3) | 28.0 | $(22.1,34.8)$ | -1.6 | (-9.9,6.6) | -0.9 | (-9.5,7.6) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 25.5 | (21.1,30.6) | 30.1 | $(24.1,36.8)$ | 26.4 | $(19.5,34.6)$ | 0.8 | (-7.3,9.0) | -3.7 | (-12.9,5.5) |
| High school graduate_ | 29.3 | (26.2,32.6) | 31.3 | (27.0,36.0) | 32.7 | (28.4,37.2) | 3.4 | (-2.2,9.0) | 1.3 | (-4.4,7.0) |
| Some college | 35.8 | (31.7,40.0) | 32.8 | (29.2,36.7) | 30.7 | (26.4,35.3) | -5.1 | *(-10.1,0.0) | -2.1 | (-7.7,3.4) |
| College graduate | 37.8 | (33.7,42.2) | 30.2 | (26.3,34.4) | 32.6 | (28.1,37.4) | -5.2 | (-10.8,0.4) | 2.4 | (-2.7,7.5) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 31.9 | (29.6,34.3) | 30.2 | (27.2,33.3) | 29.8 | (26.6,33.2) | -2.1 | (-5.7,1.5) | -0.4 | (-4.9,4.2) |
| 14 to 18 | 33.2 | (30.5,36.1) | 31.8 | (29.0,34.8) | 31.7 | (29.3,34.2) | -1.5 | (-4.9,1.8) | -0.1 | (-3.5,3.3) |
| 12 to 18 | 32.8 | (30.5,35.3) | 31.3 | (29.0,33.7) | 31.1 | (29.0,33.3) | -1.7 | (-4.5,1.1) | -0.2 | (-3.0,2.6) |

[^22]${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-70. Weekly recall of drug themes in at least one media outlet among parents', ${ }^{1}$ by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a weekly story in at least one medium in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 64.0 | $(62.1,65.9)$ | 63.1 | (61.1,65.0) | 63.5 | (60.9,66.1) | -0.5 | (-3.1,2.1) | 0.4 | (-2.8,3.7) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 64.5 | (60.9,68.0) | 62.9 | (59.8,65.9) | 64.1 | (59.9,68.1) | -0.4 | (-5.7,4.8) | 1.2 | (-4.1,6.5) |
| Females | 63.7 | (61.2,66.1) | 63.2 | (60.1,66.3) | 63.1 | (60.1,66.0) | -0.6 | (-3.9,2.8) | -0.1 | (-4.2,4.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 61.7 | (59.4,63.8) | 60.7 | (58.3,63.1) | 61.6 | (58.7,64.5) | 0.0 | (-3.2,3.2) | 0.9 | (-2.7,4.5) |
| African American | 74.4 | (68.6,79.4) | 70.8 | (65.0,76.1) | 68.0 | (61.2,74.1) | -6.4 | (-14.4,1.6) | -2.9 | (-10.3,4.6) |
| Hispanic | 67.2 | (61.0,72.8) | 69.7 | (61.9,76.5) | 70.0 | (63.7,75.6) | 2.8 | (-4.2,9.8) | 0.3 | (-10.0,10.6) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 68.3 | $(62.2,73.8)$ | 71.1 | (64.9,76.6) | 68.1 | (61.9,73.8) | -0.2 | (-7.8,7.4) | -3.0 | (-11.7,5.8) |
| High school graduate_ | 61.8 | (58.4,65.1) | 63.5 | (59.4,67.4) | 66.4 | (61.2,71.1) | 4.6 | $(-1.5,10.6)$ | 2.9 | (-3.9,9.7) |
| Some college | 64.1 | $(60.2,67.8)$ | 62.9 | (59.4,66.3) | 61.5 | (56.4,66.4) | -2.6 | (-8.4,3.3) | -1.4 | (-7.3,4.5) |
| College graduate | 64.3 | (60.0,68.4) | 59.1 | (55.2,62.9) | 60.1 | (56.0,64.0) | -4.2 | (-9.6,1.1) | 1.0 | (-3.6,5.5) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 62.2 | $(59.5,64.9)$ | 62.4 | (59.5,65.3) | 63.9 | (60.3,67.3) | 1.7 | $(-2.5,5.8)$ | 1.4 | (-3.2,6.1) |
| 14 to 18 | 64.8 | $(62.5,67.1)$ | 63.3 | (61.0,65.6) | 62.7 | (59.7,65.7) | -2.0 | (-5.5,1.4) | -0.6 | (-4.3,3.2) |
| 12 to 18 | 64.0 | $(62.1,65.9)$ | 63.1 | (61.1,65.0) | 63.5 | (60.9,66.1) | -0.5 | (-3.1,2.1) | 0.4 | (-2.8,3.7) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 3-71. Parents ${ }^{1}$ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a lot about anti-drug programs in schools or community centers in their community in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 34.3 | (31.9,36.9) | 30.2 | (28.0,32.4) | 30.7 | (28.2,33.3) | -3.7 | *(-6.4,-0.9) | 0.5 | (-2.6,3.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 30.9 | $(27.2,34.9)$ | 26.5 | (23.2,30.1) | 27.8 | $(24.1,31.9)$ | -3.1 | (-7.9,1.7) | 1.3 | (-3.3,6.0) |
| Females | 36.7 | (33.9,39.6) | 32.5 | (29.8,35.3) | 32.7 | (29.9,35.7) | -4.0 | *(-7.5,-0.5) | 0.2 | (-3.8,4.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 35.0 | (31.9,38.2) | 30.0 | (27.6,32.7) | 29.9 | (27.0,32.9) | -5.1 | *(-8.2,-2.0) | -0.2 | (-3.6,3.2) |
| African American | 33.1 | (26.0,41.1) | 30.8 | (25.4,36.8) | 27.4 | (21.6,34.0) | -5.8 | (-13.8,2.3) | -3.4 | $(-11.7,4.9)$ |
| Hispanic | 33.0 | $(27.7,38.8)$ | 31.2 | (25.5,37.5) | 35.2 | (28.9,42.1) | 2.2 | (-5.6,10.0) | 4.1 | $(-5.0,13.1)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 28.4 | $(23.1,34.4)$ | 27.0 | (21.0,34.1) | 32.4 | (26.2,39.3) | 4.0 | $(-4.6,12.5)$ | 5.4 | $(-4.3,15.0)$ |
| High school graduate_ | 27.4 | (23.8,31.3) | 25.3 | (21.9,29.1) | 26.2 | $(22.3,30.5)$ | -1.2 | (-6.1,3.8) | 0.9 | $(-4.8,6.5)$ |
| Some college | 36.3 | $(32.3,40.5)$ | 29.8 | (25.9,34.0) | 31.5 | (27.1,36.2) | -4.8 | (-10.3,0.6) | 1.7 | $(-3.5,6.9)$ |
| College graduate | 43.7 | (39.4,48.2) | 37.7 | (32.7,43.0) | 33.5 | (29.2,38.1) | -10.2 | *(-16.0,-4.5) | -4.2 | (-10.6,2.2) |
| One or more child(ren) $)^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 38.8 | $(35.9,41.7)$ | 33.2 | (30.4,36.1) | 30.6 | (27.2,34.1) | -8.2 | *(-12.2,-4.2) | -2.6 | (-6.7,1.5) |
| 14 to 18 | 32.6 | $(29.7,35.7)$ | 29.5 | (26.9,32.3) | 30.6 | $(27.7,33.6)$ | -2.0 | (-5.3,1.2) | 1.0 | (-2.7,4.7) |
| 12 to 18 | 34.3 | (31.9,36.9) | 30.2 | (28.0,32.4) | 30.7 | (28.2,33.3) | -3.7 | *(-6.4,-0.9) | 0.5 | (-2.6,3.6) |

[^23]Table 3-72. Parents ${ }^{1}$ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a lot about speeches about drugs by public officials in their community in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 15.2 | (13.2,17.4) | 13.4 | (11.9,15.2) | 12.6 | $(10.7,14.9)$ | $-2.5$ | (-5.4,0.3) | -0.8 | (-2.9,1.3) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 16.4 | $(13.1,20.4)$ | 14.4 | $(12.0,17.1)$ | 13.0 | $(10.4,16.2)$ | -3.4 | (-7.8,1.0) | -1.4 | (-4.9,2.1) |
| Females | 14.3 | $(12.5,16.4)$ | 12.8 | (10.7,15.3) | 12.4 | $(10.1,15.2)$ | -1.9 | (-5.0,1.1) | -0.5 | (-3.0,2.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 13.1 | (11.3,15.2) | 9.7 | (8.0,11.6) | 8.1 | $(6.5,10.1)$ | -5.0 | *(-7.6,-2.4) | -1.6 | (-3.9,0.8) |
| African American | 20.0 | $(15.1,26.1)$ | 22.0 | (17.2,27.8) | 16.4 | (13.1,20.3) | -3.7 | (-9.6,2.3) | -5.7 | *(-11.0,-0.4) |
| Hispanic | 21.3 | (15.7,28.2) | 22.6 | (17.7,28.4) | 26.0 | (20.1,32.8) | 4.6 | (-4.9,14.1) | 3.4 | $(-4.6,11.3)$ |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 18.2 | (13.8,23.6) | 19.3 | (14.4,25.3) | 20.9 | $(15.1,28.3)$ | 2.7 | $(-4.9,10.3)$ | 1.6 | (-6.0,9.3) |
| High school graduate_ | 11.4 | (9.0,14.5) | 10.9 | $(8.5,13.8)$ | 10.4 | $(7.9,13.6)$ | -1.0 | (-4.8,2.8) | -0.4 | (-4.2,3.4) |
| Some college | 15.0 | $(12.0,18.7)$ | 11.6 | $(9.0,15.0)$ | 12.5 | (9.6,16.2) | -2.5 | (-7.1,2.1) | 0.9 | (-3.1,4.8) |
| College graduate | 17.5 | (14.1,21.5) | 15.5 | $(12.4,19.4)$ | 10.6 | $(7.8,14.4)$ | -6.8 | *(-11.8,-1.9) | -4.9 | *(-9.1,-0.7) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 14.5 | (12.3,17.1) | 14.5 | (12.3,17.0) | 12.9 | $(10.3,16.0)$ | -1.6 | (-4.9,1.7) | -1.6 | (-4.6,1.4) |
| 14 to 18 | 15.7 | $(13.3,18.4)$ | 13.4 | $(11.6,15.5)$ | 12.4 | $(10.3,14.9)$ | -3.3 | (-6.7,0.1) | -1.0 | (-3.7,1.6) |
| 12 to 18 | 15.2 | (13.2,17.4) | 13.4 | (11.9,15.2) | 12.6 | $(10.7,14.9)$ | -2.5 | (-5.4,0.3) | -0.8 | (-2.9,1.3) |

[^24]Table 3-73. Parents ${ }^{1}$ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a lot about drug-related laws proposed by state or local governments in their community in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 17.8 | (16.1,19.6) | 16.4 | (14.8,18.2) | 16.7 | $(14.8,18.9)$ | -1.1 | (-3.3,1.1) | 0.3 | (-1.9,2.5) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 19.5 | $(16.6,22.7)$ | 19.6 | $(16.7,22.9)$ | 19.3 | $(16.3,22.7)$ | -0.2 | $(-4.1,3.7)$ | -0.3 | (-4.1,3.4) |
| Females | 16.7 | $(14.8,18.7)$ | 14.3 | (12.4,16.6) | 14.8 | $(12.5,17.4)$ | -1.8 | (-4.8,1.2) | 0.5 | (-2.4,3.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 14.7 | $(12.8,16.9)$ | 14.1 | $(12.2,16.3)$ | 13.4 | (11.6,15.5) | -1.3 | (-3.7,1.2) | -0.7 | (-2.9,1.5) |
| African American | 30.0 | (24.6,36.0) | 22.1 | $(16.6,28.9)$ | 23.3 | $(18.2,29.4)$ | -6.7 | *(-13.0,-0.4) | 1.2 | $(-6.1,8.5)$ |
| Hispanic | 23.3 | (18.1,29.5) | 22.3 | (18.0,27.2) | 24.4 | (19.0,30.9) | 1.1 | (-6.0,8.2) | 2.2 | (-5.4,9.7) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 20.7 | $(16.5,25.8)$ | 18.5 | (13.9,24.3) | 21.4 | $(15.6,28.8)$ | 0.7 | (-6.7,8.0) | 2.9 | $(-5.2,11.0)$ |
| High school graduate_ | 14.1 | $(11.9,16.6)$ | 14.6 | $(12.1,17.6)$ | 15.4 | (12.7,18.5) | 1.3 | (-2.2,4.8) | 0.8 | (-3.1,4.6) |
| Some college | 18.4 | (15.2,22.2) | 15.7 | $(13.0,18.8)$ | 17.6 | $(14.1,21.7)$ | -0.9 | (-5.2,3.5) | 1.9 | (-2.2,6.0) |
| College graduate | 19.4 | (16.0,23.3) | 18.1 | (14.4,22.5) | 14.6 | (11.7,18.1) | -4.8 | *(-9.2,-0.3) | -3.5 | (-7.6,0.6) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 15.6 | $(13.6,17.9)$ | 16.0 | (13.4,18.8) | 14.9 | $(12.6,17.6)$ | -0.7 | (-3.8,2.4) | -1.1 | (-4.2,2.1) |
| 14 to 18 | 18.3 | $(16.3,20.4)$ | 16.5 | $(14.6,18.6)$ | 17.8 | $(15.6,20.3)$ | -0.4 | (-3.2,2.3) | 1.3 | (-1.4,4.1) |
| 12 to 18 | 17.8 | $(16.1,19.6)$ | 16.4 | (14.8,18.2) | 16.7 | $(14.8,18.9)$ | -1.1 | (-3.3,1.1) | 0.3 | (-1.9,2.5) |

[^25]Table 3-74. Parents ${ }^{1}$ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a lot about police crackdowns on drug use or sales in their community in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 45.6 | $(42.3,49.0)$ | 43.8 | (41.2,46.4) | 44.9 | (42.4,47.4) | -0.8 | (-4.4,2.9) | 1.1 | (-2.4,4.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 47.4 | $(42.8,52.1)$ | 44.8 | $(40.7,48.9)$ | 46.0 | (41.9,50.1) | -1.5 | (-7.2,4.2) | 1.2 | (-4.1,6.5) |
| Females | 44.4 | (40.8,48.0) | 43.2 | $(40.1,46.3)$ | 44.1 | (41.2,47.0) | -0.3 | (-4.1,3.5) | 0.9 | (-3.2,5.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 44.3 | $(40.2,48.4)$ | 43.8 | (40.5,47.2) | 43.6 | (40.8,46.5) | -0.7 | $(-5.1,3.7)$ | -0.2 | (-4.5,4.1) |
| African American | 59.2 | $(51.8,66.1)$ | 49.7 | $(43.1,56.3)$ | 55.6 | (48.3,62.6) | -3.6 | (-12.4,5.2) | 5.9 | (-3.4,15.2) |
| Hispanic | 44.1 | (38.3,50.2) | 41.8 | (35.7,48.2) | 42.6 | $(37.1,48.3)$ | -1.5 | (-8.7,5.8) | 0.8 | (-7.4,9.1) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 47.9 | $(41.6,54.2)$ | 41.9 | $(33.8,50.4)$ | 44.5 | $(38.5,50.7)$ | -3.4 | $(-11.6,4.9)$ | 2.6 | $(-8.3,13.6)$ |
| High school graduate_ | 44.1 | (39.3,48.9) | 37.8 | (34.0,41.7) | 42.3 | (37.5,47.2) | -1.8 | (-6.9,3.3) | 4.5 | (-1.4,10.4) |
| Some college | 46.5 | $(42.1,50.9)$ | 48.4 | $(43.8,53.0)$ | 48.5 | (44.0,53.1) | 2.1 | (-4.2,8.4) | 0.2 | $(-6.0,6.3)$ |
| College graduate | 45.4 | (39.9,51.0) | 47.6 | (42.8,52.5) | 44.1 | (39.1,49.2) | -1.3 | (-8.6,5.9) | -3.6 | (-9.9,2.8) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 42.7 | (39.3,46.2) | 43.1 | (39.6,46.6) | 43.7 | (39.9,47.5) | 1.0 | (-3.1,5.0) | 0.6 | (-4.3,5.5) |
| 14 to 18 | 46.7 | $(42.9,50.5)$ | 44.5 | (41.5,47.6) | 45.2 | $(42.3,48.1)$ | -1.5 | (-5.8,2.8) | 0.6 | $(-3.6,4.9)$ |
| 12 to 18 | 45.6 | $(42.3,49.0)$ | 43.8 | $(41.2,46.4)$ | 44.9 | (42.4,47.4) | -0.8 | (-4.4,2.9) | 1.1 | (-2.4,4.6) |

[^26]Table 3-75. Parents ${ }^{1}$ awareness of drug activities/controversies in their community in the past 12 months, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they heard a lot about drug-related propositions/referenda on ballot for public voting in their community in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 7.9 | $(6.6,9.3)$ | 8.0 | $(6.7,9.4)$ | 7.4 | $(5.9,9.2)$ | -0.5 | (-2.4,1.4) | -0.6 | (-2.8,1.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 7.7 | $(5.9,10.0)$ | 9.1 | (7.0,11.8) | 8.9 | $(6.5,12.0)$ | 1.2 | (-1.7,4.1) | -0.3 | (-3.9,3.4) |
| Females | 8.0 | $(6.5,9.8)$ | 7.2 | $(5.9,8.8)$ | 6.3 | $(4.9,8.0)$ | -1.7 | (-3.8,0.3) | -1.0 | (-3.2,1.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 5.2 | $(4.1,6.5)$ | 6.5 | $(5.0,8.2)$ | 4.6 | $(3.5,5.9)$ | -0.6 | (-2.2,1.0) | -1.9 | (-3.9,0.1) |
| African American | 13.5 | $(9.0,19.9)$ | 12.9 | $(9.5,17.2)$ | 14.3 | $(9.8,20.3)$ | 0.7 | (-4.7,6.2) | 1.4 | (-4.5,7.3) |
| Hispanic | 12.8 | $(8.8,18.1)$ | 11.2 | (8.1,15.3) | 12.4 | $(7.8,19.3)$ | -0.3 | (-8.3,7.6) | 1.2 | (-5.9,8.4) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 14.7 | $(11.3,18.9)$ | 8.9 | $(5.5,14.1)$ | 12.4 | (7.1,20.5) | -2.3 | $(-10.5,5.8)$ | 3.5 | $(-5.6,12.5)$ |
| High school graduate_ | 5.9 | $(4.3,8.1)$ | 8.2 | $(6.1,10.9)$ | 6.1 | $(4.5,8.3)$ | 0.2 | (-2.2,2.6) | -2.1 | (-5.4,1.3) |
| Some college | 7.5 | $(5.1,11.0)$ | 6.9 | $(4.9,9.5)$ | 7.7 | (5.4,10.8) | 0.2 | (-3.3,3.7) | 0.8 | (-2.7,4.4) |
| College graduate | 7.0 | $(4.9,9.9)$ | 8.4 | $(6.3,11.0)$ | 5.5 | $(3.7,8.1)$ | -1.5 | (-4.5,1.5) | -2.8 | (-6.1,0.5) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.5 | $(5.4,7.9)$ | 7.6 | $(6.0,9.4)$ | 5.8 | $(4.3,7.8)$ | -0.7 | (-2.5,1.1) | -1.7 | (-4.1,0.6) |
| 14 to 18 | 8.3 | (6.7,10.2) | 8.3 | $(6.8,10.1)$ | 7.9 | $(6.2,10.0)$ | -0.4 | (-2.7,1.9) | -0.4 | (-3.0,2.1) |
| 12 to 18 | 7.9 | $(6.6,9.3)$ | 8.0 | $(6.7,9.4)$ | 7.4 | $(5.9,9.2)$ | -0.5 | (-2.4,1.4) | -0.6 | (-2.8,1.6) |

[^27]Table 3-76. Parental ${ }^{1}$ attendance at drug abuse prevention programs ${ }^{2}$, by age, gender, and race/ethnicity of child(ren)

| Characteristics | Percent attending a drug abuse prevention program |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 33.1 | $(30.1,36.3)$ | 32.5 | (29.8,35.3) | 30.2 | (27.4,33.2) | -2.9 | (-7.2,1.4) | -2.3 | (-6.3,1.7) |
| 14 to 15 | 32.2 | (28.2,36.4) | 29.4 | (25.8,33.2) | 30.3 | $(27.2,33.7)$ | -1.9 | (-7.1,3.4) | 0.9 | (-3.6,5.5) |
| 16 to 18 | 26.6 | $(23.6,29.9)$ | 28.1 | (24.4,32.2) | 28.2 | $(25.0,31.7)$ | 1.6 | (-3.0,6.1) | 0.1 | $(-4.1,4.3)$ |
| 14 to 18 | 29.2 | (26.8,31.7) | 28.7 | (25.8,31.8) | 29.1 | (26.9,31.4) | -0.1 | (-2.9,2.8) | 0.4 | (-2.8,3.6) |
| 12 to 18 | 30.3 | (28.2,32.6) | 29.8 | (27.5,32.3) | 29.4 | $(27.5,31.4)$ | -0.9 | (-3.5,1.7) | -0.4 | (-3.2,2.4) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 30.5 | (27.4,33.9) | 28.7 | $(25.5,32.0)$ | 30.5 | $(27.7,33.4)$ | 0.0 | (-4.0,3.9) | 1.8 | (-1.7,5.4) |
| Females | 30.2 | (27.0,33.6) | 31.1 | (28.1,34.2) | 28.3 | (25.7,31.1) | -1.8 | (-5.2,1.5) | -2.7 | (-6.7,1.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 30.3 | (27.7,33.0) | 30.4 | (27.7,33.3) | 28.7 | $(26.1,31.4)$ | -1.6 | (-4.5,1.3) | -1.7 | $(-5.3,1.8)$ |
| African American | 33.1 | (28.0,38.5) | 34.7 | (29.5,40.3) | 32.6 | $(26.9,38.9)$ | -0.5 | (-8.0,7.1) | -2.1 | (-9.2,5.0) |
| Hispanic | 29.9 | (25.2,35.1) | 21.6 | (16.8,27.3) | 31.1 | (25.6,37.3) | 1.2 | (-6.2,8.6) | 9.6 | * $(2.9,16.3)$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 3-77. Parental ${ }^{1}$ attendance at parent effectiveness programs ${ }^{2}$, by age, gender, and race/ethnicity of child(ren)

| Characteristics | Percent attending parent effectiveness programs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 29.5 | (26.5,32.6) | 29.9 | $(27.1,32.9)$ | 32.2 | (29.2,35.4) | 2.7 | (-1.1,6.6) | 2.3 | (-1.5,6.1) |
| 14 to 15 | 29.5 | (25.3,34.1) | 30.2 | (26.4,34.1) | 27.9 | (24.7,31.4) | -1.6 | (-7.3,4.2) | -2.2 | (-7.4,2.9) |
| 16 to 18 | 27.5 | $(24.1,31.3)$ | 25.1 | (21.4,29.3) | 29.6 | $(25.5,34.1)$ | 2.1 | (-3.1,7.3) | 4.5 | $(-0.5,9.4)$ |
| 14 to 18 | 28.4 | $(25.5,31.5)$ | 27.5 | $(24.5,30.6)$ | 28.9 | (25.9,32.1) | 0.4 | (-3.7,4.6) | 1.4 | $(-2.3,5.2)$ |
| 12 to 18 | 28.7 | (26.3,31.3) | 28.2 | $(25.7,30.8)$ | 29.9 | (27.4,32.4) | 1.1 | (-2.2,4.5) | 1.7 | (-1.4,4.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 29.5 | $(26.3,33.0)$ | 29.2 | $(25.9,32.8)$ | 32.0 | $(28.7,35.5)$ | 2.5 | (-1.3,6.2) | 2.8 | $(-1.1,6.6)$ |
| Females | 27.9 | (25.0,31.1) | 27.1 | $(24.5,29.9)$ | 27.7 | (24.8,30.8) | -0.2 | (-4.7,4.2) | 0.6 | (-3.2,4.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 28.4 | (25.6,31.4) | 27.4 | $(24.3,30.7)$ | 26.8 | $(24.2,29.6)$ | -1.6 | (-5.2,2.0) | -0.6 | (-4.4,3.2) |
| African American | 32.5 | $(27.0,38.4)$ | 38.7 | $(32.2,45.7)$ | 39.0 | $(32.0,46.5)$ | 6.6 | (-2.1,15.2) | 0.3 | (-8.2,8.8) |
| Hispanic | 26.2 | (20.9,32.3) | 20.0 | $(14.3,27.3)$ | 30.8 | (24.4,38.0) | 4.5 | (-2.3,11.4) | 10.8 | *(3.2,18.4) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 4-1. Youth reporting ever having used marijuana, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting marijuana use ever |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 4.9 | $(3.8,6.4)$ | 4.1 | $(3.1,5.5)$ | 4.9 | $(3.7,6.4)$ | -0.1 | (-1.8,1.6) | 0.7 | (-1.0,2.5) |
| 14 to 15 | 15.1 | $(12.1,18.6)$ | 18.9 | (16.2,21.9) | 19.5 | $(15.9,23.7)$ | 4.5 | (-0.5,9.4) | 0.7 | $(-3.6,5.0)$ |
| 16 to 18 | 40.3 | (36.1,44.6) | 39.9 | $(36.3,43.6)$ | 38.9 | (35.2,42.8) | -1.3 | (-6.4,3.7) | -1.0 | (-5.6,3.6) |
| 14 to 18 | 28.8 | (26.3,31.5) | 30.4 | (27.6,33.3) | 30.7 | $(28.1,33.4)$ | 1.9 | (-1.6,5.3) | 0.3 | (-2.8,3.4) |
| 12 to 18 | 21.8 | (20.0,23.8) | 22.6 | (20.7,24.8) | 23.0 | $(21.1,25.0)$ | 1.2 | (-1.2,3.7) | 0.4 | (-2.0,2.7) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 5.6 | $(4.1,7.5)$ | 4.7 | (3.1,7.1) | 5.1 | $(3.4,7.5)$ | -0.5 | (-3.0,2.0) | 0.4 | (-2.7,3.5) |
| Females | 4.2 | $(2.9,6.3)$ | 3.5 | $(2.5,5.1)$ | 4.7 | $(3.2,6.7)$ | 0.4 | (-1.5,2.3) | 1.1 | (-0.7,3.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 4.2 | $(3.0,5.9)$ | 3.5 | (2.4,5.2) | 3.7 | $(2.4,5.8)$ | -0.5 | $(-2.5,1.6)$ | 0.2 | (-1.7,2.1) |
| African American | 5.5 | $(2.9,10.3)$ | 2.3 | $(1.0,5.1)$ | 6.0 | $(3.4,10.2)$ | 0.5 | (-4.1,5.1) | 3.7 | *(0.0,7.3) |
| Hispanic | 6.9 | $(3.9,12.0)$ | 8.4 | $(4.7,14.6)$ | 6.3 | $(3.8,10.4)$ | -0.5 | (-6.0,4.9) | -2.1 | (-7.2,3.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 34.1 | (24.9,44.6) | 22.4 | (14.2,33.4) | 31.2 | (21.8,42.4) | -2.9 | (-18.4,12.6) | 8.8 | (-4.2,21.8) |
| Lower Risk | 2.1 | $(1.3,3.4)$ | 2.1 | (1.4,3.1) | 2.0 | (1.2,3.2) | -0.1 | (-1.4,1.1) | -0.1 | (-1.4,1.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 9.5 | $(7.1,12.6)$ | 7.9 | $(5.5,11.3)$ | 8.7 | $(6.3,11.9)$ | -0.8 | (-4.0,2.5) | 0.8 | (-2.5,4.0) |
| Low | 1.6 | $(0.9,2.7)$ | 1.7 | $(1.0,2.8)$ | 1.9 | $(1.1,3.4)$ | 0.3 | (-0.9,1.5) | 0.2 | (-1.0,1.5) |

Table 4-1. Youth reporting ever having used marijuana, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting marijuana use ever |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 30.5 | $(26.5,34.9)$ | 32.3 | (28.5,36.2) | 32.3 | (28.6,36.3) | 1.8 | (-3.4,7.0) | 0.1 | (-4.7,4.9) |
| Females | 27.0 | (23.8,30.5) | 28.4 | (25.0,32.1) | 28.9 | (25.9,32.1) | 1.9 | (-2.0,5.7) | 0.5 | (-3.4,4.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 29.8 | (26.7,33.1) | 31.4 | (28.0,35.1) | 32.4 | (29.1,35.8) | 2.6 | (-1.2,6.3) | 1.0 | (-2.6,4.5) |
| African American | 25.2 | (20.0,31.2) | 24.0 | (18.6,30.4) | 27.6 | (20.8,35.6) | 2.4 | (-6.7,11.6) | 3.6 | $(-6.5,13.7)$ |
| Hispanic | 28.4 | (22.1,35.6) | 32.2 | (24.3,41.2) | 31.5 | (23.8,40.3) | 3.1 | (-5.9,12.0) | -0.7 | (-9.6,8.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 49.2 | $(45.5,52.9)$ | 52.0 | $(47.9,56.1)$ | 47.9 | $(43.7,52.1)$ | -1.3 | (-6.8,4.2) | -4.1 | (-9.4,1.2) |
| Lower risk | 5.3 | (3.7,7.4) | 6.9 | $(5.2,9.1)$ | 7.2 | $(5.2,10.0)$ | 1.9 | (-1.0,4.8) | 0.3 | (-2.8,3.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 38.7 | $(35.4,42.2)$ | 37.9 | $(34.3,41.7)$ | 39.5 | $(36.1,43.0)$ | 0.7 | $(-4.1,5.5)$ | 1.6 | $(-2.7,5.8)$ |
| Low | 14.4 | (11.1,18.5) | 17.7 | (14.8,21.0) | 17.6 | (14.1,21.8) | 3.2 | (-2.0,8.4) | -0.1 | (-4.6,4.4) |

Table 4-2. Youth reporting using marijuana in the past year, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting marijuana use in the past year |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 3.3 | $(2.4,4.4)$ | 2.6 | $(1.7,4.0)$ | 3.2 | $(2.3,4.4)$ | -0.1 | (-1.4,1.2) | 0.6 | (-1.0,2.1) |
| 14 to 15 | 11.3 | (8.7,14.6) | 13.8 | $(11.4,16.5)$ | 13.2 | $(10.3,16.6)$ | 1.8 | (-1.9,5.5) | -0.6 | $(-4.1,2.9)$ |
| 16 to 18 | 29.1 | $(25.6,32.8)$ | 26.8 | (23.6,30.3) | 26.3 | (23.0,29.8) | -2.8 | (-7.5,1.9) | -0.5 | (-4.8,3.7) |
| 14 to 18 | 21.0 | (18.9,23.2) | 20.9 | $(18.6,23.4)$ | 20.7 | $(18.5,23.0)$ | -0.3 | (-3.0,2.4) | -0.2 | (-3.0,2.6) |
| 12 to 18 | 15.8 | $(14.3,17.5)$ | 15.5 | $(13.8,17.3)$ | 15.5 | (13.9,17.2) | -0.3 | (-2.3,1.7) | 0.0 | (-2.0,2.0) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 3.5 | $(2.5,4.9)$ | 2.6 | $(1.4,4.7)$ | 3.0 | $(1.8,5.0)$ | -0.5 | (-2.3,1.4) | 0.4 | (-2.2,3.0) |
| Females | 3.0 | $(1.9,4.8)$ | 2.7 | (1.7,4.2) | 3.3 | $(2.2,5.0)$ | 0.3 | (-1.6,2.2) | 0.7 | (-0.9,2.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 2.4 | $(1.5,3.7)$ | 2.2 | $(1.4,3.7)$ | 2.4 | $(1.4,3.9)$ | 0.0 | $(-1.5,1.6)$ | 0.1 | $(-1.5,1.8)$ |
| African American | 4.3 | $(1.9,9.3)$ | 0.8 | (0.2,3.3) | 4.1 | $(1.9,9.0)$ | -0.2 | (-4.8,4.5) | 3.3 | *(0.1,6.5) |
| Hispanic | 5.1 | $(2.7,9.2)$ | 5.5 | $(2.4,12.3)$ | 4.4 | $(2.2,8.5)$ | -0.7 | $(-5.1,3.7)$ | -1.2 | (-6.2,3.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 23.0 | (16.2,31.6) | 18.4 | $(11.2,28.7)$ | 22.2 | (14.0,33.3) | -0.8 | (-12.1,10.4) | 3.8 | (-8.4,16.0) |
| Lower risk | 1.5 | (0.9,2.7) | 1.3 | $(0.7,2.3)$ | 1.0 | $(0.5,1.7)$ | -0.5 | $(-1.5,0.5)$ | -0.3 | (-1.4,0.7) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 6.4 | $(4.6,8.9)$ | 5.4 | $(3.3,8.6)$ | 5.8 | $(4.0,8.3)$ | -0.6 | (-3.2,1.9) | 0.4 | (-2.7,3.6) |
| Low | 0.9 | $(0.5,1.7)$ | 0.8 | $(0.3,1.7)$ | 1.1 | $(0.5,2.4)$ | 0.2 | (-0.9,1.2) | 0.3 | $(-0.6,1.1)$ |

Table 4-2. Youth reporting using marijuana in the past year, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting marijuana use in the past year |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 23.5 | $(19.8,27.7)$ | 21.7 | (18.7,25.0) | 21.5 | $(18.3,25.0)$ | -2.1 | (-6.4,2.3) | -0.2 | (-4.4,3.9) |
| Females | 18.4 | $(15.8,21.2)$ | 20.1 | (17.0,23.6) | 19.9 | (17.0,23.1) | 1.5 | $(-2.1,5.2)$ | -0.2 | (-3.9,3.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 22.7 | (20.0,25.7) | 22.4 | (19.4,25.7) | 23.3 | (20.6,26.2) | 0.5 | (-2.8,3.9) | 0.9 | (-2.9,4.6) |
| African American | 17.6 | $(13.0,23.4)$ | 15.6 | $(11.5,20.8)$ | 12.4 | $(8.3,18.0)$ | -5.2 | $(-12.1,1.7)$ | -3.2 | (-10.1,3.8) |
| Hispanic | 16.8 | $(12.3,22.6)$ | 19.6 | (14.4,26.1) | 21.0 | (14.1,30.2) | 4.2 | $(-4.3,12.8)$ | 1.4 | $(-5.1,8.0)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 37.2 | $(33.9,40.6)$ | 36.0 | $(32.3,40.0)$ | 32.8 | (29.1,36.7) | -4.4 | (-9.1,0.3) | -3.3 | (-8.7,2.1) |
| Lower risk | 3.4 | $(2.2,5.5)$ | 4.9 | $(3.4,7.0)$ | 5.0 | $(3.3,7.5)$ | 1.6 | (-1.1,4.3) | 0.1 | $(-2.6,2.9)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 29.9 | (27.0,33.1) | 27.5 | $(24.2,30.9)$ | 28.7 | (25.6,32.1) | -1.2 | (-5.3,2.8) | 1.3 | (-3.0,5.6) |
| Low | 7.9 | $(5.7,10.8)$ | 9.9 | $(7.7,12.8)$ | 9.0 | $(6.5,12.2)$ | 1.1 | $(-2.6,4.8)$ | -1.0 | (-4.6,2.7) |

Table 4-3. Youth reporting using marijuana in the past month, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent reporting marijuana use in the past month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.4 | (0.9,2.1) | 1.1 | $(0.5,2.3)$ | 1.1 | $(0.6,1.9)$ | -0.3 | (-1.1,0.4) | 0.0 | (-1.1,1.0) |
| 14 to 15 | 3.6 | $(2.3,5.4)$ | 7.2 | $(5.4,9.6)$ | 6.2 | $(4.3,8.8)$ | 2.6 | $(-0.3,5.5)$ | -1.0 | (-3.6,1.5) |
| 16 to 18 | 14.7 | (12.4,17.3) | 14.0 | $(11.3,17.2)$ | 15.3 | $(12.7,18.4)$ | 0.7 | (-2.7,4.0) | 1.3 | $(-2.3,5.0)$ |
| 14 to 18 | 9.6 | (8.1,11.3) | 10.9 | $(9.1,13.0)$ | 11.4 | $(9.7,13.4)$ | 1.8 | (-0.5,4.1) | 0.5 | (-1.8,2.8) |
| 12 to 18 | 7.2 | $(6.1,8.4)$ | 8.0 | $(6.7,9.5)$ | 8.4 | $(7.2,9.7)$ | 1.2 | $(-0.5,2.8)$ | 0.3 | (-1.2,1.9) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.9 | $(1.1,3.2)$ | 1.5 | $(0.6,3.7)$ | 1.3 | $(0.6,2.7)$ | -0.6 | (-1.9,0.6) | -0.2 | (-1.9,1.5) |
| Females | 0.8 | $(0.4,1.7)$ | 0.7 | $(0.3,1.7)$ | 0.8 | $(0.3,2.2)$ | 0.0 | (-0.9,0.9) | 0.1 | (-0.9,1.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.2 | $(0.6,2.1)$ | 0.6 | $(0.2,1.7)$ | 0.8 | $(0.3,2.0)$ | -0.4 | (-1.4,0.6) | 0.2 | (-0.8,1.1) |
| African American | 1.6 | $(0.5,5.6)$ | 0.8 | $(0.2,3.3)$ | 1.7 | $(0.7,4.3)$ | 0.1 | (-2.4,2.6) | 0.9 | (-1.1,2.9) |
| Hispanic | 1.9 | $(0.7,5.2)$ | 2.9 | $(0.8,10.2)$ | 1.7 | $(0.6,5.3)$ | -0.2 | (-2.9,2.6) | -1.2 | (-5.4,3.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 11.3 | $(6.5,18.7)$ | 6.2 | $(2.2,16.2)$ | 7.6 | $(3.2,17.0)$ | -3.7 | (-11.9,4.6) | 1.4 | $(-7.8,10.6)$ |
| Lower risk | 0.4 | $(0.2,0.9)$ | 0.6 | $(0.3,1.5)$ | 0.4 | $(0.2,1.1)$ | 0.0 | $(-0.5,0.5)$ | -0.2 | (-0.9,0.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 2.4 | $(1.4,4.1)$ | 2.3 | (1.0,5.1) | 1.9 | $(0.9,3.8)$ | -0.5 | (-2.2,1.1) | -0.4 | (-2.7,1.9) |
| Low | 0.5 | (0.2,1.2) | 0.2 | $(0.1,0.9)$ | 0.5 | $(0.2,1.4)$ | -0.1 | (-0.7,0.6) | 0.2 | (-0.4,0.8) |

Table 4-3. Youth reporting using marijuana in the past month, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting marijuana use in the past month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 11.6 | (9.0,14.9) | 11.1 | (8.6,14.1) | 12.2 | $(9.5,15.5)$ | 0.5 | (-2.8,3.9) | 1.1 | $(-2.7,4.8)$ |
| Females | 7.5 | $(5.6,10.1)$ | 10.7 | (8.5,13.4) | 10.7 | $(8.3,13.6)$ | 3.1 | (-0.2,6.4) | -0.1 | (-3.1,2.9) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 9.7 | (7.9,11.9) | 12.2 | $(9.9,14.8)$ | 12.6 | (10.6,15.0) | 2.9 | *(0.1,5.8) | 0.5 | $(-2.3,3.3)$ |
| African American | 8.5 | $(5.2,13.9)$ | 8.1 | $(5.2,12.5)$ | 8.4 | $(4.9,14.1)$ | -0.1 | (-6.2,5.9) | 0.3 | $(-5.7,6.2)$ |
| Hispanic | 10.0 | $(6.7,14.7)$ | 7.9 | $(4.2,14.5)$ | 11.3 | (7.0,17.9) | 1.3 | $(-4.8,7.5)$ | 3.4 | (-2.1,8.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 17.9 | $(15.1,21.1)$ | 18.9 | (15.9,22.5) | 18.5 | $(15.4,21.9)$ | 0.6 | (-4.0,5.2) | -0.5 | (-5.1,4.2) |
| Lower risk | 1.0 | $(0.5,1.9)$ | 2.4 | $(1.3,4.4)$ | 2.3 | $(1.4,3.7)$ | 1.3 | (-0.1,2.6) | -0.1 | $(-2.2,1.9)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 14.3 | $(11.8,17.2)$ | 14.3 | (11.7,17.4) | 16.4 | $(13.6,19.7)$ | 2.1 | (-1.9,6.2) | 2.1 | $(-1.6,5.7)$ |
| Low | 2.7 | $(1.5,4.5)$ | 5.3 | (3.8,7.4) | 4.4 | $(2.9,6.7)$ | 1.7 | $(-0.5,3.9)$ | -0.9 | $(-3.5,1.7)$ |

Table 4-4. Youth reporting regular marijuana use ${ }^{1}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting regular marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.5 | $(0.3,1.1)$ | 0.3 | $(0.1,0.8)$ | 0.6 | $(0.3,1.5)$ | 0.1 | (-0.5,0.7) | 0.3 | (-0.3,0.9) |
| 14 to 15 | 2.2 | (1.4,3.3) | 5.4 | (3.9,7.6) | 3.8 | $(2.7,5.5)$ | 1.7 | $(-0.1,3.5)$ | -1.6 | $(-3.7,0.5)$ |
| 16 to 18 | 12.4 | $(10.3,14.9)$ | 11.7 | $(9.3,14.6)$ | 11.7 | (9.4,14.5) | -0.8 | (-3.9,2.4) | 0.0 | $(-3.2,3.3)$ |
| 14 to 18 | 7.7 | $(6.6,9.1)$ | 8.8 | $(7.3,10.7)$ | 8.4 | $(6.8,10.2)$ | 0.6 | (-1.3,2.5) | -0.5 | $(-2.6,1.6)$ |
| 12 to 18 | 5.6 | $(4.8,6.6)$ | 6.3 | (5.2,7.6) | 6.1 | (5.0,7.4) | 0.4 | (-0.9,1.7) | -0.3 | (-1.7,1.2) |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 9.9 | $(7.8,12.5)$ | 10.9 | $(8.6,13.7)$ | 9.5 | $(7.3,12.2)$ | -0.4 | (-3.4,2.5) | -1.4 | (-4.7,1.9) |
| Females | 5.5 | (3.9,7.8) | 6.7 | $(5.1,8.8)$ | 7.2 | (4.9,10.5) | 1.7 | (-1.4,4.7) | 0.5 | (-2.2,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 8.7 | $(7.1,10.7)$ | 10.4 | (8.4,12.7) | 9.3 | $(7.3,11.9)$ | 0.6 | (-2.0,3.2) | -1.0 | (-3.7,1.7) |
| African American | 4.2 | $(2.2,7.9)$ | 3.7 | $(2.0,6.7)$ | 5.8 | $(3.1,10.6)$ | 1.6 | $(-2.3,5.6)$ | 2.1 | $(-2.3,6.5)$ |
| Hispanic | 5.8 | $(3.2,10.5)$ | 7.4 | $(3.8,14.0)$ | 8.0 | (4.6,13.5) | 2.2 | (-3.4,7.7) | 0.6 | (-4.5,5.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 14.7 | $(12.5,17.3)$ | 14.9 | $(12.3,17.8)$ | 14.4 | $(11.4,18.0)$ | -0.3 | (-3.9,3.2) | -0.5 | (-4.8,3.8) |
| Lower risk | 0.4 | $(0.2,1.0)$ | 1.8 | (0.9,3.8) | 1.0 | $(0.5,2.1)$ | 0.7 | $(-0.2,1.5)$ | -0.8 | (-2.5,0.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 11.6 | $(9.6,13.9)$ | 12.7 | $(10.3,15.4)$ | 12.5 | $(10.0,15.5)$ | 0.9 | (-2.3,4.0) | -0.2 | (-3.5,3.2) |
| Low | 2.3 | $(1.2,4.5)$ | 2.5 | $(1.7,3.8)$ | 2.3 | $(1.3,4.0)$ | 0.0 | (-2.0,2.1) | -0.2 | (-1.6,1.2) |

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Table 4-6. Youth never receiving offers of marijuana, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting never receiving offers of marijuana |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| All youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 81.7 | (79.4,83.8) | 82.9 | $(80.8,84.7)$ | 81.6 | (78.4,84.4) | -0.1 | (-3.8,3.6) | -1.3 | (-4.5,2.0) |
| 14 to 15 | 53.8 | (50.3,57.3) | 54.9 | (50.7,59.0) | 53.4 | (49.3,57.6) | -0.3 | (-5.0,4.3) | -1.5 | (-6.8,3.9) |
| 16 to 18 | 29.4 | (26.0,33.0) | 29.6 | (26.7,32.7) | 32.0 | (28.4,35.7) | 2.6 | $(-1.8,6.9)$ | 2.4 | (-2.2,6.9) |
| 14 to 18 | 40.5 | (37.6,43.5) | 41.0 | $(38.3,43.9)$ | 41.2 | $(38.3,44.0)$ | 0.6 | (-2.9,4.2) | 0.1 | (-3.5,3.7) |
| 12 to 18 | 52.5 | $(50.3,54.7)$ | 53.4 | (51.2,55.5) | 53.2 | (50.9,55.4) | 0.7 | (-2.0,3.4) | -0.2 | (-2.9,2.5) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 81.2 | (77.6,84.3) | 82.6 | (79.7,85.1) | 80.2 | (74.9,84.6) | -1.0 | (-7.1,5.1) | -2.4 | (-7.6,2.9) |
| Females | 82.3 | $(79.3,84.9)$ | 83.2 | (79.3,86.4) | 83.0 | (79.6,86.0) | 0.8 | (-3.6,5.2) | -0.1 | (-4.6,4.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 84.4 | (82.0,86.5) | 84.7 | $(82.1,86.9)$ | 83.7 | (80.4,86.5) | -0.8 | (-4.7,3.2) | -1.0 | (-4.8,2.7) |
| African American | 78.1 | (70.4,84.2) | 85.1 | (79.7,89.3) | 73.8 | $(62.5,82.7)$ | -4.2 | (-15.3,6.9) | -11.3 | *(-20.5,-2.1) |
| Hispanic | 72.5 | (65.0,78.8) | 73.6 | (67.3,79.0) | 80.6 | (75.1,85.2) | 8.1 | $(-0.1,16.4)$ | 7.0 | * (0.0,14.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 37.2 | $(28.4,47.0)$ | 37.4 | $(27.1,49.0)$ | 30.9 | $(22.4,40.9)$ | -6.3 | (-18.9,6.3) | -6.5 | (-19.6,6.6) |
| Lower risk | 86.0 | (83.6,88.0) | 87.9 | (85.8,89.6) | 86.1 | $(83.1,88.7)$ | 0.2 | $(-3.5,3.8)$ | -1.7 | $(-5.1,1.6)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 71.3 | (67.4,74.9) | 71.5 | (67.3,75.5) | 71.0 | $(65.5,75.9)$ | -0.3 | $(-6.5,5.8)$ | -0.6 | (-6.8,5.6) |
| Low | 89.5 | (87.1,91.6) | 90.5 | (88.2,92.4) | 89.3 | (86.6,91.6) | -0.2 | (-3.4,3.0) | -1.2 | (-4.0,1.6) |

Table 4-6. Youth never receiving offers of marijuana, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting never receiving offers of marijuana |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 37.3 | $(33.9,40.9)$ | 37.2 | $(33.4,41.3)$ | 38.9 | $(35.1,42.7)$ | 1.5 | $(-3.3,6.4)$ | 1.6 | (-3.8,7.1) |
| Females | 43.8 | (39.2,48.5) | 45.1 | (41.0,49.2) | 43.5 | (39.8,47.3) | -0.3 | (-4.9,4.3) | -1.6 | (-6.6,3.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 41.4 | (38.3,44.6) | 42.6 | $(39.3,45.9)$ | 42.2 | (39.2,45.3) | 0.9 | (-2.9,4.7) | -0.3 | (-4.5,3.9) |
| African American | 37.3 | $(31.1,43.9)$ | 39.3 | $(32.7,46.4)$ | 35.4 | $(28.9,42.4)$ | -1.9 | $(-11.5,7.7)$ | -4.0 | (-12.4,4.4) |
| Hispanic | 34.7 | $(26.7,43.7)$ | 35.0 | $(28.1,42.7)$ | 35.8 | (29.2,43.0) | 1.1 | (-8.7,10.9) | 0.8 | (-8.4,10.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 20.6 | (17.9,23.6) | 19.1 | $(16.6,22.0)$ | 24.0 | (20.0,28.5) | 3.4 | (-1.1,7.9) | 4.8 | $(0.0,9.7)$ |
| Lower risk | 63.3 | (58.2,68.0) | 65.1 | (60.7,69.3) | 63.0 | (58.9,66.8) | -0.3 | $(-6.1,5.5)$ | -2.2 | (-8.0,3.7) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 31.1 | (28.0,34.5) | 31.4 | $(28.3,34.8)$ | 30.0 | (26.7,33.5) | -1.1 | (-5.2,3.0) | -1.4 | (-5.9,3.1) |
| Low | 53.5 | $(48.2,58.7)$ | 57.3 | (52.2,62.2) | 57.3 | $(52.8,61.7)$ | 3.8 | $(-3.2,10.8)$ | 0.0 | (-7.0,7.0) |

Table 4-7. Youth receiving offers of marijuana one or more times in the past 30 days, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting receiving offers of marijuana one or more times in past 30 days |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 9.9 | (8.4,11.6) | 9.0 | $(7.6,10.8)$ | 9.7 | (8.1,11.6) | -0.2 | (-2.1,1.8) | 0.7 | (-1.4,2.7) |
| 14 to 15 | 26.6 | (23.0,30.5) | 27.8 | $(24.3,31.7)$ | 29.8 | (26.2,33.8) | 3.3 | (-1.5,8.0) | 2.0 | $(-2.6,6.6)$ |
| 16 to 18 | 46.6 | $(42.8,50.4)$ | 46.6 | $(42.7,50.5)$ | 46.7 | (42.4,51.0) | 0.1 | $(-4.5,4.7)$ | 0.1 | $(-5.2,5.5)$ |
| 14 to 18 | 37.5 | (34.8,40.2) | 38.1 | (35.2,41.0) | 39.5 | $(36.5,42.5)$ | 2.0 | (-1.2,5.2) | 1.4 | (-2.0,4.8) |
| 12 to 18 | 29.4 | (27.4,31.5) | 29.6 | $(27.5,31.8)$ | 30.7 | $(28.5,33.0)$ | 1.2 | (-1.1,3.6) | 1.1 | (-1.3,3.6) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 10.2 | $(8.1,12.9)$ | 8.0 | $(6.3,10.1)$ | 9.8 | (7.2,13.2) | -0.4 | (-3.6,2.7) | 1.8 | $(-1.5,5.1)$ |
| Females | 9.5 | $(7.7,11.6)$ | 10.1 | (7.7,13.2) | 9.6 | $(7.6,12.1)$ | 0.1 | (-2.7,3.0) | -0.5 | (-3.8,2.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 7.7 | $(6.1,9.6)$ | 8.0 | (6.2,10.2) | 8.0 | $(6.1,10.3)$ | 0.3 | (-2.3,2.8) | 0.0 | (-2.8,2.7) |
| African American | 11.5 | (7.5,17.2) | 5.9 | $(3.1,10.9)$ | 13.7 | $(8.5,21.4)$ | 2.2 | (-4.7,9.2) | 7.8 | * (2.1,13.5) |
| Hispanic | 17.9 | (13.0,24.2) | 15.9 | $(11.8,21.0)$ | 14.5 | $(11.0,18.8)$ | -3.5 | (-9.8,2.9) | -1.4 | (-7.3,4.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 41.2 | (33.0,49.8) | 40.3 | $(29.8,51.8)$ | 45.8 | $(35.2,56.9)$ | 4.7 | $(-7.3,16.7)$ | 5.6 | (-9.2,20.3) |
| Lower risk | 6.9 | $(5.5,8.5)$ | 6.3 | $(5.0,7.9)$ | 6.5 | $(5.1,8.3)$ | -0.4 | (-2.4,1.7) | 0.1 | (-1.8,2.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 16.2 | $(13.4,19.4)$ | 16.7 | $(13.6,20.3)$ | 16.9 | $(13.6,20.8)$ | 0.7 | (-3.3,4.6) | 0.2 | (-4.5,4.9) |
| Low | 5.2 | (3.8,7.1) | 4.1 | $(2.9,5.8)$ | 4.5 | $(3.2,6.5)$ | -0.7 | (-2.9,1.5) | 0.5 | (-1.5,2.4) |

Table 4-7. Youth receiving offers of marijuana one or more times in the past 30 days, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting receiving offers of marijuana one or more times in past 30 days |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 39.7 | (36.0,43.6) | 38.5 | $(34.3,42.9)$ | 41.2 | $(37.8,44.7)$ | 1.5 | $(-2.8,5.7)$ | 2.7 | (-2.1,7.5) |
| Females | 35.2 | $(31.1,39.5)$ | 37.7 | $(34.3,41.1)$ | 37.7 | (34.0,41.5) | 2.5 | (-2.3,7.3) | 0.0 | (-4.4,4.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 37.1 | (33.8,40.4) | 36.9 | (33.3,40.6) | 38.3 | $(35.0,41.8)$ | 1.3 | (-2.7,5.3) | 1.5 | (-2.4,5.3) |
| African American | 39.6 | $(34.1,45.5)$ | 34.6 | $(28.5,41.2)$ | 45.8 | (39.4,52.3) | 6.1 | (-1.1,13.3) | 11.2 | * (2.1,20.3) |
| Hispanic | 39.7 | (32.9,47.0) | 47.3 | $(39.8,54.9)$ | 44.6 | (37.6,51.9) | 4.9 | $(-4.3,14.1)$ | -2.7 | (-12.9,7.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 55.2 | $(51.1,59.3)$ | 56.7 | $(52.6,60.7)$ | 53.2 | $(48.5,57.8)$ | -2.0 | (-7.4,3.4) | -3.5 | (-9.2,2.2) |
| Lower risk | 17.6 | (14.4,21.3) | 18.4 | $(15.3,22.1)$ | 21.3 | (18.4,24.5) | 3.7 | $(-1.0,8.5)$ | 2.9 | (-1.4,7.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 47.4 | $(44.1,50.7)$ | 45.5 | $(41.7,49.4)$ | 49.3 | $(45.3,53.2)$ | 1.9 | (-2.6,6.4) | 3.7 | $(-0.9,8.3)$ |
| Low | 23.3 | (19.6,27.6) | 25.7 | (21.8,30.0) | 25.2 | $(21.7,29.1)$ | 1.9 | (-2.7,6.5) | -0.5 | (-5.7,4.8) |

Table 4-8. Youth reporting ever having used inhalants, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent reporting inhalant use ever |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.3 | $(0.9,1.9)$ | 1.7 | $(1.1,2.6)$ | 1.7 | $(1.1,2.7)$ | 0.4 | $(-0.6,1.5)$ | 0.1 | (-1.0,1.1) |
| 14 to 15 | 5.7 | $(3.8,8.5)$ | 3.6 | $(2.5,5.0)$ | 3.6 | (2.4,5.2) | -2.2 | $(-4.9,0.6)$ | 0.0 | $(-1.8,1.7)$ |
| 16 to 18 | 7.8 | $(6.3,9.7)$ | 5.8 | $(4.5,7.6)$ | 6.8 | (5.0,9.2) | -1.0 | (-3.4,1.3) | 0.9 | (-1.3,3.2) |
| 14 to 18 | 6.9 | $(5.6,8.3)$ | 4.8 | $(3.9,6.0)$ | 5.4 | $(4.2,6.9)$ | -1.5 | $(-3.2,0.3)$ | 0.6 | (-0.8,2.0) |
| 12 to 18 | 5.2 | (4.4,6.3) | 3.9 | $(3.2,4.8)$ | 4.3 | (3.4,5.5) | -0.9 | $(-2.3,0.4)$ | 0.4 | $(-0.6,1.5)$ |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.4 | (0.9,2.3) | 1.1 | $(0.5,2.3)$ | 1.7 | (0.9,3.2) | 0.3 | $(-1.1,1.6)$ | 0.6 | (-0.8,2.0) |
| Females | 1.1 | (0.6,2.1) | 2.3 | $(1.3,4.0)$ | 1.8 | (0.9,3.4) | 0.7 | (-0.7,2.0) | -0.6 | $(-2.2,1.1)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.4 | (0.9,2.1) | 1.6 | $(1.0,2.7)$ | 1.8 | (1.0,3.2) | 0.4 | $(-0.8,1.6)$ | 0.2 | $(-1.1,1.4)$ |
| African American | 0.7 | $(0.1,3.6)$ | 0.9 | $(0.2,3.5)$ | 0.4 | (0.0,4.4) | -0.3 | $(-1.9,1.3)$ | -0.4 | (-2.0,1.1) |
| Hispanic | 1.3 | $(0.5,3.1)$ | 2.6 | $(1.1,5.8)$ | 2.8 | $(1.1,6.8)$ | 1.5 | $(-1.3,4.4)$ | 0.2 | (-3.1,3.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 9.0 | $(5.3,14.6)$ | 10.7 | $(6.1,18.0)$ | 10.2 | $(5.4,18.4)$ | 1.2 | $(-7.0,9.4)$ | -0.5 | (-9.4,8.4) |
| Lower risk | 0.6 | $(0.3,1.0)$ | 0.7 | $(0.3,1.5)$ | 1.0 | (0.6,1.8) | 0.4 | (-0.3,1.2) | 0.3 | $(-0.5,1.1)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 2.8 | $(1.9,4.1)$ | 2.7 | $(1.7,4.1)$ | 3.6 | $(2.2,5.7)$ | 0.8 | (-1.5,3.1) | 0.9 | (-1.3,3.2) |
| Low | 0.1 | (0.0,0.4) | 1.0 | $(0.4,2.3)$ | 0.4 | $(0.1,1.7)$ | 0.3 | (-0.3,0.9) | -0.6 | (-1.3,0.1) |

Table 4-8. Youth reporting ever having used inhalants, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting inhalant use ever |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 8.9 | $(6.6,11.9)$ | 5.3 | $(3.8,7.5)$ | 5.3 | $(3.7,7.6)$ | -3.6 | *(-6.5,-0.7) | 0.0 | $(-2.5,2.4)$ |
| Females | 4.7 | $(3.5,6.3)$ | 4.3 | $(3.2,5.7)$ | 5.5 | (4.0,7.5) | 0.8 | (-1.4,2.9) | 1.2 | (-0.7,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 7.6 | $(6.0,9.7)$ | 5.4 | $(4.3,6.7)$ | 6.5 | $(4.9,8.7)$ | -1.1 | (-3.4,1.2) | 1.2 | (-0.7,3.0) |
| African American | 1.4 | $(0.5,3.8)$ | 1.6 | $(0.8,3.5)$ | 1.7 | $(0.7,3.9)$ | 0.3 | (-1.7,2.3) | 0.1 | $(-1.5,1.6)$ |
| Hispanic | 7.9 | $(5.0,12.1)$ | 6.0 | (3.4,10.2) | 4.8 | $(2.8,8.3)$ | -3.1 | (-7.2,1.1) | -1.2 | (-4.3,2.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 12.2 | $(10.1,14.7)$ | 9.0 | (7.2,11.3) | 8.1 | (6.0,10.7) | -4.2 | *(-7.2,-1.2) | -1.0 | $(-3.5,1.5)$ |
| Lower risk | 1.4 | $(0.7,2.7)$ | 0.7 | $(0.4,1.1)$ | 1.0 | $(0.4,2.6)$ | -0.3 | (-1.7,1.1) | 0.3 | (-0.6,1.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 11.1 | $(9.1,13.4)$ | 6.5 | $(5.1,8.3)$ | 7.7 | $(5.9,10.0)$ | -3.3 | * (-6.0,-0.6) | 1.3 | (-0.9,3.4) |
| Low | 0.6 | $(0.3,1.2)$ | 2.1 | (1.2,3.7) | 2.0 | $(1.1,3.6)$ | 1.4 | *(0.2,2.7) | -0.1 | (-1.6,1.4) |

Table 4-9. Youth reporting using inhalant in the past year, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent reporting inhalant use in the past year |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.8 | $(0.5,1.4)$ | 1.1 | $(0.7,2.0)$ | 0.9 | $(0.5,1.6)$ | 0.1 | $(-0.6,0.8)$ | -0.2 | $(-1.0,0.5)$ |
| 14 to 15 | 2.6 | $(1.7,4.0)$ | 1.9 | $(1.1,3.2)$ | 2.3 | (1.4,3.8) | -0.3 | $(-1.7,1.2)$ | 0.5 | (-1.0,2.0) |
| 16 to 18 | 3.1 | $(1.9,4.8)$ | 2.3 | $(1.3,3.9)$ | 2.1 | $(1.2,3.8)$ | -1.0 | $(-2.8,0.9)$ | -0.2 | $(-1.7,1.3)$ |
| 14 to 18 | 2.9 | $(2.1,3.9)$ | 2.1 | (1.4,3.1) | 2.2 | $(1.5,3.3)$ | -0.7 | $(-1.9,0.6)$ | 0.1 | $(-0.9,1.2)$ |
| 12 to 18 | 2.3 | $(1.7,3.0)$ | 1.8 | $(1.3,2.5)$ | 1.8 | $(1.3,2.6)$ | -0.5 | $(-1.3,0.4)$ | 0.0 | $(-0.7,0.8)$ |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.8 | $(0.4,1.8)$ | 0.6 | $(0.2,1.8)$ | 0.8 | $(0.4,1.6)$ | 0.0 | $(-0.8,0.9)$ | 0.2 | (-0.7,1.1) |
| Females | 0.9 | $(0.4,1.8)$ | 1.7 | (0.9,3.2) | 1.0 | (0.4,2.4) | 0.1 | $(-0.9,1.1)$ | -0.7 | $(-1.9,0.5)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.9 | $(0.5,1.7)$ | 1.2 | $(0.6,2.3)$ | 1.2 | (0.6,2.1) | 0.3 | (-0.7,1.2) | 0.0 | (-0.9,0.9) |
| African American | 0.5 | $(0.1,4.1)$ | 0.4 | $(0.0,3.3)$ | S | (S) | S | (S) | S | (S) |
| Hispanic | 1.0 | (0.4,2.7) | 2.1 | $(0.8,5.3)$ | 1.0 | $(0.3,3.9)$ | 0.0 | (-1.7,1.7) | -1.1 | (-3.6,1.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 6.0 | $(2.9,12.0)$ | 7.0 | $(3.2,14.9)$ | 6.4 | $(2.9,13.7)$ | 0.4 | $(-6.0,6.8)$ | -0.6 | $(-8.3,7.0)$ |
| Lower risk | 0.3 | $(0.2,0.7)$ | 0.5 | (0.2,1.2) | 0.5 | (0.2,1.0) | 0.1 | $(-0.3,0.6)$ | 0.0 | (-0.6,0.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.8 | (1.1,3.1) | 1.8 | (1.0,3.3) | 1.7 | $(1.0,2.8)$ | -0.1 | (-1.4,1.1) | -0.1 | (-1.6,1.4) |
| Low | 0.0 | $(0.0,0.8)$ | 0.7 | $(0.2,2.0)$ | 0.4 | $(0.1,1.6)$ | 0.4 | (-0.1,0.9) | -0.3 | $(-0.8,0.3)$ |

Table 4-9. Youth reporting using inhalants in the past year, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting inhalant use in the past year |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 3.4 | $(2.1,5.4)$ | 2.7 | $(1.6,4.5)$ | 2.3 | (1.4,3.8) | -1.1 | (-3.0,0.8) | -0.4 | (-2.0,1.3) |
| Females | 2.3 | $(1.5,3.5)$ | 1.4 | (0.9,2.3) | 2.1 | $(1.3,3.3)$ | -0.2 | (-1.5,1.1) | 0.6 | (-0.5,1.8) |
| Race/ethnicity | 3.3 | $(2.2,4.8)$ | 2.6 | (1.7,4.1) | 2.3 | $(1.4,3.7)$ | -1.0 | (-2.6,0.6) | -0.3 | (-1.7,1.0) |
| White | 3.3 | $(2.2,4.8)$ | 2.6 | (1.7,4.1) | 2.4 | $(1.5,3.8)$ | -0.9 | $(-2.5,0.8)$ | -0.2 | (-1.6,1.2) |
| African American | 0.1 | $(0.0,0.8)$ | 0.5 | (0.1,2.4) | 1.3 | $(0.3,5.5)$ | 1.2 | (-0.7,3.2) | 0.8 | (-1.3,2.9) |
| Hispanic | 2.0 | $(1.0,4.3)$ | 1.1 | (0.6,2.2) | 2.3 | $(1.1,4.9)$ | 0.2 | (-2.1,2.5) | 1.2 | (-0.6,2.9) |
| Risk score | 5.4 | (3.9,7.5) | 3.9 | $(2.6,6.0)$ | 3.1 | $(1.9,5.0)$ | -2.3 | * (-4.5,-0.1) | -0.8 | $(-2.8,1.2)$ |
| Higher risk | 5.4 | (3.9,7.6) | 3.9 | $(2.6,6.0)$ | 3.1 | $(1.9,4.9)$ | -2.4 | *(-4.5,-0.2) | -0.8 | (-2.8,1.2) |
| Lower risk | 0.4 | $(0.1,1.1)$ | 0.6 | (0.3,1.0) | 0.8 | (0.3,2.2) | 0.3 | (-0.6,1.3) | 0.2 | (-0.7,1.0) |
| Sensation seeking | 4.5 | $(3.2,6.2)$ | 2.9 | $(1.8,4.5)$ | 3.0 | $(2.0,4.5)$ | -1.5 | (-3.3,0.4) | 0.2 | $(-1.5,1.8)$ |
| High | 4.5 | $(3.2,6.3)$ | 2.9 | $(1.8,4.5)$ | 3.1 | $(2.1,4.6)$ | -1.4 | (-3.3,0.4) | 0.2 | (-1.4,1.9) |
| Low | 0.5 | $(0.2,1.1)$ | 0.8 | $(0.4,1.4)$ | 0.9 | (0.3,2.5) | 0.3 | (-0.6,1.3) | 0.1 | (-0.9,1.1) |

Table 4-10. Youth reporting using inhalants in the past month, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting inhalant use in the past month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.2 | $(0.1,0.5)$ | 0.4 | $(0.2,1.1)$ | 0.5 | $(0.3,0.9)$ | 0.3 | (-0.1,0.6) | 0.1 | $(-0.5,0.6)$ |
| 14 to 15 | 0.3 | $(0.1,0.6)$ | 0.8 | $(0.4,1.8)$ | 1.1 | (0.5,2.1) | 0.8 | * (0.0,1.5) | 0.3 | $(-0.7,1.2)$ |
| 16 to 18 | 0.9 | $(0.4,1.9)$ | 0.4 | $(0.2,1.0)$ | 1.0 | (0.5,2.1) | 0.1 | (-0.9,1.2) | 0.6 | $(-0.3,1.4)$ |
| 14 to 18 | 0.6 | $(0.3,1.1)$ | 0.6 | $(0.4,1.0)$ | 1.0 | $(0.6,1.7)$ | 0.4 | $(-0.2,1.1)$ | 0.4 | $(-0.2,1.1)$ |
| 12 to 18 | 0.5 | $(0.3,0.8)$ | 0.5 | $(0.3,0.8)$ | 0.9 | $(0.5,1.4)$ | 0.4 | (-0.1,0.9) | 0.3 | (-0.1,0.8) |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.2 | $(0.0,0.7)$ | 0.5 | $(0.1,1.6)$ | 0.4 | $(0.2,0.8)$ | 0.2 | $(-0.1,0.6)$ | -0.1 | $(-0.7,0.6)$ |
| Females | 0.3 | $(0.1,0.8)$ | 0.4 | $(0.1,1.3)$ | 0.6 | (0.2,1.6) | 0.3 | (-0.3,1.0) | 0.2 | (-0.6,1.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.2 | $(0.1,0.5)$ | 0.5 | (0.2,1.3) | 0.5 | (0.3,1.0) | 0.3 | (-0.1, 0.7 ) | 0.1 | $(-0.6,0.7)$ |
| African American | S | (S) | S | (S) | S | (S) | S | (S) | S | (S) |
| Hispanic | 0.7 | $(0.2,2.8)$ | 0.9 | $(0.2,4.0)$ | 1.0 | $(0.3,3.9)$ | 0.3 | (-1.3,2.0) | 0.1 | (-2.0,2.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.4 | $(0.0,3.5)$ | 2.9 | $(0.7,10.4)$ | 3.5 | $(1.5,8.0)$ | 3.1 | *(0.0,6.2) | 0.6 | $(-4.2,5.5)$ |
| Lower risk | 0.2 | $(0.1,0.6)$ | 0.2 | $(0.0,0.8)$ | 0.2 | $(0.1,0.7)$ | 0.0 | (-0.3, 0.3) | 0.1 | (-0.3, 0.4) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.5 | $(0.2,1.2)$ | 0.7 | $(0.2,2.3)$ | 1.0 | $(0.5,2.0)$ | 0.5 | $(-0.3,1.2)$ | 0.2 | $(-0.9,1.4)$ |
| Low | 0.0 | $(0.0,0.8)$ | 0.2 | $(0.1,1.1)$ | 0.1 | $(0.1,0.3)$ | 0.1 | * (0.0,0.2) | -0.1 | $(-0.5,0.3)$ |

Table 4-10. Youth reporting using inhalants in the past month, by age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| $\underline{\text { Characteristics }}$ | Percent reporting inhalant use in the past month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.6 | $(0.2,1.8)$ | 0.4 | $(0.1,1.1)$ | 1.7 | (0.9,3.2) | 1.1 | (-0.1,2.3) | 1.3 | * $(0.1,2.4)$ |
| Females | 0.6 | $(0.3,1.0)$ | 0.8 | $(0.4,1.3)$ | 0.3 | $(0.1,1.1)$ | -0.3 | (-0.8,0.2) | -0.5 | (-1.0,0.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.5 | $(0.3,0.9)$ | 0.7 | $(0.4,1.2)$ | 1.1 | $(0.6,2.1)$ | 0.6 | $(-0.2,1.3)$ | 0.4 | $(-0.5,1.3)$ |
| African American | 0.1 | $(0.0,0.8)$ | 0.5 | $(0.1,2.4)$ | 0.6 | $(0.1,4.5)$ | 0.5 | $(-0.7,1.6)$ | 0.0 | (-1.4,1.4) |
| Hispanic | 0.0 | (0.0,2.5) | 0.3 | $(0.1,0.9)$ | 1.5 | $(0.5,4.1)$ | 1.5 | $(0.0,2.9)$ | 1.2 | (-0.4,2.8) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 1.3 | $(0.7,2.4)$ | 1.1 | $(0.6,2.0)$ | 1.3 | (0.7,2.3) | 0.0 | (-1.2,1.2) | 0.2 | (-0.9,1.2) |
| Lower risk | 0.0 | $(0.0,0.9)$ | 0.1 | (0.1,0.4) | 0.4 | (0.1,1.3) | 0.4 | $(-0.1,0.8)$ | 0.2 | $(-0.3,0.7)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.0 | $(0.5,1.8)$ | 0.8 | $(0.4,1.6)$ | 1.4 | $(0.8,2.4)$ | 0.5 | $(-0.5,1.5)$ | 0.6 | (-0.4,1.6) |
| Low | 0.1 | $(0.0,0.4)$ | 0.2 | $(0.0,0.8)$ | 0.3 | $(0.1,2.0)$ | 0.3 | (-0.4,0.9) | 0.2 | (-0.5,0.8) |

Table 4-11. Youth reporting regular inhalant use, ${ }^{1}$ by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting regular inhalant use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.1 | $(0.0,0.6)$ | 0.0 | $(0.0,0.5)$ | 0.3 | $(0.1,0.7)$ | 0.2 | $(-0.1,0.5)$ | 0.3 | * (0.0,0.5) |
| 14 to 15 | 0.2 | $(0.0,1.1)$ | 0.2 | $(0.1,0.9)$ | 0.4 | $(0.2,1.1)$ | 0.2 | $(-0.3,0.8)$ | 0.2 | (-0.3,0.7) |
| 16 to 18 | 0.4 | $(0.2,0.9)$ | 0.4 | $(0.2,0.8)$ | 0.2 | $(0.0,1.3)$ | -0.2 | $(-0.7,0.3)$ | -0.1 | $(-0.6,0.4)$ |
| 14 to 18 | 0.3 | $(0.2,0.6)$ | 0.3 | $(0.1,0.6)$ | 0.3 | $(0.1,0.8)$ | 0.0 | $(-0.4,0.3)$ | 0.0 | $(-0.3,0.4)$ |
| 12 to 18 | 0.3 | $(0.2,0.4)$ | 0.2 | $(0.1,0.4)$ | 0.3 | $(0.1,0.6)$ | 0.0 | $(-0.2,0.3)$ | 0.1 | $(-0.2,0.4)$ |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.6 | $(0.3,1.1)$ | 0.4 | $(0.1,0.9)$ | 0.6 | $(0.2,1.5)$ | 0.0 | $(-0.7,0.7)$ | 0.2 | $(-0.5,0.9)$ |
| Females | 0.1 | $(0.1,0.3)$ | 0.2 | $(0.1,0.6)$ | 0.1 | $(0.0,0.6)$ | -0.1 | (-0.2,0.1) | -0.2 | (-0.4,0.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.5 | $(0.3,0.9)$ | 0.4 | $(0.2,0.9)$ | 0.3 | $(0.1,1.1)$ | -0.3 | $(-0.8,0.2)$ | -0.1 | $(-0.6,0.4)$ |
| African American | 0.0 | $(0.0,2.6)$ | 0.0 | $(0.0,2.6)$ | 0.4 | $(0.1,1.1)$ | 0.4 | $(-0.1,0.8)$ | 0.4 | $(-0.1,0.8)$ |
| Hispanic | 0.0 | (0.0,2.5) | 0.4 | $(0.1,1.1)$ | 0.7 | $(0.2,2.8)$ | 0.7 | (-0.3,1.6) | 0.3 | $(-0.8,1.3)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.7 | $(0.4,1.3)$ | 0.6 | (0.2,1.2) | 0.6 | $(0.2,1.6)$ | -0.1 | $(-0.8,0.7)$ | 0.1 | $(-0.7,0.8)$ |
| Lower risk | 0.0 | (0.0,0.2) | 0.1 | $(0.0,0.3)$ | 0.0 | $(0.0,0.8)$ | 0.0 | (-0.1,0.0) | -0.1 | (-0.2,0.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.6 | $(0.3,1.0)$ | 0.5 | $(0.2,1.0)$ | 0.5 | $(0.2,1.3)$ | -0.1 | $(-0.7,0.5)$ | 0.0 | $(-0.6,0.6)$ |
| Low | 0.0 | (0.0,1.0) | 0.0 | $(0.0,0.9)$ | 0.1 | $(0.0,0.2)$ | 0.1 | *(0.0,0.1) | 0.1 | * $(0.0,0.1)$ |

[^29]Table 5-1. Nonusers ${ }^{1}$ intentions to use marijuana ${ }^{2}$ even once or twice in the next 12 months, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent definitely not intending to try marijuana |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 92.3 | $(90.6,93.7)$ | 90.9 | (89.0,92.5) | 91.7 | (89.6,93.4) | -0.6 | (-2.8,1.7) | 0.9 | (-1.7,3.4) |
| 14 to 15 | 85.1 | (82.3,87.5) | 83.8 | (80.9,86.4) | 82.1 | (79.4,84.5) | -3.0 | $(-6.8,0.7)$ | -1.7 | (-4.9,1.4) |
| 16 to 18 | 84.6 | (81.4,87.3) | 83.5 | (79.3,86.9) | 82.0 | (77.9,85.4) | -2.6 | (-7.3,2.0) | -1.5 | (-6.0,3.0) |
| 14 to 18 | 84.9 | (82.9,86.7) | 83.7 | (81.2,85.9) | 82.0 | (79.7,84.1) | -2.9 | *(-5.6,-0.1) | -1.6 | (-4.3,1.0) |
| 12 to 18 | 87.5 | $(86.1,88.8)$ | 86.3 | $(84.6,87.9)$ | 85.6 | (84.0,87.0) | -1.9 | (-3.9,0.1) | -0.7 | (-2.5,1.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 86.7 | $(84.4,88.7)$ | 87.1 | (84.6,89.4) | 84.2 | (81.4,86.6) | -2.5 | $(-5.7,0.7)$ | -3.0 | (-6.0,0.0) |
| Females | 88.4 | (86.2,90.2) | 85.4 | (83.2,87.4) | 87.0 | (84.8,88.8) | -1.4 | (-4.1,1.4) | 1.5 | (-1.0,4.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 87.5 | (85.7,89.1) | 86.7 | $(84.5,88.6)$ | 85.8 | $(83.6,87.8)$ | -1.7 | $(-4.3,0.9)$ | -0.9 | (-2.9,1.2) |
| African American | 87.2 | (82.9,90.5) | 85.4 | $(81.1,88.8)$ | 85.0 | $(79.3,89.3)$ | -2.2 | (-7.8,3.5) | -0.4 | (-6.7,5.9) |
| Hispanic | 87.5 | (83.2,90.9) | 87.1 | (82.7,90.5) | 83.6 | $(78.5,87.7)$ | -3.9 | (-9.8,2.0) | -3.5 | (-9.6,2.5) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 75.2 | (71.1,78.9) | 70.3 | (64.8,75.2) | 73.4 | (68.7,77.6) | -1.8 | (-7.6,4.0) | 3.2 | (-3.4,9.7) |
| Lower risk | 92.2 | (90.5,93.6) | 91.6 | (89.9,93.0) | 89.8 | (88.2,91.2) | -2.4 | *(-4.6,-0.2) | -1.8 | (-3.9,0.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 80.6 | (78.1,83.0) | 79.0 | (76.5,81.4) | 77.9 | (75.2,80.4) | -2.7 | (-6.1,0.6) | -1.1 | (-4.0,1.8) |
| Low | 94.0 | (92.1,95.5) | 93.6 | (91.4,95.2) | 92.3 | (90.3,94.0) | -1.7 | (-4.0,0.7) | -1.2 | (-3.5,1.0) |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ All youth, regardless of current or prior marijuana usage, were asked "How likely is it that you will use marijuana, even once or twice, over the next 12 months?"

Table 5-2. Nonusers, ${ }^{1}$ personal beliefs about outcomes and attitudes toward marijuana use ${ }^{2}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Beliefs about outcomes of marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 129.20 | (122.81,135.59) | 121.40 | (116.34,126.47) | 127.21 | (121.16,133.27) | -1.99 | $(-8.60,4.63)$ | 5.81 | $(-1.60,13.23)$ |
| 14 to 15 | 102.29 | $(94.63,109.96)$ | 100.85 | (93.16,108.55) | 101.33 | (93.97,108.69) | -0.96 | (-11.53,9.60) | 0.48 | (-7.57,8.53) |
| 16 to 18 | 91.31 | (81.30,101.32) | 85.13 | (74.91,95.36) | 94.02 | (83.31,104.73) | 2.71 | (-8.95,14.37) | 8.89 | $(-3.01,20.79)$ |
| 14 to 18 | 97.28 | (90.50,104.06) | 93.42 | (86.90,99.95) | 97.64 | (91.22,104.07) | 0.36 | (-6.94,7.66) | 4.22 | $(-2.58,11.02)$ |
| 12 to 18 | 108.55 | $(103.15,113.95)$ | 103.49 | (98.77,108.21) | 108.17 | (102.82,113.52) | -0.38 | (-5.49,4.73) | 4.68 | (-0.57,9.93) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 102.83 | (96.30,109.35) | 102.47 | (96.41,108.53) | 104.29 | $(95.85,112.73)$ | 1.46 | (-6.57,9.49) | 1.82 | $(-6.79,10.42)$ |
| Females | 114.29 | $(107.31,121.28)$ | 104.52 | $(97.65,111.40)$ | 112.11 | (105.45,118.77) | -2.18 | (-11.10,6.74) | 7.59 | $(-1.02,16.19)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 111.66 | (105.49,117.82) | 106.08 | (99.89,112.27) | 112.39 | (105.26,119.53) | 0.73 | (-6.59,8.06) | 6.31 | (-1.07,13.69) |
| African American | 100.69 | (89.64,111.73) | 95.17 | $(84.85,105.49)$ | 93.93 | (82.69,105.17) | -6.76 | (-19.43,5.91) | -1.24 | (-14.07,11.59) |
| Hispanic | 102.35 | (90.54,114.15) | 109.00 | (97.56,120.44) | 103.84 | (91.81, 115.88) | 1.50 | (-15.85,18.85) | -5.16 | (-18.18,7.87) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 62.54 | (50.85,74.23) | 49.27 | $(36.48,62.06)$ | 58.93 | $(45.37,72.49)$ | -3.61 | (-17.28,10.07) | 9.66 | (-6.23,25.56) |
| Lower risk | 125.09 | $(119.31,130.87)$ | 121.91 | (117.77,126.05) | 124.64 | (119.28,130.00) | -0.45 | (-6.99,6.09) | 2.73 | (-3.07,8.53) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 81.87 | (73.70,90.03) | 76.20 | (68.77,83.63) | 82.78 | (74.42,91.13) | 0.91 | (-7.98,9.80) | 6.58 | (-3.06,16.22) |
| Low | 132.85 | (125.50,140.21) | 131.42 | (125.77,137.06) | 131.84 | (126.20,137.49) | -1.01 | (-9.53,7.51) | 0.43 | (-6.69,7.54) |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ Measurement of this construct is detailed in Appendix E.

Table 5-3. Nonusers ${ }^{, 1}$ perceptions of social norms regarding marijuana use ${ }^{2}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Mean score on anti-marijuana social norm index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 136.87 | (132.24,141.49) | 129.47 | $(124.07,134.87)$ | 129.63 | $(124.98,134.27)$ | -7.24 | *(-13.08,-1.40) | 0.15 | (-6.34,6.64) |
| 14 to 15 | 97.63 | (90.50,104.75) | 98.22 | (89.74,106.71) | 91.34 | (82.57,100.10) | -6.29 | (-17.17,4.59) | -6.89 | (-16.93,3.16) |
| 16 to 18 | 83.91 | (74.22,93.60) | 70.65 | (61.22,80.08) | 75.53 | (64.10,86.96) | -8.38 | (-20.52,3.75) | 4.88 | (-7.84,17.59) |
| 14 to 18 | 91.37 | $(85.63,97.10)$ | 85.19 | (78.91,91.48) | 83.36 | $(75.73,90.99)$ | -8.01 | (-16.34,0.33) | -1.83 | (-10.26,6.59) |
| 12 to 18 | 107.43 | (103.30,111.57) | 101.12 | (96.67,105.58) | 99.83 | $(94.55,105.11)$ | -7.60 | *(-13.28,-1.93) | -1.29 | (-7.04,4.45) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 98.60 | (92.36,104.83) | 95.10 | (88.72,101.48) | 91.70 | (83.49,99.92) | -6.89 | (-16.10,2.32) | -3.40 | (-12.52,5.73) |
| Females | 116.29 | (109.74,122.84) | 107.25 | (100.48,114.01) | 108.08 | $(102.55,113.60)$ | -8.22 | *(-16.37,-0.07) | 0.83 | (-7.11,8.77) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 112.65 | (107.15,118.15) | 107.24 | (102.06,112.41) | 104.07 | (97.03,111.10) | -8.58 | *(-17.03,-0.13) | -3.17 | (-10.75,4.41) |
| African American | 83.02 | (74.10,91.93) | 74.01 | (65.35,82.67) | 85.21 | (72.25,98.18) | 2.20 | $(-14.50,18.89)$ | 11.20 | (-2.54,24.95) |
| Hispanic | 104.38 | $(93.38,115.38)$ | 107.55 | $(94.65,120.45)$ | 87.86 | (76.62,99.10) | -16.51 | *(-32.03,-1.00) | -19.69 | *(-36.62,-2.75) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 56.52 | $(44.65,68.40)$ | 41.07 | (30.99,51.15) | 34.75 | (21.86,47.64) | -21.77 | *(-37.90,-5.65) | -6.32 | (-22.82,10.18) |
| Lower risk | 124.10 | (120.22,127.99) | 121.74 | $(116.84,126.64)$ | 122.15 | $(117.61,126.68)$ | -1.96 | (-7.44,3.52) | 0.41 | (-5.80,6.61) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 83.88 | (77.36,90.40) | 75.74 | (69.41,82.07) | 70.42 | (61.70,79.14) | -13.46 | *(-22.28,-4.64) | -5.32 | (-15.23,4.58) |
| Low | 128.20 | (123.24,133.16) | 126.88 | (120.67,133.10) | 126.90 | $(120.32,133.48)$ | -1.30 | $(-8.40,5.79)$ | 0.02 | $(-8.45,8.48)$ |

[^30]${ }^{2}$ Measurement of this construct is detailed in Appendix E.

Table 5-4. Nonusers ${ }^{\text {, }}$, self-efficacy to refuse marijuana ${ }^{2}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Mean score on self-efficacy to refuse marijuana index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 101.14 | (96.10,106.19) | 100.85 | (95.61,106.09) | 119.34 | (114.36,124.32) | 18.20 | *(11.45,24.95) | 18.50 | *(11.30,25.69) |
| 14 to 15 | 96.62 | (86.90,106.35) | 111.95 | (105.56,118.34) | 111.64 | (104.65,118.63) | 15.02 | *(3.83,26.21) | -0.31 | (-8.41,7.79) |
| 16 to 18 | 110.79 | (101.88,119.71) | 108.73 | (98.17,119.30) | 121.80 | (113.13,130.47) | 11.01 | (-1.42,23.44) | 13.07 | *(1.62,24.51) |
| 14 to 18 | 103.09 | (96.41,109.76) | 110.43 | (104.42,116.44) | 116.77 | (111.54,122.00) | 13.68 | *(4.73,22.63) | 6.34 | (-0.28,12.96) |
| 12 to 18 | 102.40 | (97.58,107.22) | 106.98 | $(102.75,111.21)$ | 117.68 | $(113.82,121.55)$ | 15.28 | *(8.89,21.67) | 10.70 | * $5.79,15.61$ ) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 97.31 | (90.87,103.74) | 107.17 | (101.78,112.55) | 115.11 | $(108.69,121.53)$ | 17.81 | *(8.43,27.18) | 7.95 | *(0.70,15.19) |
| Females | 107.51 | (100.57,114.45) | 106.80 | (100.39,113.20) | 120.29 | (114.84,125.75) | 12.78 | * $4.93,20.64)$ | 13.50 | *(6.06,20.94) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 110.88 | (105.66,116.10) | 111.43 | (107.25,115.60) | 122.45 | (117.65,127.25) | 11.57 | *(4.58,18.56) | 11.03 | * $5.39,16.67)$ |
| African American | 85.18 | (73.13,97.23) | 101.14 | (88.20,114.09) | 110.71 | (101.47,119.95) | 25.53 | *(11.10,39.97) | 9.57 | (-3.97,23.11) |
| Hispanic | 87.86 | $(74.28,101.44)$ | 98.09 | (83.33,112.84) | 104.20 | (88.38,120.02) | 16.34 | (-4.06,36.74) | 6.11 | (-10.63,22.85) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 94.18 | (83.90,104.46) | 84.46 | (72.89,96.02) | 99.02 | (86.93,111.11) | 4.84 | (-11.76,21.43) | 14.57 | (-2.06,31.19) |
| Lower risk | 106.51 | (101.22,111.80) | 116.13 | (111.87,120.38) | 123.86 | $(119.85,127.86)$ | 17.34 | * $10.83,23.85$ ) | 7.73 | * $2.32,13.14$ ) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 88.16 | (80.78,95.55) | 88.88 | $(82.45,95.30)$ | 104.21 | $(97.68,110.74)$ | 16.05 | * $6.38,25.72)$ | 15.34 | *(6.53,24.14) |
| Low | 116.76 | (110.79,122.73) | 125.83 | (120.92,130.75) | 130.38 | (125.76,135.00) | 13.62 | *(6.21,21.03) | 4.55 | $(-1.42,10.51)$ |

[^31]${ }^{2}$ Measurement of this construct is detailed in Appendix E.

Table 5-6. Beliefs about possible outcomes of using marijuana even once or twice among nonusing ${ }^{1}$ youth aged 12 to 18 , by age

| Outcome by Age | Percent holding strong anti-drug beliefs ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Upset my parents/caregivers |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 82.8 | $(79.2,85.8)$ | 79.6 | (75.6,83.2) | 83.6 | $(79.6,86.9)$ | 0.8 | (-3.9,5.6) | 3.9 | $(-0.9,8.8)$ |
| 14 to 18 | 80.4 | (76.5,83.9) | 84.5 | (81.1,87.3) | 84.3 | $(79.8,87.9)$ | 3.8 | $(-0.7,8.3)$ | -0.2 | (-5.1,4.7) |
| 12 to 18 | 81.3 | (78.6,83.7) | 82.7 | (80.1,85.1) | 84.0 | $(80.7,86.9)$ | 2.7 | (-0.8,6.3) | 1.3 | (-2.3,4.9) |
| Get in trouble with the law |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 45.4 | $(41.6,49.3)$ | 41.4 | $(36.8,46.2)$ | 50.7 | $(46.2,55.2)$ | 5.3 | $(-0.5,11.1)$ | 9.3 | * $(3.2,15.4)$ |
| 14 to 18 | 37.6 | (32.9,42.5) | 37.8 | (33.5,42.4) | 41.1 | (35.4,47.0) | 3.5 | $(-2.5,9.5)$ | 3.3 | (-3.8,10.3) |
| 12 to 18 | 40.4 | $(37.2,43.7)$ | 39.1 | (35.6,42.7) | 44.7 | $(40.5,48.9)$ | 4.3 | (-0.3,8.9) | 5.5 | * (0.6,10.5) |
| Lose control of myself |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 34.0 | (30.7,37.5) | 32.8 | (28.7,37.1) | 41.0 | (37.0,45.1) | 7.0 | * (1.9,12.0) | 8.2 | * (2.3,14.1) |
| 14 to 18 | 29.2 | (25.4,33.2) | 28.7 | (24.7,33.0) | 30.4 | (26.0,35.3) | 1.3 | (-4.6,7.1) | 1.8 | (-4.3,7.8) |
| 12 to 18 | 30.9 | (28.0,33.9) | 30.2 | (27.0,33.6) | 34.4 | (31.1,37.8) | 3.5 | (-0.7,7.6) | 4.2 | $(-0.3,8.7)$ |
| Start using stronger drugs |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 11.3 | (9.0,14.0) | 14.8 | (11.7,18.6) | 17.4 | (14.7,20.4) | 6.1 | * (2.3,9.9) | 2.5 | (-1.7,6.7) |
| 14 to 18 | 14.0 | $(11.6,16.9)$ | 15.1 | (12.0,18.7) | 14.1 | $(11.1,17.7)$ | 0.1 | (-4.1,4.3) | -1.0 | (-5.8,3.8) |
| 12 to 18 | 13.0 | (11.2,15.1) | 15.0 | (12.7,17.6) | 15.3 | (13.2,17.6) | 2.3 | (-0.6,5.1) | 0.3 | (-3.1,3.7) |
| Be more relaxed |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 54.5 | $(49.7,59.2)$ | 52.2 | (47.0,57.4) | 56.2 | (50.7,61.5) | 1.7 | (-3.9,7.2) | 4.0 | (-2.4,10.4) |
| 14 to 18 | 44.0 | (39.6,48.4) | 41.0 | $(36.1,46.0)$ | 40.8 | (35.7,46.1) | -3.2 | (-9.8,3.5) | -0.2 | (-5.9,5.4) |
| 12 to 18 | 47.7 | $(44.8,50.7)$ | 45.1 | (41.4,48.7) | 46.5 | (42.6,50.5) | -1.2 | (-5.4,3.0) | 1.5 | $(-2.6,5.5)$ |
| Have a good time with friends |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 50.0 | $(46.1,53.9)$ | 47.1 | $(42.1,52.1)$ | 55.9 | (50.6,61.1) | 5.8 | * (0.5,11.2) | 8.8 | * (2.5,15.0) |
| 14 to 18 | 41.6 | (37.6,45.8) | 39.7 | $(35.1,44.5)$ | 42.9 | (38.0,48.0) | 1.3 | (-4.8,7.4) | 3.2 | (-2.0,8.4) |
| 12 to 18 | 44.6 | (41.7,47.6) | 42.3 | (38.6,46.2) | 47.8 | $(43.7,51.8)$ | 3.1 | (-1.1,7.3) | 5.4 | *(1.1,9.7) |

Table 5-6. Beliefs about possible outcomes of using marijuana even once or twice among nonusing ${ }^{1}$ youth aged 12 to 18 , by age (continued)

| Outcome by Age | Percent holding strong anti-drug beliefs ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Feel better |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 60.9 | (55.9,65.6) | 59.7 | $(54.3,64.9)$ | 62.6 | $(57.6,67.4)$ | 1.8 | (-3.9,7.4) | 2.9 | (-2.1,8.0) |
| 14 to 18 | 57.9 | (53.0,62.6) | 51.7 | (47.0,56.3) | 55.3 | (50.4,60.2) | -2.5 | (-8.7,3.6) | 3.7 | (-2.0,9.3) |
| 12 to 18 | 59.0 | $(55.1,62.7)$ | 54.6 | (50.7,58.4) | 58.1 | $(54.2,61.9)$ | -0.9 | (-5.2,3.4) | 3.5 | $(-0.5,7.6)$ |
| Be like the coolest kids |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 66.2 | (61.8,70.3) | 60.8 | $(56.5,64.9)$ | 66.2 | (61.9,70.3) | 0.0 | (-5.9,5.9) | 5.5 | *(0.0,10.9) |
| 14 to 18 | 63.5 | (59.7,67.2) | 60.6 | $(56.0,64.9)$ | 64.8 | (59.9,69.3) | 1.2 | (-4.6,7.1) | 4.2 | (-1.6,10.0) |
| 12 to 18 | 64.5 | (61.7,67.2) | 60.6 | (57.0,64.2) | 65.3 | $(61.6,68.8)$ | 0.8 | (-3.5,5.2) | 4.7 | *(0.4,8.9) |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ Percentages displayed for negative outcomes ("Upset my parents" through "Start using stronger drugs") are those who answered "Very likely." For positive outcomes, ("Be more relaxed" through "Be like the coolest kids") percentages reported are those who answered "Very unlikely."

Table 5-7. Nonusers' ${ }^{1}$ perceptions of friends' use of marijuana even once or twice in the past 12 months, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying none or a few friends use even once or twice |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 92.8 | (91.0,94.3) | 92.3 | $(89.6,94.4)$ | 90.1 | $(87.5,92.1)$ | -2.7 | (-5.6,0.1) | -2.3 | $(-5.1,0.6)$ |
| 14 to 15 | 74.1 | (69.4,78.2) | 78.5 | $(73.8,82.6)$ | 76.6 | $(71.9,80.8)$ | 2.5 | $(-2.8,7.9)$ | -1.9 | (-7.7,3.9) |
| 16 to 18 | 67.3 | (59.4,74.3) | 67.7 | $(61.3,73.5)$ | 69.4 | (62.8,75.3) | 2.1 | (-7.2,11.3) | 1.7 | $(-7.3,10.7)$ |
| 14 to 18 | 71.1 | (67.1,74.8) | 73.3 | $(69.5,76.7)$ | 73.1 | (69.8,76.2) | 2.0 | $(-2.6,6.6)$ | -0.2 | (-5.0,4.6) |
| 12 to 18 | 79.0 | (76.2,81.5) | 80.3 | $(77.7,82.7)$ | 79.7 | $(77.6,81.7)$ | 0.8 | (-2.5,4.0) | -0.6 | (-4.0,2.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 77.3 | $(73.4,80.9)$ | 83.2 | (79.8,86.2) | 80.8 | (77.8,83.5) | 3.5 | (-0.9,7.9) | -2.4 | (-6.8,2.0) |
| Females | 80.6 | (77.3,83.6) | 77.4 | (74.0,80.4) | 78.5 | (74.4,82.2) | -2.1 | (-7.0,2.9) | 1.2 | $(-4.3,6.7)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 80.3 | (76.9,83.3) | 81.1 | (77.6,84.1) | 78.0 | (74.9,80.8) | -2.3 | (-6.8,2.2) | -3.1 | (-7.7,1.5) |
| African American | 73.7 | $(66.3,79.9)$ | 83.0 | (77.1,87.6) | 85.2 | $(78.5,90.0)$ | 11.5 | * $(3.7,19.3)$ | 2.1 | (-6.0,10.3) |
| Hispanic | 73.8 | $(65.9,80.4)$ | 73.9 | (65.0,81.2) | 79.5 | (72.6,85.0) | 5.7 | (-3.0,14.4) | 5.5 | $(-4.4,15.4)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 56.6 | (49.9,63.1) | 61.7 | $(54.2,68.7)$ | 60.4 | (52.4,68.0) | 3.8 | (-6.9,14.6) | -1.3 | (-12.4,9.8) |
| Lower risk | 85.5 | (82.1,88.3) | 86.9 | (84.2,89.2) | 84.8 | (82.2,87.1) | -0.7 | (-4.4,2.9) | -2.1 | (-5.2,0.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 69.8 | (64.9,74.3) | 72.7 | (67.9,77.1) | 72.6 | (68.0,76.8) | 2.8 | (-4.1,9.7) | -0.1 | $(-6.2,5.9)$ |
| Low | 86.8 | $(83.5,89.6)$ | 87.1 | (83.9,89.7) | 85.6 | (81.8,88.8) | -1.2 | (-5.4,3.0) | -1.5 | $(-5.7,2.7)$ |

[^32]Table 5-8. Nonusers' ${ }^{1}$ perceptions of others' use of marijuana even once or twice in the past 12 months, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying none or a few other kids of the same age ${ }^{2}$ use even once or twice |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 75.7 | (73.1,78.1) | 77.4 | $(74.5,80.0)$ | 73.9 | (70.5,77.0) | -1.8 | (-6.0,2.3) | -3.5 | (-7.1,0.0) |
| 14 to 15 | 38.6 | $(34.5,42.9)$ | 38.7 | $(34.3,43.3)$ | 36.8 | $(33.5,40.3)$ | -1.8 | $(-7.5,3.9)$ | -1.9 | $(-7.5,3.7)$ |
| 16 to 18 | 19.4 | (15.7,23.8) | 20.2 | (15.1,26.5) | 17.8 | $(13.8,22.7)$ | -1.6 | (-7.0,3.9) | -2.4 | (-9.0,4.3) |
| 14 to 18 | 29.9 | (26.8,33.1) | 29.9 | $(26.2,33.9)$ | 27.3 | (24.4,30.4) | -2.6 | (-6.9,1.7) | -2.6 | (-7.0,1.7) |
| 12 to 18 | 45.8 | $(43.6,47.9)$ | 46.6 | (43.9,49.3) | 43.6 | (41.0,46.2) | -2.2 | (-5.6,1.3) | -3.0 | (-6.4,0.3) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 49.2 | (46.0,52.4) | 51.4 | $(47.5,55.2)$ | 48.0 | (44.4,51.5) | -1.2 | (-6.1,3.7) | -3.4 | (-8.4,1.5) |
| Females | 42.3 | (39.6,45.0) | 41.8 | (38.6,45.0) | 39.2 | $(36.3,42.1)$ | -3.2 | (-7.2,0.9) | -2.6 | (-6.4,1.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 44.2 | $(41.6,46.8)$ | 45.6 | $(42.2,49.0)$ | 42.2 | (39.3,45.1) | -2.0 | (-5.9,1.9) | -3.4 | (-7.5,0.7) |
| African American | 47.5 | $(42.5,52.5)$ | 43.0 | (37.9,48.3) | 45.1 | $(37.6,52.9)$ | -2.4 | (-12.0,7.3) | 2.1 | (-7.4,11.7) |
| Hispanic | 47.8 | (42.0,53.7) | 55.4 | $(46.7,63.8)$ | 45.6 | (40.0,51.3) | -2.3 | (-8.8,4.3) | -9.8 | *(-18.3,-1.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 20.9 | (17.3,25.0) | 18.7 | $(14.6,23.7)$ | 15.0 | $(12.3,18.3)$ | -5.9 | *(-10.7,-1.0) | -3.7 | (-8.8,1.4) |
| Lower risk | 54.2 | $(51.6,56.8)$ | 55.7 | $(52.6,58.8)$ | 54.7 | (51.9,57.5) | 0.5 | (-3.2,4.2) | -1.0 | $(-4.5,2.5)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 35.6 | $(32.3,39.0)$ | 36.1 | (32.2,40.2) | 33.5 | $(30.5,36.7)$ | -2.1 | (-6.3,2.2) | -2.6 | (-7.4,2.1) |
| Low | 54.6 | (51.7,57.5) | 56.8 | $(53.3,60.3)$ | 52.7 | $(48.7,56.7)$ | -1.9 | (-6.3,2.5) | -4.1 | (-8.5,0.3) |

[^33]Table 5-9. Nonusers ${ }^{1}{ }^{1}$ attitudes ${ }^{2}$ toward trial marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Attitude <br> 1=strong pro-drug 7=strong anti-drug |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.68 | (6.59,6.77) | 6.59 | $(6.49,6.68)$ | 6.69 | $(6.61,6.78)$ | 0.01 | (-0.11, 0.14 ) | 0.11 | (-0.01, 0.23 ) |
| 14 to 15 | 6.47 | $(6.31,6.62)$ | 6.49 | (6.38,6.59) | 6.51 | $(6.38,6.64)$ | 0.04 | (-0.15,0.24) | 0.03 | (-0.14,0.19) |
| 16 to 18 | 6.57 | $(6.44,6.69)$ | 6.33 | $(6.15,6.51)$ | 6.51 | $(6.33,6.69)$ | -0.06 | (-0.26,0.14) | 0.18 | $(-0.08,0.44)$ |
| 14 to 18 | 6.51 | $(6.41,6.61)$ | 6.41 | (6.30,6.52) | 6.51 | (6.40,6.62) | 0.00 | (-0.14,0.14) | 0.10 | (-0.04,0.24) |
| 12 to 18 | 6.57 | (6.50,6.65) | 6.48 | (6.39,6.56) | 6.58 | $(6.51,6.65)$ | 0.01 | (-0.09,0.11) | 0.11 | *(0.00,0.21) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.58 | $(6.47,6.69)$ | 6.51 | $(6.38,6.64)$ | 6.63 | (6.55,6.71) | 0.05 | $(-0.08,0.19)$ | 0.13 | (-0.04,0.29) |
| Females | 6.56 | $(6.46,6.66)$ | 6.44 | (6.34,6.54) | 6.52 | (6.39,6.65) | -0.04 | (-0.20,0.12) | 0.08 | (-0.07,0.23) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.61 | $(6.52,6.69)$ | 6.54 | $(6.45,6.64)$ | 6.66 | (6.58,6.73) | 0.05 | (-0.06,0.17) | 0.11 | (-0.01, 0.24$)$ |
| African American | 6.47 | (6.20,6.73) | 6.36 | $(6.14,6.58)$ | 6.38 | $(6.07,6.69)$ | -0.09 | (-0.50,0.32) | 0.02 | $(-0.35,0.39)$ |
| Hispanic | 6.51 | $(6.31,6.72)$ | 6.39 | $(6.16,6.62)$ | 6.41 | $(6.18,6.63)$ | -0.11 | (-0.43, 0.22 ) | 0.02 | (-0.31,0.35) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 6.33 | (6.17,6.48) | 5.94 | (5.70,6.19) | 6.34 | (6.11,6.58) | 0.02 | (-0.28,0.31) | 0.40 | *(0.09,0.71) |
| Lower risk | 6.64 | (6.55,6.74) | 6.63 | (6.56,6.71) | 6.64 | (6.55,6.73) | 0.00 | (-0.12,0.12) | 0.01 | (-0.10,0.11) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 6.45 | (6.34,6.56) | 6.16 | (5.99,6.34) | 6.51 | $(6.43,6.60)$ | 0.07 | (-0.07, 0.21 ) | 0.35 | *(0.17,0.53) |
| Low | 6.67 | (6.58,6.77) | 6.76 | (6.68,6.84) | 6.64 | (6.51,6.76) | -0.04 | (-0.19,0.11) | -0.13 | (-0.28,0.03) |

[^34]${ }^{2}$ For youth aged 12 to 18 , attitude is based on a scale of two items (extremely bad, unenjoyable/good, enjoyable).

Table 5-10. Nonusers ${ }^{, 1}$ beliefs about outcomes ${ }^{2}$ of trial marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Beliefs about outcomes $-2=$ strong pro-drug $+2=$ strong anti-drug |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave 5 } \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 0.77 | $(0.71,0.83)$ | 0.77 | $(0.70,0.85)$ | 0.93 | (0.86,1.01) | 0.16 | *(0.07,0.26) | 0.16 | *(0.08,0.25) |
| 14 to 15 | 0.73 | $(0.63,0.82)$ | 0.79 | $(0.71,0.88)$ | 0.76 | $(0.69,0.84)$ | 0.04 | (-0.06,0.14) | -0.03 | (-0.12,0.06) |
| 16 to 18 | 0.59 | $(0.48,0.71)$ | 0.71 | $(0.61,0.80)$ | 0.76 | $(0.66,0.87)$ | 0.17 | *(0.02,0.32) | 0.05 | (-0.09,0.20) |
| 14 to 18 | 0.67 | $(0.60,0.74)$ | 0.75 | $(0.68,0.82)$ | 0.76 | $(0.69,0.83)$ | 0.09 | *(0.01,0.18) | 0.01 | (-0.07, 0.10 ) |
| 12 to 18 | 0.71 | $(0.66,0.75)$ | 0.76 | (0.71, 0.81 ) | 0.83 | $(0.77,0.89)$ | 0.12 | *(0.06,0.19) | 0.07 | *(0.01, 0.13$)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.70 | $(0.64,0.76)$ | 0.73 | $(0.66,0.80)$ | 0.78 | (0.70,0.86) | 0.08 | $(0.00,0.16)$ | 0.05 | (-0.04, 0.14 ) |
| Females | 0.71 | $(0.63,0.79)$ | 0.79 | $(0.72,0.87)$ | 0.89 | (0.82,0.95) | 0.17 | *(0.08,0.27) | 0.09 | * $(0.01,0.18)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 0.77 | $(0.72,0.82)$ | 0.81 | $(0.75,0.88)$ | 0.87 | (0.80, 0.94 ) | 0.10 | *(0.02,0.17) | 0.06 | (-0.02,0.13) |
| African American | 0.56 | $(0.41,0.71)$ | 0.64 | $(0.50,0.78)$ | 0.68 | (0.54, 0.82$)$ | 0.12 | (-0.05,0.29) | 0.05 | (-0.12,0.21) |
| Hispanic | 0.59 | (0.44,0.74) | 0.72 | (0.57,0.86) | 0.83 | $(0.69,0.96)$ | 0.24 | *(0.07,0.42) | 0.11 | (-0.05,0.27) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.46 | $(0.37,0.55)$ | 0.45 | $(0.36,0.55)$ | 0.58 | $(0.46,0.70)$ | 0.12 | (-0.03, 0.26) | 0.12 | (-0.03, 0.27) |
| Lower risk | 0.78 | $(0.73,0.83)$ | 0.88 | (0.81,0.94) | 0.91 | $(0.85,0.97)$ | 0.12 | *(0.06,0.19) | 0.03 | (-0.04,0.10) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.59 | $(0.52,0.67)$ | 0.61 | $(0.54,0.68)$ | 0.72 | (0.64, 0.79$)$ | 0.12 | *(0.03, 0.21$)$ | 0.11 | *(0.02,0.19) |
| Low | 0.80 | $(0.73,0.87)$ | 0.91 | (0.84,0.98) | 0.94 | (0.87,1.01) | 0.13 | *(0.04,0.22) | 0.03 | (-0.06, 0.11) |

[^35]Table 5-11. Nonusers ${ }^{1}$ perceived parental expectations about trial marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting parents strongly disapprove of trial marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 95.6 | (93.4,97.1) | 95.9 | (93.2,97.6) | 98.0 | (96.4,98.9) | 2.4 | *(0.3,4.5) | 2.0 | (-0.2,4.3) |
| 14 to 15 | 96.6 | (93.3,98.3) | 95.7 | (93.5,97.2) | 95.5 | (92.7,97.2) | -1.1 | (-3.9,1.6) | -0.3 | (-2.6,2.1) |
| 16 to 18 | 91.2 | (85.7,94.7) | 92.2 | (87.3,95.3) | 94.2 | (89.9,96.7) | 3.0 | (-2.5,8.5) | 2.0 | $(-2.5,6.4)$ |
| 14 to 18 | 94.2 | (90.8,96.4) | 94.0 | (91.5,95.8) | 94.8 | (92.5,96.5) | 0.6 | (-2.6,3.8) | 0.8 | (-1.7,3.3) |
| 12 to 18 | 94.7 | (92.4,96.3) | 94.7 | (93.2,96.0) | 96.1 | (94.5,97.2) | 1.4 | (-0.8,3.5) | 1.3 | (-0.4,3.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 94.9 | $(92.1,96.7)$ | 95.7 | (93.5,97.2) | 95.8 | (93.0,97.5) | 1.0 | (-2.1,4.0) | 0.1 | (-2.6,2.9) |
| Females | 94.5 | (91.6,96.5) | 93.8 | (91.6,95.4) | 96.3 | (94.4,97.6) | 1.8 | (-1.0,4.6) | 2.5 | * (0.3,4.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 95.4 | (92.3,97.3) | 96.1 | (94.5,97.3) | 95.6 | (93.4,97.0) | 0.2 | (-2.8,3.2) | -0.6 | $(-2.8,1.7)$ |
| African American | 92.5 | (85.5,96.2) | 91.8 | (86.0,95.3) | 98.7 | (97.0,99.4) | 6.2 | *(1.2,11.3) | 6.9 | * (2.3,11.6) |
| Hispanic | 92.9 | (87.1,96.2) | 91.1 | (86.0,94.4) | 95.0 | (90.2,97.5) | 2.1 | (-2.1,6.4) | 4.0 | * $(0.3,7.7)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 90.4 | (84.0,94.4) | 90.1 | (84.3,93.9) | 90.3 | (84.7,93.9) | -0.1 | (-7.2,6.9) | 0.1 | (-6.0,6.3) |
| Lower risk | 95.8 | (94.0,97.0) | 96.6 | (95.2,97.6) | 97.5 | (96.0,98.4) | 1.7 | *(0.1,3.4) | 0.9 | (-0.4,2.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 93.5 | (89.2,96.1) | 93.0 | (90.2,95.0) | 93.7 | (90.6,95.9) | 0.3 | (-3.7,4.3) | 0.8 | (-2.3,3.9) |
| Low | 95.6 | (93.2,97.2) | 96.3 | (94.8,97.4) | 98.1 | (96.9,98.9) | 2.5 | *(0.6,4.5) | 1.8 | * (0.3,3.3) |

[^36]Table 5-12. Nonusers ${ }^{1}$ perceived social expectations about trial marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent of youth reporting friends strongly disapprove of trial marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 70.5 | (66.8,74.0) | 66.2 | (61.7,70.4) | 70.1 | (66.5,73.4) | -0.4 | (-4.8,4.1) | 3.9 | (-1.1,9.0) |
| 14 to 15 | 55.9 | (49.6,61.9) | 57.2 | $(51.3,63.0)$ | 59.3 | $(53.1,65.3)$ | 3.5 | (-4.3,11.2) | 2.1 | $(-5.5,9.7)$ |
| 16 to 18 | 58.9 | (52.7,64.9) | 52.4 | $(46.0,58.8)$ | 57.5 | (50.5,64.3) | -1.4 | $(-9.6,6.8)$ | 5.1 | (-3.7,13.9) |
| 14 to 18 | 57.2 | (53.1,61.2) | 54.9 | (50.4,59.3) | 58.5 | (53.7,63.0) | 1.2 | (-3.7,6.1) | 3.6 | (-2.4,9.5) |
| 12 to 18 | 62.0 | (59.2,64.8) | 59.1 | (55.8,62.3) | 63.0 | (59.5,66.4) | 1.0 | (-2.4,4.3) | 3.9 | (-0.2,8.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 55.9 | (51.7,60.1) | 51.9 | $(47.1,56.6)$ | 56.4 | (51.7,61.1) | 0.5 | (-5.1,6.2) | 4.6 | (-0.9,10.1) |
| Females | 68.2 | (63.7,72.5) | 66.5 | (61.6,71.1) | 70.1 | $(65.1,74.7)$ | 1.9 | (-3.8,7.6) | 3.6 | (-2.6,9.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 63.3 | (59.5,67.0) | 61.7 | (57.9,65.3) | 65.8 | (61.3,70.1) | 2.5 | (-1.6,6.7) | 4.2 | (-1.2,9.5) |
| African American | 53.5 | (45.7,61.1) | 42.8 | (36.8,49.1) | 56.0 | (48.2,63.6) | 2.6 | (-9.1,14.2) | 13.2 | *(6.2,20.2) |
| Hispanic | 64.0 | (57.4,70.1) | 66.0 | (58.9,72.4) | 52.9 | (44.6,61.0) | -11.1 | *(-20.9,-1.3) | -13.1 | *(-21.8,-4.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 36.8 | (31.5,42.4) | 37.6 | $(30.9,44.9)$ | 43.0 | $(35.8,50.6)$ | 6.3 | $(-0.9,13.4)$ | 5.4 | (-4.0,14.9) |
| Lower risk | 68.8 | (65.6,71.8) | 66.1 | (62.7,69.3) | 68.2 | (64.6,71.6) | -0.6 | (-4.6,3.4) | 2.1 | (-2.5,6.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 50.5 | (45.9,55.0) | 45.8 | (41.7,49.9) | 48.6 | (43.4,53.8) | -1.9 | (-8.0,4.2) | 2.8 | (-3.4,9.0) |
| Low | 72.7 | (68.7,76.4) | 70.8 | (66.5,74.8) | 75.0 | (70.0,79.4) | 2.3 | (-3.2,7.8) | 4.1 | (-2.2,10.5) |

[^37]Table 5-13. Beliefs about possible outcomes of regular marijuana use by 12- to 13 -year-old nonusers ${ }^{1}$

| Outcome | Percent holding strong anti-drug outcome beliefs ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Damage my brain | 61.2 | (57.2,65.1) | 61.6 | $(57.5,65.7)$ | 62.6 | (57.2,67.7) | 1.3 | (-4.4,7.0) | 0.9 | (-5.3,7.1) |
| Mess up my life | 66.8 | $(62.5,70.9)$ | 67.3 | (63.3,71.1) | 70.9 | $(64.5,76.5)$ | 4.1 | (-2.2,10.3) | 3.6 | (-3.1,10.3) |
| Do worse in school | 64.9 | (61.4,68.3) | 67.4 | (63.2,71.3) | 70.7 | (64.6,76.1) | 5.7 | * (0.1,11.4) | 3.3 | (-3.0,9.6) |
| Be acting against my moral beliefs $\qquad$ | 51.3 | (47.6,55.0) | 54.0 | (50.2,57.8) | 54.9 | (49.0,60.7) | 3.6 | (-2.2,9.5) | 0.9 | (-4.3,6.2) |
| Lose my ambition | 48.5 | $(45.1,52.0)$ | 52.3 | (48.0,56.5) | 49.8 | (44.5,55.1) | 1.3 | (-4.2,6.8) | -2.4 | (-8.0,3.2) |
| Lose my friends' respect $\qquad$ | 53.0 | $(48.8,57.3)$ | 55.7 | (51.4,60.0) | 58.5 | $(53.1,63.8)$ | 5.5 | $(-0.5,11.4)$ | 2.8 | (-4.0,9.6) |
| Have a good time with friends $\qquad$ | 51.9 | $(47.2,56.6)$ | 54.2 | (49.9,58.4) | 50.2 | $(45.5,54.9)$ | -1.8 | (-7.6,4.1) | -4.0 | (-10.2,2.1) |
| Be more creative and imaginative $\qquad$ | 61.9 | $(57.7,66.0)$ | 65.3 | (61.4,69.0) | 61.5 | $(56.3,66.4)$ | -0.5 | $(-6.5,5.6)$ | -3.8 | (-9.9,2.3) |

[^38]${ }^{2}$ Percentages displayed for negative outcomes ("Damage brain" through "Lose my friends' respect") are those who answered, "Very likely." For positive outcomes, ("Have a good time with friends," and "Be more creative and imaginative") percentages reported are those who answered "Very unlikely."

Table 5-14. Beliefs about possible outcomes of regular marijuana use by 14 - to 18 -year-old nonusers ${ }^{1}$ and occasional users ${ }^{2}$

| Outcome | Percent holding strong anti-drug outcome beliefs ${ }^{3}$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Damage my brain |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 55.2 | (50.5,59.9) | 56.7 | (52.0,61.3) | 61.0 | (56.2,65.6) | 5.8 | *(0.0,11.5) | 4.3 | (-1.1,9.6) |
| Occasional users | 28.0 | (18.9,39.4) | 25.3 | (17.6,35.1) | 24.8 | (16.8,35.1) | -3.2 | (-16.0,9.6) | -0.5 | (-13.8,12.8) |
| Mess up my life |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 58.9 | (53.2,64.4) | 62.5 | (58.0,66.7) | 60.5 | (55.6,65.2) | 1.5 | (-4.8,7.9) | -2.0 | $(-7.0,3.0)$ |
| Occasional users | 16.1 | $(9.6,25.9)$ | 20.5 | $(13.5,29.8)$ | 15.9 | (9.1,26.3) | -0.3 | (-12.0,11.5) | -4.6 | $(-15.8,6.7)$ |
| Do worse in school |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 60.5 | (55.2,65.6) | 59.1 | (54.3,63.7) | 59.5 | $(54.5,64.3)$ | -1.0 | (-7.5,5.4) | 0.4 | (-5.4,6.2) |
| Occasional users | 19.3 | (12.8,27.9) | 22.7 | (15.4,32.2) | 13.1 | (7.6,21.7) | -6.1 | (-17.1,4.9) | -9.6 | $(-20.2,1.1)$ |
| Be acting against my moral beliefs |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 58.7 | (54.2,63.0) | 59.1 | (54.4,63.7) | 61.0 | (56.6,65.3) | 2.4 | $(-3.6,8.3)$ | 1.9 | (-3.8,7.6) |
| Occasional users | 12.8 | (7.5,21.1) | 16.0 | (9.0,26.9) | 22.4 | (12.8,36.3) | 9.6 | (-3.9,23.1) | 6.4 | $(-8.5,21.3)$ |
| Lose my ambition |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 44.0 | (39.4,48.6) | 44.1 | $(39.6,48.7)$ | 48.2 | (44.0,52.4) | 4.3 | (-1.8,10.3) | 4.1 | $(-0.8,9.1)$ |
| Occasional users | 10.2 | $(5.5,18.1)$ | 18.8 | (11.0,30.0) | 15.0 | (8.4,25.5) | 4.8 | (-6.0,15.7) | -3.8 | (-16.4,8.9) |
| Lose my friends' |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 42.0 | (37.5,46.5) | 40.0 | $(35.5,44.6)$ | 44.6 | (39.9,49.4) | 2.6 | (-4.1,9.3) | 4.6 | $(-1.2,10.4)$ |
| Occasional users | 6.7 | $(3.7,12.0)$ | 11.5 | (5.7,21.6) | 5.7 | $(2.8,11.4)$ | -1.0 | $(-7.1,5.1)$ | -5.8 | (-14.4,2.9) |
| Have a good time with friends |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 38.0 | $(33.5,42.8)$ | 39.0 | $(34.6,43.6)$ | 42.2 | $(37.7,46.8)$ | 4.2 | (-1.8,10.2) | 3.2 | (-3.0,9.3) |
| Occasional users | 10.9 | (5.3,21.0) | 13.7 | (8.0,22.5) | 7.2 | $(3.3,15.2)$ | -3.7 | (-12.6,5.3) | -6.5 | $(-16.2,3.2)$ |
| Be more creative and imaginative |  |  |  |  |  |  |  |  |  |  |
| Nonusers | 54.4 | $(49.5,59.3)$ | 50.8 | $(45.6,55.9)$ | 53.0 | $(48.5,57.4)$ | -1.4 | (-7.0,4.2) | 2.2 | (-3.2,7.6) |
| Occasional users | 17.1 | $(10.1,27.5)$ | 22.1 | (14.7,31.7) | 20.2 | (11.5,33.2) | 3.2 | (-10.1,16.4) | -1.8 | $(-13.1,9.5)$ |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months
 more creative and imaginative") percentages reported are those who answered "Very unlikely."

Table 5-15. Nonusers, ${ }^{1}$ and occasional users ${ }^{2}$ regular marijuana use intentions, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent definitely not intending to use marijuana regularly |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  |  |  |  | 95\% CI |  |  |  |  |  |  |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 97.9 | (97.0,98.5) | 96.6 | $(95.3,97.5)$ | 95.8 | $(94.3,96.9)$ | -2.0 | *(-3.5,-0.5) | -0.7 | (-2.5,1.1) |
| 14 to 15 | 95.4 | (93.7,96.6) | 94.7 | (93.0,96.1) | 95.3 | $(93.8,96.5)$ | -0.1 | (-2.0,1.9) | 0.6 | (-1.5,2.7) |
| 16 to 18 | 95.0 | (92.7,96.6) | 93.3 | (90.4,95.4) | 94.1 | $(91.3,96.0)$ | -0.9 | (-3.6,1.7) | 0.7 | (-2.3,3.7) |
| 14 to 18 | 95.2 | (93.9,96.3) | 94.1 | (92.5,95.3) | 94.7 | $(93.3,95.8)$ | -0.5 | (-2.1,1.1) | 0.6 | (-1.0,2.3) |
| 12 to 18 | 96.1 | $(95.3,96.9)$ | 95.0 | (94.0,95.8) | 95.1 | (94.0,96.0) | -1.0 | (-2.3,0.2) | 0.1 | (-1.1,1.4) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 50.6 | $(43.4,57.8)$ | 44.0 | (37.4,50.7) | 43.4 | $(35.2,52.0)$ | -7.2 | (-18.1,3.7) | -0.6 | (-11.5,10.4) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 96.0 | $(94.9,96.9)$ | 95.0 | (93.5,96.2) | 94.2 | $(92.5,95.5)$ | -1.8 | *(-3.5,-0.2) | -0.8 | (-2.8,1.1) |
| Females | 96.3 | (95.0,97.3) | 95.0 | (93.4,96.2) | 96.0 | (94.3,97.3) | -0.2 | (-2.0,1.5) | 1.1 | (-0.8,3.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 96.9 | $(95.9,97.6)$ | 95.7 | (94.4,96.8) | 95.4 | (94.0,96.5) | -1.5 | (-2.9,0.0) | -0.3 | (-1.9,1.2) |
| African American | 96.6 | (94.6,97.9) | 95.0 | $(92.1,96.9)$ | 94.1 | (90.0,96.6) | -2.5 | (-6.4,1.3) | -0.9 | (-4.8,2.9) |
| Hispanic | 93.3 | $(89.1,95.9)$ | 93.4 | (90.2,95.6) | 93.6 | (89.0,96.3) | 0.3 | (-4.5,5.1) | 0.2 | (-4.3,4.7) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 90.7 | (87.0,93.4) | 89.2 | $(85.5,92.1)$ | 90.6 | (87.2,93.2) | -0.1 | $(-4.5,4.3)$ | 1.4 | (-3.0,5.7) |
| Lower risk | 98.2 | (97.4,98.8) | 97.0 | (96.0,97.7) | 96.7 | (95.6,97.6) | -1.5 | *(-2.6,-0.3) | -0.2 | (-1.4,0.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 93.8 | (92.0,95.2) | 92.2 | $(90.5,93.6)$ | 92.8 | (90.9,94.3) | -1.0 | (-3.2,1.2) | 0.6 | (-1.5,2.7) |
| Low | 98.4 | (97.6,98.9) | 97.7 | (96.6,98.5) | 97.1 | $(95.3,98.2)$ | -1.3 | (-2.7,0.2) | -0.6 | (-2.2,1.0) |

[^39]Table 5-16. Nonusers ${ }^{1}$ and occasional users, ${ }^{2}$ perceptions of friends' regular use of marijuana in the past 12 months, by age, gender, race/ethnicity, risk, and sensation seeking

| Characteristics | Percent saying none or a few friends use nearly every month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 94.9 | (93.9,95.7) | 94.5 | (92.8,95.8) | 94.2 | (92.7,95.4) | -0.7 | (-2.3,0.9) | -0.3 | (-2.4,1.8) |
| 14 to 18 | 81.0 | (78.3,83.4) | 79.4 | $(76.8,81.7)$ | 80.4 | $(77.5,83.0)$ | -0.6 | (-3.8,2.6) | 1.0 | (-1.7,3.7) |
| 12 to 18 | 85.9 | (84.1,87.5) | 84.9 | (83.1,86.5) | 85.4 | (83.4,87.2) | -0.5 | (-2.7,1.7) | 0.5 | (-1.4,2.5) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 31.5 | (23.2,41.2) | 36.7 | (26.8,47.8) | 32.6 | $(23.2,43.6)$ | 1.1 | $(-12.2,14.4)$ | -4.1 | (-18.5,10.2) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 86.2 | (83.6,88.5) | 84.4 | (82.0,86.5) | 86.4 | (83.9,88.6) | 0.2 | (-2.9,3.3) | 2.0 | (-0.7,4.8) |
| Females | 85.6 | (83.3,87.6) | 85.3 | $(82.5,87.8)$ | 84.4 | $(81.5,86.9)$ | -1.2 | (-4.5,2.1) | -1.0 | (-4.2,2.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 86.9 | (84.9,88.7) | 86.8 | (84.9,88.6) | 85.7 | (83.2,87.8) | -1.2 | (-3.9,1.5) | -1.1 | (-3.3,1.0) |
| African American | 83.6 | (78.8,87.5) | 82.4 | $(76.5,87.0)$ | 83.7 | (78.9,87.6) | 0.1 | $(-5.8,5.9)$ | 1.3 | (-4.0,6.6) |
| Hispanic | 81.5 | (76.7,85.6) | 79.8 | (73.3,85.0) | 84.4 | (79.5,88.3) | 2.8 | (-3.0,8.7) | 4.6 | (-1.8,11.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 70.3 | (65.4,74.7) | 69.7 | (64.9,74.1) | 70.6 | (65.6,75.1) | 0.3 | $(-5.8,6.5)$ | 0.9 | (-5.5,7.2) |
| Lower risk | 91.2 | (89.3,92.8) | 90.0 | (88.0,91.6) | 91.7 | (90.1,93.0) | 0.5 | (-1.4,2.4) | 1.7 | (-0.2,3.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 80.6 | (77.7,83.1) | 79.6 | (77.0,82.1) | 79.1 | (75.9,82.0) | -1.4 | (-5.4,2.5) | -0.5 | (-3.8,2.8) |
| Low | 90.6 | (88.5,92.4) | 89.8 | (87.2,91.9) | 91.2 | (88.9,93.0) | 0.6 | (-1.8,2.9) | 1.4 | (-1.2,4.0) |

[^40]Table 5-17. Nonusers ${ }^{1}$ and occasional users, ${ }^{2}$ perceptions of others' regular use of marijuana in the past 12 months, by age, gender, race/ethnicity, risk score, and sensation seeking

|  | Percent saying none or a few other kids of the same age ${ }^{3}$ use nearly every month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves <br> 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves |  | Change from Waves |  |
|  |  |  | 1 and | ) to Wave |  |  | 3 and | ) to Wave 5 |
| Characteristics | \% | 95\% CI |  |  | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |

## Youth nonusers <br> aged 12 to 18 <br> 12 to 13 14 to 18 12 to 18 <br> Youth occasional users <br> aged 14 to 18

| 87.9 | $(85.9,89.6)$ | 86.8 |
| :--- | :--- | :--- |
| 46.5 | $(42.9,50.1)$ | 49.9 |
| 60.9 | $(58.5,63.2)$ | 62.9 |


| $(84.6,88.7)$ | 84.8 |
| :--- | :--- |
| $(46.3,53.6)$ | 44.7 |
| $(60.3,65.4)$ | 58.6 |

$(82.2,87.1)$
$(41.2,48.3)$
$(55.9,61.2)$
-3.1
-1.8
-2.3
$(-6.3,0.1)$
$(-6.3,2.7)$
$(-5.6,1.0)$
-2.0
-5.2
-4.3
*(-9.0,-1.5)
*(-7.2,-1.4)
$\qquad$

## Youth nonusers

aged 12 to 18
Gender

| Gender |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Males | 65.3 | $(61.7,68.7)$ | 67.8 | $(64.7,70.9)$ | 62.3 | (58.6,65.8) | -3.0 | (-8.1,2.0) | -5.6 | *(-9.5,-1.7) |
| Females | 56.5 | $(53.2,59.7)$ | 57.8 | (54.2,61.2) | 54.8 | (51.6,58.1) | -1.6 | (-5.8,2.5) | -2.9 | (-7.0,1.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 60.8 | $(57.8,63.8)$ | 63.7 | (60.7,66.6) | 59.9 | (56.6,63.1) | -1.0 | (-5.5,3.6) | -3.8 | *(-7.3,-0.3) |
| African American | 61.1 | $(55.5,66.4)$ | 58.9 | $(52.1,65.4)$ | 55.7 | $(49.1,62.2)$ | -5.3 | (-12.8,2.1) | -3.2 | $(-12.0,5.6)$ |
| Hispanic | 59.2 | (52.9,65.1) | 62.1 | $(55.1,68.7)$ | 56.0 | (49.7,62.1) | -3.2 | (-10.2,3.9) | -6.1 | (-12.4,0.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 40.3 | $(35.4,45.5)$ | 39.0 | $(33.8,44.6)$ | 28.4 | $(23.5,33.8)$ | -12.0 | *(-18.5,-5.4) | -10.7 | *(-16.7,-4.7) |
| Lower risk | 68.3 | $(65.5,70.9)$ | 71.1 | (68.1,74.0) | 69.9 | (66.9,72.8) | 1.7 | $(-2.5,5.8)$ | -1.2 | (-4.2,1.8) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 55.5 | $(51.5,59.4)$ | 56.0 | $(51.8,60.2)$ | 49.5 | (45.7,53.2) | -6.1 | *(-11.1,-1.0) | -6.6 | *(-11.0,-2.1) |
| Low | 64.9 | (62.0,67.7) | 69.2 | (65.9,72.2) | 66.9 | (63.0,70.6) | 2.0 | (-2.5,6.5) | -2.3 | (-6.0,1.4) |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
${ }^{3}$ If respondent is currently in school, asked about "kids in your grade at school."

Table 5-18. Nonusers ${ }^{, 1}$ and occasional users ${ }^{, 2}$ attitudes regarding regular marijuana use ${ }^{3}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Attitude$1=$ strong pro-drug, $7=$ strong anti-drug |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.70 | (6.64,6.75) | 6.64 | (6.56,6.73) | 6.70 | $(6.63,6.78)$ | 0.01 | (-0.09, 0.10 ) | 0.06 | (-0.05, 0.17$)$ |
| 14 to 18 | 6.50 | (6.42,6.57) | 6.45 | (6.37,6.53) | 6.48 | (6.40,6.55) | -0.02 | (-0.11,0.08) | 0.03 | (-0.07,0.12) |
| 12 to 18 | 6.56 | $(6.51,6.62)$ | 6.52 | (6.46,6.58) | 6.55 | (6.50,6.61) | -0.01 | (-0.08,0.06) | 0.03 | (-0.04,0.11) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 4.77 | $(4.43,5.10)$ | 5.13 | $(4.89,5.36)$ | 4.96 | (4.66,5.25) | 0.19 | $(-0.25,0.63)$ | -0.17 | (-0.52,0.18) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.48 | (6.40,6.56) | 6.51 | (6.43,6.59) | 6.52 | (6.44,6.61) | 0.05 | (-0.05,0.14) | 0.01 | (-0.08,0.11) |
| Females | 6.65 | (6.58,6.72) | 6.53 | (6.44,6.61) | 6.58 | (6.50,6.66) | -0.07 | (-0.17,0.03) | 0.05 | (-0.05, 0.16) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.57 | $(6.51,6.64)$ | 6.49 | (6.40,6.57) | 6.56 | (6.49,6.63) | -0.01 | (-0.10,0.07) | 0.07 | (-0.01, 0.15 ) |
| African American_ | 6.56 | $(6.44,6.68)$ | 6.52 | (6.32,6.71) | 6.50 | $(6.32,6.69)$ | -0.05 | (-0.26,0.15) | -0.01 | (-0.25,0.23) |
| Hispanic | 6.59 | (6.45,6.73) | 6.71 | (6.61,6.82) | 6.53 | (6.36,6.70) | -0.06 | (-0.28,0.16) | -0.18 | (-0.39,0.02) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 6.24 | (6.10,6.38) | 6.18 | (6.03,6.33) | 6.17 | (6.01,6.32) | -0.08 | (-0.26,0.11) | -0.02 | (-0.25,0.22) |
| Lower risk | 6.69 | (6.64,6.74) | 6.64 | (6.57,6.71) | 6.72 | (6.68,6.77) | 0.03 | (-0.03, 0.10) | 0.08 | *(0.01,0.16) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 6.37 | (6.28,6.46) | 6.34 | $(6.25,6.44)$ | 6.34 | $(6.25,6.43)$ | -0.03 | (-0.14,0.09) | 0.00 | (-0.12,0.11) |
| Low | 6.74 | $(6.68,6.81)$ | 6.71 | $(6.63,6.78)$ | 6.76 | (6.69,6.82) | 0.01 | (-0.07,0.10) | 0.05 | (-0.04,0.13) |

[^41]Table 5-19. Nonusers ${ }^{, 1}$ and occasional users, ${ }^{2}$ beliefs about outcomes regarding regular marijuana use ${ }^{3}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Beliefs about outcomes $-2=$ strong pro-drug $+2=$ strong anti-drug |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.18 | $(1.12,1.24)$ | 1.20 | $(1.14,1.27)$ | 1.23 | $(1.13,1.33)$ | 0.05 | (-0.05,0.15) | 0.03 | $(-0.09,0.14)$ |
| 14 to 18 | 1.11 | $(1.03,1.19)$ | 1.06 | $(0.98,1.14)$ | 1.09 | $(1.02,1.17)$ | -0.02 | (-0.12,0.09) | 0.03 | (-0.04,0.11) |
| 12 to 18 | 1.13 | $(1.07,1.20)$ | 1.11 | $(1.05,1.17)$ | 1.14 | $(1.08,1.20)$ | 0.00 | (-0.07,0.08) | 0.03 | (-0.03, 0.09) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | -0.08 | (-0.26,0.09) | 0.03 | (-0.20,0.25) | -0.01 | (-0.18,0.16) | 0.08 | (-0.16,0.31) | -0.03 | (-0.28,0.21) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.07 | $(0.99,1.15)$ | 1.05 | (0.96,1.14) | 1.07 | (0.98,1.16) | 0.00 | (-0.10,0.11) | 0.02 | (-0.10,0.13) |
| Females | 1.20 | $(1.11,1.29)$ | 1.17 | $(1.08,1.25)$ | 1.20 | $(1.12,1.28)$ | 0.00 | (-0.11,0.12) | 0.03 | (-0.05,0.12) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.21 | $(1.14,1.28)$ | 1.17 | (1.10,1.24) | 1.24 | (1.18,1.30) | 0.03 | (-0.05, 0.11 ) | 0.07 | * (0.00, 0.14$)$ |
| African American | 0.92 | $(0.79,1.04)$ | 0.96 | $(0.77,1.15)$ | 0.79 | (0.63,0.95) | -0.13 | (-0.31,0.06) | -0.17 | (-0.37,0.04) |
| Hispanic | 1.00 | $(0.75,1.25)$ | 1.03 | $(0.84,1.23)$ | 1.06 | (0.90, 1.22 ) | 0.06 | (-0.22,0.33) | 0.03 | (-0.21,0.27) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.93 | (0.81, 1.05 ) | 0.91 | $(0.78,1.04)$ | 0.84 | $(0.70,0.97)$ | -0.09 | $(-0.26,0.07)$ | -0.07 | (-0.25,0.10) |
| Lower risk | 1.22 | $(1.14,1.30)$ | 1.19 | $(1.12,1.26)$ | 1.25 | $(1.18,1.32)$ | 0.03 | (-0.07,0.13) | 0.06 | (-0.02,0.14) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.03 | $(0.95,1.12)$ | 1.03 | $(0.95,1.12)$ | 1.07 | $(0.99,1.15)$ | 0.04 | (-0.07,0.15) | 0.04 | (-0.05, 0.13$)$ |
| Low | 1.22 | $(1.13,1.31)$ | 1.19 | (1.10,1.28) | 1.20 | (1.10,1.29) | -0.03 | (-0.14,0.09) | 0.01 | (-0.10,0.11) |

[^42]Table 5-20. Nonusers, ${ }^{1}$ and occasional users ${ }^{2}$ perceived parental expectations regarding regular marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting parents strongly disapprove of regular marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 94.9 | $(92.6,96.6)$ | 94.5 | (92.2,96.2) | 96.6 | $(93.0,98.4)$ | 1.7 | (-1.6,5.0) | 2.1 | (-0.6,4.8) |
| 14 to 18 | 95.5 | $(93.5,96.9)$ | 94.9 | $(92.5,96.6)$ | 97.0 | (95.0,98.3) | 1.6 | (-0.7,3.9) | 2.1 | $(-0.5,4.7)$ |
| 12 to 18 | 95.3 | $(93.5,96.6)$ | 94.8 | (92.9,96.2) | 96.9 | $(95.1,98.0)$ | 1.6 | (-0.4,3.7) | 2.1 | *(0.1,4.1) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 75.1 | $(65.4,82.8)$ | 80.8 | (68.2,89.2) | 84.9 | (75.9,90.9) | 9.8 | (-2.0,21.6) | 4.1 | $(-8.3,16.5)$ |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 94.7 | $(92.5,96.3)$ | 94.5 | (91.6,96.5) | 97.3 | (95.2,98.5) | 2.6 | * (0.1,5.0) | 2.7 | $(0.0,5.5)$ |
| Females | 95.9 | (93.6,97.3) | 95.0 | (92.8,96.6) | 96.6 | (94.3,98.0) | 0.7 | (-1.7,3.1) | 1.5 | (-1.0,4.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 96.5 | $(94.5,97.8)$ | 96.5 | $(94.8,97.6)$ | 97.9 | $(96.1,98.8)$ | 1.4 | (-0.8,3.5) | 1.4 | $(-0.5,3.3)$ |
| African American | 89.4 | $(83.6,93.3)$ | 90.7 | (82.7,95.2) | 93.2 | $(85.5,97.0)$ | 3.9 | $(-3.2,10.9)$ | 2.6 | $(-5.2,10.4)$ |
| Hispanic | 96.4 | $(93.6,98.0)$ | 92.6 | (87.7,95.6) | 95.7 | (89.3,98.4) | -0.6 | (-4.9,3.6) | 3.1 | (-1.9,8.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 92.8 | $(88.1,95.7)$ | 96.2 | (92.9,98.0) | 95.4 | (91.4,97.6) | 2.7 | (-2.4,7.7) | -0.8 | (-4.5,2.9) |
| Lower risk | 96.2 | (94.4,97.4) | 94.4 | (91.9,96.2) | 97.2 | (95.0,98.4) | 1.0 | (-1.3,3.3) | 2.8 | *(0.4,5.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 94.8 | $(92.1,96.6)$ | 95.1 | $(92.4,96.9)$ | 97.0 | (94.9,98.2) | 2.2 | (-0.6,4.9) | 1.9 | $(-1.1,4.8)$ |
| Low | 96.0 | (94.2,97.3) | 94.5 | $(91.7,96.4)$ | 96.8 | (93.7,98.4) | 0.8 | (-1.9,3.6) | 2.3 | (-0.8,5.4) |

[^43]Table 5-21. Nonusers ${ }^{1}$ and occasional users ${ }^{2}$ perceived social expectations regarding regular marijuana use, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth reporting friends strongly disapprove of regular marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 70.5 | (66.0,74.7) | 72.3 | (68.6,75.7) | 70.7 | (66.7,74.5) | 0.2 | (-5.9,6.2) | -1.5 | (-6.0,2.9) |
| 14 to 18 | 58.1 | $(53.6,62.5)$ | 56.5 | $(52.1,60.8)$ | 59.9 | (55.4,64.2) | 1.8 | (-4.0,7.5) | 3.4 | (-2.3,9.2) |
| 12 to 18 | 62.4 | $(58.8,65.9)$ | 62.1 | (58.7,65.4) | 63.6 | (60.2,66.8) | 1.2 | (-3.2,5.5) | 1.5 | $(-2.7,5.7)$ |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 12.0 | (7.0,19.7) | 14.8 | (8.4,24.7) | 13.0 | $(7.7,20.9)$ | 1.0 | (-8.7,10.7) | -1.8 | (-11.0,7.4) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 55.3 | (50.0,60.5) | 57.7 | (53.8,61.5) | 59.0 | (53.7,64.0) | 3.6 | (-3.1,10.4) | 1.3 | (-4.4,6.9) |
| Females | 69.4 | (64.4,74.0) | 66.5 | (61.4,71.2) | 68.0 | (63.6,72.0) | -1.5 | (-7.6,4.6) | 1.5 | $(-5.1,8.1)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 66.5 | $(61.9,70.8)$ | 64.5 | (60.8,68.1) | 66.4 | (62.4,70.2) | 0.0 | (-5.9,5.8) | 1.9 | (-3.1,7.0) |
| African American | 46.3 | $(38.7,53.9)$ | 51.3 | (42.4,60.2) | 53.7 | (44.9,62.3) | 7.4 | $(-4.8,19.7)$ | 2.4 | (-8.0,12.7) |
| Hispanic | 59.2 | $(49.8,68.0)$ | 65.1 | (56.6,72.8) | 58.2 | (48.5,67.3) | -1.1 | (-13.6,11.5) | -6.9 | (-20.3,6.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 47.9 | $(40.1,55.8)$ | 38.7 | (32.4,45.4) | 41.3 | $(34.3,48.7)$ | -6.6 | (-16.4,3.3) | 2.6 | $(-6.3,11.6)$ |
| Lower risk | 67.3 | (63.4,70.9) | 69.7 | $(65.5,73.6)$ | 71.9 | $(68.5,75.1)$ | 4.6 | (-0.3,9.6) | 2.1 | (-3.0,7.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 52.8 | $(47.8,57.8)$ | 52.6 | (47.9,57.2) | 52.9 | $(47.9,57.8)$ | 0.0 | (-6.4,6.5) | 0.3 | $(-5.7,6.3)$ |
| Low | 70.3 | (65.9,74.3) | 72.6 | (67.6,77.0) | 73.6 | (69.0,77.7) | 3.3 | $(-2.3,8.9)$ | 1.0 | (-4.7,6.7) |

[^44]Table 5-22. Disapproval of occasional marijuana use by others, by age, prior use, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who report strongly disapproving of others' occasional marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 63.8 | (61.2,66.3) | 65.1 | (62.3,67.9) | 65.0 | (61.7,68.1) | 1.2 | $(-2.1,4.4)$ | -0.2 | (-3.6,3.3) |
| 14 to 15 | 42.2 | (38.4,46.1) | 39.1 | $(35.6,42.7)$ | 42.8 | (38.7,47.1) | 0.6 | (-4.4,5.6) | 3.7 | (-0.6,8.1) |
| 16 to 18 | 26.8 | (23.9,30.0) | 26.2 | (22.8,30.0) | 27.4 | (24.4,30.7) | 0.6 | $(-3.8,5.0)$ | 1.2 | $(-3.2,5.6)$ |
| 14 to 18 | 33.8 | $(31.5,36.2)$ | 32.0 | (29.4,34.9) | 34.0 | $(31.4,36.7)$ | 0.2 | (-2.7,3.2) | 2.0 | $(-1.1,5.1)$ |
| 12 to 18 | 42.5 | (40.5,44.5) | 41.7 | (39.4,44.0) | 43.1 | (40.8,45.5) | 0.6 | (-1.7,2.9) | 1.4 | (-1.1,3.8) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Nonusers ${ }^{1}$ | 52.5 | $(50.1,54.8)$ | 51.2 | $(48.5,53.8)$ | 53.4 | $(50.8,56.0)$ | 1.0 | (-1.9,3.8) | 2.2 | (-0.5,5.0) |
| Occasional Users ${ }^{2}$ | 5.4 | $(3.4,8.5)$ | 6.4 | $(3.3,12.1)$ | 2.2 | (0.9,5.2) | -3.2 | * (-6.4,-0.1) | -4.3 | (-9.2,0.6) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 53.7 | (50.4,57.0) | 53.1 | (49.4,56.8) | 54.4 | (50.6,58.1) | 0.6 | (-3.0,4.3) | 1.2 | (-3.3,5.8) |
| Females | 51.2 | $(48.1,54.3)$ | 49.2 | (45.8,52.6) | 52.5 | (49.0,55.9) | 1.2 | (-2.8,5.3) | 3.3 | (-0.4,7.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 51.5 | $(48.8,54.2)$ | 50.8 | $(47.8,53.9)$ | 52.5 | $(49.6,55.5)$ | 1.0 | (-2.4,4.5) | 1.7 | (-1.7,5.2) |
| African American | 53.2 | $(47.6,58.8)$ | 48.9 | $(42.9,54.9)$ | 53.0 | $(45.0,60.8)$ | -0.2 | (-10.0,9.5) | 4.1 | $(-2.8,11.0)$ |
| Hispanic | 57.1 | (51.7,62.4) | 53.8 | (47.2,60.3) | 56.3 | (50.6,61.9) | -0.8 | (-7.4,5.7) | 2.5 | (-5.1,10.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 28.8 | $(24.5,33.6)$ | 22.9 | $(18.6,27.9)$ | 26.2 | $(21.5,31.6)$ | -2.6 | (-8.4,3.3) | 3.3 | (-2.7,9.4) |
| Lower risk | 60.6 | (57.9,63.2) | 59.9 | (56.7,63.0) | 62.8 | (59.9,65.7) | 2.3 | (-1.1,5.6) | 3.0 | (-0.1,6.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 36.6 | $(33.5,39.8)$ | 35.1 | (31.7,38.6) | 36.7 | (33.6,39.8) | 0.0 | (-4.1,4.2) | 1.6 | (-2.4,5.6) |
| Low | 66.3 | (63.1,69.4) | 66.9 | (63.5,70.1) | 68.5 | (64.7,72.1) | 2.2 | (-1.8,6.3) | 1.7 | (-2.7,6.1) |

[^45]Table 5-23. Disapproval of regular marijuana use by others, by age, prior use, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who report strongly disapproving of others' regular marijuana use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 79.2 | $(77.1,81.3)$ | 79.2 | (76.6,81.5) | 80.5 | (77.4,83.3) | 1.3 | $(-1.8,4.3)$ | 1.3 | (-1.9,4.6) |
| 14 to 15 | 62.2 | (57.5,66.6) | 60.5 | (56.2,64.5) | 63.3 | (59.4,67.1) | 1.2 | $(-4.3,6.6)$ | 2.9 | (-2.3,8.0) |
| 16 to 18 | 48.7 | $(44.7,52.8)$ | 47.3 | $(43.5,51.0)$ | 45.9 | $(41.6,50.3)$ | -2.8 | (-7.7,2.1) | -1.3 | (-6.2,3.5) |
| 14 to 18 | 54.8 | $(51.9,57.6)$ | 53.2 | $(50.5,55.9)$ | 53.4 | $(50.3,56.3)$ | -1.4 | (-4.9,2.0) | 0.1 | (-2.4,2.6) |
| 12 to 18 | 61.8 | (59.6,64.0) | 60.7 | (58.4,63.0) | 61.1 | $(58.5,63.7)$ | -0.7 | (-3.5,2.1) | 0.4 | (-1.7,2.5) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Nonusers ${ }^{1}$ | 72.9 | (70.6,75.2) | 72.3 | (69.7,74.8) | 72.7 | (70.1,75.2) | -0.2 | (-3.1,2.7) | 0.4 | (-1.8,2.7) |
| Occasional users ${ }^{2}$ | 21.0 | $(15.5,27.8)$ | 22.7 | (18.2,28.0) | 20.2 | (14.7,27.0) | -0.9 | (-9.6,7.8) | -2.6 | (-10.5,5.4) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 72.4 | (68.9,75.6) | 71.8 | (68.3,75.2) | 72.1 | (68.3,75.6) | -0.3 | (-4.3,3.8) | 0.2 | (-3.3,3.8) |
| Females | 73.5 | (70.7,76.1) | 72.8 | $(69.7,75.7)$ | 73.4 | (70.3,76.2) | -0.1 | (-3.6,3.3) | 0.6 | (-2.9,4.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 74.8 | (71.9,77.6) | 75.5 | (72.2,78.4) | 75.4 | (72.7,77.9) | 0.5 | (-3.2,4.2) | -0.1 | (-3.0,2.7) |
| African American | 67.1 | (61.1,72.6) | 66.8 | (60.9,72.3) | 65.2 | (56.3,73.1) | -1.9 | (-11.7,7.9) | -1.7 | (-9.6,6.3) |
| Hispanic | 69.8 | (64.7,74.4) | 66.4 | (60.2,72.1) | 68.9 | (63.4,73.9) | -0.9 | $(-7.5,5.8)$ | 2.5 | (-4.7,9.7) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 54.0 | (48.6,59.2) | 51.7 | (46.0,57.4) | 47.4 | $(40.5,54.4)$ | -6.6 | $(-13.5,0.4)$ | -4.3 | (-12.0,3.3) |
| Lower risk | 79.3 | (76.8,81.6) | 78.7 | (75.7,81.4) | 82.0 | (79.8,84.0) | 2.7 | $(-0.1,5.5)$ | 3.3 | * $(0.2,6.3)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 62.7 | $(59.5,65.8)$ | 60.9 | (57.3,64.4) | 58.9 | (55.2,62.5) | -3.9 | (-8.8,1.0) | -2.0 | (-6.0,1.9) |
| Low | 82.0 | (78.7,84.9) | 83.7 | (80.8,86.2) | 85.4 | $(82.5,87.9)$ | 3.4 | (-0.2,7.0) | 1.8 | (-1.2,4.8) |

${ }^{1}$ Nonusers are those who have never used marijuana in the past.
${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

Table 5-24. Perceptions of how much others risk harming themselves if they use marijuana occasionally, by age, prior use, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying great risk of harm from occasional use of marijuana |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves <br> 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 45.0 | (42.0,48.1) | 44.6 | (41.4,47.9) | 48.1 | (44.9,51.3) | 3.0 | (-1.0,7.1) | 3.5 | (-0.6,7.5) |
| 14 to 15 | 27.9 | (24.7,31.5) | 29.5 | (26.1,33.1) | 29.2 | (25.9,32.6) | 1.2 | $(-3.0,5.5)$ | -0.3 | (-4.8,4.1) |
| 16 to 18 | 18.6 | $(15.9,21.8)$ | 19.3 | (16.6,22.4) | 18.8 | $(16.2,21.7)$ | 0.2 | (-3.6,3.9) | -0.5 | (-4.8,3.8) |
| 14 to 18 | 22.8 | $(20.5,25.3)$ | 23.9 | (21.6,26.4) | 23.2 | $(21.3,25.3)$ | 0.4 | (-2.1,2.9) | -0.7 | (-3.8,2.4) |
| 12 to 18 | 29.2 | (27.2,31.3) | 29.9 | (27.8,32.0) | 30.3 | (28.5,32.2) | 1.1 | (-1.1,3.3) | 0.5 | (-2.1,3.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Nonusers ${ }^{1}$ | 35.9 | (33.6,38.4) | 36.4 | (33.9,39.0) | 37.5 | (35.4,39.7) | 1.6 | (-1.2,4.4) | 1.1 | (-1.9,4.1) |
| Occasional users ${ }^{2}$ | 5.1 | $(2.1,11.6)$ | 7.0 | $(3.8,12.6)$ | 2.0 | $(0.8,5.0)$ | -3.1 | (-7.8,1.7) | -5.0 | *(-9.7,-0.2) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 35.8 | (32.6,39.1) | 37.3 | (34.4,40.3) | 37.3 | $(34.5,40.1)$ | 1.5 | (-2.6,5.5) | 0.0 | (-4.0,3.9) |
| Females | 36.1 | (33.1,39.3) | 35.5 | (32.1,39.1) | 37.8 | $(34.9,40.7)$ | 1.7 | (-2.0,5.3) | 2.2 | (-2.0,6.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 36.0 | (33.0,39.0) | 35.0 | (32.3,37.9) | 38.1 | $(35.6,40.7)$ | 2.2 | (-1.4,5.7) | 3.1 | (-0.2,6.4) |
| African American | 32.7 | (27.4,38.6) | 38.6 | (32.1,45.4) | 35.2 | (29.4,41.5) | 2.4 | (-5.8,10.7) | -3.4 | (-11.2,4.4) |
| Hispanic | 39.7 | (34.6,45.0) | 40.3 | (33.7,47.3) | 35.3 | (29.5,41.6) | -4.3 | (-11.6,2.9) | -5.0 | (-13.9,3.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 18.7 | $(15.3,22.7)$ | 19.6 | $(15.3,24.7)$ | 20.2 | (15.9,25.2) | 1.5 | (-4.3,7.2) | 0.6 | (-6.0,7.2) |
| Lower risk | 42.6 | $(39.5,45.8)$ | 41.6 | (38.6,44.6) | 43.5 | (40.6,46.4) | 0.8 | (-2.8,4.5) | 1.9 | $(-1.8,5.7)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 25.8 | $(23.2,28.7)$ | 25.0 | (22.0,28.3) | 26.9 | $(24.5,29.5)$ | 1.1 | (-2.7,4.9) | 2.0 | (-1.9,5.8) |
| Low | 45.4 | (41.4,49.5) | 48.1 | (44.7,51.5) | 47.1 | $(43.5,50.8)$ | 1.7 | (-3.0,6.5) | -1.0 | (-6.1,4.1) |

[^46]Table 5-25. Perceptions of how much others risk harming themselves if they use marijuana regularly, by age, prior use, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying great risk of harm from regular use of marijuana |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 73.7 | (70.9,76.4) | 72.7 | (69.5,75.7) | 75.0 | (71.0,78.7) | 1.3 | (-2.5,5.2) | 2.3 | (-1.4,6.0) |
| 14 to 15 | 61.4 | (57.5,65.3) | 60.9 | (56.9,64.7) | 61.0 | (57.7,64.2) | -0.4 | (-4.8,3.9) | 0.1 | (-4.1,4.3) |
| 16 to 18 | 45.5 | (41.8,49.2) | 47.9 | $(44.2,51.7)$ | 41.3 | $(37.4,45.4)$ | -4.1 | (-9.1,0.8) | -6.6 | *(-12.3,-0.8) |
| 14 to 18 | 52.7 | (49.9,55.5) | 53.8 | (51.0,56.5) | 49.7 | $(47.2,52.3)$ | -3.0 | (-5.9,0.0) | -4.0 | *(-7.5,-0.6) |
| 12 to 18 | 58.8 | (56.5,61.0) | 59.3 | (56.9,61.5) | 57.0 | $(54.6,59.4)$ | -1.8 | (-4.2,0.7) | -2.3 | (-5.0,0.5) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Nonusers ${ }^{1}$ | 68.8 | (66.2,71.4) | 69.4 | (66.8,71.9) | 67.8 | $(65.1,70.3)$ | -1.1 | (-4.0,1.8) | -1.6 | (-4.7,1.4) |
| Occasional users ${ }^{2}$ | 23.8 | (19.1,29.3) | 30.9 | (25.0,37.4) | 21.9 | (16.7,28.2) | -1.9 | (-10.0,6.1) | -8.9 | *(-17.5,-0.4) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 66.0 | (62.8,68.9) | 67.1 | (63.5,70.6) | 65.1 | (61.4,68.7) | -0.8 | (-4.9,3.2) | -2.0 | (-6.9,2.9) |
| Females | 71.7 | (68.0,75.2) | 71.7 | (68.2,75.0) | 70.4 | $(67.3,73.4)$ | -1.3 | (-5.2,2.6) | -1.3 | (-5.3,2.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 71.3 | (68.6,73.9) | 70.7 | (67.6,73.7) | 71.7 | (68.9,74.5) | 0.4 | (-3.1,4.0) | 1.0 | (-2.4,4.4) |
| African American | 62.9 | (56.1,69.2) | 67.7 | (61.5,73.3) | 55.6 | (49.7,61.3) | -7.3 | $(-15.5,0.9)$ | -12.1 | *(-19.4,-4.7) |
| Hispanic | 64.2 | (57.3,70.5) | 65.9 | (60.9,70.6) | 64.4 | $(57.3,70.9)$ | 0.2 | (-7.8,8.2) | -1.5 | (-10.8,7.8) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 54.2 | $(49.3,59.1)$ | 53.9 | $(48.5,59.2)$ | 48.7 | $(42.2,55.3)$ | -5.5 | $(-12.6,1.7)$ | -5.1 | (-12.8,2.5) |
| Lower risk | 74.2 | (71.0,77.2) | 74.9 | (72.0,77.6) | 74.0 | $(71.5,76.4)$ | -0.2 | (-3.5,3.2) | -0.9 | (-4.1,2.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 61.7 | (58.4,64.9) | 61.0 | $(57.3,64.5)$ | 61.6 | (57.9,65.2) | -0.1 | (-4.7,4.5) | 0.6 | (-3.6,4.9) |
| Low | 75.2 | (70.6,79.3) | 78.3 | (75.0,81.3) | 73.5 | (70.2,76.6) | -1.7 | (-6.7,3.3) | -4.8 | *(-9.2,-0.3) |

[^47]Table 5-26. Nonusers ${ }^{, 1}$ and occasional users ${ }^{\prime 2}$ self-efficacy to refuse marijuana ${ }^{3}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Mean score on Self-efficacy to resist use index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 101.14 | (96.10,106.19) | 100.85 | $(95.61,106.09)$ | 119.34 | (114.36,124.32) | 18.20 | *(11.45,24.95) | 18.50 | *(11.30,25.69) |
| 14 to 15 | 96.62 | (86.90,106.35) | 111.95 | (105.56,118.34) | 111.64 | (104.65,118.63) | 15.02 | * $(3.83,26.21)$ | -0.31 | (-8.41,7.79) |
| 16 to 18 | 110.79 | $(101.88,119.71)$ | 108.73 | (98.17,119.30) | 121.80 | (113.13,130.47) | 11.01 | (-1.42,23.44) | 13.07 | * (1.62,24.51) |
| 14 to 18 | 103.09 | $(96.41,109.76)$ | 110.43 | (104.42,116.44) | 116.77 | (111.54,122.00) | 13.68 | *(4.73,22.63) | 6.34 | (-0.28,12.96) |
| 12 to 18 | 102.40 | $(97.58,107.22)$ | 106.98 | $(102.75,111.21)$ | 117.68 | (113.82,121.55) | 15.28 | *(8.89,21.67) | 10.70 | * $5.79,15.61$ ) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 25.00 | $(2.88,47.12)$ | 46.82 | $(24.73,68.90)$ | 46.20 | (26.24,66.16) | 21.20 | $(-12.03,54.44)$ | -0.62 | (-32.80,31.57) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 97.31 | (90.87,103.74) | 107.17 | (101.78,112.55) | 115.11 | $(108.69,121.53)$ | 17.81 | *(8.43,27.18) | 7.95 | *(0.70,15.19) |
| Females | 107.51 | (100.57,114.45) | 106.80 | $(100.39,113.20)$ | 120.29 | (114.84,125.75) | 12.78 | * $(4.93,20.64)$ | 13.50 | *(6.06,20.94) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 110.88 | (105.66,116.10) | 111.43 | (107.25,115.60) | 122.45 | (117.65,127.25) | 11.57 | * (4.58,18.56) | 11.03 | *(5.39, 16.67 ) |
| African American | 85.18 | $(73.13,97.23)$ | 101.14 | (88.20,114.09) | 110.71 | (101.47,119.95) | 25.53 | *(11.10,39.97) | 9.57 | (-3.97,23.11) |
| Hispanic | 87.86 | $(74.28,101.44)$ | 98.09 | (83.33,112.84) | 104.20 | (88.38,120.02) | 16.34 | (-4.06,36.74) | 6.11 | (-10.63,22.85) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 94.18 | (83.90,104.46) | 84.46 | (72.89,96.02) | 99.02 | $(86.93,111.11)$ | 4.84 | (-11.76,21.43) | 14.57 | (-2.06,31.19) |
| Lower risk | 106.51 | (101.22,111.80) | 116.13 | $(111.87,120.38)$ | 123.86 | (119.85,127.86) | 17.34 | *(10.83,23.85) | 7.73 | * $2.32,13.14)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 88.16 | $(80.78,95.55)$ | 88.88 | (82.45,95.30) | 104.21 | $(97.68,110.74)$ | 16.05 | *(6.38,25.72) | 15.34 | *(6.53,24.14) |
| Low | 116.76 | $(110.79,122.73)$ | 125.83 | (120.92,130.75) | 130.38 | (125.76,135.00) | 13.62 | *(6.21,21.03) | 4.55 | (-1.42,10.51) |

[^48]Table 5-27. Nonusers ${ }^{1}$ intentions to use inhalants even once or twice, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent definitely not intending to try inhalants |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 95.4 | $(94.1,96.5)$ | 94.4 | $(92.9,95.7)$ | 94.0 | $(92.1,95.4)$ | -1.5 | (-3.4,0.4) | -0.5 | $(-2.8,1.8)$ |
| 14 to 15 | 93.3 | (90.9,95.1) | 95.7 | $(94.3,96.7)$ | 95.2 | $(92.9,96.8)$ | 1.9 | (-0.4,4.2) | -0.4 | $(-2.6,1.7)$ |
| 16 to 18 | 96.2 | $(94.5,97.4)$ | 94.8 | (92.7,96.3) | 96.4 | $(94.4,97.7)$ | 0.2 | (-1.7,2.1) | 1.6 | (-0.9,4.2) |
| 14 to 18 | 94.9 | $(93.5,96.0)$ | 95.2 | $(94.1,96.1)$ | 95.9 | (94.4,97.0) | 1.0 | (-0.5,2.5) | 0.7 | $(-0.9,2.3)$ |
| 12 to 18 | 95.1 | $(94.1,95.9)$ | 95.0 | $(94.1,95.7)$ | 95.3 | (94.2,96.2) | 0.3 | (-0.8,1.4) | 0.3 | (-1.0,1.7) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 96.0 | $(94.7,97.0)$ | 95.6 | (94.4,96.5) | 96.3 | (94.8,97.3) | 0.3 | $(-1.2,1.7)$ | 0.7 | (-1.0,2.3) |
| Females | 94.1 | $(92.5,95.4)$ | 94.3 | (92.9,95.4) | 94.3 | $(92.6,95.7)$ | 0.2 | (-1.7,2.1) | 0.0 | (-2.0,2.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 95.1 | $(93.8,96.1)$ | 94.8 | $(93.8,95.7)$ | 94.4 | $(92.7,95.7)$ | -0.7 | $(-2.1,0.8)$ | -0.4 | $(-2.3,1.4)$ |
| African American | 96.3 | (94.6,97.5) | 95.8 | (93.2,97.5) | 95.9 | $(92.9,97.7)$ | -0.4 | (-2.9,2.1) | 0.1 | (-3.3,3.4) |
| Hispanic | 96.5 | (94.7,97.7) | 95.1 | $(92.6,96.7)$ | 97.7 | $(95.8,98.8)$ | 1.2 | (-0.8,3.2) | 2.6 | (-0.1,5.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 93.0 | (90.7,94.8) | 92.9 | (91.0,94.5) | 94.0 | $(91.8,95.7)$ | 1.0 | (-1.5,3.6) | 1.1 | (-1.5,3.7) |
| Lower risk | 96.3 | (95.2,97.2) | 96.2 | $(95.3,96.9)$ | 96.2 | $(95.1,97.1)$ | -0.1 | (-1.3,1.2) | 0.1 | (-1.2,1.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 92.4 | (90.9,93.7) | 92.4 | (90.9,93.6) | 93.5 | $(91.8,94.8)$ | 1.0 | (-0.9,2.9) | 1.1 | (-1.0,3.1) |
| Low | 98.2 | $(97.3,98.8)$ | 98.3 | $(97.5,98.8)$ | 97.5 | $(96.1,98.4)$ | -0.7 | (-2.0,0.6) | -0.8 | (-2.1,0.5) |

[^49]Table 5-28. Nonusers ${ }^{1}$ beliefs about outcomes regarding inhalant use ${ }^{2}$, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Mean score on inhalant beliefs and attitudes index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 117.34 | $(112.97,121.71)$ | 117.77 | (112.54,123.01) | 122.26 | $(116.63,127.89)$ | 4.92 | (-1.64,11.48) | 4.49 | $(-2.86,11.83)$ |
| 14 to 15 | 100.10 | $(92.96,107.24)$ | 91.61 | $(82.39,100.84)$ | 104.44 | (96.46,112.42) | 4.35 | $(-5.58,14.27)$ | 12.83 | * $(2.00,23.66)$ |
| 16 to 18 | 90.64 | (82.22,99.06) | 102.86 | (94.90,110.83) | 101.01 | (92.74,109.28) | 10.37 | (-1.63,22.38) | -1.85 | (-13.28,9.57) |
| 14 to 18 | 94.99 | (89.65,100.33) | 97.70 | $(91.41,103.99)$ | 102.51 | (96.85,108.16) | 7.52 | *(0.09,14.95) | 4.80 | $(-2.97,12.57)$ |
| 12 to 18 | 101.73 | (97.62,105.84) | 103.64 | $(98.79,108.49)$ | 108.33 | (103.91,112.75) | 6.60 | * $1.14,12.06$ ) | 4.69 | $(-1.21,10.58)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 101.55 | (95.57,107.54) | 106.67 | (100.06,113.29) | 112.13 | (106.31,117.96) | 10.58 | *(3.75,17.40) | 5.46 | $(-1.67,12.59)$ |
| Females | 101.91 | $(96.28,107.53)$ | 100.45 | $(93.99,106.90)$ | 104.34 | (97.18,111.50) | 2.43 | $(-5.58,10.44)$ | 3.89 | $(-5.57,13.35)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 101.40 | (97.12,105.68) | 103.60 | (97.57,109.63) | 106.12 | (100.62,111.62) | 4.72 | (-1.84,11.28) | 2.52 | $(-5.06,10.11)$ |
| African American | 108.79 | (99.50,118.08) | 116.26 | (107.41,125.11) | 113.96 | (102.22,125.71) | 5.17 | $(-8.51,18.86)$ | -2.30 | (-14.12,9.53) |
| Hispanic | 101.72 | $(88.28,115.17)$ | 91.29 | (75.06,107.52) | 106.07 | $(95.19,116.95)$ | 4.35 | $(-11.30,19.99)$ | 14.78 | $(-3.62,33.18)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 74.14 | (66.54,81.75) | 80.06 | (70.65,89.47) | 81.34 | (72.31,90.37) | 7.20 | $(-2.85,17.24)$ | 1.28 | (-10.64,13.21) |
| Lower risk | 118.66 | (114.10,123.23) | 115.54 | $(109.80,121.28)$ | 124.39 | (119.76,129.02) | 5.73 | (-0.34,11.79) | 8.85 | * $2.30,15.40$ ) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 77.32 | (71.37,83.28) | 79.77 | (72.05,87.49) | 82.52 | (76.01,89.02) | 5.19 | $(-3.29,13.67)$ | 2.75 | (-7.26,12.76) |
| Low | 130.02 | (124.66,135.39) | 133.47 | $(129.25,137.69)$ | 138.38 | (133.31,143.46) | 8.36 | * $1.01,15.71$ ) | 4.91 | $(-1.59,11.41)$ |

[^50]Table 5-29. Nonusers ${ }^{1}$ and occasional users ${ }^{\prime 2}$ disapproval of others' using inhalants even once or twice, by age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent of youth who report strongly disapproving of others' trial inhalant use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 73.9 | (71.5,76.1) | 74.9 | (72.4,77.2) | 75.7 | (72.6,78.6) | 1.8 | $(-1.3,5.0)$ | 0.8 | (-2.7,4.3) |
| 14 to 15 | 66.0 | (62.3,69.5) | 60.2 | (56.2,64.2) | 67.1 | $(63.5,70.4)$ | 1.1 | $(-3.5,5.6)$ | 6.8 | * (2.2,11.4) |
| 16 to 18 | 59.5 | (55.4,63.4) | 66.5 | $(62.5,70.3)$ | 64.1 | $(60.3,67.6)$ | 4.6 | $(-1.3,10.5)$ | -2.4 | (-7.7,2.9) |
| 14 to 18 | 62.5 | (59.7,65.1) | 63.6 | (60.7,66.5) | 65.4 | $(62.8,67.9)$ | 2.9 | $(-0.8,6.6)$ | 1.7 | (-1.9,5.4) |
| 12 to 18 | 65.9 | (63.7,68.0) | 67.0 | (64.7,69.2) | 68.5 | (66.3,70.6) | 2.6 | (-0.2,5.3) | 1.5 | (-1.3,4.3) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 15.2 | (6.8,30.6) | S | (S) | 30.3 | (17.3,47.4) | 15.1 | $(-4.1,34.3)$ | S | (S) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 66.8 | (63.8,69.6) | 68.9 | (65.6,72.0) | 70.4 | $(67.3,73.4)$ | 3.7 | *(0.4,7.0) | 1.6 | (-2.2,5.3) |
| Females | 65.1 | $(62.1,67.9)$ | 65.0 | (62.1,67.8) | 66.4 | $(63.3,69.4)$ | 1.4 | (-2.6,5.3) | 1.5 | (-2.7,5.6) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 64.4 | (62.0,66.7) | 65.6 | (62.8,68.3) | 66.7 | (64.0,69.2) | 2.3 | (-1.1,5.7) | 1.1 | (-2.7,4.9) |
| African American | 72.1 | (67.2,76.5) | 75.0 | (70.4,79.2) | 72.4 | (65.1,78.7) | 0.3 | (-6.3,7.0) | -2.6 | (-8.3,3.1) |
| Hispanic | 68.7 | (62.4,74.4) | 64.9 | (57.6,71.6) | 69.4 | $(64.8,73.7)$ | 0.7 | (-6.4,7.7) | 4.5 | $(-3.5,12.4)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 52.9 | $(49.2,56.6)$ | 56.2 | (52.0,60.3) | 55.7 | $(51.6,59.7)$ | 2.8 | (-2.3,7.9) | -0.5 | (-5.8,4.8) |
| Lower risk | 73.4 | (70.8,75.9) | 72.2 | (69.3,74.8) | 75.7 | (73.4,77.9) | 2.3 | (-0.9,5.5) | 3.5 | *(0.2,6.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 54.4 | (51.7,57.2) | 56.4 | $(53.1,59.6)$ | 55.7 | $(52.6,58.7)$ | 1.2 | (-2.9,5.3) | -0.7 | (-4.9,3.4) |
| Low | 78.7 | $(75.3,81.8)$ | 79.9 | (77.2,82.3) | 83.1 | (80.4,85.6) | 4.4 | * (0.5,8.4) | 3.3 | $(-0.3,6.8)$ |

[^51]Table 5-30. Nonusers ${ }^{\prime 1}$ and occasional users ${ }^{\prime 2}$ disapproval of others' regular inhalant use, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who report strongly disapproving of others' regular inhalant use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 85.3 | (83.3,87.1) | 83.6 | $(81.3,85.7)$ | 85.1 | (82.6,87.3) | -0.2 | (-3.2,2.8) | 1.5 | (-1.3,4.3) |
| 14 to 15 | 80.0 | (77.0,82.7) | 76.9 | (72.8,80.5) | 83.0 | $(79.9,85.7)$ | 3.0 | $(-0.3,6.4)$ | 6.2 | *(1.7,10.6) |
| 16 to 18 | 79.6 | (75.9,82.9) | 81.2 | (77.4,84.5) | 81.1 | (77.7,84.0) | 1.4 | (-3.4,6.3) | -0.1 | (-5.0,4.7) |
| 14 to 18 | 79.8 | (77.2,82.1) | 79.2 | $(76.5,81.7)$ | 81.9 | $(79.8,83.8)$ | 2.1 | (-0.9,5.1) | 2.7 | (-0.4,5.8) |
| 12 to 18 | 81.5 | (79.5,83.3) | 80.5 | (78.3,82.6) | 82.9 | (81.2,84.4) | 1.4 | (-1.0,3.8) | 2.3 | $(-0.1,4.7)$ |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 24.1 | (13.2,39.8) | S | (S) | S | (S) | S | (S) | S | (S) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 80.8 | (78.2,83.2) | 80.2 | $(77.1,82.9)$ | 82.3 | (79.8,84.5) | 1.5 | (-1.5,4.4) | 2.1 | (-0.7,5.0) |
| Females | 82.1 | (79.6,84.3) | 80.9 | (78.1,83.4) | 83.4 | $(80.6,85.9)$ | 1.4 | (-2.1,4.8) | 2.6 | (-1.3,6.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 83.0 | (81.1,84.7) | 83.3 | (81.0,85.3) | 84.1 | $(82.3,85.7)$ | 1.1 | $(-1.5,3.8)$ | 0.8 | (-1.7,3.3) |
| African American | 79.1 | (74.7,82.9) | 78.6 | $(73.7,82.8)$ | 81.8 | $(76.3,86.3)$ | 2.7 | (-3.0,8.4) | 3.2 | $(-2.0,8.4)$ |
| Hispanic | 79.8 | $(74.1,84.6)$ | 71.8 | (64.8,77.9) | 77.5 | (72.3,81.9) | -2.4 | (-8.8,4.1) | 5.6 | (-3.0,14.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 74.5 | (71.0,77.6) | 73.8 | (69.5,77.7) | 74.9 | (70.8,78.5) | 0.4 | $(-4.1,4.9)$ | 1.1 | (-3.9,6.1) |
| Lower risk | 85.9 | (83.9,87.6) | 83.8 | (81.3,86.0) | 87.9 | (86.0,89.5) | 2.0 | (-0.4,4.4) | 4.1 | *(1.4,6.8) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 75.3 | (72.7,77.8) | 73.6 | (70.5,76.6) | 74.5 | (71.9,76.9) | -0.9 | (-4.4,2.7) | 0.8 | (-3.0,4.6) |
| Low | 88.1 | (85.8,90.1) | 89.1 | (86.9,90.9) | 92.5 | (90.9,93.9) | 4.4 | *(1.7,7.1) | 3.5 | *(0.9,6.0) |

[^52]Table 5-31. Nonusers ${ }^{1}$ and occasional users ${ }^{2}$ perceptions of how much others risk harming themselves if they use inhalants even once or twice, by age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying great risk of harm from trial use of inhalants |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 47.8 | $(45.3,50.3)$ | 49.6 | $(46.3,52.9)$ | 51.6 | $(48.4,54.8)$ | 3.8 | (0.0,7.6) | 2.0 | (-2.4,6.3) |
| 14 to 15 | 47.3 | (43.8,50.8) | 48.6 | $(45.1,52.0)$ | 48.4 | (44.4,52.5) | 1.1 | (-3.9,6.2) | -0.1 | (-5.0,4.8) |
| 16 to 18 | 48.7 | (44.9,52.5) | 49.9 | (46.2,53.6) | 51.6 | (47.4,55.7) | 2.9 | (-2.3,8.1) | 1.7 | (-3.4,6.8) |
| 14 to 18 | 48.0 | $(45.4,50.7)$ | 49.3 | (46.8,51.8) | 50.2 | $(46.9,53.5)$ | 2.2 | (-1.8,6.2) | 0.9 | (-3.0,4.9) |
| 12 to 18 | 48.0 | (45.9,50.0) | 49.4 | $(47.3,51.5)$ | 50.6 | $(48.1,53.1)$ | 2.6 | $(-0.2,5.5)$ | 1.2 | (-1.8,4.3) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | 15.6 | (7.4,30.1) | S | (S) | 22.1 | (11.0,39.4) | 6.5 | (-11.9,24.8) | S | (S) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 47.2 | $(44.3,50.0)$ | 50.6 | $(47.5,53.7)$ | 52.7 | $(49.6,55.7)$ | 5.5 | *(1.5,9.5) | 2.1 | $(-2.2,6.4)$ |
| Females | 48.8 | (45.9,51.6) | 48.1 | (45.0,51.3) | 48.5 | (45.0,52.0) | -0.3 | (-4.0,3.4) | 0.4 | (-3.8,4.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 47.5 | $(45.1,49.9)$ | 48.6 | $(45.9,51.3)$ | 50.0 | $(47.1,52.9)$ | 2.5 | (-1.1,6.1) | 1.4 | $(-2.3,5.0)$ |
| African American | 49.2 | $(44.1,54.3)$ | 54.8 | (49.0,60.4) | 53.7 | $(48.6,58.7)$ | 4.5 | (-2.2,11.2) | -1.1 | (-9.2,7.0) |
| Hispanic | 51.8 | (46.9,56.8) | 49.1 | (43.4,54.8) | 50.4 | $(44.7,56.1)$ | -1.4 | (-9.3,6.5) | 1.3 | (-6.5,9.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 45.7 | $(41.3,50.1)$ | 47.7 | $(43.6,51.7)$ | 48.6 | $(43.3,53.9)$ | 2.9 | (-3.6,9.4) | 0.9 | (-5.4,7.3) |
| Lower risk | 49.9 | (47.3,52.6) | 49.6 | (46.8,52.4) | 52.0 | $(49.5,54.6)$ | 2.1 | (-1.2,5.4) | 2.4 | (-1.2,6.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 41.5 | $(38.6,44.4)$ | 43.1 | (40.1,46.2) | 46.5 | $(43.2,49.9)$ | 5.0 | *(0.9,9.1) | 3.4 | (-0.8,7.6) |
| Low | 55.7 | (52.7,58.6) | 57.5 | (54.5,60.5) | 55.4 | $(51.6,59.1)$ | -0.3 | (-4.9,4.3) | -2.1 | (-7.1,2.9) |

[^53]Table 5-32. Nonusers ${ }^{1}$ and occasional users ${ }^{\prime 2}$ perceptions of how much others risk harming themselves if they use inhalants regularly, by age, gender,
race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying great risk of harm from regular use of inhalants |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  |  | 95\% CI |  | 95\% CI |  | 95\% CI |  |  |  |  |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 81.2 | (79.0,83.3) | 80.5 | (78.0,82.7) | 81.2 | (77.8,84.1) | 0.0 | (-4.0,3.9) | 0.7 | $(-3.3,4.7)$ |
| 14 to 15 | 83.0 | $(79.7,85.9)$ | 83.8 | $(81.1,86.1)$ | 81.2 | $(78.6,83.6)$ | -1.8 | (-5.8,2.2) | -2.5 | $(-5.8,0.8)$ |
| 16 to 18 | 84.5 | (81.0,87.4) | 86.4 | (84.2,88.3) | 84.7 | $(80.8,87.9)$ | 0.2 | (-3.6,3.9) | -1.7 | (-5.9,2.4) |
| 14 to 18 | 83.8 | $(81.8,85.7)$ | 85.2 | $(83.5,86.7)$ | 83.2 | (80.7,85.3) | -0.7 | (-3.3,1.9) | -2.0 | (-4.7,0.6) |
| 12 to 18 | 83.0 | (81.6,84.4) | 83.8 | $(82.6,85.0)$ | 82.6 | (80.7,84.3) | -0.5 | $(-2.5,1.6)$ | -1.2 | (-3.2,0.8) |
| Youth occasional users aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| 14 to 18 | S | (S) | S | (S) | S | (S) | S | (S) | S | (S) |
| Youth nonusers aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 82.1 | (79.7,84.2) | 83.0 | (81.0,84.9) | 83.8 | $(81.3,86.0)$ | 1.8 | $(-1.5,5.0)$ | 0.8 | (-2.4,4.0) |
| Females | 84.0 | (81.6,86.1) | 84.6 | $(82.6,86.5)$ | 81.3 | $(78.6,83.7)$ | -2.7 | $(-5.6,0.1)$ | -3.3 | *(-5.9,-0.8) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 86.4 | (84.6,88.0) | 86.5 | (84.9,87.9) | 85.6 | $(83.5,87.4)$ | -0.8 | (-3.2,1.7) | -0.9 | (-3.1,1.3) |
| African American | 75.9 | (71.4,79.9) | 77.7 | $(72.5,82.2)$ | 75.5 | (70.1,80.2) | -0.4 | (-7.0,6.2) | -2.2 | (-8.9,4.4) |
| Hispanic | 77.4 | (72.8,81.4) | 78.5 | (75.1,81.5) | 78.7 | (72.9,83.5) | 1.3 | (-5.2,7.8) | 0.2 | (-6.2,6.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 83.9 | $(80.6,86.8)$ | 84.0 | (81.4,86.3) | 82.3 | $(78.5,85.6)$ | -1.6 | (-6.1,2.9) | -1.7 | (-5.7,2.4) |
| Lower risk | 82.7 | (80.6,84.6) | 83.7 | (82.0,85.3) | 82.8 | $(80.6,84.9)$ | 0.2 | $(-2.5,2.9)$ | -0.9 | (-3.3,1.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 82.1 | (79.3,84.5) | 82.4 | $(80.3,84.4)$ | 82.9 | $(80.5,85.0)$ | 0.8 | (-2.6,4.2) | 0.4 | (-2.3,3.2) |
| Low | 84.1 | (81.5,86.5) | 86.2 | $(84.2,87.9)$ | 82.3 | (79.0,85.1) | -1.9 | (-5.4,1.6) | -3.9 | *(-7.3,-0.5) |

[^54]${ }^{2}$ Occasional users are those who have used inhalants 1 to 9 times in the past 12 months.

Table 5-33. The relationship between exposure to general anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

| Characteristics | Percent of youth reporting each exposure level |  |  |  | Direct <br> Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | $\begin{aligned} & \text { Less than } \\ & 4 \text { times } \\ & \text { per month } \\ & (\mathrm{C} 2) \\ & \hline \end{aligned}$ | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | 91.7 | 92.7 | 90.2 | 91.6 | -1.1 | -0.049 | (-0.16,0.07) | -1.1 |
|  | $(90.5,92.7)$ | (90.0,94.8) | $(87.5,92.4)$ | $(90.3,92.7)$ | (-3.4,1.2) |  |  | $(-3.8,1.5)$ |
| 14 to 18 | 83.7 | 84.9 | 83.0 | 83.5 | -1.1 | -0.034 | (-0.14,0.07) | -1.4 |
|  | (82.2,85.2) | (80.6,88.4) | $(80.2,85.4)$ | (81.3,85.4) | (-4.7,2.4) |  |  | (-5.7,2.9) |
| 12 to 18 | 86.6 | 87.8 | 85.5 | 86.4 | -1.2 | -0.037 | (-0.12,0.05) | -1.3 |
|  | (85.5,87.6) | (84.9,90.1) | (83.6,87.3) | (85.0,87.7) | (-3.6,1.3) |  |  | (-4.2,1.6) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | 86.3 | 86.8 | 84.3 | 86.8 | -0.5 | 0.000 | (-0.11, 0.11 ) | 0.0 |
|  | (84.6,87.8) | $(83.1,89.8)$ | (80.8,87.2) | $(84.5,88.8)$ | (-3.7,2.7) |  |  | (-4.1,4.1) |
| Female | 86.9 | 88.7 | 86.7 | 86.1 | -1.9 | -0.078 | (-0.20,0.04) | -2.6 |
|  | (85.4,88.2) | $(84.5,92.0)$ | (84.1,89.0) | (84.1,87.9) | $(-5.2,1.5)$ |  |  | $(-6.5,1.3)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | 86.7 | 88.8 | 86.1 | 86.3 | -2.1 | -0.076 | (-0.17,0.02) | -2.6 |
|  | (85.3,88.1) | (85.8,91.3) | (83.6,88.4) | $(84.5,87.9)$ | (-4.6,0.4) |  |  | $(-5.6,0.5)$ |
| African American | 86.0 | 81.2 | 87.0 | 86.5 | 4.8 | 0.134 | $(-0.08,0.35)$ | 5.2 |
|  | (83.5,88.2) | (71.7,88.1) | (78.4,92.5) | (82.9,89.4) | (-3.3,13.0) |  |  | (-3.6,14.0) |
| Hispanic | 86.5 | 87.8 | 84.3 | 87.1 | -1.3 | -0.019 | $(-0.19,0.15)$ | -0.6 |
|  | (83.7,88.9) | $(82.1,91.8)$ | $(77.7,89.3)$ | (83.6,90.0) | (-6.1,3.5) |  |  | (-6.4,5.2) |

Table 5-33. The relationship between exposure to general anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

${ }^{1}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1, and Wave 5 is a followup of Waves 2 and 3.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-34. The relationship between exposure to specific anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

| Percent of youth reporting each exposure level |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C5-C2) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 91.7 \\ (90.5,92.7) \end{array}$ | $\begin{array}{r} 92.4 \\ (88.3,95.2) \end{array}$ | $\begin{array}{r} 91.4 \\ (89.1,93.2) \end{array}$ | $\begin{array}{r} 91.1 \\ (89.4,92.7) \end{array}$ | $\begin{array}{r} 91.6 \\ (89.0,93.7) \end{array}$ | $\begin{array}{r} -0.7 \\ (-3.6,2.1) \end{array}$ | -0.027 | (-0.17,0.11) | $\begin{array}{r} -0.8 \\ (-5.0,3.4) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 83.7 \\ (82.2,85.2) \end{array}$ | $\begin{array}{r} 86.5 \\ (82.6,89.6) \end{array}$ | $\begin{array}{r} 84.7 \\ (82.5,86.7) \end{array}$ | $\begin{array}{r} 81.7 \\ (79.1,84.1) \end{array}$ | $\begin{array}{r} 85.8 \\ (76.4,91.9) \end{array}$ | $\begin{array}{r} -2.7 \\ (-5.9,0.4) \end{array}$ | -0.032 | (-0.19,0.12) | $\begin{array}{r} -0.7 \\ (-9.0,7.6) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 86.6 \\ (85.5,87.6) \end{array}$ | $\begin{array}{r} 88.6 \\ (85.9,90.9) \end{array}$ | $\begin{array}{r} 87.1 \\ (85.3,88.6) \end{array}$ | $\begin{array}{r} 85.2 \\ (83.3,86.8) \end{array}$ | $\begin{array}{r} 88.0 \\ (82.5,91.9) \end{array}$ | $\begin{array}{r} -2.0 \\ (-4.1,0.1) \end{array}$ | -0.028 | (-0.14,0.09) | $\begin{array}{r} -0.6 \\ (-6.0,4.7) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 86.3 \\ (84.6,87.8) \end{array}$ | $\begin{array}{r} 87.8 \\ (84.4,90.6) \end{array}$ | $\begin{array}{r} 86.8 \\ (83.9,89.3) \end{array}$ | $\begin{array}{r} 86.1 \\ (83.4,88.4) \end{array}$ | $\begin{array}{r} 84.9 \\ (74.1,91.8) \end{array}$ | $\begin{array}{r} -1.6 \\ (-4.6,1.4) \end{array}$ | -0.067 | $(-0.26,0.12)$ | $\begin{array}{r} -2.9 \\ (-12.0,6.2) \end{array}$ |
| Female | $\begin{array}{r} 86.9 \\ (85.4,88.2) \end{array}$ | $\begin{array}{r} 89.4 \\ (85.0,92.6) \end{array}$ | $\begin{array}{r} 87.3 \\ (85.1,89.3) \end{array}$ | $\begin{array}{r} 84.3 \\ (81.4,86.8) \end{array}$ | $\begin{array}{r} 91.1 \\ (87.3,93.8) \end{array}$ | $\begin{array}{r} -2.5 \\ (-5.6,0.6) \end{array}$ | 0.016 | $(-0.10,0.13)$ | $\begin{array}{r} 1.7 \\ (-3.1,6.5) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 86.7 \\ (85.3,88.1) \end{array}$ | $\begin{array}{r} 88.5 \\ (85.3,91.1) \end{array}$ | $\begin{array}{r} 86.8 \\ (84.4,88.8) \end{array}$ | $\begin{array}{r} 85.6 \\ (83.2,87.7) \end{array}$ | $\begin{array}{r} 87.5 \\ (79.6,92.6) \end{array}$ | $\begin{array}{r} -1.8 \\ (-4.3,0.7) \end{array}$ | -0.034 | (-0.19,0.12) | $\begin{array}{r} -1.1 \\ (-8.2,6.1) \end{array}$ |
| African American | $\begin{array}{r} 86.0 \\ (83.5,88.2) \end{array}$ | $\begin{array}{r} 89.9 \\ (79.6,95.3) \end{array}$ | $\begin{array}{r} 88.6 \\ (83.3,92.3) \end{array}$ | $\begin{array}{r} 84.0 \\ (79.8,87.5) \end{array}$ | $\begin{array}{r} 89.5 \\ (78.7,95.2) \end{array}$ | $\begin{array}{r} -3.9 \\ (-10.4,2.6) \end{array}$ | -0.034 | (-0.36,0.29) | $\begin{array}{r} -0.4 \\ (-13.5,12.7) \end{array}$ |
| Hispanic | $\begin{array}{r} 86.5 \\ (83.7,88.9) \end{array}$ | $\begin{array}{r} 86.6 \\ (79.2,91.7) \end{array}$ | $\begin{array}{r} 88.0 \\ (83.8,91.3) \end{array}$ | $\begin{array}{r} 84.2 \\ (78.5,88.6) \end{array}$ | $\begin{array}{r} 86.8 \\ (77.5,92.7) \end{array}$ | $\begin{array}{r} -0.1 \\ (-5.5,5.2) \end{array}$ | -0.028 | (-0.22,0.16) | $\begin{array}{r} 0.2 \\ (-9.3,9.7) \end{array}$ |

Table 5-34. The relationship between exposure to specific anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-35. The relationship between exposure to general anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

| $\underline{\text { Characteristics }}$ | Exposure level of youth (real or hypothetical) |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect$(\mathrm{C} 4-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | 126.32 | 122.76 | 124.88 | 128.03 | 3.56 | 0.029 | (-0.01, 0.07$)$ | 5.27 |
|  | $(121.99,130.66)$ | $(114.80,130.72)$ | $(116.52,133.24)$ | $(122.89,133.16)$ | (-3.61,10.74) |  |  | (-3.74,14.27) |
| 14 to 18 | 95.76 | 99.90 | 93.91 | 96.14 | -4.14 | -0.013 | $(-0.06,0.03)$ | -3.76 |
|  | (90.83, 100.68) | (89.62,110.19) | (86.44,101.38) | (89.86,102.42) | (-13.88,5.59) |  |  | (-16.03,8.51) |
| 12 to 18 | 106.61 | 108.25 | 104.63 | 107.66 | -1.63 | 0.001 | (-0.03, 0.04 ) | -0.59 |
|  | $(102.59,110.64)$ | (101.22,115.27) | (98.42,110.85) | $(102.82,112.50)$ | (-8.47,5.20) |  |  | (-9.22,8.05) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | 102.92 | 103.84 | 99.91 | 105.08 | -0.91 | 0.006 | (-0.04, 0.05 ) | 1.25 |
|  | (97.74,108.10) | (94.13,113.55) | (91.50,108.32) | $(98.68,111.48)$ | (-9.42,7.59) |  |  | (-9.91,12.40) |
| Female | 110.32 | 112.73 | 109.34 | 110.24 | -2.42 | -0.004 | $(-0.05,0.04)$ | -2.50 |
|  | $(105.52,115.12)$ | $(103.02,122.44)$ | $(100.01,118.67)$ | $(103.89,116.58)$ | (-11.57,6.74) |  |  | (-13.94,8.95) |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | 109.58 | 112.13 | 109.22 | 110.17 | -2.55 | -0.013 | (-0.06, 0.03 ) | -1.96 |
|  | (104.76,114.40) | $(102.69,121.57)$ | $(101.24,117.20)$ | $(104.44,115.89)$ | (-11.41,6.31) |  |  | (-13.34,9.42) |
| African American | $97.56$ | $100.91$ | $90.58$ | $97.48$ | $-3.35$ | -0.004 | (-0.08, 0.07 ) | $-3.43$ |
|  | (89.48,105.64) | $(85.35,116.46)$ | (76.03,105.13) | (88.68,106.28) | $(-17.85,11.15)$ |  |  | (-20.99, 14.13) |
| Hispanic | 105.61 | 103.45 | 110.86 | 108.07 | 2.16 | 0.051 | (-0.02,0.12) | 4.63 |
|  | (98.00, 113.21) | (92.12,114.78) | $(97.75,123.98)$ | (97.01,119.14) | (-8.62,12.93) |  |  | (-10.98,20.23) |

Table 5-35. The relationship between exposure to general anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 56.79 \\ (48.06,65.53) \end{array}$ | $\begin{array}{r} 53.57 \\ (37.60,69.55) \end{array}$ | $\begin{array}{r} 60.48 \\ (47.07,73.90) \end{array}$ | $\begin{array}{r} 60.41 \\ (48.63,72.19) \end{array}$ | $\begin{array}{r} 3.22 \\ (-10.80,17.24) \end{array}$ | 0.026 | $(-0.03,0.08)$ | $\begin{array}{r} 6.84 \\ (-10.18,23.85) \end{array}$ |
| Lower risk | $\begin{array}{r} 123.83 \\ (119.94,127.73) \end{array}$ | $\begin{array}{r} 125.30 \\ (117.07,133.53) \end{array}$ | $\begin{array}{r} 119.98 \\ (113.29,126.68) \end{array}$ | $\begin{array}{r} 124.25 \\ (119.44,129.06) \end{array}$ | $\begin{array}{r} -1.47 \\ (-9.34,6.40) \end{array}$ | 0.000 | (-0.05,0.05) | $\begin{array}{r} -1.05 \\ (-10.98,8.88) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |
| High | $\begin{array}{r} 79.66 \\ (74.06,85.27) \end{array}$ | $\begin{array}{r} 80.06 \\ (68.58,91.54) \end{array}$ | $\begin{array}{r} 76.87 \\ (67.42,86.32) \end{array}$ | $\begin{array}{r} 83.57 \\ (77.34,89.79) \end{array}$ | $\begin{array}{r} -0.40 \\ (-10.61,9.81) \end{array}$ | 0.017 | $(-0.03,0.06)$ | $\begin{array}{r} 3.51 \\ (-8.69,15.70) \end{array}$ |
| Low | $132.22$ | $130.83$ | $133.95$ | $130.71$ | $1.39$ | 0.000 | (-0.05,0.05) | $-0.12$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 106.49 \\ (101.54,111.45) \end{array}$ | $\begin{array}{r} 107.30 \\ (97.03,117.58) \end{array}$ | $\begin{array}{r} 105.71 \\ (96.75,114.68) \end{array}$ | $\begin{array}{r} 106.80 \\ (100.30,113.29) \end{array}$ | $\begin{array}{r} -0.81 \\ (-10.99,9.37) \end{array}$ | 0.001 | $(-0.05,0.05)$ | $\begin{array}{r} -0.51 \\ (-13.32,12.30) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 106.79 \\ (102.61,110.97) \end{array}$ | $\begin{array}{r} 109.51 \\ (99.84,119.18) \end{array}$ | $\begin{array}{r} 102.87 \\ (94.86,110.89) \end{array}$ | $\begin{array}{r} 108.94 \\ (102.74,115.13) \end{array}$ | $\begin{array}{r} -2.72 \\ (-11.53,6.09) \end{array}$ | 0.001 | $(-0.05,0.05)$ | $\begin{array}{r} -0.58 \\ (-12.08,10.93) \end{array}$ |

[^55]NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-36. The relationship between exposure to specific anti-drug advertising and personal anti-marijuana beliefs and attitudes ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | Direct <br> Campaign <br> effect <br> (C1-C2) | Gamma | 95\% CI ofgamma | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 126.32 \\ (121.99,130.66) \end{array}$ | $\begin{array}{r} 127.69 \\ (116.02,139.35) \end{array}$ | $\begin{array}{r} 126.42 \\ (119.81,133.02) \end{array}$ | $\begin{array}{r} 124.53 \\ (118.48,130.58) \end{array}$ | $\begin{array}{r} 130.06 \\ (118.18,141.94) \end{array}$ | $\begin{array}{r} -1.36 \\ (-10.72,7.99) \end{array}$ | 0.007 | (-0.04,0.05) | $\begin{array}{r} 2.37 \\ (-11.68,16.42) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 95.76 \\ (90.83,100.68) \end{array}$ | $\begin{array}{r} 107.02 \\ (97.70,116.34) \end{array}$ | $\begin{array}{r} 97.97 \\ (89.09,106.85) \end{array}$ | $\begin{array}{r} 89.31 \\ (81.72,96.91) \end{array}$ | $\begin{array}{r} 99.25 \\ (83.98,114.52) \end{array}$ | $\begin{array}{r} -11.26 \\ *(-20.21,-2.32) \end{array}$ | -0.035 | $(-0.09,0.02)$ | $\begin{array}{r} -7.77 \\ (-25.28,9.74) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 106.61 \\ (102.59,110.64) \end{array}$ | $\begin{array}{r} 114.40 \\ (106.71,122.08) \end{array}$ | $\begin{array}{r} 107.92 \\ (101.22,114.61) \end{array}$ | $\begin{array}{r} 102.03 \\ (96.05,108.01) \end{array}$ | $\begin{array}{r} 110.37 \\ (98.80,121.95) \end{array}$ | $\begin{array}{r} -7.78 \\ *(-14.45,-1.11) \end{array}$ | -0.020 | (-0.06,0.02) | $\begin{array}{r} -4.02 \\ (-16.26,8.21) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 102.92 \\ (97.74,108.10) \end{array}$ | $\begin{array}{r} 106.93 \\ (95.60,118.27) \end{array}$ | $\begin{array}{r} 107.23 \\ (98.74,115.72) \end{array}$ | $\begin{array}{r} 98.98 \\ (91.41,106.56) \end{array}$ | $\begin{array}{r} 98.39 \\ (79.58,117.20) \end{array}$ | $\begin{array}{r} -4.01 \\ (-14.33,6.31) \end{array}$ | -0.044 | (-0.11,0.02) | $\begin{array}{r} -8.54 \\ (-29.40,12.32) \end{array}$ |
| Female | $\begin{array}{r} 110.32 \\ (105.52,115.12) \end{array}$ | $\begin{array}{r} 121.64 \\ (111.00,132.29) \end{array}$ | $\begin{array}{r} 108.62 \\ (100.63,116.60) \end{array}$ | $\begin{array}{r} 105.03 \\ (97.43,112.62) \end{array}$ | $\begin{array}{r} 122.82 \\ (108.29,137.35) \end{array}$ | $\begin{array}{r} -11.33 \\ *(-21.09,-1.57) \end{array}$ | 0.006 | $(-0.05,0.06)$ | $\begin{array}{r} 1.18 \\ (-14.76,17.11) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 109.58 \\ (104.76,114.40) \end{array}$ | $\begin{array}{r} 114.68 \\ (105.46,123.91) \end{array}$ | $\begin{array}{r} 112.90 \\ (106.07,119.73) \end{array}$ | $\begin{array}{r} 104.86 \\ (96.97,112.75) \end{array}$ | $\begin{array}{r} 115.05 \\ (99.32,130.77) \end{array}$ | $\begin{array}{r} -5.10 \\ (-13.84,3.63) \end{array}$ | -0.009 | (-0.06,0.04) | $\begin{array}{r} 0.36 \\ (-17.53,18.25) \end{array}$ |
| African American | $\begin{array}{r} 97.56 \\ (89.48,105.64) \end{array}$ | $\begin{array}{r} 119.04 \\ (92.26,145.82) \end{array}$ | $\begin{array}{r} 96.65 \\ (80.77,112.53) \end{array}$ | $\begin{array}{r} 93.89 \\ (83.16,104.62) \end{array}$ | $\begin{array}{r} 104.61 \\ (90.19,119.03) \end{array}$ | $\begin{array}{r} -21.48 \\ (-44.88,1.92) \end{array}$ | -0.046 | (-0.16,0.07) | $\begin{array}{r} -14.43 \\ (-45.85,17.00) \end{array}$ |
| Hispanic | $\begin{array}{r} 105.61 \\ (98.00,113.21) \end{array}$ | $\begin{array}{r} 114.14 \\ (95.83,132.46) \end{array}$ | $\begin{array}{r} 105.01 \\ (90.04,119.99) \end{array}$ | $\begin{array}{r} 98.61 \\ (84.97,112.26) \end{array}$ | $\begin{array}{r} 109.66 \\ (90.27,129.05) \end{array}$ | $\begin{array}{r} -8.54 \\ (-25.61,8.54) \end{array}$ | -0.018 | (-0.10,0.06) | $\begin{array}{r} -4.48 \\ (-27.67,18.72) \end{array}$ |

Table 5-36. The relationship between exposure to specific anti-drug advertising and personal anti-marijuana beliefs and attitudes ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{aligned} & 12 \text { or more } \\ & \text { times per } \\ & \text { month } \\ & (\mathrm{C} 5) \\ & \hline \end{aligned}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 56.79 \\ (48.06,65.53) \end{array}$ | $\begin{array}{r} 70.41 \\ (52.11,88.72) \end{array}$ | $\begin{array}{r} 59.58 \\ (44.09,75.07) \end{array}$ | $\begin{array}{r} 49.25 \\ (35.21,63.28) \end{array}$ | $\begin{array}{r} 48.34 \\ (17.08,79.60) \end{array}$ | $\begin{array}{r} -13.62 \\ (-30.19,2.95) \end{array}$ | -0.072 | (-0.17,0.03) | $\begin{array}{r} -22.07 \\ (-57.37,13.22) \end{array}$ |
| Lower risk | $-\begin{array}{r} 123.83 \\ (119.94,127.73) \end{array}$ | $\begin{array}{r} 129.97 \\ (120.77,139.17) \end{array}$ | $\begin{array}{r} 124.57 \\ (118.60,130.55) \end{array}$ | $\begin{array}{r} 120.08 \\ (114.46,125.69) \end{array}$ | $\begin{array}{r} 130.60 \\ (122.89,138.32) \end{array}$ | $\begin{array}{r} -6.14 \\ (-13.70,1.43) \end{array}$ | -0.004 | (-0.04, 0.03$)$ | $\begin{array}{r} 0.63 \\ (-9.08,10.34) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |
| High | (74.06,85.27) | $(78.20,101.37)$ | (69.95,90.36) | (68.48,86.28) | (67.44,105.58) | (-21.13, 0.89$)$ |  |  | $(-25.14,18.59)$ |
| Low | 132.22 | 136.40 | 134.79 | 125.76 | 131.21 | -4.18 | -0.025 | $(-0.08,0.03)$ | -5.19 |
|  | (127.48,136.96) | $(125.93,146.86)$ | $(127.47,142.11)$ | $(119.13,132.40)$ | $(116.18,146.23)$ | (-13.47,5.12) |  |  | (-20.60,10.23) |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | 106.49 | 110.88 | 107.35 | 102.55 | 105.20 | -4.39 | -0.023 | (-0.08,0.04) | -5.68 |
|  | (101.54,111.45) | $(100.53,121.23)$ | (98.78,115.92) | (93.93,111.17) | (85.32,125.08) | (-14.19,5.42) |  |  | (-26.99,15.63) |
| Waves 4-5 | 106.79 | 119.02 | 108.85 | 101.27 | 117.28 | -12.23 | -0.013 | (-0.06,0.03) | -1.74 |
|  | (102.61,110.97) | (107.82,130.22) | $(100.57,117.14)$ | (95.33,107.21) | $(108.23,126.34)$ | *(-22.05,-2.41) |  |  | (-14.45,10.97) |

[^56]Table 5-37. The relationship between exposure to general anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | $\begin{aligned} & 12 \text { or more } \\ & \text { times per } \\ & \text { month } \\ & (\mathrm{C} 4) \\ & \hline \end{aligned}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 133.09 \\ (129.81,136.37) \end{array}$ | $\begin{array}{r} 131.44 \\ (123.34,139.54) \end{array}$ | $\begin{array}{r} 131.94 \\ (124.11,139.77) \end{array}$ | $\begin{array}{r} 133.17 \\ (128.85,137.49) \end{array}$ | $\begin{array}{r} 1.65 \\ (-6.17,9.47) \end{array}$ | 0.018 | $(-0.03,0.06)$ | $\begin{array}{r} 1.73 \\ (-7.45,10.90) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 86.77 \\ (82.42,91.13) \end{array}$ | $\begin{array}{r} 91.25 \\ (81.94,100.55) \end{array}$ | $\begin{array}{r} 82.76 \\ (74.70,90.82) \end{array}$ | $\begin{array}{r} 86.58 \\ (80.76,92.40) \end{array}$ | $\begin{array}{r} -4.47 \\ (-13.52,4.58) \end{array}$ | -0.019 | (-0.06,0.03) | $\begin{array}{r} -4.66 \\ (-15.64,6.31) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 103.22 \\ (100.06,106.39) \end{array}$ | $\begin{array}{r} 105.92 \\ (99.55,112.29) \end{array}$ | $\begin{array}{r} 99.79 \\ (93.27,106.32) \end{array}$ | $\begin{array}{r} 103.41 \\ (99.54,107.29) \end{array}$ | $\begin{array}{r} -2.70 \\ (-8.98,3.58) \end{array}$ | -0.010 | (-0.04, 0.02 ) | $\begin{array}{r} -2.51 \\ (-9.59,4.57) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 95.52 \\ (91.26,99.79) \end{array}$ | $\begin{array}{r} 93.66 \\ (84.07,103.26) \end{array}$ | $\begin{array}{r} 95.39 \\ (86.06,104.71) \end{array}$ | $\begin{array}{r} 94.54 \\ (88.72,100.36) \end{array}$ | $\begin{array}{r} 1.86 \\ (-7.31,11.03) \end{array}$ | 0.001 | (-0.04, 0.04 ) | $\begin{array}{r} 0.88 \\ (-10.17,11.93) \end{array}$ |
| Female | $\begin{array}{r} 110.95 \\ (106.22,115.68) \end{array}$ | $\begin{array}{r} 118.38 \\ (109.71,127.06) \end{array}$ | $\begin{array}{r} 104.18 \\ (96.44,111.92) \end{array}$ | $\begin{array}{r} 112.27 \\ (106.64,117.89) \end{array}$ | $\begin{array}{r} -7.43 \\ (-15.00,0.13) \end{array}$ | -0.021 | (-0.06,0.02) | $\begin{array}{r} -6.12 \\ (-15.19,2.96) \end{array}$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |
|  | (104.69,112.23) | $(102.92,118.17)$ | $(100.15,113.84)$ | $(103.15,113.18)$ | (-9.43,5.25) |  |  | (-10.71,5.95) |
| African American | $\begin{array}{r} 80.06 \\ (74.05,86.07) \end{array}$ | $\begin{array}{r} 76.51 \\ (60.36,92.66) \end{array}$ | $\begin{array}{r} 72.63 \\ (55.15,90.12) \end{array}$ | $\begin{array}{r} 80.39 \\ (71.19,89.59) \end{array}$ | $\begin{array}{r} 3.55 \\ (-12.15,19.25) \end{array}$ | 0.020 | (-0.05,0.09) | $\begin{array}{r} 3.88 \\ (-14.00,21.76) \end{array}$ |
| Hispanic | $\begin{array}{r} 101.95 \\ (94.16,109.74) \end{array}$ | $\begin{array}{r} 113.01 \\ (99.11,126.92) \end{array}$ | $\begin{array}{r} 98.35 \\ (80.06,116.64) \end{array}$ | $\begin{array}{r} 104.25 \\ (95.26,113.23) \end{array}$ | $\begin{array}{r} -11.06 \\ (-24.32,2.20) \end{array}$ | -0.032 | (-0.11,0.05) | $\begin{array}{r} -8.77 \\ (-26.30,8.77) \end{array}$ |

Table 5-37. The relationship between exposure to general anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002


[^57]${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-38. The relationship between exposure to specific anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 133.09 \\ (129.81,136.37) \end{array}$ | $\begin{array}{r} 139.43 \\ (131.93,146.93) \end{array}$ | $\begin{array}{r} 133.25 \\ (126.88,139.62) \end{array}$ | $\begin{array}{r} 130.24 \\ (125.04,135.45) \end{array}$ | $\begin{array}{r} 137.86 \\ (128.87,146.84) \end{array}$ | $\begin{array}{r} -6.34 \\ (-13.47,0.80) \end{array}$ | -0.014 | (-0.06, 0.03 ) | $\begin{array}{r} -1.57 \\ (-12.57,9.42) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 86.77 \\ (82.42,91.13) \end{array}$ | $\begin{array}{r} 92.81 \\ (82.67,102.94) \end{array}$ | $\begin{array}{r} 90.54 \\ (83.18,97.89) \end{array}$ | $\begin{array}{r} 83.89 \\ (77.39,90.38) \end{array}$ | $\begin{array}{r} 85.33 \\ (68.87,101.79) \end{array}$ | $\begin{array}{r} -6.03 \\ (-15.27,3.20) \end{array}$ | -0.027 | $(-0.09,0.03)$ | $\begin{array}{r} -7.48 \\ (-26.58,11.63) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 103.22 \\ (100.06,106.39) \end{array}$ | $\begin{array}{r} 109.45 \\ (102.63,116.27) \end{array}$ | $\begin{array}{r} 105.47 \\ (100.08,110.87) \end{array}$ | $\begin{array}{r} 100.63 \\ (95.98,105.28) \end{array}$ | $\begin{array}{r} 104.30 \\ (93.53,115.06) \end{array}$ | $\begin{array}{r} -6.22 \\ (-12.67,0.22) \end{array}$ | -0.019 | (-0.06, 0.02 ) | $\begin{array}{r} -5.15 \\ (-17.67,7.36) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 95.52 \\ (91.26,99.79) \end{array}$ | $\begin{array}{r} 99.25 \\ (90.96,107.54) \end{array}$ | $\begin{array}{r} 98.84 \\ (91.14,106.55) \end{array}$ | $\begin{array}{r} 94.79 \\ (88.21,101.38) \end{array}$ | $\begin{array}{r} 95.72 \\ (78.82,112.63) \end{array}$ | $\begin{array}{r} -3.73 \\ (-12.37,4.91) \end{array}$ | 0.000 | (-0.06,0.06) | $\begin{array}{r} -3.53 \\ (-21.59,14.54) \end{array}$ |
| Female | $\begin{array}{r} 110.95 \\ (106.22,115.68) \end{array}$ | $\begin{array}{r} 119.35 \\ (107.97,130.73) \end{array}$ | $\begin{array}{r} 112.23 \\ (104.95,119.51) \end{array}$ | $\begin{array}{r} 106.35 \\ (99.62,113.08) \end{array}$ | $\begin{array}{r} 113.20 \\ (98.90,127.50) \end{array}$ | $\begin{array}{r} -8.40 \\ (-18.13,1.33) \end{array}$ | -0.041 | $(-0.09,0.01)$ | $\begin{array}{r} -6.15 \\ (-24.86,12.56) \end{array}$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |
| White | $\begin{array}{r} 108.46 \\ (104.69,112.23) \end{array}$ | $\begin{array}{r} 112.99 \\ (105.75,120.22) \end{array}$ | $\begin{array}{r} 112.57 \\ (105.90,119.24) \end{array}$ | $\begin{array}{r} 104.97 \\ (98.98,110.96) \end{array}$ | $\begin{array}{r} 117.57 \\ (105.12,130.01) \end{array}$ | $\begin{array}{r} -4.53 \\ (-12.01,2.96) \end{array}$ | 0.007 | (-0.05,0.06) | $\begin{array}{r} 4.58 \\ (-9.87,19.03) \end{array}$ |
| African American | $\begin{array}{r} 80.06 \\ (74.05,86.07) \end{array}$ | $\begin{array}{r} 88.56 \\ (66.43,110.69) \end{array}$ | $\begin{array}{r} 86.42 \\ (74.89,97.95) \end{array}$ | $\begin{array}{r} 78.97 \\ (68.86,89.08) \end{array}$ | $\begin{array}{r} 68.06 \\ (50.42,85.70) \end{array}$ | $\begin{array}{r} -8.50 \\ (-29.76,12.76) \end{array}$ | -0.069 | $(-0.15,0.01)$ | $\begin{array}{r} -20.50 \\ (-49.88,8.88) \end{array}$ |
| Hispanic | $\begin{array}{r} 101.95 \\ (94.16,109.74) \end{array}$ | $\begin{array}{r} 108.83 \\ (85.77,131.88) \end{array}$ | $\begin{array}{r} 97.37 \\ (85.81,108.92) \end{array}$ | $\begin{array}{r} 101.31 \\ (84.59,118.03) \end{array}$ | $\begin{array}{r} 104.79 \\ (85.02,124.56) \end{array}$ | $\begin{array}{r} -6.88 \\ (-26.51,12.76) \end{array}$ | -0.018 | (-0.11, 0.08$)$ | $\begin{array}{r} -4.04 \\ (-36.24,28.16) \end{array}$ |

Table 5-38. The relationship between exposure to specific anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 45.38 \\ (38.22,52.54) \end{array}$ | $\begin{array}{r} 61.71 \\ (46.10,77.32) \end{array}$ | $\begin{array}{r} 50.95 \\ (38.62,63.28) \end{array}$ | $\begin{array}{r} 35.61 \\ (24.26,46.97) \end{array}$ | $\begin{array}{r} 55.98 \\ (15.44,96.51) \end{array}$ | $\begin{array}{r} -16.33 \\ *(-31.37,-1.30) \end{array}$ | -0.023 | (-0.15,0.10) | $\begin{array}{r} -5.73 \\ (-51.05,39.58) \end{array}$ |
| Lower risk | $\begin{array}{r} 122.91 \\ (119.68,126.13) \end{array}$ | $\begin{array}{r} 126.60 \\ (117.90,135.30) \end{array}$ | $\begin{array}{r} 122.20 \\ (116.83,127.57) \end{array}$ | $\begin{array}{r} 124.03 \\ (119.24,128.83) \end{array}$ | $\begin{array}{r} 124.66 \\ (113.83,135.49) \end{array}$ | $\begin{array}{r} -3.70 \\ (-11.80,4.41) \end{array}$ | -0.022 | (-0.07, 0.02 ) | $\begin{array}{r} -1.94 \\ (-14.11,10.22) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |
| High | (72.68,82.32) | (78.51,99.03) | (72.12,88.38) | (67.15,81.50) | (65.75,100.60) | *(-21.34,-1.19) |  |  | (-25.52,14.32) |
| Low | 127.61 | 127.32 | 129.66 | 126.91 | 123.15 | 0.29 | -0.016 | (-0.08,0.05) | -4.16 |
|  | $(123.60,131.61)$ | $(115.44,139.20)$ | $(123.35,135.97)$ | $(120.95,132.86)$ | $(106.03,140.28)$ | (-9.99,10.57) |  |  | (-23.07,14.75) |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 105.96 \\ (102.03,109.89) \end{array}$ | $\begin{array}{r} 110.92 \\ (101.84,120.00) \end{array}$ | $\begin{array}{r} 108.79 \\ (101.76,115.82) \end{array}$ | $\begin{array}{r} 103.87 \\ (97.31,110.44) \end{array}$ | $\begin{array}{r} 100.69 \\ (83.41,117.97) \end{array}$ | $\begin{array}{r} -4.96 \\ (-13.53,3.60) \end{array}$ | -0.033 | (-0.10,0.03) | $\begin{array}{r} -10.23 \\ (-29.87,9.41) \end{array}$ |
| Waves 4-5 | 99.15 | 107.51 | 99.97 | 95.78 | 109.11 | -8.36 | -0.003 | $(-0.05,0.05)$ | 1.60 |
|  | $(94.99,103.31)$ | (94.60,120.42) | $(93.69,106.26)$ | (89.89,101.67) | (99.30,118.92) | (-20.02,3.30) |  |  | (-14.55,17.74) |

[^58]${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-39. The relationship between exposure to general anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 105.15 \\ (101.83,108.46) \end{array}$ | $\begin{array}{r} 106.29 \\ (97.69,114.89) \end{array}$ | $\begin{array}{r} 100.96 \\ (93.80,108.12) \end{array}$ | $\begin{array}{r} 106.32 \\ (100.79,111.86) \end{array}$ | $\begin{array}{r} -1.14 \\ (-8.75,6.47) \end{array}$ | -0.014 | (-0.07,0.04) | $\begin{array}{r} 0.04 \\ (-10.24,10.31) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 109.42 \\ (105.61,113.23) \end{array}$ | $\begin{array}{r} 105.41 \\ (95.88,114.94) \end{array}$ | $\begin{array}{r} 105.08 \\ (95.86,114.31) \end{array}$ | $\begin{array}{r} 113.44 \\ (108.10,118.78) \end{array}$ | $\begin{array}{r} 4.01 \\ (-5.30,13.33) \end{array}$ | 0.016 | (-0.04, 0.07$)$ | $\begin{array}{r} 8.03 \\ (-3.28,19.34) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 107.90 \\ (105.04,110.77) \end{array}$ | $\begin{array}{r} 105.73 \\ (99.02,112.44) \end{array}$ | $\begin{array}{r} 103.66 \\ (97.10,110.21) \end{array}$ | $\begin{array}{r} 110.87 \\ (106.70,115.04) \end{array}$ | $\begin{array}{r} 2.17 \\ (-4.43,8.78) \end{array}$ | 0.005 | (-0.03, 0.05 ) | $\begin{array}{r} 5.14 \\ (-3.13,13.40) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 105.94 \\ (102.00,109.88) \end{array}$ | $\begin{array}{r} 98.97 \\ (88.95,108.99) \end{array}$ | $\begin{array}{r} 105.08 \\ (96.22,113.95) \end{array}$ | $\begin{array}{r} 108.63 \\ (101.82,115.44) \end{array}$ | $\begin{array}{r} 6.97 \\ (-3.30,17.24) \end{array}$ | 0.014 | (-0.04, 0.06 ) | $\begin{array}{r} 9.66 \\ (-3.07,22.39) \end{array}$ |
| Female | $\begin{array}{r} 109.87 \\ (105.23,114.52) \end{array}$ | $\begin{array}{r} 112.61 \\ (102.91,122.30) \end{array}$ | $\begin{array}{r} 102.23 \\ (93.31,111.16) \end{array}$ | $\begin{array}{r} 113.10 \\ (108.13,118.08) \end{array}$ | $\begin{array}{r} -2.73 \\ (-10.96,5.49) \end{array}$ | -0.004 | (-0.06,0.05) | $\begin{array}{r} 0.50 \\ (-9.62,10.61) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 113.65 \\ (110.65,116.66) \end{array}$ | $\begin{array}{r} 113.46 \\ (106.58,120.34) \end{array}$ | $\begin{array}{r} 113.33 \\ (107.14,119.52) \end{array}$ | $\begin{array}{r} 114.32 \\ (109.90,118.74) \end{array}$ | $\begin{array}{r} 0.20 \\ (-6.33,6.72) \end{array}$ | -0.024 | (-0.07,0.02) | $\begin{array}{r} 0.86 \\ (-7.91,9.64) \end{array}$ |
| African American | $\begin{array}{r} 98.62 \\ (90.97,106.27) \end{array}$ | $\begin{array}{r} 93.55 \\ (74.98,112.13) \end{array}$ | $\begin{array}{r} 75.15 \\ (51.12,99.19) \end{array}$ | $\begin{array}{r} 103.05 \\ (91.84,114.25) \end{array}$ | $\begin{array}{r} 5.07 \\ (-13.00,23.13) \end{array}$ | 0.045 | $(-0.03,0.12)$ | $\begin{array}{r} 9.49 \\ (-11.00,29.99) \end{array}$ |
| Hispanic | $\begin{array}{r} 96.15 \\ (85.84,106.46) \end{array}$ | $\begin{array}{r} 86.42 \\ (70.04,102.80) \end{array}$ | $\begin{array}{r} 103.06 \\ (87.80,118.31) \end{array}$ | $\begin{array}{r} 103.77 \\ (92.20,115.34) \end{array}$ | $\begin{array}{r} 9.73 \\ (-3.00,22.46) \end{array}$ | 0.076 | (-0.02,0.17) | $\begin{array}{r} 17.35 \\ *(0.62,34.08) \end{array}$ |

Table 5-39. The relationship between exposure to general anti-drug advertising and self-efficacy to refuse marijuana among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | 95\% CI of gamma | Potential maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 91.71 \\ (85.10,98.32) \end{array}$ | $\begin{array}{r} 75.67 \\ (57.09,94.24) \end{array}$ | $\begin{array}{r} 95.32 \\ (81.47,109.17) \end{array}$ | $\begin{array}{r} 95.29 \\ (85.46,105.11) \end{array}$ | $\begin{array}{r} 16.04 \\ (-2.55,34.63) \end{array}$ | 0.054 | $(-0.03,0.14)$ | $\begin{array}{r} 19.62 \\ (-2.51,41.75) \end{array}$ |
| Lower risk | $\begin{array}{r} 114.39 \\ (111.48,117.30) \end{array}$ | $\begin{array}{r} 116.48 \\ (111.05,121.91) \end{array}$ | $\begin{array}{r} 107.80 \\ (100.91,114.70) \end{array}$ | $\begin{array}{r} 117.13 \\ (113.01,121.25) \end{array}$ | $\begin{array}{r} -2.09 \\ (-7.43,3.25) \end{array}$ | -0.007 | (-0.04,0.03) | $\begin{array}{r} 0.65 \\ (-6.05,7.35) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |
| High | $\begin{array}{r} 91.91 \\ (87.66,96.17) \end{array}$ | $\begin{array}{r} 84.10 \\ (71.64,96.57) \end{array}$ | $\begin{array}{r} 90.00 \\ (79.78,100.23) \end{array}$ | $\begin{array}{r} 94.99 \\ (88.81,101.17) \end{array}$ | $\begin{array}{r} 7.81 \\ (-4.47,20.09) \end{array}$ | 0.035 | (-0.02,0.09) | $\begin{array}{r} 10.89 \\ (-3.40,25.18) \end{array}$ |
| Low | $\begin{array}{r} 123.51 \\ (119.67,127.35) \end{array}$ | $\begin{array}{r} 122.48 \\ (114.94,130.03) \end{array}$ | $\begin{array}{r} 118.67 \\ (110.51,126.83) \end{array}$ | $\begin{array}{r} 127.22 \\ (123.46,130.99) \end{array}$ | $\begin{array}{r} 1.03 \\ (-4.85,6.91) \end{array}$ | -0.010 | (-0.06,0.04) | $\begin{array}{r} 4.74 \\ (-2.87,12.35) \end{array}$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 102.64 \\ (98.98,106.31) \end{array}$ | $\begin{array}{r} 100.52 \\ (90.58,110.46) \end{array}$ | $\begin{array}{r} 96.23 \\ (86.95,105.52) \end{array}$ | $\begin{array}{r} 106.99 \\ (101.96,112.03) \end{array}$ | $\begin{array}{r} 2.13 \\ (-7.93,12.18) \end{array}$ | 0.038 | $(-0.03,0.10)$ | $\begin{array}{r} 6.48 \\ (-5.41,18.36) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 115.73 \\ (112.09,119.36) \end{array}$ | $\begin{array}{r} 112.71 \\ (104.13,121.28) \end{array}$ | $\begin{array}{r} 115.75 \\ (108.74,122.76) \end{array}$ | $\begin{array}{r} 116.56 \\ (109.87,123.25) \end{array}$ | $\begin{array}{r} 3.02 \\ (-5.04,11.09) \end{array}$ | 0.000 | (-0.07,0.07) | $\begin{array}{r} 3.85 \\ (-7.48,15.19) \end{array}$ |

[^59]Table 5-40. The relationship between exposure to specific anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month <br> (C4) | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | (101.83,108.46) | 108.73 | 99.59 | 104.58 | 119.50 | -3.58 | 0.039 | (-0.01,0.09) | 10.78 |
|  |  | $(100.82,116.64)$ | $(93.58,105.60)$ | (98.93,110.22) | $(109.85,129.16)$ | (-10.78,3.61) |  |  | (-0.22,21.77) |
| 14 to 18 | 109.42$(105.61,113.23)$ | 118.82 | 109.91 | 108.04 | 125.83 | -9.40 | -0.002 | (-0.06,0.06) | 7.01 |
|  |  | $(110.62,127.03)$ | $(104.40,115.41)$ | $(102.33,113.74)$ | $(117.90,133.76)$ | -16.72,-2.08) |  |  | $(-4.23,18.25)$ |
| 12 to 18 | 107.90 | 115.22 | 106.30 | 106.79 | 123.54 | -7.31 | 0.013 | (-0.03,0.05) | 8.33 |
|  | (105.04,110.77) | $(108.86,121.58)$ | $(102.33,110.27)$ | (102.57,111.00) | $(117.05,130.04)$ | (-12.82,-1.81) |  |  | (-0.06, 16.71) |


| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gender |  |  |  |  |  |  |  |  |  |
| Male | 105.94 | 113.23 | 104.70 | 106.53 | 118.63 | -7.29 | 0.012 | (-0.04,0.07) | 5.40 |
|  | $(102.00,109.88)$ | $(103.96,122.51)$ | (98.82,110.57) | $(100.53,112.54)$ | $(108.79,128.47)$ | (-15.34,0.75) |  |  | (-7.22,18.02) |
| Female | 109.87$(105.23,114.52)$ | 117.15 | 107.94 | 107.04 | 128.65 | -7.27 | 0.014 | (-0.04, 0.07$)$ | 11.50 |
|  |  | $(107.64,126.65)$ | $(101.48,114.40)$ | (100.74,113.33) | $(120.99,136.30)$ | (-15.43, 0.89$)$ |  |  | (-0.82,23.82) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |
| White | 113.65 | 122.08 | 112.02 | 112.21 | 126.79 | -8.43 | 0.005 | $(-0.05,0.06)$ | 4.71 |
|  | $(110.65,116.66)$ | $(115.53,128.63)$ | $(107.72,116.31)$ | $(107.27,117.16)$ | $(119.31,134.28)$ | *(-14.49,-2.36) |  |  | (-5.33,14.76) |
| African American | 98.62 | 115.83 | 94.21 | 100.08 | 116.71 | -17.21 | -0.004 | (-0.11, 0.11 ) | 0.88 |
|  | (90.97,106.27) | (97.20,134.45) | (81.02,107.40) | (89.28,110.88) | (93.44,139.97) | *(-33.66,-0.76) |  |  | (-29.19,30.95) |
| Hispanic | 96.15 | 87.28 | 99.23 | 92.61 | 118.55 | 8.87 | 0.061 | (-0.07,0.20) | 31.27 |
|  | (85.84,106.46) | (64.90,109.66) | (89.01,109.45) | (78.26,106.96) | (96.70,140.39) | (-9.75,27.48) |  |  | *(0.36,62.17) |

Table 5-40. The relationship between exposure to specific anti-drug advertising and self-efficacy to refuse marijuana among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and interview round (continued)

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${ }^{1}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-41. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month $(\mathrm{C} 2)$ | 4-11 times per month (C3) | 12 or more times per month $(\mathrm{C} 4)$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 89.4 \\ (87.6,91.0) \end{array}$ | $\begin{array}{r} 96.5 \\ (94.9,97.6) \end{array}$ | $\begin{array}{r} 90.1 \\ (85.7,93.2) \end{array}$ | $\begin{array}{r} 87.7 \\ (85.0,89.9) \end{array}$ | $\begin{array}{r} -7.1 \\ *(-8.8,-5.4) \end{array}$ | -0.396 | *(-0.51,-0.28) | $\begin{array}{r} -8.9 \\ *(-11.7,-6.1) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 73.2 \\ (71.1,75.2) \end{array}$ | $\begin{array}{r} 75.9 \\ (69.2,81.5) \end{array}$ | $\begin{array}{r} 73.3 \\ (67.9,78.1) \end{array}$ | $\begin{array}{r} 72.0 \\ (68.3,75.3) \end{array}$ | $\begin{array}{r} -2.6 \\ (-8.6,3.4) \end{array}$ | -0.065 | $(-0.19,0.06)$ | $\begin{array}{r} -3.9 \\ (-11.3,3.6) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 78.7 \\ (77.2,80.1) \end{array}$ | $\begin{array}{r} 84.0 \\ (79.4,87.8) \end{array}$ | $\begin{array}{r} 78.4 \\ (74.5,81.9) \end{array}$ | $\begin{array}{r} 77.4 \\ (74.7,79.8) \end{array}$ | $\begin{array}{r} -5.4 \\ *(-9.4,-1.4) \end{array}$ | -0.139 | * (-0.25,-0.03) | $\begin{array}{r} -6.7 \\ *(-11.9,-1.5) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 78.2 \\ (76.0,80.2) \end{array}$ | $\begin{array}{r} 85.0 \\ (78.7,89.7) \end{array}$ | $\begin{array}{r} 78.8 \\ (71.9,84.4) \end{array}$ | $\begin{array}{r} 76.7 \\ (72.5,80.4) \end{array}$ | $\begin{array}{r} -6.8 \\ *(-12.2,-1.4) \end{array}$ | -0.174 | *(-0.33,-0.02) | $\begin{array}{r} -8.3 \\ *(-15.4,-1.2) \end{array}$ |
| Female | $\begin{array}{r} 79.1 \\ (77.0,81.1) \end{array}$ | $\begin{array}{r} 83.0 \\ (75.6,88.5) \end{array}$ | $\begin{array}{r} 78.1 \\ (73.2,82.3) \end{array}$ | $\begin{array}{r} 78.1 \\ (74.7,81.1) \end{array}$ | $\begin{array}{r} -3.9 \\ (-9.9,2.1) \end{array}$ | -0.102 | $(-0.25,0.05)$ | $\begin{array}{r} -5.0 \\ (-12.0,2.1) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 77.7 \\ (75.6,79.7) \end{array}$ | $\begin{array}{r} 85.2 \\ (80.3,89.0) \end{array}$ | $\begin{array}{r} 78.1 \\ (73.5,82.1) \end{array}$ | $\begin{array}{r} 76.4 \\ (73.3,79.3) \end{array}$ | $\begin{array}{r} -7.5 \\ *(-11.9,-3.0) \end{array}$ | -0.180 | * (-0.30,-0.06) | $\begin{array}{r} -8.8 \\ *(-14.5,-3.0) \end{array}$ |
| African American | $\begin{array}{r} 80.0 \\ (75.2,84.1) \end{array}$ | $\begin{gathered} \mathrm{S} \\ (\mathrm{~S}) \end{gathered}$ | $\begin{gathered} \mathrm{S} \\ (\mathrm{~S}) \end{gathered}$ | $\begin{array}{r} 76.5 \\ (66.9,84.0) \end{array}$ | $\begin{array}{r} -6.2 \\ (-19.1,6.7) \end{array}$ | -0.201 | (-0.54, 0.14 ) | $\begin{array}{r} \mathrm{S} \\ (\mathrm{~S}) \end{array}$ |
| Hispanic | $\begin{array}{r} 79.7 \\ (75.7,83.1) \end{array}$ | $\begin{array}{r} 75.1 \\ (58.1,86.7) \end{array}$ | $\begin{array}{r} 83.2 \\ (74.5,89.4) \end{array}$ | $\begin{array}{r} 80.6 \\ (75.0,85.2) \end{array}$ | $\begin{array}{r} 4.6 \\ (-8.2,17.4) \end{array}$ | 0.124 | $(-0.18,0.43)$ | $\begin{array}{r} 5.6 \\ (-10.0,21.1) \end{array}$ |

Table 5-41. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 58.5 \\ (54.9,62.1) \end{array}$ | $\begin{array}{r} 58.8 \\ (46.2,70.3) \end{array}$ | $\begin{array}{r} 61.8 \\ (52.2,70.6) \end{array}$ | $\begin{array}{r} 59.1 \\ (53.7,64.3) \end{array}$ | $\begin{array}{r} -0.3 \\ (-11.7,11.1) \end{array}$ | 0.000 | $(-0.18,0.18)$ | $\begin{array}{r} 0.3 \\ (-13.1,13.8) \end{array}$ |
| Lower risk | $\begin{array}{r} 86.1 \\ (84.6,87.5) \end{array}$ | $\begin{array}{r} 92.3 \\ (88.4,94.9) \end{array}$ | $\begin{array}{r} 86.6 \\ (84.1,88.8) \end{array}$ | $\begin{array}{r} 83.6 \\ (80.3,86.5) \end{array}$ | $\begin{array}{r} -6.2 \\ *(-9.0,-3.3) \end{array}$ | -0.266 | *(-0.40,-0.13) | $\begin{array}{r} -8.6 \\ *(-13.0,-4.3) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 68.1 \\ (65.7,70.3) \end{array}$ | $\begin{array}{r} 72.2 \\ (64.5,78.7) \end{array}$ | $\begin{array}{r} 67.8 \\ (61.7,73.4) \end{array}$ | $\begin{array}{r} 65.9 \\ (61.9,69.6) \end{array}$ | $\begin{array}{r} -4.1 \\ (-10.7,2.5) \end{array}$ | -0.096 | (-0.22,0.03) | $\begin{array}{r} -6.3 \\ (-14.5,1.9) \end{array}$ |
| Low | $\begin{array}{r} 89.9 \\ (88.1,91.5) \end{array}$ | $\begin{array}{r} 95.6 \\ (92.3,97.5) \end{array}$ | $\begin{array}{r} 90.2 \\ (86.7,92.8) \end{array}$ | $\begin{array}{r} 89.7 \\ (86.5,92.2) \end{array}$ | $\begin{array}{r} -5.7 \\ *(-8.3,-3.0) \end{array}$ | -0.266 | *(-0.43,-0.11) | $\begin{array}{r} -5.9 \\ *(-9.5,-2.4) \end{array}$ |
| Longitudinal wave(s) ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 77.9 \\ (75.5,80.1) \end{array}$ | $\begin{array}{r} 80.1 \\ (70.5,87.1) \end{array}$ | $\begin{array}{r} 82.0 \\ (76.4,86.5) \end{array}$ | $\begin{array}{r} 77.6 \\ (74.2,80.7) \end{array}$ | $\begin{array}{r} -2.2 \\ (-10.2,5.9) \end{array}$ | -0.048 | $(-0.25,0.16)$ | $\begin{array}{r} -2.4 \\ (-11.8,6.9) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 78.7 \\ (76.1,81.2) \end{array}$ | $\begin{array}{r} 91.3 \\ (85.4,95.0) \end{array}$ | $\begin{array}{r} 75.7 \\ (66.8,82.8) \end{array}$ | $\begin{array}{r} 76.6 \\ (71.8,80.9) \end{array}$ | $\begin{array}{r} -12.6 \\ *(-17.7,-7.5) \end{array}$ | -0.285 | * (-0.43,-0.14) | $\begin{array}{r} -14.7 \\ *(-21.5,-7.9) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 79.2 \\ (76.5,81.7) \end{array}$ | $\begin{array}{r} 81.7 \\ (72.9,88.1) \end{array}$ | $\begin{array}{r} 78.5 \\ (72.5,83.5) \end{array}$ | $\begin{array}{r} 77.9 \\ (72.6,82.4) \end{array}$ | $\begin{array}{r} -2.5 \\ (-9.5,4.5) \end{array}$ | -0.079 | (-0.27,0.11) | $\begin{array}{r} -3.8 \\ (-12.8,5.2) \end{array}$ |

[^60]${ }^{2}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.

NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-42. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct Campaign effect (C1-C2) | Gamma |  | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  | 95\% CI of gamma |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 89.4 \\ (87.6,91.0) \end{array}$ | $\begin{array}{r} 89.8 \\ (83.7,93.8) \end{array}$ | $\begin{array}{r} 90.4 \\ (87.6,92.6) \end{array}$ | $\begin{array}{r} 86.5 \\ (82.4,89.8) \end{array}$ | $\begin{array}{r} -0.4 \\ (-5.1,4.4) \end{array}$ | -0.113 | $(-0.33,0.10)$ | $\begin{array}{r} -3.3 \\ (-9.4,2.8) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 73.2 \\ (71.1,75.2) \end{array}$ | $\begin{array}{r} 78.3 \\ (72.3,83.3) \end{array}$ | $\begin{array}{r} 72.7 \\ (69.6,75.6) \end{array}$ | $\begin{array}{r} 70.9 \\ (66.7,74.8) \end{array}$ | $\begin{array}{r} -5.1 \\ (-10.3,0.1) \end{array}$ | -0.126 | *(-0.24,-0.02) | $\begin{array}{r} -7.4 \\ *(-13.8,-1.0) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 78.7 \\ (77.2,80.1) \end{array}$ | $\begin{array}{r} 82.3 \\ (77.9,86.0) \end{array}$ | $\begin{array}{r} 78.2 \\ (75.8,80.5) \end{array}$ | $\begin{array}{r} 76.5 \\ (73.4,79.3) \end{array}$ | $\begin{array}{r} -3.6 \\ (-7.5,0.2) \end{array}$ | -0.117 | * (-0.21,-0.02) | $\begin{array}{r} -5.8 \\ *(-10.5,-1.2) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 78.2 \\ (76.0,80.2) \end{array}$ | $\begin{array}{r} 79.4 \\ (72.7,84.8) \end{array}$ | $\begin{array}{r} 78.4 \\ (74.4,81.9) \end{array}$ | $\begin{array}{r} 76.3 \\ (71.9,80.2) \end{array}$ | $\begin{array}{r} -1.2 \\ (-6.4,4.1) \end{array}$ | -0.059 | $(-0.19,0.07)$ | $\begin{array}{r} -3.1 \\ (-9.6,3.4) \end{array}$ |
| Female | $\begin{array}{r} 79.1 \\ (77.0,81.1) \end{array}$ | $\begin{array}{r} 85.3 \\ (79.5,89.7) \end{array}$ | $\begin{array}{r} 78.1 \\ (74.1,81.6) \end{array}$ | $\begin{array}{r} 76.6 \\ (71.9,80.7) \end{array}$ | $\begin{array}{r} -6.2 \\ *(-11.5,-0.9) \end{array}$ | -0.181 | *(-0.32,-0.04) | $\begin{array}{r} -8.7 \\ *(-15.4,-2.0) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 77.7 \\ (75.6,79.7) \end{array}$ | $\begin{array}{r} 80.8 \\ (74.9,85.6) \end{array}$ | $\begin{array}{r} 76.8 \\ (73.4,79.9) \end{array}$ | $\begin{array}{r} 74.5 \\ (70.4,78.2) \end{array}$ | $\begin{array}{r} -3.1 \\ (-8.0,1.9) \end{array}$ | -0.122 | (-0.25,0.00) | $\begin{array}{r} -6.3 \\ (-12.6,0.1) \end{array}$ |
| African American | $\begin{array}{r} 80.0 \\ (75.2,84.1) \end{array}$ | $\begin{array}{r} 88.5 \\ (77.2,94.6) \end{array}$ | $\begin{array}{r} 87.1 \\ (80.5,91.7) \end{array}$ | $\begin{array}{r} 77.8 \\ (70.3,83.9) \end{array}$ | $\begin{array}{r} -8.5 \\ *(-16.6,-0.4) \end{array}$ | -0.276 | *(-0.54,-0.01) | $\begin{array}{r} -10.7 \\ *(-21.1,-0.3) \end{array}$ |
| Hispanic | $\begin{array}{r} 79.7 \\ (75.7,83.1) \end{array}$ | $\begin{array}{r} 81.8 \\ (67.6,90.6) \end{array}$ | $\begin{array}{r} 74.6 \\ (67.3,80.7) \end{array}$ | $\begin{array}{r} 81.0 \\ (72.7,87.3) \end{array}$ | $\begin{array}{r} -2.1 \\ (-13.1,8.9) \end{array}$ | 0.018 | (-0.22,0.25) | $\begin{array}{r} -0.8 \\ (-13.6,12.1) \end{array}$ |

Table 5-42. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 58.5 \\ (54.9,62.1) \end{array}$ | $\begin{array}{r} 62.9 \\ (51.5,73.1) \end{array}$ | $\begin{array}{r} 56.1 \\ (50.6,61.4) \end{array}$ | $\begin{array}{r} 59.0 \\ (51.3,66.3) \end{array}$ | $\begin{array}{r} -4.4 \\ (-15.1,6.3) \end{array}$ | -0.055 | $(-0.23,0.12)$ | $\begin{array}{r} -3.9 \\ (-16.9,9.1) \end{array}$ |
| Lower risk | $\begin{array}{r} 86.1 \\ (84.6,87.5) \end{array}$ | $\begin{array}{r} 88.5 \\ (83.4,92.1) \end{array}$ | $\begin{array}{r} 85.9 \\ (83.6,87.9) \end{array}$ | $\begin{array}{r} 83.0 \\ (79.5,86.0) \end{array}$ | $\begin{array}{r} -2.4 \\ (-6.4,1.6) \end{array}$ | -0.149 | *(-0.30,-0.00) | $\begin{array}{r} -5.5 \\ *(-10.7,-0.3) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 68.1 \\ (65.7,70.3) \end{array}$ | $\begin{array}{r} 71.5 \\ (64.3,77.8) \end{array}$ | $\begin{array}{r} 68.4 \\ (64.7,71.8) \end{array}$ | $\begin{array}{r} 66.9 \\ (62.3,71.1) \end{array}$ | $\begin{array}{r} -3.5 \\ (-9.6,2.7) \end{array}$ | -0.072 | (-0.19,0.04) | $\begin{array}{r} -4.6 \\ (-12.1,2.8) \end{array}$ |
| Low | $\begin{array}{r} 89.9 \\ (88.1,91.5) \end{array}$ | $\begin{array}{r} 92.8 \\ (87.6,95.9) \end{array}$ | $\begin{array}{r} 88.6 \\ (85.0,91.4) \end{array}$ | $\begin{array}{r} 88.0 \\ (83.6,91.3) \end{array}$ | $\begin{array}{r} -2.8 \\ (-6.6,1.0) \end{array}$ | -0.176 | (-0.37, 0.02$)$ | $\begin{array}{r} -4.8 \\ (-10.1,0.6) \end{array}$ |
| Longitudinal wave(s) ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 77.9 \\ (75.5,80.1) \end{array}$ | $\begin{array}{r} 81.4 \\ (73.6,87.3) \end{array}$ | $\begin{array}{r} 77.2 \\ (72.2,81.5) \end{array}$ | $\begin{array}{r} 74.4 \\ (68.7,79.3) \end{array}$ | $\begin{array}{r} -3.5 \\ (-10.7,3.8) \end{array}$ | -0.137 | (-0.33, 0.05 ) | $\begin{array}{r} -7.0 \\ (-16.8,2.7) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 78.7 \\ (76.1,81.2) \end{array}$ | $\begin{array}{r} 78.7 \\ (70.2,85.2) \end{array}$ | $\begin{array}{r} 80.4 \\ (76.4,83.8) \end{array}$ | $\begin{array}{r} 75.8 \\ (70.8,80.2) \end{array}$ | $\begin{array}{r} 0.1 \\ (-7.0,7.1) \end{array}$ | -0.055 | (-0.22,0.11) | $\begin{array}{r} -2.8 \\ (-11.6,5.9) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 79.2 \\ (76.5,81.7) \end{array}$ | $\begin{array}{r} 87.0 \\ (77.7,92.8) \end{array}$ | $\begin{array}{r} 76.6 \\ (70.7,81.7) \end{array}$ | $\begin{array}{r} 78.9 \\ (73.7,83.3) \end{array}$ | $\begin{array}{r} -7.8 \\ *(-14.7,-0.8) \end{array}$ | -0.170 | (-0.36,0.02) | $\begin{array}{r} -8.1 \\ (-16.7,0.5) \end{array}$ |

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
${ }^{2}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-43. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{2}$ (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 121.12 \\ (116.15,126.09) \end{array}$ | $\begin{array}{r} 131.01 \\ (117.03,144.98) \end{array}$ | $\begin{array}{r} 121.84 \\ (111.10,132.59) \end{array}$ | $\begin{array}{r} 118.34 \\ (110.50,126.18) \end{array}$ | $\begin{array}{r} -9.89 \\ (-23.84,4.06) \end{array}$ | -0.066 | (-0.14, 0.01 ) | $\begin{array}{r} -12.67 \\ (-29.31,3.98) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 76.08 \\ (70.84,81.31) \end{array}$ | $\begin{array}{r} 79.55 \\ (62.84,96.26) \end{array}$ | $\begin{array}{r} 72.87 \\ (62.46,83.28) \end{array}$ | $\begin{array}{r} 76.29 \\ (68.09,84.50) \end{array}$ | $\begin{array}{r} -3.48 \\ (-19.14,12.19) \end{array}$ | -0.007 | (-0.07,0.06) | $\begin{array}{r} -3.26 \\ (-22.58,16.06) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.75 \\ (86.33,95.17) \end{array}$ | $\begin{array}{r} 99.55 \\ (88.53,110.57) \end{array}$ | $\begin{array}{r} 87.38 \\ (79.15,95.62) \end{array}$ | $\begin{array}{r} 90.46 \\ (84.10,96.82) \end{array}$ | $\begin{array}{r} -8.8 \\ (-19.25,1.65) \end{array}$ | -0.034 | $(-0.08,0.01)$ | $\begin{array}{r} -9.09 \\ (-22.25,4.08) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 86.20 \\ (79.49,92.91) \end{array}$ | $\begin{array}{r} 96.61 \\ (81.24,111.99) \end{array}$ | $\begin{array}{r} 90.58 \\ (78.19,102.97) \end{array}$ | $\begin{array}{r} 83.97 \\ (73.64,94.30) \end{array}$ | $\begin{array}{r} -10.41 \\ (-25.43,4.61) \end{array}$ | -0.045 | (-0.11, 0.02 ) | $\begin{array}{r} -12.64 \\ (-31.80,6.52) \end{array}$ |
| Female | $\begin{array}{r} 95.49 \\ (90.31,100.67) \end{array}$ | $\begin{array}{r} 102.77 \\ (85.12,120.43) \end{array}$ | $\begin{array}{r} 84.13 \\ (72.13,96.12) \end{array}$ | $\begin{array}{r} 97.38 \\ (89.52,105.24) \end{array}$ | $\begin{array}{r} -7.28 \\ (-23.53,8.97) \end{array}$ | -0.022 | $(-0.08,0.04)$ | $\begin{array}{r} -5.39 \\ (-23.14,12.35) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 92.22 \\ (86.74,97.69) \end{array}$ | $\begin{array}{r} 100.09 \\ (87.46,112.72) \end{array}$ | $\begin{array}{r} 88.19 \\ (78.12,98.25) \end{array}$ | $\begin{array}{r} 91.97 \\ (84.26,99.67) \end{array}$ | $\begin{array}{r} -7.87 \\ (-19.77,4.03) \end{array}$ | -0.029 | (-0.08,0.02) | $\begin{array}{r} -8.12 \\ (-22.55,6.31) \end{array}$ |
| African American | $\begin{array}{r} 83.50 \\ (73.11,93.89) \end{array}$ | $\begin{array}{r} \mathrm{S} \\ (\mathrm{~S}) \end{array}$ | $\begin{array}{r} 84.33 \\ (57.81,110.85) \end{array}$ | $\begin{array}{r} 79.83 \\ (65.65,94.02) \end{array}$ | $\begin{array}{r} -17.01 \\ (-58.50,24.48) \end{array}$ | -0.093 | (-0.23,0.05) | $\begin{array}{r} \mathrm{S} \\ (\mathrm{~S}) \end{array}$ |
| Hispanic | $\begin{array}{r} 89.57 \\ (79.66,99.49) \end{array}$ | $\begin{array}{r} 93.06 \\ (55.21,130.92) \end{array}$ | $\begin{array}{r} 96.36 \\ (72.09,120.63) \end{array}$ | $\begin{array}{r} 92.97 \\ (79.94,105.99) \end{array}$ | $\begin{array}{r} -3.49 \\ (-37.00,30.02) \end{array}$ | -0.010 | (-0.17,0.15) | $\begin{array}{r} -0.10 \\ (-41.83,41.63) \end{array}$ |

Table 5-43. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{2}$ (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^61]Table 5-44. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and personal anti-marijuana beliefs and attitudes ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct <br> Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect$(\mathrm{C} 4-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 121.12 \\ (116.15,126.09) \end{array}$ | $\begin{array}{r} 127.69 \\ (109.53,145.84) \end{array}$ | $\begin{array}{r} 121.35 \\ (113.18,129.51) \end{array}$ | $\begin{array}{r} 116.31 \\ (105.24,127.39) \end{array}$ | $\begin{array}{r} -6.57 \\ (-22.75,9.61) \end{array}$ | -0.077 | (-0.16,0.00) | $\begin{array}{r} -11.37 \\ (-29.39,6.65) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 76.08 \\ (70.84,81.31) \end{array}$ | $\begin{array}{r} 74.78 \\ (58.96,90.60) \end{array}$ | $\begin{array}{r} 81.12 \\ (71.18,91.07) \end{array}$ | $\begin{array}{r} 70.04 \\ (60.98,79.11) \end{array}$ | $\begin{array}{r} 1.29 \\ (-13.01,15.60) \end{array}$ | -0.017 | (-0.08,0.05) | $\begin{array}{r} -4.74 \\ (-23.25,13.77) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.75 \\ (86.33,95.17) \end{array}$ | $\begin{array}{r} 92.34 \\ (79.89,104.79) \end{array}$ | $\begin{array}{r} 93.39 \\ (85.76,101.01) \end{array}$ | $\begin{array}{r} 85.98 \\ (78.40,93.57) \end{array}$ | $\begin{array}{r} -1.59 \\ (-12.51,9.33) \end{array}$ | -0.031 | (-0.08,0.02) | $\begin{array}{r} -6.36 \\ (-20.31,7.59) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 86.20 \\ (79.49,92.91) \end{array}$ | $\begin{array}{r} 85.19 \\ (67.34,103.04) \end{array}$ | $\begin{array}{r} 89.05 \\ (76.58,101.53) \end{array}$ | $\begin{array}{r} 81.42 \\ (68.97,93.86) \end{array}$ | $\begin{array}{r} 1.01 \\ (-15.01,17.03) \end{array}$ | -0.027 | $(-0.10,0.05)$ | $\begin{array}{r} -3.78 \\ (-24.09,16.54) \end{array}$ |
| Female | $\begin{array}{r} 95.49 \\ (90.31,100.67) \end{array}$ | $\begin{array}{r} 99.61 \\ (82.49,116.73) \end{array}$ | $\begin{array}{r} 98.08 \\ (90.24,105.92) \end{array}$ | $\begin{array}{r} 90.79 \\ (80.59,101.00) \end{array}$ | $\begin{array}{r} -4.12 \\ (-19.70,11.47) \end{array}$ | -0.032 | (-0.11, 0.04 ) | $\begin{array}{r} -8.81 \\ (-27.40,9.77) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 92.22 \\ (86.74,97.69) \end{array}$ | $\begin{array}{r} 93.82 \\ (78.32,109.32) \end{array}$ | $\begin{array}{r} 94.84 \\ (85.87,103.81) \end{array}$ | $\begin{array}{r} 87.66 \\ (77.70,97.61) \end{array}$ | $\begin{array}{r} -1.61 \\ (-15.13,11.92) \end{array}$ | -0.031 | (-0.10,0.04) | $\begin{array}{r} -6.17 \\ (-24.76,12.43) \end{array}$ |
| African American | $\begin{array}{r} 83.50 \\ (73.11,93.89) \end{array}$ | $\begin{array}{r} 95.58 \\ (66.58,124.58) \end{array}$ | $\begin{array}{r} 88.52 \\ (61.13,115.90) \end{array}$ | $\begin{array}{r} 80.45 \\ (69.41,91.49) \end{array}$ | $\begin{array}{r} -12.08 \\ (-36.96,12.80) \end{array}$ | -0.058 | (-0.16,0.05) | $\begin{array}{r} -15.13 \\ (-41.44,11.18) \end{array}$ |
| Hispanic | $\begin{array}{r} 89.57 \\ (79.66,99.49) \end{array}$ | $\begin{array}{r} 72.02 \\ (35.63,108.41) \end{array}$ | $\begin{array}{r} 94.08 \\ (73.21,114.95) \end{array}$ | $\begin{array}{r} 83.64 \\ (65.48,101.80) \end{array}$ | $\begin{array}{r} 17.56 \\ (-15.22,50.33) \end{array}$ | 0.015 | (-0.14,0.17) | $\begin{array}{r} 11.62 \\ (-29.16,52.40) \end{array}$ |

Table 5-44. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and personal anti-marijuana beliefs and attitudes ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^62]Table 5-45. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and perceived anti-marijuana social norms ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $125.96$ | $141.83$ | $126.31$ | $123.16$ | $-15.87$ | -0.054 | (-0.12,0.01) | $-18.67$ |
|  | $(121.69,130.24)$ | $(132.50,151.17)$ | $(116.82,135.80)$ | $(115.33,130.99)$ | $*(-25.42,-6.32)$ |  |  | $*(-30.94,-6.40)$ |
| 14 to 18 | 64.40 | 72.08 | 59.83 | 62.53 | -7.67 | -0.044 | (-0.11,0.02) | -9.55 |
|  | (59.09,69.72) | (53.81,90.35) | (47.16,72.51) | (54.47,70.60) | $(-24.77,9.42)$ |  |  | (-29.79,10.70) |
| 12 to 18 | 84.46 | 99.19 | 79.53 | 82.96 | -14.73 | -0.067 | *(-0.12,-0.02) | -16.22 |
|  | (80.46,88.46) | (87.20,111.18) | (70.29,88.77) | (76.83,89.10) | *(-26.11,-3.35) |  |  | *(-30.41,-2.04) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | 77.55 | 86.68 | 79.56 | 75.41 | -9.12 | -0.058 | (-0.14,0.02) | -11.27 |
|  | (72.19,82.91) | $(67.38,105.97)$ | (66.40,92.72) | (67.26,83.56) | $(-27.41,9.16)$ |  |  | $(-32.66,10.12)$ |
| Female | 91.66 | 112.93 | 79.50 | 91.02 | -21.27 | -0.074 | *(-0.13,-0.02) | -21.91 |
|  | (86.11,97.21) | $(98.35,127.50)$ | (65.76,93.24) | (82.71,99.32) | *(-34.51,-8.02) |  |  | *(-38.14,-5.68) |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | 87.84 | 100.93 | 80.38 | 87.96 | -13.1 | -0.053 | $(-0.11,0.01)$ | -12.97 |
|  | (82.60,93.07) | (86.07,115.79) | $(68.75,92.00)$ | (80.51,95.41) | $(-27.47,1.28)$ |  |  | (-29.96,4.01) |
| African American | 69.39 | $78.14$ | 61.41 | 65.12 | -8.75 | -0.071 | (-0.22,0.08) | -13.02 |
|  | (59.17,79.62) | (43.00,113.28) | (33.81,89.02) | (49.99,80.25) | (-43.94,26.45) |  |  | (-53.85,27.81) |
| Hispanic | 78.03 | 108.57 | 82.75 | 73.68 | -30.54 | -0.121 | *(-0.22,-0.02) | -34.89 |
|  | (70.62,85.45) | $(93.35,123.79)$ | (59.87,105.62) | (63.57,83.80) | *(-44.48,-16.6) |  |  | *(-54.17,-15.61) |

Table 5-45. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and perceived anti-marijuana social norms ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct <br> Campaign <br> effect <br> (C1-C2) | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 19.14 \\ (8.84,29.45) \end{array}$ | $\begin{array}{r} 2.19 \\ (-37.22,41.60) \end{array}$ | $\begin{array}{r} 18.39 \\ (-1.81,38.59) \end{array}$ | $\begin{array}{r} 20.64 \\ (7.83,33.46) \end{array}$ | $\begin{array}{r} 16.96 \\ (-18.98,52.89) \end{array}$ | 0.054 | (-0.07,0.17) | $\begin{array}{r} 18.46 \\ (-21.17,58.09) \end{array}$ |
| Lower risk | $\begin{array}{r} 108.48 \\ (103.53,113.44) \end{array}$ | $\begin{array}{r} 126.76 \\ (116.57,136.94) \end{array}$ | $\begin{array}{r} 103.66 \\ (92.94,114.38) \end{array}$ | $\begin{array}{r} 104.33 \\ (96.54,112.12) \end{array}$ | $\begin{array}{r} -18.27 \\ *(-27.41,-9.14) \end{array}$ | -0.089 | *(-0.15,-0.03) | $\begin{array}{r} -22.42 \\ *(-34.92,-9.93) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 51.49 \\ (45.31,57.67) \end{array}$ | $\begin{array}{r} 60.11 \\ (41.56,78.66) \end{array}$ | $\begin{array}{r} 45.36 \\ (32.36,58.36) \end{array}$ | $\begin{array}{r} 47.17 \\ (38.95,55.39) \end{array}$ | $\begin{array}{r} -8.61 \\ (-25.94,8.71) \end{array}$ | -0.048 | (-0.11,0.02) | $\begin{array}{r} -12.94 \\ (-33.51,7.63) \end{array}$ |
| Low | $\begin{array}{r} 120.71 \\ (115.32,126.10) \end{array}$ | $\begin{array}{r} 139.64 \\ (129.85,149.43) \end{array}$ | $\begin{array}{r} 117.65 \\ (107.06,128.24) \end{array}$ | $\begin{array}{r} 122.05 \\ (115.09,129.01) \end{array}$ | $\begin{array}{r} -18.93 \\ *(-27.89,-9.98) \end{array}$ | -0.099 | * (-0.17,-0.03) | $\begin{array}{r} -17.59 \\ *(-29.91,-5.28) \end{array}$ |
| Longitudinal wave(s) ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 80.97 \\ (74.93,87.00) \end{array}$ | $\begin{array}{r} 77.56 \\ (52.79,102.32) \end{array}$ | $\begin{array}{r} 85.12 \\ (68.21,102.03) \end{array}$ | $\begin{array}{r} 81.59 \\ (72.64,90.54) \end{array}$ | $\begin{array}{r} 3.41 \\ (-19.99,26.80) \end{array}$ | -0.001 | $(-0.09,0.09)$ | $\begin{array}{r} 4.04 \\ (-23.43,31.50) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 84.62 \\ (77.07,92.17) \end{array}$ | $\begin{array}{r} 103.35 \\ (86.10,120.60) \end{array}$ | $\begin{array}{r} 79.54 \\ (64.39,94.68) \end{array}$ | $\begin{array}{r} 82.92 \\ (71.95,93.88) \end{array}$ | $\begin{array}{r} -18.73 \\ *(-35.53,-1.93) \end{array}$ | -0.062 | (-0.14, 0.01 ) | $\begin{array}{r} -20.44 \\ (-41.30,0.43) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 87.39 \\ (79.46,95.32) \end{array}$ | $\begin{array}{r} 116.42 \\ (100.79,132.04) \end{array}$ | $\begin{array}{r} 74.43 \\ (54.79,94.08) \end{array}$ | $\begin{array}{r} 84.30 \\ (71.91,96.70) \end{array}$ | $\begin{array}{r} -29.03 \\ *(-44.20,-13.9) \end{array}$ | -0.133 | *(-0.21,-0.05) | $\begin{array}{r} -32.11 \\ *(-51.57,-12.66) \end{array}$ |

[^63]Table 5-46. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and perceived anti-marijuana social norms ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 125.96 \\ (121.69,130.24) \end{array}$ | $\begin{array}{r} 134.16 \\ (117.31,151.02) \end{array}$ | $\begin{array}{r} 121.83 \\ (113.47,130.19) \end{array}$ | $\begin{array}{r} 124.31 \\ (113.29,135.33) \end{array}$ | $\begin{array}{r} -8.2 \\ (-24.38,7.98) \end{array}$ | -0.044 | $(-0.13,0.04)$ | $\begin{array}{r} -9.85 \\ (-28.87,9.17) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 64.40 \\ (59.09,69.72) \end{array}$ | $\begin{array}{r} 68.38 \\ (52.54,84.21) \end{array}$ | $\begin{array}{r} 70.13 \\ (59.65,80.61) \end{array}$ | $\begin{array}{r} 53.35 \\ (42.75,63.94) \end{array}$ | $\begin{array}{r} -3.97 \\ (-18.42,10.48) \end{array}$ | -0.056 | (-0.12,0.01) | $\begin{array}{r} -15.03 \\ (-32.81,2.75) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 84.46 \\ (80.46,88.46) \end{array}$ | $\begin{array}{r} 90.21 \\ (76.84,103.58) \end{array}$ | $\begin{array}{r} 85.89 \\ (78.14,93.64) \end{array}$ | $\begin{array}{r} 77.79 \\ (69.83,85.75) \end{array}$ | $\begin{array}{r} -5.75 \\ (-17.70,6.20) \end{array}$ | -0.052 | (-0.11,0.00) | $\begin{array}{r} -12.42 \\ (-26.67,1.84) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 77.55 \\ (72.19,82.91) \end{array}$ | $\begin{array}{r} 79.27 \\ (64.06,94.47) \end{array}$ | $\begin{array}{r} 80.56 \\ (68.63,92.49) \end{array}$ | $\begin{array}{r} 70.78 \\ (58.46,83.09) \end{array}$ | $\begin{array}{r} -1.71 \\ (-15.81,12.39) \end{array}$ | -0.031 | $(-0.10,0.03)$ | $\begin{array}{r} -8.49 \\ (-27.02,10.04) \end{array}$ |
| Female | $\begin{array}{r} 91.66 \\ (86.11,97.21) \end{array}$ | $\begin{array}{r} 101.34 \\ (81.27,121.40) \end{array}$ | $\begin{array}{r} 91.67 \\ (82.32,101.02) \end{array}$ | $\begin{array}{r} 85.19 \\ (74.58,95.79) \end{array}$ | $\begin{array}{r} -9.68 \\ (-27.60,8.24) \end{array}$ | -0.073 | (-0.15,0.01) | $\begin{array}{r} -16.15 \\ (-36.95,4.65) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 87.84 \\ (82.60,93.07) \end{array}$ | $\begin{array}{r} 88.92 \\ (72.59,105.25) \end{array}$ | $\begin{array}{r} 88.27 \\ (78.91,97.62) \end{array}$ | $\begin{array}{r} 78.37 \\ (66.79,89.95) \end{array}$ | $\begin{array}{r} -1.08 \\ (-15.77,13.60) \end{array}$ | -0.051 | (-0.12,0.02) | $\begin{array}{r} -10.55 \\ (-29.56,8.45) \end{array}$ |
| African American | $\begin{array}{r} 69.39 \\ (59.17,79.62) \end{array}$ | $\begin{array}{r} 84.83 \\ (52.58,117.07) \end{array}$ | $\begin{array}{r} 81.82 \\ (58.97,104.66) \end{array}$ | $\begin{array}{r} 66.03 \\ (51.56,80.51) \end{array}$ | $\begin{array}{r} -15.44 \\ (-43.65,12.78) \end{array}$ | -0.056 | (-0.18,0.07) | $\begin{array}{r} -18.79 \\ (-53.53,15.94) \end{array}$ |
| Hispanic | $\begin{array}{r} 78.03 \\ (70.62,85.45) \end{array}$ | $\begin{array}{r} 95.34 \\ (64.62,126.06) \end{array}$ | $\begin{array}{r} 78.36 \\ (61.28,95.43) \end{array}$ | $\begin{array}{r} 82.84 \\ (66.95,98.72) \end{array}$ | $\begin{array}{r} -17.31 \\ (-46.36,11.75) \end{array}$ | -0.028 | (-0.16,0.10) | $\begin{array}{r} -12.50 \\ (-47.79,22.78) \end{array}$ |

Table 5-46. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and perceived anti-marijuana social norms ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^64]Table 5-47. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and self-efficacy to refuse marijuana ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct <br> Campaign <br> effect <br> $(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 110.86 \\ (106.18,115.53) \end{array}$ | $\begin{array}{r} 115.31 \\ (101.60,129.01) \end{array}$ | $\begin{array}{r} 115.23 \\ (104.70,125.76) \end{array}$ | $\begin{array}{r} 106.99 \\ (99.53,114.45) \end{array}$ | $\begin{array}{r} -4.45 \\ (-17.13,8.23) \end{array}$ | -0.045 | (-0.14,0.05) | $\begin{array}{r} -8.31 \\ (-22.52,5.90) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 106.27 \\ (101.71,110.82) \end{array}$ | $\begin{array}{r} 99.76 \\ (83.53,115.98) \end{array}$ | $\begin{array}{r} 101.84 \\ (92.71,110.96) \end{array}$ | $\begin{array}{r} 106.49 \\ (98.10,114.89) \end{array}$ | $\begin{array}{r} 6.51 \\ (-8.97,21.99) \end{array}$ | 0.013 | (-0.07,0.10) | $\begin{array}{r} 6.74 \\ (-11.71,25.19) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 107.76 \\ (104.07,111.46) \end{array}$ | $\begin{array}{r} 105.80 \\ (94.16,117.44) \end{array}$ | $\begin{array}{r} 105.81 \\ (98.93,112.68) \end{array}$ | $\begin{array}{r} 106.66 \\ (100.31,113.02) \end{array}$ | $\begin{array}{r} 1.96 \\ (-8.64,12.56) \end{array}$ | -0.008 | (-0.07,0.05) | $\begin{array}{r} 0.86 \\ (-11.91,13.64) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 104.66 \\ (99.74,109.58) \end{array}$ | $\begin{array}{r} 102.77 \\ (85.70,119.84) \end{array}$ | $\begin{array}{r} 107.49 \\ (98.03,116.94) \end{array}$ | $\begin{array}{r} 102.20 \\ (93.16,111.24) \end{array}$ | $\begin{array}{r} 1.89 \\ (-13.68,17.46) \end{array}$ | -0.026 | (-0.12,0.07) | $\begin{array}{r} -0.57 \\ (-19.11,17.98) \end{array}$ |
| Female | $\begin{array}{r} 111.00 \\ (105.87,116.12) \end{array}$ | $\begin{array}{r} 109.12 \\ (94.67,123.58) \end{array}$ | $\begin{array}{r} 104.10 \\ (91.87,116.32) \end{array}$ | $\begin{array}{r} 111.41 \\ (104.13,118.69) \end{array}$ | $\begin{array}{r} 1.87 \\ (-11.02,14.77) \end{array}$ | 0.012 | (-0.07,0.09) | $\begin{array}{r} 2.29 \\ (-14.07,18.64) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 111.15 \\ (106.76,115.55) \end{array}$ | $\begin{array}{r} 109.52 \\ (95.79,123.25) \end{array}$ | $\begin{array}{r} 106.25 \\ (97.01,115.48) \end{array}$ | $\begin{array}{r} 110.10 \\ (102.09,118.11) \end{array}$ | $\begin{array}{r} 1.63 \\ (-11.78,15.04) \end{array}$ | -0.030 | (-0.10,0.04) | $\begin{array}{r} 0.58 \\ (-15.57,16.73) \end{array}$ |
| African American | $\begin{array}{r} 111.42 \\ (103.60,119.24) \end{array}$ | $\begin{array}{r} 123.70 \\ (105.23,142.16) \end{array}$ | $\begin{array}{r} 104.68 \\ (81.49,127.88) \end{array}$ | $\begin{array}{r} 105.15 \\ (87.70,122.59) \end{array}$ | $\begin{array}{r} -12.28 \\ (-29.27,4.72) \end{array}$ | -0.091 | (-0.26,0.08) | $\begin{array}{r} -18.55 \\ (-42.54,5.43) \end{array}$ |
| Hispanic | $\begin{array}{r} 89.50 \\ (77.27,101.73) \end{array}$ | $\begin{array}{r} 79.26 \\ (36.97,121.55) \end{array}$ | $\begin{array}{r} 107.51 \\ (89.09,125.92) \end{array}$ | $\begin{array}{r} 92.86 \\ (78.21,107.51) \end{array}$ | $\begin{array}{r} 10.24 \\ (-25.12,45.61) \end{array}$ | 0.111 | $(-0.05,0.27)$ | $\begin{array}{r} 13.60 \\ (-26.88,54.09) \end{array}$ |

Table 5-47. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and self-efficacy to refuse marijuana ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

${ }^{1}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
${ }^{2}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-48. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and self-efficacy to refuse marijuana ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Percent of youth reporting each exposure level |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 110.86 \\ (106.18,115.53) \end{array}$ | $\begin{array}{r} 119.96 \\ (107.80,132.12) \end{array}$ | $\begin{array}{r} 105.48 \\ (98.08,112.87) \end{array}$ | $\begin{array}{r} 108.86 \\ (100.97,116.75) \end{array}$ | $\begin{array}{r} -9.1 \\ (-20.48,2.28) \end{array}$ | -0.029 | (-0.11,0.05) | $\begin{array}{r} -11.10 \\ (-24.93,2.73) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 106.27 \\ (101.71,110.82) \end{array}$ | $\begin{array}{r} 119.97 \\ (109.57,130.37) \end{array}$ | $\begin{array}{r} 100.71 \\ (94.51,106.91) \end{array}$ | $\begin{array}{r} 101.96 \\ (94.29,109.62) \end{array}$ | $\begin{array}{r} -13.7 \\ *(-23.67,-3.73) \end{array}$ | -0.108 | *(-0.20,-0.02) | $\begin{array}{r} -18.01 \\ *(-31.47,-4.56) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 107.76 \\ (104.07,111.46) \end{array}$ | $\begin{array}{r} 119.96 \\ (111.61,128.32) \end{array}$ | $\begin{array}{r} 102.17 \\ (96.96,107.37) \end{array}$ | $\begin{array}{r} 104.33 \\ (98.15,110.51) \end{array}$ | $\begin{array}{r} -12.2 \\ *(-20.29,-4.11) \end{array}$ | -0.082 | *(-0.15,-0.02) | $\begin{array}{r} -15.63 \\ *(-25.98,-5.28) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 104.66 \\ (99.74,109.58) \end{array}$ | $\begin{array}{r} 112.52 \\ (99.20,125.83) \end{array}$ | $\begin{array}{r} 102.55 \\ (95.67,109.42) \end{array}$ | $\begin{array}{r} 100.45 \\ (92.12,108.79) \end{array}$ | $\begin{array}{r} -7.86 \\ (-20.26,4.54) \end{array}$ | -0.079 | (-0.17, 0.02$)$ | $\begin{array}{r} -12.07 \\ (-27.45,3.32) \end{array}$ |
| Female | $\begin{array}{r} 111.00 \\ (105.87,116.12) \end{array}$ | $\begin{array}{r} 127.53 \\ (116.44,138.62) \end{array}$ | $\begin{array}{r} 101.75 \\ (92.22,111.29) \end{array}$ | $\begin{array}{r} 108.43 \\ (99.05,117.80) \end{array}$ | $\begin{array}{r} -16.54 \\ *(-27.96,-5.11) \end{array}$ | -0.085 | (-0.19,0.02) | $\begin{array}{r} -19.11 \\ *(-34.04,-4.17) \end{array}$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |
|  | (106.76,115.55) | (113.11,130.93) | (98.28,112.02) | (102.50,116.03) | *(-19.25,-2.49) |  |  | *(-22.98,-2.53) |
| African American | $\begin{array}{r} 111.42 \\ (103.60,119.24) \end{array}$ | $\begin{array}{r} 118.56 \\ (95.75,141.37) \end{array}$ | $\begin{array}{r} 115.68 \\ (100.97,130.39) \end{array}$ | $\begin{array}{r} 108.15 \\ (94.43,121.88) \end{array}$ | $\begin{array}{r} -7.14 \\ (-30.30,16.02) \end{array}$ | 0.039 | $(-0.16,0.23)$ | $\begin{array}{r} -10.41 \\ (-36.04,15.23) \end{array}$ |
| Hispanic | $\begin{array}{r} 89.50 \\ (77.27,101.73) \end{array}$ | $\underset{(\mathrm{S})}{\mathrm{S}}$ | $\begin{array}{r} 81.44 \\ (64.39,98.48) \end{array}$ | $\begin{array}{r} 79.29 \\ (53.25,105.32) \end{array}$ | $\begin{array}{r} -14.47 \\ (-54.48,25.53) \end{array}$ | -0.123 | (-0.36,0.11) | S (S) |

Table 5-48. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and self-efficacy to refuse marijuana ${ }^{2}$ among nonusing youth (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
${ }^{2}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-49. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and use of marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 3.8 \\ (2.9,5.1) \end{array}$ | $\begin{array}{r} 3.8 \\ (1.9,7.6) \end{array}$ | $\begin{array}{r} 3.9 \\ (2.1,7.0) \end{array}$ | $\begin{array}{r} 3.8 \\ (2.5,5.8) \end{array}$ | $\begin{array}{r} 0.0 \\ (-2.5,2.5) \end{array}$ | 0.002 | $(-0.28,0.29)$ | $\begin{array}{r} 0.0 \\ (-3.0,3.1) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 17.2 \\ (15.2,19.3) \end{array}$ | $\begin{array}{r} 17.3 \\ (12.4,23.6) \end{array}$ | $\begin{array}{r} 15.3 \\ (12.0,19.3) \end{array}$ | $\begin{array}{r} 18.1 \\ (14.7,22.0) \end{array}$ | $\begin{array}{r} -0.1 \\ (-5.2,5.0) \end{array}$ | 0.021 | $(-0.13,0.18)$ | $\begin{array}{r} 0.8 \\ (-5.8,7.4) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 12.7 \\ (11.3,14.2) \end{array}$ | $\begin{array}{r} 12.0 \\ (8.9,16.0) \end{array}$ | $\begin{array}{r} 11.8 \\ (9.3,14.8) \end{array}$ | $\begin{array}{r} 13.2 \\ (10.9,16.0) \end{array}$ | $\begin{array}{r} 0.7 \\ (-2.5,4.0) \end{array}$ | 0.038 | $(-0.10,0.18)$ | $\begin{array}{r} 1.2 \\ (-3.2,5.7) \end{array}$ |
| Youth aged 12 to 18 Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 13.1 \\ (11.3,15.2) \end{array}$ | $\begin{array}{r} 12.5 \\ (8.5,18.0) \end{array}$ | $\begin{array}{r} 10.2 \\ (7.5,13.9) \end{array}$ | $\begin{array}{r} 14.4 \\ (10.9,18.8) \end{array}$ | $\begin{array}{r} 0.6 \\ (-3.7,5.0) \end{array}$ | 0.057 | (-0.14,0.25) | $\begin{array}{r} 1.9 \\ (-4.4,8.2) \end{array}$ |
| Female | $\begin{array}{r} 12.3 \\ (10.5,14.2) \end{array}$ | $\begin{array}{r} 11.4 \\ (7.3,17.3) \end{array}$ | $\begin{array}{r} 13.4 \\ (9.9,17.9) \end{array}$ | $\begin{array}{r} 12.0 \\ (9.6,14.8) \end{array}$ | $\begin{array}{r} 0.9 \\ (-3.6,5.3) \end{array}$ | 0.017 | $(-0.15,0.18)$ | $\begin{array}{r} 0.6 \\ (-4.7,5.9) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 13.0 \\ (11.3,14.9) \end{array}$ | $\begin{array}{r} 11.4 \\ (8.1,15.7) \end{array}$ | $\begin{array}{r} 12.5 \\ (9.2,16.8) \end{array}$ | $\begin{array}{r} 13.6 \\ (11.2,16.5) \end{array}$ | $\begin{array}{r} 1.6 \\ (-1.9,5.2) \end{array}$ | 0.068 | (-0.08,0.21) | $\begin{array}{r} 2.2 \\ (-2.5,7.0) \end{array}$ |
| African American | $\begin{array}{r} 10.7 \\ (7.6,14.8) \end{array}$ | $\begin{array}{r} 15.7 \\ (6.8,32.0) \end{array}$ | $\begin{array}{r} 8.6 \\ (5.4,13.5) \end{array}$ | $\begin{array}{r} 13.0 \\ (6.8,23.2) \end{array}$ | $\begin{array}{r} -5.0 \\ (-16.7,6.8) \end{array}$ | -0.081 | $(-0.55,0.38)$ | $\begin{array}{r} -2.7 \\ (-17.4,11.9) \end{array}$ |
| Hispanic | $\begin{array}{r} 14.1 \\ (10.8,18.0) \end{array}$ | $\begin{array}{r} 11.4 \\ (6.4,19.4) \end{array}$ | $\begin{array}{r} 14.0 \\ (7.6,24.5) \end{array}$ | $\begin{array}{r} 12.0 \\ (8.6,16.7) \end{array}$ | $\begin{array}{r} 2.7 \\ (-2.5,7.8) \end{array}$ | 0.024 | (-0.21,0.26) | $\begin{array}{r} 0.7 \\ (-6.3,7.6) \end{array}$ |

Table 5-49. The relationship between exposure to general anti-drug advertising (at round $1^{1}$ ) and use of marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 31.3 \\ (27.4,35.5) \end{array}$ | $\begin{array}{r} 36.2 \\ (24.3,49.9) \end{array}$ | $\begin{array}{r} 25.9 \\ (18.9,34.4) \end{array}$ | $\begin{array}{r} 33.1 \\ (27.5,39.2) \end{array}$ | $\begin{array}{r} -4.9 \\ (-17.2,7.4) \end{array}$ | -0.032 | $(-0.24,0.18)$ | $\begin{array}{r} -3.1 \\ (-17.3,11.2) \end{array}$ |
| Lower risk | $\begin{array}{r} 5.4 \\ (4.4,6.7) \end{array}$ | $\begin{array}{r} 4.6 \\ (3.0,7.2) \end{array}$ | $\begin{array}{r} 5.4 \\ (3.9,7.3) \end{array}$ | $\begin{array}{r} 5.7 \\ (3.7,8.7) \end{array}$ | $\begin{array}{r} 0.8 \\ (-1.0,2.6) \end{array}$ | 0.074 | $(-0.13,0.28)$ | $\begin{array}{r} 1.1 \\ (-2.0,4.2) \end{array}$ |
| Sensation seeking <br> High $\qquad$ | $\begin{array}{r} 18.4 \\ (16.5,20.4) \end{array}$ | $\begin{array}{r} 19.3 \\ (13.6,26.7) \end{array}$ | $\begin{array}{r} 16.8 \\ (12.8,21.7) \end{array}$ | $\begin{array}{r} 18.9 \\ (15.7,22.6) \end{array}$ | $\begin{array}{r} -0.9 \\ (-6.7,4.9) \end{array}$ | -0.008 | (-0.17,0.15) | $\begin{array}{r} -0.4 \\ (-7.7,6.9) \end{array}$ |
| Low | $\begin{array}{r} 6.6 \\ (5.2,8.2) \end{array}$ | $\begin{array}{r} 4.9 \\ (3.2,7.5) \end{array}$ | $\begin{array}{r} 6.3 \\ (3.8,10.2) \end{array}$ | $\begin{array}{r} 7.0 \\ (4.8,10.1) \end{array}$ | $\begin{array}{r} 1.6 \\ (-0.7,4.0) \end{array}$ | 0.123 | $(-0.08,0.33)$ | $\begin{array}{r} 2.1 \\ (-1.5,5.7) \end{array}$ |
| Longitudinal wave(s) ${ }^{2}$ <br> Wave 1-->4 | $\begin{array}{r} 14.3 \\ (12.3,16.6) \end{array}$ | $\begin{array}{r} 18.4 \\ (11.5,28.0) \end{array}$ | $\begin{array}{r} 12.1 \\ (8.3,17.2) \end{array}$ | $\begin{array}{r} 13.2 \\ (10.5,16.5) \end{array}$ | $\begin{array}{r} -4.1 \\ (-11.6,3.4) \end{array}$ | -0.145 | (-0.37,0.08) | $\begin{array}{r} -5.2 \\ (-14.1,3.7) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 13.5 \\ (11.0,16.5) \end{array}$ | $\begin{array}{r} 11.2 \\ (6.7,18.0) \end{array}$ | $\begin{array}{r} 11.1 \\ (6.8,17.4) \end{array}$ | $\begin{array}{r} 15.9 \\ (11.4,21.8) \end{array}$ | $\begin{array}{r} 2.3 \\ (-3.4,8.1) \end{array}$ | 0.147 | (-0.09,0.39) | $\begin{array}{r} 4.8 \\ (-3.5,13.0) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 10.5 \\ (8.5,12.8) \end{array}$ | $\begin{array}{r} 6.5 \\ (3.7,11.2) \end{array}$ | $\begin{array}{r} 12.3 \\ (8.2,18.0) \end{array}$ | $\begin{array}{r} 10.1 \\ (6.8,14.6) \end{array}$ | $\begin{array}{r} 3.9 \\ *(0.4,7.5) \end{array}$ | 0.143 | $(-0.05,0.34)$ | $\begin{array}{r} 3.5 \\ (-1.5,8.5) \end{array}$ |

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
${ }^{2}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 5-50. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and use of marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month <br> (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 3.8 \\ (2.9,5.1) \end{array}$ | $\begin{array}{r} 3.2 \\ (1.3,8.0) \end{array}$ | $\begin{array}{r} 4.5 \\ (2.9,6.9) \end{array}$ | $\begin{array}{r} 4.7 \\ (2.7,8.1) \end{array}$ | $\begin{array}{r} 0.6 \\ (-2.2,3.4) \end{array}$ | 0.121 | (-0.17, 0.41 ) | $\begin{array}{r} 1.4 \\ (-1.9,4.8) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 17.2 \\ (15.2,19.3) \end{array}$ | $\begin{array}{r} 17.9 \\ (13.7,23.1) \end{array}$ | $\begin{array}{r} 17.2 \\ (13.3,21.9) \end{array}$ | $\begin{array}{r} 17.3 \\ (14.1,20.9) \end{array}$ | $\begin{array}{r} -0.7 \\ (-5.1,3.6) \end{array}$ | -0.015 | $(-0.15,0.12)$ | $\begin{array}{r} -0.6 \\ (-6.6,5.3) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 12.7 \\ (11.3,14.2) \end{array}$ | $\begin{array}{r} 12.8 \\ (10.1,16.2) \end{array}$ | $\begin{array}{r} 13.2 \\ (10.4,16.7) \end{array}$ | $\begin{array}{r} 12.8 \\ (10.7,15.2) \end{array}$ | $\begin{array}{r} -0.1 \\ (-3.0,2.8) \end{array}$ | -0.002 | $(-0.11,0.11)$ | $\begin{array}{r} -0.1 \\ (-3.7,3.6) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 13.1 \\ (11.3,15.2) \end{array}$ | $\begin{array}{r} 15.5 \\ (10.6,22.0) \end{array}$ | $\begin{array}{r} 13.3 \\ (9.4,18.5) \end{array}$ | $\begin{array}{r} 13.6 \\ (10.3,17.8) \end{array}$ | $\begin{array}{r} -2.3 \\ (-7.5,2.8) \end{array}$ | -0.051 | (-0.24,0.13) | $\begin{array}{r} -1.9 \\ (-8.6,4.9) \end{array}$ |
| Female | $\begin{array}{r} 12.3 \\ (10.5,14.2) \end{array}$ | $\begin{array}{r} 10.1 \\ (6.4,15.5) \end{array}$ | $\begin{array}{r} 13.2 \\ (10.3,16.8) \end{array}$ | $\begin{array}{r} 11.9 \\ (9.7,14.5) \end{array}$ | $\begin{array}{r} 2.2 \\ (-2.1,6.4) \end{array}$ | 0.059 | $(-0.09,0.21)$ | $\begin{array}{r} 1.8 \\ (-2.8,6.4) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 13.0 \\ (11.3,14.9) \end{array}$ | $\begin{array}{r} 11.5 \\ (8.1,16.2) \end{array}$ | $\begin{array}{r} 13.0 \\ (10.5,15.9) \end{array}$ | $\begin{array}{r} 13.8 \\ (11.3,16.8) \end{array}$ | $\begin{array}{r} 1.5 \\ (-2.3,5.3) \end{array}$ | 0.069 | $(-0.08,0.22)$ | $\begin{array}{r} 2.3 \\ (-2.4,7.0) \end{array}$ |
| African American | $\begin{array}{r} 10.7 \\ (7.6,14.8) \end{array}$ | $\begin{array}{r} 15.4 \\ (6.9,30.8) \end{array}$ | $\begin{array}{r} 13.2 \\ (5.1,29.7) \end{array}$ | $\begin{array}{r} 8.7 \\ (5.1,14.3) \end{array}$ | $\begin{array}{r} -4.7 \\ (-15.7,6.3) \end{array}$ | -0.210 | (-0.54,0.12) | $\begin{array}{r} -6.7 \\ (-19.7,6.2) \end{array}$ |
| Hispanic | $\begin{array}{r} 14.1 \\ (10.8,18.0) \end{array}$ | $\begin{gathered} \mathrm{S} \\ (\mathrm{~S}) \end{gathered}$ | $\begin{array}{r} 14.4 \\ (9.2,21.9) \end{array}$ | $\begin{array}{r} 11.5 \\ (7.6,17.0) \end{array}$ | $\begin{array}{r} -4.6 \\ (-18.5,9.2) \end{array}$ | -0.180 | $(-0.53,0.17)$ | $\begin{array}{r} \mathrm{S} \\ (\mathrm{~S}) \end{array}$ |

Table 5-50. The relationship between exposure to specific anti-drug advertising (at round $1^{1}$ ) and use of marijuana (at round $2^{1}$ ) by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period $(\mathrm{C} 1)$ | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score Higher risk $\qquad$ | $\begin{array}{r} 31.3 \\ (27.4,35.5) \end{array}$ | $\begin{array}{r} 25.6 \\ (17.8,35.4) \end{array}$ | $\begin{array}{r} 34.5 \\ (26.7,43.2) \end{array}$ | $\begin{array}{r} 31.6 \\ (25.8,37.9) \end{array}$ | $\begin{array}{r} 5.6 \\ (-3.1,14.4) \end{array}$ | 0.094 | (-0.07,0.26) | $\begin{array}{r} 5.9 \\ (-4.5,16.4) \end{array}$ |
| Lower risk | $\begin{array}{r} 5.4 \\ (4.4,6.7) \end{array}$ | $\begin{array}{r} 8.1 \\ (5.1,12.6) \end{array}$ | $\begin{array}{r} 5.2 \\ (3.8,7.2) \end{array}$ | $\begin{array}{r} 6.5 \\ (4.3,9.8) \end{array}$ | $\begin{array}{r} -2.7 \\ (-5.9,0.6) \end{array}$ | -0.086 | $(-0.31,0.14)$ | $\begin{array}{r} -1.6 \\ (-5.9,2.8) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 18.4 \\ (16.5,20.4) \end{array}$ | $\begin{array}{r} 17.9 \\ (13.1,24.0) \end{array}$ | $\begin{array}{r} 18.8 \\ (14.8,23.6) \end{array}$ | $\begin{array}{r} 18.4 \\ (15.1,22.3) \end{array}$ | $\begin{array}{r} 0.5 \\ (-4.9,5.9) \end{array}$ | 0.011 | (-0.13,0.15) | $\begin{array}{r} 0.5 \\ (-5.7,6.7) \end{array}$ |
| Low | $\begin{array}{r} 6.6 \\ (5.2,8.2) \end{array}$ | $\begin{array}{r} 8.0 \\ (4.8,13.1) \end{array}$ | $\begin{array}{r} 7.3 \\ (5.2,10.3) \end{array}$ | $\begin{array}{r} 5.9 \\ (3.9,9.0) \end{array}$ | $\begin{array}{r} -1.4 \\ (-5.1,2.2) \end{array}$ | -0.101 | (-0.32,0.12) | $\begin{array}{r} -2.0 \\ (-6.6,2.5) \end{array}$ |
| Longitudinal wave(s) ${ }^{2}$ <br> Wave 1-->4 $\qquad$ | $\begin{array}{r} 14.3 \\ (12.3,16.6) \end{array}$ | $\begin{array}{r} 11.3 \\ (7.1,17.5) \end{array}$ | $\begin{array}{r} 15.2 \\ (12.1,18.9) \end{array}$ | $\begin{array}{r} 16.1 \\ (12.1,21.0) \end{array}$ | $\begin{array}{r} 3.0 \\ (-1.7,7.6) \end{array}$ | 0.134 | $(-0.06,0.32)$ | $\begin{array}{r} 4.8 \\ (-2.0,11.5) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 13.5 \\ (11.0,16.5) \end{array}$ | $\begin{array}{r} 16.9 \\ (10.5,26.1) \end{array}$ | $\begin{array}{r} 14.1 \\ (9.3,20.9) \end{array}$ | $\begin{array}{r} 13.3 \\ (9.7,18.1) \end{array}$ | $\begin{array}{r} -3.4 \\ (-10.7,4.0) \end{array}$ | -0.092 | $(-0.31,0.13)$ | $\begin{array}{r} -3.5 \\ (-12.3,5.2) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 10.5 \\ (8.5,12.8) \end{array}$ | $\begin{array}{r} 10.2 \\ (5.5,18.2) \end{array}$ | $\begin{array}{r} 10.3 \\ (7.3,14.3) \end{array}$ | $\begin{array}{r} 9.4 \\ (7.2,12.1) \end{array}$ | $\begin{array}{r} 0.2 \\ (-5.5,6.0) \end{array}$ | -0.033 | $(-0.28,0.21)$ | $\begin{array}{r} -0.9 \\ (-7.8,6.0) \end{array}$ |

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
${ }^{2}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-1. Parents ${ }^{, 1}$ monitoring cognitions ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education

| Characteristics | Mean score on parental beliefs and attitudes about monitoring index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 114.80 | $(109.53,120.07)$ | 122.95 | $(118.59,127.32)$ | 122.20 | $(116.50,127.90)$ | 7.40 | (-0.73, 15.53) | -0.75 | (-7.34,5.84) |
| 14 to 15 | 91.55 | (83.05,100.04) | 94.47 | (87.42,101.53) | 94.93 | $(88.48,101.38)$ | 3.39 | (-6.69,13.46) | 0.46 | (-8.41,9.33) |
| 16 to 18 | 62.07 | $(54.78,69.37)$ | 67.43 | (58.82,76.05) | 68.51 | (60.32,76.70) | 6.43 | (-2.47,15.34) | 1.08 | (-10.76,12.92) |
| 14 to 18 | 75.67 | (69.87,81.47) | 79.96 | $(73.68,86.24)$ | 79.95 | (74.08,85.83) | 4.28 | (-2.66,11.23) | -0.01 | $(-7.69,7.68)$ |
| 12 to 18 | 87.18 | (82.74,91.61) | 92.66 | (87.93,97.39) | 92.55 | (87.66,97.45) | 5.38 | *(0.31,10.44) | -0.11 | (-5.93,5.71) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 79.19 | (72.80,85.57) | 84.10 | $(77.39,90.80)$ | 87.75 | (80.44,95.05) | 8.56 | * (0.86,16.26) | 3.65 | (-4.99, 12.29) |
| Females | 95.64 | (89.56,101.72) | 101.71 | (95.97,107.45) | 97.60 | (91.17,104.02) | 1.96 | (-5.83,9.75) | -4.11 | (-12.00,3.77) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 84.40 | (79.14,89.66) | 87.96 | (82.44,93.48) | 88.34 | $(82.85,93.84)$ | 3.94 | (-1.87,9.76) | 0.38 | (-6.37,7.13) |
| African American | 92.42 | (79.40,105.45) | 100.74 | (89.71,111.77) | 93.87 | (80.50,107.23) | 1.44 | (-13.10,15.98) | -6.87 | (-21.73,7.99) |
| Hispanic | 98.48 | (86.12,110.85) | 105.42 | (93.29,117.55) | 111.06 | (99.14,122.99) | 12.58 | (-1.00,26.16) | 5.65 | (-11.97,23.26) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 53.86 | (45.49,62.23) | 57.69 | $(49.43,65.95)$ | 57.17 | $(48.73,65.62)$ | 3.31 | (-6.33,12.95) | -0.52 | (-10.26,9.22) |
| Lower risk | 109.14 | (104.80,113.47) | 115.21 | (110.08,120.35) | 116.43 | $(111.65,121.21)$ | 7.29 | * (1.67,12.92) | 1.22 | (-4.76,7.19) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 73.35 | (67.57,79.12) | 80.72 | (73.93,87.52) | 78.91 | $(72.75,85.08)$ | 5.57 | (-1.91,13.05) | -1.81 | (-10.18,6.56) |
| Low | 103.38 | $(96.95,109.82)$ | 108.02 | (101.77,114.28) | 109.44 | (102.36,116.52) | 6.05 | (-2.39, 14.50) | 1.41 | (-6.55,9.37) |

Table 6-1. Parents, ${ }^{1}$ monitoring cognitions ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Mean score on parental beliefs and attitudes about monitoring index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Parent gender |  |  |  |  |  |  |  |  |  |  |
| Males | 72.03 | $(63.86,80.20)$ | 79.80 | $(70.56,89.04)$ | 80.81 | $(72.18,89.45)$ | 8.78 | $(-1.47,19.04)$ | 1.01 | (-9.08,11.11) |
| Females | 95.50 | (90.01,100.99) | 99.01 | (93.10,104.91) | 99.19 | $(93.58,104.79)$ | 3.69 | (-2.78,10.15) | 0.18 | (-6.99,7.34) |
| Parent education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 89.22 | $(79.15,99.29)$ | 93.71 | (82.10,105.32) | 95.54 | (82.02,109.07) | 6.33 | (-8.75,21.41) | 1.83 | (-16.28,19.94) |
| High school graduate_ | 82.57 | (74.03,91.11) | 85.42 | (77.83,93.02) | 89.93 | (80.85,99.00) | 7.36 | (-2.84,17.55) | 4.50 | (-5.93,14.93) |
| Some college | 90.98 | (81.18,100.78) | 102.25 | (92.02,112.47) | 94.78 | (86.47,103.08) | 3.79 | (-6.97,14.56) | -7.47 | (-19.17,4.22) |
| College graduate | 87.88 | (80.07,95.69) | 91.33 | (82.48,100.18) | 91.86 | (83.11,100.60) | 3.98 | (-6.42,14.37) | 0.53 | (-11.75,12.80) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Measurement of this construct is detailed in Appendix E.

Table 6-2. Parents ${ }^{1}$ talking cognitions ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education

| Characteristics | Mean score on parental beliefs and attitudes about talking index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 109.29 | (103.56,115.02) | 112.07 | (105.30,118.84) | 107.84 | (101.31,114.37) | -1.45 | (-9.03,6.13) | -4.23 | (-12.96,4.50) |
| 14 to 15 | 103.15 | $(93.68,112.62)$ | 108.63 | (101.05,116.21) | 108.97 | (100.89,117.04) | 5.82 | (-4.87,16.50) | 0.34 | (-10.06,10.73) |
| 16 to 18 | 81.63 | (72.92,90.34) | 90.74 | (83.08,98.40) | 92.90 | (85.02,100.79) | 11.27 | *(1.39,21.15) | 2.16 | (-8.04,12.36) |
| 14 to 18 | 91.56 | (84.97,98.15) | 99.03 | $(93.29,104.77)$ | 99.86 | (94.04,105.68) | 8.30 | *(1.19,15.41) | 0.83 | (-7.07,8.73) |
| 12 to 18 | 96.77 | (91.84,101.71) | 102.88 | (98.27,107.49) | 102.24 | (97.24,107.24) | 5.47 | (-0.11,11.04) | -0.64 | (-7.15,5.87) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 93.96 | $(87.88,100.04)$ | 99.93 | (93.64,106.23) | 99.46 | (92.06,106.87) | 5.50 | (-1.56,12.57) | -0.47 | (-9.51,8.57) |
| Females | 99.75 | $(92.57,106.94)$ | 105.99 | (99.32,112.67) | 105.15 | $(97.79,112.51)$ | 5.40 | (-3.32,14.12) | -0.84 | (-9.93,8.25) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 87.88 | (81.98,93.78) | 92.73 | (87.75,97.70) | 89.54 | (84.33,94.75) | 1.66 | $(-4.80,8.13)$ | -3.18 | (-10.35,3.98) |
| African American | 119.65 | (106.44,132.86) | 127.28 | (110.64,143.93) | 124.05 | $(111.44,136.66)$ | 4.40 | $(-7.67,16.48)$ | -3.23 | (-19.91,13.45) |
| Hispanic | 121.63 | (111.37,131.90) | 122.90 | (112.99,132.82) | 135.88 | $(120.63,151.14)$ | 14.25 | (-2.22,30.73) | 12.98 | (-5.98,31.93) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 81.42 | (73.86,88.98) | 92.24 | (84.19,100.29) | 87.34 | (78.54,96.15) | 5.92 | (-4.19,16.03) | -4.90 | (-16.44,6.64) |
| Lower risk | 106.88 | (101.25,112.51) | 110.35 | (104.16,116.54) | 110.56 | (105.06,116.05) | 3.68 | (-2.67,10.02) | 0.21 | (-7.22,7.63) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 87.58 | (81.51,93.65) | 97.54 | $(92.19,102.89)$ | 92.54 | (85.81,99.28) | 4.96 | $(-2.92,12.84)$ | -5.00 | (-13.50,3.50) |
| Low | 107.85 | (100.91,114.78) | 110.74 | (103.63,117.85) | 113.83 | (107.83,119.82) | 5.98 | (-1.78,13.74) | 3.09 | (-5.34,11.52) |

Table 6-2. Parents ${ }^{, 1}$ talking cognitions ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| $\underline{\text { Characteristics }}$ | Mean score on parental beliefs and attitudes about talking index |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Parent gender |  |  |  |  |  |  |  |  |  |  |
| Males | 81.09 | $(72.65,89.53)$ | 93.28 | (85.50,101.06) | 87.24 | $(78.69,95.78)$ | 6.14 | (-4.06,16.35) | -6.04 | (-16.05,3.97) |
| Females | 105.39 | (99.61,111.17) | 107.62 | (100.91,114.33) | 110.72 | (104.46,116.97) | 5.33 | (-1.44,12.09) | 3.10 | (-5.62,11.82) |
| Parent education |  |  |  |  |  |  |  |  |  |  |
| Less than high school_ | 119.42 | (107.84,131.01) | 112.64 | (101.22,124.07) | 120.90 | $(106.13,135.66)$ | 1.47 | $(-15.58,18.53)$ | 8.26 | (-9.74,26.25) |
| High school graduate_ | 97.27 | (88.51,106.02) | 104.97 | (97.37,112.56) | 103.18 | (94.62,111.74) | 5.91 | $(-5.35,17.18)$ | -1.79 | (-12.78,9.20) |
| Some college | 96.98 | (89.22,104.75) | 108.08 | $(99.68,116.49)$ | 107.05 | (97.26,116.85) | 10.07 | (-1.01,21.15) | -1.03 | (-13.15,11.09) |
| College graduate | 81.44 | (70.08,92.81) | 89.04 | (80.89,97.19) | 85.52 | $(76.13,94.92)$ | 4.08 | (-8.02,16.17) | -3.52 | (-13.92,6.88) |

[^65]Table 6-3. Parents ${ }^{1}$ monitoring behavior ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education

| Characteristics | Mean score on parental monitoring behavior scale$(0$ to 3$)$(where higher scores represent more monitoring behavior)Parent perspectiveChild perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.65 | (1.58,1.71) | 1.80 | (1.74,1.86) | 1.82 | (1.74,1.90) | 0.17 | *(0.06,0.28) | 0.02 | (-0.07,0.11) |
|  | 1.03 | (0.96, 1.09) | 1.08 | $(1.03,1.14)$ | 1.10 | (1.02,1.17) | 0.07 | (-0.01, 0.15 ) | 0.01 | (-0.07,0.09) |
| 14 to 15 | 1.47 | (1.39,1.55) | 1.46 | (1.38,1.53) | 1.60 | (1.53,1.66) | 0.13 | *(0.02,0.23) | 0.14 | *(0.04,0.25) |
|  | 0.87 | (0.80,0.94) | 0.88 | (0.82,0.95) | 0.94 | (0.87,1.01) | 0.07 | (-0.03, 0.17) | 0.05 | (-0.05, 0.16$)$ |
| 16 to 18 | 1.17 | (1.10,1.25) | 1.21 | (1.11,1.30) | 1.21 | $(1.13,1.29)$ | 0.04 | (-0.06,0.14) | 0.00 | (-0.11,0.12) |
|  | 0.75 | (0.69,0.81) | 0.70 | (0.63,0.78) | 0.71 | $(0.65,0.78)$ | -0.04 | (-0.11,0.04) | 0.01 | $(-0.07,0.09)$ |
| 14 to 18 | 1.31 | $(1.25,1.37)$ | 1.32 | $(1.26,1.39)$ | 1.38 | $(1.32,1.44)$ | 0.07 | (-0.01,0.15) | 0.06 | (-0.03,0.14) |
|  | 0.80 | $(0.75,0.86)$ | 0.78 | (0.73,0.84) | 0.81 | $(0.76,0.86)$ | 0.01 | (-0.06,0.07) | 0.02 | (-0.04,0.09) |
| 12 to 18 | 1.41 | (1.36,1.46) | 1.46 | (1.41,1.52) | 1.51 | $(1.47,1.56)$ | 0.10 | *(0.04,0.16) | 0.05 | (-0.02,0.11) |
|  | 0.87 | (0.82,0.91) | 0.87 | (0.83,0.92) | 0.89 | $(0.85,0.94)$ | 0.03 | (-0.02,0.07) | 0.02 | (-0.03, 0.07$)$ |

Table 6-3. Parents ${ }^{1}$ monitoring behavior ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Mean score on parental monitoring behavior scale$\quad(0$ to 3$)$(where higher scores represent more monitoring behavior)Parent perspectiveChild perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.28 | $(1.23,1.34)$ | 1.39 | (1.32,1.46) | 1.41 | $(1.34,1.47)$ | 0.12 | *(0.05,0.20) | 0.02 | (-0.07,0.12) |
|  | 0.73 | $(0.67,0.79)$ | 0.73 | (0.67,0.79) | 0.74 | $(0.68,0.79)$ | 0.01 | (-0.06, 0.07$)$ | 0.01 | (-0.06, 0.07 ) |
| Females | 1.54 | $(1.48,1.61)$ | 1.55 | $(1.48,1.61)$ | 1.62 | $(1.56,1.68)$ | 0.07 | (-0.01,0.16) | 0.07 | (-0.01,0.16) |
|  | 1.01 | (0.96,1.06) | 1.02 | (0.97,1.08) | 1.05 | (0.99, 1.12 ) | 0.04 | (-0.03, 0.12) | 0.03 | (-0.05, 0.11 ) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.45 | (1.39,1.50) | 1.49 | (1.42,1.55) | 1.52 | (1.47,1.57) | 0.07 | *(0.01,0.14) | 0.03 | (-0.05,0.10) |
|  | 0.91 | $(0.86,0.97)$ | 0.91 | $(0.86,0.96)$ | 0.91 | $(0.86,0.96)$ | 0.00 | (-0.06,0.06) | 0.01 | (-0.05, 0.06 ) |
| African American | 1.24 | $(1.13,1.35)$ | 1.42 | $(1.30,1.54)$ | 1.37 | (1.23,1.52) | 0.13 | (-0.05,0.31) | -0.04 | (-0.21,0.12) |
|  | 0.71 | (0.60,0.82) | 0.78 | (0.67,0.89) | 0.79 | (0.67,0.90) | 0.08 | (-0.03, 0.18) | 0.00 | (-0.13, 0.13$)$ |
| Hispanic | 1.45 | $(1.30,1.59)$ | 1.40 | (1.27,1.53) | 1.62 | (1.48,1.76) | 0.17 | (-0.01, 0.35 ) | 0.22 | *(0.06,0.38) |
|  | 0.85 | $(0.75,0.94)$ | 0.82 | (0.71,0.93) | 0.91 | (0.82,1.00) | 0.06 | (-0.06, 0.18) | 0.08 | (-0.03,0.20) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 1.08 | $(1.00,1.16)$ | 1.09 | $(1.00,1.18)$ | 1.15 | (1.07,1.22) | 0.07 | (-0.03, 0.16$)$ | 0.06 | (-0.05,0.17) |
|  | 0.61 | $(0.55,0.67)$ | 0.55 | $(0.48,0.62)$ | 0.55 | (0.49, 0.61 ) | -0.06 | (-0.14,0.01) | -0.01 | (-0.08, 0.07$)$ |
| Lower risk | 1.61 | $(1.56,1.67)$ | 1.70 | (1.64,1.76) | 1.76 | (1.71,1.82) | 0.15 | *(0.07,0.23) | 0.07 | (-0.01,0.15) |
|  | 1.06 | (1.01,1.12) | 1.09 | $(1.04,1.14)$ | 1.12 | $(1.05,1.18)$ | 0.05 | (-0.02,0.12) | 0.03 | $(-0.05,0.10)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.29 | (1.22,1.36) | 1.31 | (1.23,1.38) | 1.39 | $(1.33,1.45)$ | 0.10 | *(0.02,0.18) | 0.08 | (-0.02,0.18) |
|  | 0.62 | (0.57,0.67) | 0.62 | (0.57,0.67) | 0.65 | $(0.60,0.70)$ | 0.03 | (-0.03,0.09) | 0.03 | (-0.03, 0.08 ) |
| Low | 1.54 | (1.47,1.60) | 1.66 | $(1.59,1.72)$ | 1.66 | $(1.59,1.73)$ | 0.12 | *(0.02,0.22) | 0.00 | (-0.10,0.10) |
|  | 1.17 | (1.11,1.23) | 1.20 | $(1.13,1.26)$ | 1.18 | $(1.11,1.25)$ | 0.01 | (-0.07,0.09) | -0.02 | (-0.10,0.07) |

Table 6-3. Parents ${ }^{1}$ monitoring behavior ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Mean score on parental monitoring behavior scale$\quad(0$ to 3$)$(where higher scores represent more monitoring behavior)Parent perspectiveChild perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Parent gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.34 | (1.26,1.43) | 1.39 | (1.30,1.48) | 1.44 | (1.37,1.50) | 0.10 | *(0.01,0.19) | 0.05 | (-0.04,0.14) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Females | 1.45 | (1.39,1.50) | 1.50 | (1.44,1.57) | 1.55 | (1.49,1.61) | 0.10 | *(0.03,0.18) | 0.05 | (-0.04,0.14) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Parent education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 1.36 | (1.25,1.47) | 1.34 | (1.21,1.46) | 1.42 | (1.28,1.57) | 0.06 | (-0.09,0.22) | 0.09 | (-0.08,0.25) |
|  | 0.90 | (0.80, 1.00) | 0.83 | $(0.73,0.92)$ | 0.79 | (0.67,0.91) | -0.11 | (-0.25,0.03) | -0.04 | (-0.18,0.11) |
| High school graduate | 1.31 | $(1.23,1.39)$ | 1.37 | $(1.30,1.44)$ | 1.52 | $(1.44,1.59)$ | 0.21 | *(0.11,0.31) | 0.15 | *(0.05,0.24) |
|  | 0.91 | (0.82,1.00) | 0.85 | $(0.77,0.94)$ | 0.90 | (0.82,0.99) | -0.01 | (-0.11,0.09) | 0.05 | (-0.04,0.14) |
| Some college | 1.40 | $(1.32,1.49)$ | 1.53 | (1.45,1.62) | 1.47 | (1.38,1.56) | 0.07 | (-0.05,0.18) | -0.07 | (-0.17,0.04) |
|  | 0.84 | (0.77,0.92) | 0.92 | $(0.85,1.00)$ | 0.85 | (0.77,0.93) | 0.01 | (-0.11,0.13) | -0.07 | (-0.18,0.03) |
| College graduate | 1.58 | $(1.48,1.67)$ | 1.58 | $(1.48,1.68)$ | 1.60 | (1.52,1.68) | 0.02 | (-0.10,0.15) | 0.02 | (-0.09,0.14) |
|  | 0.88 | (0.80,0.96) | 0.91 | (0.84,0.99) | 1.02 | (0.95, 1.08 ) | 0.14 | * $(0.05,0.23)$ | 0.10 | *(0.02,0.18) |

[^66]Table 6-4. Parents ${ }^{, 1}$ talking behavior ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education

| Characteristics | Mean score on parental talking behavior scale $\text { (0 to } 3 \text { ) }$ <br> (where higher scores represent more talking behavior) <br> Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 2.29 | (2.22,2.35) | 2.38 | (2.31,2.45) | 2.42 | $(2.36,2.49)$ | 0.13 | *(0.06,0.21) | 0.04 | (-0.04,0.13) |
|  | 1.74 | $(1.65,1.82)$ | 1.58 | (1.51,1.66) | 1.53 | (1.44,1.63) | -0.20 | *(-0.32,-0.09) | -0.05 | (-0.17,0.07) |
| 14 to 15 | 2.28 | (2.16,2.40) | 2.39 | (2.30,2.48) | 2.48 | (2.41,2.55) | 0.20 | *(0.06,0.34) | 0.09 | *(0.00,0.18) |
|  | 1.56 | $(1.46,1.66)$ | 1.42 | $(1.33,1.51)$ | 1.42 | (1.31,1.53) | -0.14 | *(-0.26,-0.02) | 0.00 | (-0.14,0.14) |
| 16 to 18 | 2.21 | (2.13,2.30) | 2.33 | (2.25,2.40) | 2.31 | (2.22,2.41) | 0.10 | (-0.03,0.23) | -0.01 | (-0.13,0.10) |
|  | 1.32 | $(1.24,1.39)$ | 1.27 | $(1.19,1.35)$ | 1.24 | $(1.15,1.32)$ | -0.08 | (-0.18,0.02) | -0.03 | (-0.14,0.07) |
| 14 to 18 | 2.24 | (2.17,2.32) | 2.36 | (2.30,2.41) | 2.39 | (2.32,2.45) | 0.14 | *(0.03,0.25) | 0.03 | (-0.04,0.10) |
|  | 1.43 | $(1.36,1.50)$ | 1.34 | (1.27,1.40) | 1.31 | $(1.25,1.38)$ | -0.11 | *(-0.19,-0.04) | -0.02 | (-0.11,0.06) |
| 12 to 18 | 2.26 | (2.19,2.32) | 2.36 | (2.31,2.41) | 2.40 | (2.34,2.45) | 0.14 | *(0.06,0.23) | 0.03 | (-0.03,0.10) |
|  | 1.52 | $(1.46,1.58)$ | 1.41 | (1.36,1.46) | 1.38 | (1.32,1.44) | -0.14 | * (-0.20,-0.07) | -0.03 | (-0.10,0.04) |

Table 6-4. Parents ${ }^{1}$ talking behavior ${ }^{2,3}$ by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Mean score on parental talking behavior scale$(0$ to 3$)$(where higher scores represent more talking behavior)Parent perspectiveChild perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 2.30 | (2.23,2.37) | 2.37 | (2.32,2.42) | 2.41 | (2.34,2.48) | 0.11 | *(0.02,0.20) | 0.04 | (-0.04,0.13) |
|  | 1.53 | $(1.45,1.60)$ | 1.35 | (1.28,1.42) | 1.33 | $(1.25,1.41)$ | -0.20 | * (-0.30,-0.09) | -0.02 | (-0.11,0.07) |
| Females | 2.21 | $(2.13,2.29)$ | 2.36 | (2.29,2.42) | 2.38 | (2.30,2.46) | 0.17 | *(0.05,0.29) | 0.03 | (-0.05, 0.10 ) |
|  | 1.51 | $(1.42,1.59)$ | 1.47 | (1.40,1.55) | 1.43 | (1.36,1.50) | -0.07 | (-0.16,0.02) | -0.04 | (-0.14,0.05) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 2.23 | (2.16,2.29) | 2.32 | (2.26,2.38) | 2.31 | (2.24,2.38) | 0.08 | (-0.01,0.18) | -0.01 | (-0.09,0.06) |
|  | 1.46 | $(1.39,1.53)$ | 1.33 | (1.26,1.40) | 1.27 | (1.20,1.34) | -0.19 | * (-0.28,-0.11) | -0.06 | (-0.14,0.02) |
| African American | 2.36 | (2.21,2.52) | 2.39 | (2.26,2.52) | 2.57 | $(2.45,2.70)$ | 0.21 | *(0.01, 0.42 ) | 0.18 | *(0.02,0.34) |
|  | 1.63 | (1.49,1.76) | 1.64 | (1.51,1.77) | 1.70 | (1.57,1.82) | 0.07 | (-0.08,0.22) | 0.06 | (-0.10,0.22) |
| Hispanic | 2.37 | (2.24,2.50) | 2.57 | (2.47,2.67) | 2.66 | (2.57,2.76) | 0.29 | *(0.11,0.47) | 0.10 | (-0.04,0.23) |
|  | 1.72 | $(1.58,1.85)$ | 1.55 | (1.42,1.68) | 1.60 | $(1.43,1.76)$ | -0.12 | (-0.30,0.05) | 0.05 | (-0.12,0.21) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 2.30 | (2.23,2.37) | 2.36 | (2.28,2.45) | 2.34 | (2.24,2.45) | 0.04 | (-0.08,0.16) | -0.02 | (-0.13,0.09) |
|  | 1.42 | (1.34,1.51) | 1.32 | $(1.24,1.40)$ | 1.29 | $(1.20,1.38)$ | -0.13 | * (-0.25,-0.02) | -0.03 | (-0.14,0.08) |
| Lower risk | 2.23 | (2.15,2.32) | 2.36 | (2.30,2.43) | 2.44 | $(2.38,2.49)$ | 0.20 | *(0.11,0.29) | 0.07 | $(0.00,0.15)$ |
|  | 1.61 | $(1.53,1.68)$ | 1.50 | $(1.43,1.56)$ | 1.45 | (1.37,1.53) | -0.16 | * (-0.25,-0.07) | -0.05 | (-0.15,0.05) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 2.30 | (2.23,2.37) | 2.36 | (2.30,2.42) | 2.39 | (2.32,2.45) | 0.09 | (-0.01,0.18) | 0.03 | (-0.06,0.11) |
|  | 1.37 | (1.30,1.43) | 1.30 | $(1.23,1.38)$ | 1.25 | $(1.18,1.32)$ | -0.12 | * (-0.21,-0.03) | -0.05 | (-0.14,0.04) |
| Low | 2.21 | (2.12,2.30) | 2.37 | (2.29,2.44) | 2.41 | (2.34,2.48) | 0.20 | *(0.08,0.31) | 0.04 | (-0.05,0.13) |
|  | 1.70 | $(1.60,1.79)$ | 1.56 | (1.48,1.64) | 1.53 | $(1.45,1.61)$ | -0.17 | *(-0.27,-0.07) | -0.03 | (-0.13,0.07) |

Table 6-4. Parents ${ }^{, 1}$ talking behavior ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| $\underline{\text { Characteristics }}$ | Mean score on parental talking behavior scale <br> ( 0 to 3 ) <br> (where higher scores represent more talking behavior) <br> Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Parent gender |  |  |  |  |  |  |  |  |  |  |
| Males | 2.10 | $(2.00,2.19)$ | 2.25 | (2.19,2.32) | 2.30 | (2.23,2.38) | 0.21 | *(0.09,0.33) | 0.05 | (-0.04,0.14) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Females | 2.35 | (2.27,2.42) | 2.42 | (2.35,2.48) | 2.45 | (2.39,2.51) | 0.10 | *(0.01,0.20) | 0.03 | (-0.04,0.11) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Parent education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 2.29 | (2.15,2.43) | 2.41 | (2.29,2.53) | 2.58 | (2.45,2.72) | 0.29 | *(0.09,0.49) | 0.18 | *(0.00,0.35) |
|  | 1.81 | (1.66,1.96) | 1.65 | $(1.52,1.78)$ | 1.57 | (1.42,1.71) | -0.25 | * (-0.42,-0.07) | -0.08 | (-0.29,0.12) |
| High school graduate | 2.25 | (2.15,2.34) | 2.38 | (2.29,2.46) | 2.46 | (2.36,2.56) | 0.21 | *(0.06,0.36) | 0.08 | (-0.05, 0.22 ) |
|  | 1.54 | $(1.43,1.65)$ | 1.48 | $(1.38,1.58)$ | 1.46 | (1.35,1.57) | -0.08 | (-0.24,0.07) | -0.03 | (-0.15,0.10) |
| Some college | 2.29 | $\mathbf{( 2 . 1 8 , 2 . 4 1 )}$ | 2.39 | (2.31,2.48) | 2.36 | (2.26,2.47) | 0.07 | (-0.08,0.22) | -0.03 | (-0.14,0.08) |
|  | 1.43 | (1.31,1.56) | 1.37 | $(1.28,1.46)$ | 1.37 | $(1.25,1.48)$ | -0.07 | (-0.21,0.08) | -0.01 | (-0.14,0.12) |
| College graduate | 2.20 | (2.11,2.29) | 2.29 | (2.21,2.36) | 2.26 | (2.18,2.34) | 0.06 | (-0.04,0.16) | -0.03 | (-0.12,0.07) |
|  | 1.46 | $(1.35,1.58)$ | 1.30 | (1.20,1.41) | 1.25 | (1.15,1.36) | -0.21 | * (-0.36,-0.06) | -0.05 | (-0.19,0.08) |

[^67]Table 6-5. Parents, ${ }^{1}$ and youth's reports on fun activities ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education

| Characteristics | Percent of parents and children reporting participation in three or more fun activities in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 74.8 | (72.6,76.9) | 74.7 | (71.5,77.7) | 73.4 | (70.1,76.4) | -1.4 | (-5.0,2.1) | -1.3 | (-4.9,2.4) |
|  | N/A | N/A | 73.3 | (70.6,75.9) | 72.2 | (69.1,75.1) | N/A | N/A | -1.1 | (-4.8,2.5) |
| 14 to 15 | 67.8 | (63.4,71.9) | 64.3 | (60.7,67.8) | 62.5 | (58.9,65.9) | -5.3 | *(-10.3,-0.3) | -1.9 | (-6.5,2.8) |
|  | N/A | N/A | 66.6 | (63.0,70.0) | 62.4 | $(58.2,66.3)$ | N/A | N/A | -4.2 | (-9.4,0.9) |
| 16 to 18 | $51.1$ | (47.0,55.1) | $51.9$ | $(47.8,56.0)$ | $50.9$ | $(47.1,54.8)$ | -0.1 | (-5.4,5.1) | -1.0 | (-5.7,3.8) |
|  | N/A | N/A | $52.3$ | $(47.9,56.6)$ | $53.2$ | (47.9,58.3) | N/A | N/A | 0.9 | (-6.0,7.8) |
| 14 to 18 | 58.8 | (55.7,61.8) | 57.7 | (54.9,60.4) | 55.9 | (52.9,58.9) | -2.8 | (-6.5,0.8) | -1.7 | (-5.1,1.7) |
|  | N/A | N/A | 58.8 | (56.1,61.5) | 57.1 | $(53.5,60.7)$ | N/A | N/A | -1.7 | (-5.9,2.5) |
| 12 to 18 | 63.5 | (61.0,65.9) | 62.7 | (60.5,64.9) | 61.2 | (58.5,63.8) | -2.4 | (-5.4,0.7) | -1.5 | (-4.3,1.2) |
|  | N/A | N/A | 63.3 | $(61.1,65.4)$ | 61.5 | $(58.8,64.2)$ | N/A | N/A | -1.7 | (-4.9,1.4) |

Table 6-5. Parents, ${ }^{1}$ and youth's reports on fun activities ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Percent of parents and children reporting participation in three or more fun activities in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspectiveChild perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 Est 95\% CI |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI |  |  | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 61.8 | (58.3,65.2) | 59.9 | (56.9,62.8) | 58.2 | (54.2,62.1) | -3.6 | (-8.3,1.1) | -1.7 | (-6.3,3.0) |
|  | N/A | N/A | 59.4 | (56.4,62.3) | 58.6 | (54.7,62.4) | N/A | N/A | -0.8 | (-5.5,4.0) |
| Females | 65.3 | (62.4,68.2) | 65.7 | (62.3,68.9) | 64.3 | (61.0,67.4) | -1.1 | (-4.9,2.8) | -1.4 | (-5.4,2.5) |
|  | N/A | N/A | 67.4 | (64.6,70.2) | 64.6 | (61.4,67.6) | N/A | N/A | -2.9 | (-6.7,1.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 64.8 | (62.1,67.4) | 65.4 | (62.5,68.2) | 62.3 | (59.1,65.3) | -2.5 | (-6.4,1.4) | -3.1 | (-6.6,0.3) |
|  | N/A | N/A | 64.6 | (61.8,67.2) | 58.9 | (55.6,62.1) | N/A | N/A | -5.7 | *(-9.5,-1.9) |
| African American | 61.5 | (54.1,68.3) | 55.2 | (50.4,59.9) | 56.9 | (50.5,63.1) | -4.5 | (-13.3,4.3) | 1.8 | $(-7.2,10.7)$ |
|  | N/A | N/A | 58.6 | $(51.9,65.0)$ | 66.7 | (60.2,72.5) | N/A | N/A | 8.0 | * (1.4,14.6) |
| Hispanic | 57.7 | (51.5,63.6) | 58.1 | (52.6,63.4) | 62.4 | (55.0,69.3) | 4.7 | (-6.0,15.5) | 4.3 | (-2.7,11.3) |
|  | N/A | N/A | 64.7 | (58.2,70.7) | 67.3 | $(61.3,72.8)$ | N/A | N/A | 2.6 | (-6.1,11.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 52.7 | (48.7,56.7) | 52.6 | (49.0,56.1) | 50.0 | $(46.0,53.9)$ | -2.7 | (-7.5,2.1) | -2.6 | (-7.6,2.4) |
|  | N/A | N/A | 49.5 | (45.7,53.2) | 48.3 | $(44.3,52.4)$ | N/A | N/A | -1.2 | (-5.9,3.6) |
| Lower risk | 69.9 | (66.7,72.9) | 69.4 | (66.8,72.0) | 67.8 | (64.5,70.9) | -2.1 | (-6.0,1.8) | -1.6 | (-5.4,2.2) |
|  | N/A | N/A | 71.4 | (68.6,74.0) | 70.0 | (66.7,73.0) | N/A | N/A | -1.4 | (-5.0,2.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 60.4 | (57.1,63.6) | 59.4 | (56.4,62.4) | 55.7 | (52.3,59.0) | -4.7 | *(-8.9,-0.5) | -3.7 | (-7.6,0.2) |
|  | N/A | N/A | 58.8 | (56.0,61.5) | 51.9 | $(48.2,55.7)$ | N/A | N/A | -6.9 | *(-11.6,-2.1) |
| Low | 66.6 | (63.0,70.1) | 66.9 | (63.6,69.9) | 67.1 | (63.2,70.8) | 0.5 | (-3.9,4.9) | 0.3 | (-4.0,4.5) |
|  | N/A | N/A | 68.5 | (65.3,71.5) | 71.9 | (67.8,75.7) | N/A | N/A | 3.4 | (-0.9,7.7) |

Table 6-5. Parents, ${ }^{1}$ and youth's reports on fun activities ${ }^{2,3}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking, and parent gender and education (continued)

| Characteristics | Percent of parents and children reporting participation in three or more fun activities in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Parent gender |  |  |  |  |  |  |  |  |  |  |
| Males | 64.4 | (60.8,67.8) | 64.9 | (60.9,68.7) | 60.2 | (56.0,64.2) | -4.2 | (-9.6,1.2) | -4.7 | *(-9.4,0.0) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Females | 63.0 | (59.5,66.5) | 61.6 | (59.3,63.9) | 61.7 | (58.7,64.6) | -1.3 | (-5.4,2.7) | 0.1 | (-2.9,3.1) |
|  | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| Parent education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 56.0 | (49.6,62.2) | 55.6 | (51.2,59.9) | 55.4 | (48.5,62.1) | -0.6 | (-9.7,8.5) | -0.2 | (-7.9,7.4) |
|  | N/A | N/A | 61.1 | $(55.1,66.7)$ | 63.4 | (57.0,69.4) | N/A | N/A | 2.3 | (-6.7,11.3) |
| High school graduate | 59.8 | (56.6,62.8) | 58.6 | (54.8,62.3) | 59.8 | (55.3,64.2) | 0.0 | (-4.8,4.9) | 1.2 | (-4.5,6.8) |
|  | N/A | N/A | 61.7 | (57.4,65.8) | 57.2 | $(51.4,62.8)$ | N/A | N/A | -4.5 | $(-10.8,1.8)$ |
| Some college | 66.1 | (61.6,70.3) | 67.7 | (64.0,71.2) | 61.6 | (56.6,66.3) | -4.5 | (-10.8,1.7) | -6.1 | *(-11.2,-1.1) |
|  | N/A | N/A | 67.0 | (63.4,70.5) | 61.1 | $(56.2,65.8)$ | N/A | N/A | -5.9 | *(-10.9,-0.9) |
| College graduate | 69.9 | (64.7,74.6) | 67.1 | (62.3,71.4) | 65.4 | (61.3,69.3) | -4.4 | (-11.7,2.8) | -1.6 | (-7.7,4.4) |
|  | N/A | N/A | 64.5 | (60.6,68.2) | 65.8 | $(60.5,70.7)$ | N/A | N/A | 1.3 | (-5.0,7.6) |

[^68]Table 6-6. Percent of parents ${ }^{1}$ and their children who reported conversation ${ }^{2}$ about family rules or expectations about drug use in past 6 months, by age of child

## Talking with children about drugs

| Age of child | Percent reporting they had conversation about family rules or expectations about drug use |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 78.8 | (76.0,81.4) | 81.6 | (78.8,84.2) | 84.0 | (81.3,86.5) | 5.2 | *(2.3,8.1) | 2.4 | (-1.1,5.9) |
|  | 59.3 | (56.4,62.1) | 53.9 | $(51.0,56.9)$ | 53.3 | $(49.8,56.9)$ | -5.9 | *(-10.0,-1.8) | -0.6 | (-5.2,4.0) |
| 14 to 15 | 80.8 | $(76.0,84.7)$ | 81.0 | (77.3,84.2) | 85.1 | (82.1,87.7) | 4.3 | (-1.0,9.6) | 4.1 | *(0.7,7.6) |
|  | 53.9 | $(50.0,57.7)$ | 49.5 | $(46.1,52.9)$ | 48.3 | $(44.1,52.6)$ | -5.5 | *(-11.0,0.0) | -1.2 | (-6.7,4.4) |
| 16 to 18 | 77.0 | (73.6,80.1) | 81.7 | (78.3,84.7) | 79.6 | (75.5,83.1) | 2.6 | (-2.7,7.8) | -2.2 | (-7.3,3.0) |
|  | 46.4 | (43.3,49.5) | 46.0 | (42.4,49.5) | 42.4 | (39.0,45.9) | -4.0 | (-8.1,0.2) | -3.5 | (-8.1,1.0) |
| 14 to 18 | 78.7 | (75.6,81.6) | 81.4 | (78.8,83.7) | 82.0 | (79.3,84.4) | 3.2 | (-1.0,7.4) | 0.6 | (-2.8,4.0) |
|  | 49.8 | $(47.1,52.5)$ | 47.6 | (44.9,50.2) | 44.9 | (42.4,47.5) | -4.8 | *(-8.0,-1.7) | -2.6 | (-5.9,0.7) |
| 12 to 18 | 78.8 | (76.3,81.0) | 81.5 | (79.2,83.5) | 82.6 | (80.4,84.6) | 3.8 | *(0.6,7.0) | 1.1 | (-1.6,3.9) |
|  | 52.5 | $(50.3,54.8)$ | 49.4 | $(47.3,51.6)$ | 47.4 | (45.2,49.6) | -5.1 | *(-7.8,-2.4) | -2.0 | $(-4.8,0.7)$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-7. Percent of parents ${ }^{1}$ and their children who reported conversation ${ }^{2}$ about specific things the child could do to stay away from drugs in past 6 months, by age of child

Talking with children about drugs

| Age of child | Percent reporting they had conversation about specific things child could do to stay away from drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 70.9 | (68.4,73.2) | 75.0 | (72.1,77.8) | 76.1 | (73.0,78.9) | 5.2 | *(1.7,8.7) | 1.0 | (-2.8,4.9) |
|  | 56.9 | $(53.5,60.2)$ | 53.3 | $(50.5,56.0)$ | 52.2 | (49.0,55.4) | -4.7 | *(-9.1,-0.3) | -1.0 | (-5.2,3.1) |
| 14 to 15 | 66.6 | (61.9,71.1) | 73.9 | (70.2,77.3) | 77.6 | (74.0,80.8) | 11.0 | *(5.2,16.8) | 3.7 | (-0.5,8.0) |
|  | 47.4 | (43.8,51.1) | 40.4 | (36.8,44.0) | 43.5 | (39.7,47.4) | -3.9 | (-8.7,0.8) | 3.2 | $(-2.0,8.3)$ |
| 16 to 18 | 65.3 | (61.4,69.0) | 67.9 | (64.2,71.5) | 68.7 | (64.0,73.1) | 3.4 | $(-2.1,9.0)$ | 0.8 | (-4.5,6.2) |
|  | 35.7 | $(32.4,39.1)$ | 35.0 | $(32.1,38.1)$ | 33.7 | $(30.5,37.2)$ | -2.0 | $(-6.3,2.3)$ | -1.3 | (-5.3,2.7) |
| 14 to 18 | 65.9 | $(62.8,68.9)$ | 70.7 | (68.1,73.2) | 72.6 | (69.4,75.6) | 6.7 | *(2.1,11.2) | 1.9 | (-1.4,5.2) |
|  | 41.0 | $(38.5,43.6)$ | 37.4 | $(34.8,40.1)$ | 37.9 | $(35.3,40.6)$ | -3.1 | (-6.3,0.1) | 0.5 | (-2.7,3.6) |
| 12 to 18 | 67.4 | $(64.8,69.9)$ | 72.0 | (69.8,74.0) | 73.6 | (71.0,76.1) | 6.2 | *(2.7,9.8) | 1.7 | (-1.1,4.4) |
|  | 45.6 | $(43.3,48.0)$ | 42.1 | (40.0,44.1) | 42.1 | (39.9,44.4) | -3.5 | *(-6.3,-0.7) | 0.0 | (-2.4,2.5) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-8. Percent of parents ${ }^{1}$ and their children who reported conversation ${ }^{2}$ about drug use in movies, music, and on TV in past 6 months, by age of child

## Talking with children about drugs

| Age of child | Percent reporting they had conversations about drug use in movies, music, and on TV |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 Est $95 \%$ CI |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI |  |  | Est | 95\% CI |
| 12 to 13 | 60.0 | (57.0,63.0) | 65.4 | (61.6,69.0) | 64.1 | (59.7,68.3) | 4.1 | *(0.3,7.9) | -1.3 | (-5.8,3.3) |
|  | 45.1 | (42.6,47.7) | 40.3 | $(37.3,43.4)$ | 38.8 | $(35.5,42.3)$ | -6.3 | *(-10.3,-2.3) | -1.4 | $(-5.6,2.7)$ |
| 14 to 15 | 59.3 | (54.7,63.6) | 60.3 | (55.8,64.6) | 66.4 | (62.3,70.2) | 7.1 | *(2.2,12.0) | 6.1 | *(0.5,11.6) |
|  | 34.6 | (31.0,38.5) | 34.7 | (30.9,38.6) | 35.9 | $(32.3,39.5)$ | 1.2 | (-3.8,6.3) | 1.2 | (-3.8,6.1) |
| 16 to 18 | 52.9 | (48.2,57.5) | 59.7 | (55.8,63.6) | 58.1 | (54.5,61.6) | 5.2 | (-0.3,10.8) | -1.6 | (-5.9,2.7) |
|  | 28.1 | (24.9,31.5) | 29.8 | (26.8,32.9) | 26.8 | (23.4,30.6) | -1.2 | (-5.1,2.6) | -2.9 | (-7.1,1.2) |
| 14 to 18 | 55.8 | (52.6,59.1) | 60.0 | (56.9,63.0) | 61.7 | (58.8,64.5) | 5.9 | *(2.5,9.2) | 1.7 | (-1.6,5.0) |
|  | 31.0 | (28.6,33.6) | 32.0 | (29.7,34.4) | 30.7 | (28.0,33.5) | -0.3 | (-3.4,2.7) | -1.3 | (-4.7,2.0) |
| 12 to 18 | 57.1 | (54.3,59.8) | 61.6 | (58.6,64.5) | 62.4 | (59.7,65.1) | 5.3 | *(2.6,8.1) | 0.8 | (-2.0,3.6) |
|  | 35.1 | (33.1,37.2) | 34.4 | (32.5,36.4) | 33.1 | (30.8,35.5) | -2.0 | (-4.5,0.4) | -1.3 | (-4.1,1.4) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-9. Percent of parents ${ }^{1}$ and their children who reported conversation ${ }^{2}$ about people they know who have gotten in trouble with drugs in past 6 months, by age of child

## Talking with children about drugs

| Age of child | Percent reporting they had conversation about people they know who have gotten in trouble with drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 65.6 | (62.6,68.4) | 66.2 | (62.2,69.9) | 66.7 | (62.8,70.4) | 1.2 | (-2.3,4.6) | 0.6 | (-3.1,4.2) |
|  | 45.0 | (42.0,47.9) | 40.0 | $(37.3,42.7)$ | 41.1 | (37.6,44.6) | -3.9 | (-8.2,0.5) | 1.1 | (-2.7,4.9) |
| 14 to 15 | 69.7 | (65.2,73.8) | 72.0 | (67.5,76.1) | 77.7 | (74.1,81.0) | 8.0 | *(3.0,13.1) | 5.7 | *(0.9,10.5) |
|  | 51.1 | $(47.3,55.0)$ | 47.7 | (43.9,51.6) | 50.4 | (46.7,54.1) | -0.7 | (-5.2,3.7) | 2.7 | (-3.1,8.4) |
| 16 to 18 | 72.2 | $(67.4,76.6)$ | 77.4 | (73.8,80.6) | 78.9 | (75.5,82.0) | 6.7 | *(1.4,12.0) | 1.6 | (-3.0,6.1) |
|  | 54.0 | (50.2,57.7) | 54.2 | $(50.7,57.7)$ | 50.6 | $(46.3,54.9)$ | -3.4 | (-9.1,2.2) | -3.6 | (-9.2,1.9) |
| 14 to 18 | 71.0 | (67.1,74.6) | 74.9 | (71.6,77.9) | 78.4 | (76.0,80.7) | 7.4 | *(3.3,11.4) | 3.5 | *(0.2,6.8) |
|  | 52.7 | $(49.9,55.5)$ | 51.3 | (48.5,54.1) | 50.5 | $(47.3,53.7)$ | -2.2 | (-6.5,2.1) | -0.8 | (-5.0,3.4) |
| 12 to 18 | 69.4 | (66.3,72.4) | 72.3 | (69.3,75.1) | 74.9 | (72.7,77.1) | 5.5 | *(2.7,8.3) | 2.6 | $(0.0,5.3)$ |
|  | 50.5 | $(48.1,52.8)$ | 48.0 | $(45.7,50.3)$ | 47.7 | $(45.1,50.3)$ | -2.7 | (-6.1,0.6) | -0.3 | (-3.6,3.1) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-10. Percent of parents ${ }^{1}$ and their children who reported having two or more conversations ${ }^{2}$ with their children/parents about drugs in past 6 months, by youth age, gender, race/ethnicity, risk score, and sensation seeking

## Talking with children about drugs



## Youth aged 12 to 18

| 12 to 13 | 79.2 | (76.4,81.8) | 81.3 | (78.4,83.8) | 82.3 | (79.8,84.5) | 3.1 | *(0.4,5.8) | 1.0 | (-1.9,4.0) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 57.8 | $(54.6,60.8)$ | 52.0 | $(49.2,54.7)$ | 49.1 | (45.7,52.4) | -8.7 | *(-13.1,-4.3) | -2.9 | (-7.4,1.6) |
| 14 to 15 | 80.5 | (75.8,84.5) | 84.1 | (80.5,87.1) | 85.4 | (81.6,88.5) | 4.9 | $(-0.4,10.3)$ | 1.3 | (-2.9,5.6) |
|  | 55.2 | $(51.2,59.2)$ | 51.7 | (48.1,55.3) | 51.0 | (46.9,55.1) | -4.2 | (-8.9,0.4) | -0.7 | $(-6.2,4.7)$ |
| 16 to 18 | 79.0 | (75.8,82.0) | 82.6 | (79.6,85.2) | 83.0 | (79.6,85.9) | 3.9 | $(-0.7,8.6)$ | 0.4 | (-3.5,4.4) |
|  | 50.0 | $(46.4,53.7)$ | 46.4 | (42.8,50.0) | 47.5 | (43.8,51.3) | -2.5 | $(-7.6,2.6)$ | 1.1 | $(-3.8,6.1)$ |
| 14 to 18 | 79.7 | (76.8,82.4) | 83.3 | (81.0,85.3) | 84.0 | (81.3,86.5) | 4.3 | *(0.5,8.1) | 0.8 | (-2.2,3.7) |
|  | 52.4 | (49.6,55.2) | 48.8 | $(46.3,51.3)$ | 49.0 | (46.0,52.0) | -3.4 | (-7.0,0.2) | 0.2 | (-3.2,3.7) |
| 12 to 18 | 79.6 | (77.0,81.9) | 82.7 | (80.7,84.5) | 83.5 | (81.3,85.6) | 4.0 | *(1.1,6.8) | 0.8 | (-1.4,3.1) |
|  | 53.9 | (51.6,56.2) | 49.7 | (47.7,51.7) | 49.0 | (46.8,51.2) | -4.9 | *(-7.5,-2.3) | -0.7 | (-3.3,1.8) |

Table 6-10. Percent of parents ${ }^{1}$ and their children who reported having two or more conversations ${ }^{2}$ with their children/parents about drugs in past 6 months, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

Talking with children about drugs

| Characteristics | Percent reporting they had two or more conversations about drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 81.6 | (78.8,84.2) | 82.8 | $(80.5,84.9)$ | 85.8 | (82.9,88.3) | 4.2 | *(0.6,7.7) | 3.0 | (-0.3,6.3) |
|  | 53.4 | $(50.5,56.2)$ | 46.5 | (43.8,49.2) | 46.3 | $(43.3,49.4)$ | -7.0 | *(-10.6,-3.4) | -0.1 | (-3.7,3.4) |
| Females | 77.4 | (74.1,80.3) | 82.5 | (79.9,84.9) | 81.1 | $(77.7,84.1)$ | 3.7 | (-0.6,8.0) | -1.4 | (-4.5,1.6) |
|  | 54.5 | $(51.3,57.7)$ | 53.1 | $(50.1,56.2)$ | 51.8 | (48.9,54.7) | -2.7 | (-6.2,0.8) | -1.3 | (-5.4,2.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 80.0 | $(77.1,82.7)$ | 83.2 | (80.9,85.3) | 83.5 | $(80.7,85.9)$ | 3.5 | (-0.1,7.0) | 0.3 | (-2.4,2.9) |
|  | 53.0 | $(50.5,55.6)$ | 49.0 | (46.4,51.6) | 46.7 | (43.9,49.6) | -6.3 | *(-9.5,-3.1) | -2.3 | (-5.4,0.9) |
| African American | 79.8 | (74.3,84.3) | 80.4 | (75.0,84.8) | 84.4 | $(77.9,89.3)$ | 4.7 | (-1.9,11.2) | 4.1 | (-1.8,9.9) |
|  | 56.3 | (50.3,62.2) | 53.2 | $(47.4,59.0)$ | 58.8 | (54.0,63.4) | 2.5 | $(-4.5,9.5)$ | 5.6 | $(-1.5,12.7)$ |
| Hispanic | 79.6 | (74.8,83.8) | 84.8 | $(80.2,88.4)$ | 87.2 | (82.7,90.7) | 7.6 | *(1.5,13.6) | 2.4 | (-3.7,8.5) |
|  | 58.1 | (52.6,63.3) | 50.4 | (45.4,55.4) | 52.4 | $(45.9,58.8)$ | -5.7 | (-13.8,2.5) | 2.0 | (-4.8,8.7) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 81.3 | (78.4,83.9) | 83.8 | (80.4,86.6) | 83.2 | (79.4,86.5) | 1.9 | (-2.3,6.1) | -0.5 | (-4.8,3.7) |
|  | 53.5 | (49.9,57.1) | 49.6 | $(46.1,53.0)$ | 49.4 | (45.3,53.4) | -4.2 | (-9.8,1.5) | -0.2 | (-4.7,4.3) |
| Lower risk | 78.5 | (75.3,81.4) | 82.1 | (79.2,84.6) | 83.9 | (81.7,86.0) | 5.4 | *(2.2,8.6) | 1.9 | (-1.0,4.7) |
|  | 54.7 | (51.8,57.5) | 50.9 | $(48.2,53.6)$ | 48.9 | (46.2,51.5) | -5.8 | *(-8.9,-2.8) | -2.0 | $(-5.6,1.6)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 81.3 | (78.5,83.8) | 83.3 | (80.7,85.5) | 85.1 | (82.2,87.6) | 3.8 | *(0.6,7.0) | 1.8 | (-1.5,5.2) |
|  | 50.8 | $(48.1,53.5)$ | 47.6 | (44.6,50.8) | 45.6 | $(42.6,48.6)$ | -5.2 | *(-9.0,-1.5) | -2.1 | (-5.7,1.5) |
| Low | 77.6 | (73.7,81.0) | 81.8 | (78.4,84.8) | 81.6 | (78.1,84.6) | 4.0 | (-0.6,8.6) | -0.3 | (-4.3,3.7) |
|  | 57.7 | (54.1,61.1) | 52.4 | $(49.8,55.1)$ | 52.8 | (49.9,55.7) | -4.8 | *(-8.6,-1.1) | 0.4 | (-3.5,4.3) |

[^69]Table 6-11. Percent of parents ${ }^{1}$ and their children who reported that parents know what child is doing when he or she is away from home ${ }^{2}$, by age of child

## Monitoring Children

| Age of child | Percent saying they know what child is doing when s/he is away from home <br> Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ (\operatorname{Jan} \text { 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 67.2 | (64.2,70.0) | 72.7 | (70.1,75.1) | 71.4 | $(67.7,74.9)$ | 4.2 | (-0.5,8.9) | -1.3 | (-5.4,2.9) |
|  | 52.5 | $(49.5,55.5)$ | 53.3 | (50.4,56.2) | 56.4 | $(53.5,59.3)$ | 3.9 | * $(0.1,7.7)$ | 3.1 | (-1.0,7.1) |
| 14 to 15 | 61.8 | (58.2,65.2) | 62.5 | (58.9,66.0) | 65.9 | $(62.7,68.9)$ | 4.1 | (-0.3,8.5) | 3.3 | (-1.5,8.2) |
|  | 46.7 | (43.2,50.3) | 49.3 | $(45.7,52.9)$ | 51.4 | $(48.0,54.8)$ | 4.7 | $(-0.3,9.7)$ | 2.2 | (-3.0,7.4) |
| 16 to 18 | 50.9 | (47.3,54.5) | 53.8 | (49.4,58.2) | 50.8 | $(46.8,54.7)$ | -0.1 | (-4.9,4.7) | -3.1 | (-9.2,3.1) |
|  | 41.0 | (38.0,44.0) | 41.5 | (37.7,45.4) | 41.8 | (38.4,45.4) | 0.8 | (-2.9,4.6) | 0.3 | $(-4.2,4.8)$ |
| 14 to 18 | 55.9 | (53.3,58.5) | 57.8 | (54.6,61.0) | 57.3 | $(54.7,59.9)$ | 1.4 | (-1.6,4.3) | -0.5 | (-4.7,3.6) |
|  | 43.6 | (41.0,46.2) | 45.0 | $(42.1,48.0)$ | 45.9 | $(43.5,48.3)$ | 2.3 | $(-0.8,5.5)$ | 0.9 | $(-2.5,4.4)$ |
| 12 to 18 | 59.2 | (57.0,61.4) | 62.2 | (59.7,64.7) | 61.5 | (59.4,63.6) | 2.3 | (-0.3,4.9) | -0.7 | (-4.2,2.7) |
|  | 46.2 | (44.3,48.0) | 47.5 | $(45.1,49.8)$ | 49.0 | (47.0,51.0) | 2.8 | *(0.6,5.0) | 1.5 | (-1.1,4.1) |

[^70]Table 6-12. Percent of parents ${ }^{1}$ and their children who reported that parents know what child's plans are for the coming day ${ }^{2}$, by age of child

## Monitoring Children

| Age of child | Percent saying they always or almost always know what child's plans are for the coming day Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 64.2 | (61.3,67.0) | 69.5 | (66.6,72.3) | 72.1 | (68.6,75.4) | 7.9 | *(3.1,12.8) | 2.6 | (-1.2,6.5) |
|  | 34.7 | $(31.7,37.8)$ | 35.2 | (32.2,38.2) | 37.3 | $(33.5,41.3)$ | 2.7 | (-1.4,6.7) | 2.2 | (-2.1,6.5) |
| 14 to 15 | 58.5 | (54.2,62.6) | 59.8 | (55.5,63.9) | 65.8 | (62.5,69.0) | 7.4 | *(1.5,13.2) | 6.1 | *(0.9,11.2) |
|  | 31.6 | (28.0,35.3) | 32.5 | (28.7,36.5) | 34.8 | $(31.1,38.8)$ | 3.3 | (-1.6,8.2) | 2.4 | (-3.2,7.9) |
| 16 to 18 | 49.7 | $(45.7,53.7)$ | 51.7 | (47.6,55.8) | 53.2 | (49.3,57.1) | 3.5 | (-1.4,8.5) | 1.5 | (-3.5,6.5) |
|  | 28.4 | (24.9,32.2) | 25.0 | (21.4,29.0) | 26.6 | (23.2,30.3) | -1.8 | (-6.5,2.9) | 1.5 | $(-3.6,6.7)$ |
| 14 to 18 | 53.8 | (50.8,56.7) | 55.5 | (52.2,58.6) | 58.7 | (55.8,61.5) | 4.9 | *(0.8,9.0) | 3.2 | (-0.8,7.3) |
|  | 29.8 | $(26.9,32.9)$ | 28.4 | (25.7,31.2) | 30.1 | $(27.5,32.9)$ | 0.3 | (-3.1,3.7) | 1.7 | (-1.7,5.1) |
| 12 to 18 | 56.8 | (54.5,59.1) | 59.6 | (57.2,62.0) | 62.7 | $(60.7,64.7)$ | 5.9 | *(3.0,8.7) | 3.1 | *(0.2,6.0) |
|  | 31.2 | (28.8,33.8) | 30.4 | (28.2,32.7) | 32.2 | (29.8,34.8) | 1.0 | (-1.7,3.7) | 1.9 | $(-0.8,4.5)$ |

[^71]Table 6-13. Percent of parents ${ }^{1}$ and their children who reported saying child never spends free time in the afternoons hanging out with friends without adult supervision ${ }^{2}$, by age of child

## Monitoring Children

| Age of child | Percent saying they never spend unsupervised free time in the afternoons hanging out with friends |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | $\begin{aligned} & 33.6 \\ & 15.9 \end{aligned}$ | $(31.1,36.1)$ $(14.1,17.9)$ | $\begin{aligned} & \mathbf{3 7 . 8} \\ & 20.2 \end{aligned}$ | $(34.8,41.0)$ | $\begin{array}{r} \mathbf{3 8 . 4} \\ 15.8 \end{array}$ | $\begin{array}{r} (\mathbf{3 4 . 8 , 4 2 . 2}) \\ (13.7,18.2) \end{array}$ | $\begin{array}{r} 4.9 \\ -0.1 \end{array}$ | $\begin{aligned} & *(\mathbf{0 . 8 , 9 . 0}) \\ & (-3.1,2.9) \end{aligned}$ | $\begin{array}{r} 0.6 \\ -4.4 \end{array}$ | $\begin{array}{r} \mathbf{( - 3 . 8 , 5 . 0 )} \\ *(-7.5,-1.2) \end{array}$ |
| 14 to 15 | $\begin{array}{r} 26.8 \\ 8.3 \end{array}$ | $\begin{array}{r} (\mathbf{2 3 . 4 , 3 0 . 5}) \\ (6.2,11.0) \end{array}$ | $\begin{array}{r} 23.3 \\ 6.3 \end{array}$ | $\begin{array}{r} (\mathbf{2 0 . 5 , 2 6 . 3}) \\ (5.0,8.0) \end{array}$ | $\begin{array}{r} 28.2 \\ 7.3 \end{array}$ | $\begin{array}{r} (24.9,31.9) \\ (6.0,9.0) \end{array}$ | $\begin{array}{r} \mathbf{1 . 5} \\ -0.9 \end{array}$ | $\begin{aligned} & (-3.6,6.5) \\ & (-3.7,1.9) \end{aligned}$ | $\begin{aligned} & 5.0 \\ & 1.0 \end{aligned}$ | $\begin{gathered} *(0.2,9.7) \\ (-1.2,3.2) \end{gathered}$ |
| 16 to 18 | $\begin{array}{r} 16.9 \\ 5.6 \end{array}$ | $\begin{array}{r} (14.2,19.9) \\ (4.1,7.6) \end{array}$ | $\begin{array}{r} \mathbf{1 5 . 5} \\ 3.7 \end{array}$ | $\begin{array}{r} (\mathbf{1 2 . 6 , 1 8 . 9}) \\ (2.6,5.4) \end{array}$ | $\begin{array}{r} 16.9 \\ 2.9 \end{array}$ | $\begin{array}{r} (\mathbf{1 4 . 0 , 2 0 . 3}) \\ (2.0,4.1) \end{array}$ | $\begin{array}{r} \mathbf{0 . 1} \\ -2.7 \end{array}$ | $\begin{array}{r} (-3.7,3.9) \\ *(-4.5,-1.0) \end{array}$ | $\begin{array}{r} 1.4 \\ -0.9 \end{array}$ | $\begin{aligned} & \mathbf{( - 2 . 9 , 5 . 8 )} \\ & (-2.2,0.4) \end{aligned}$ |
| 14 to 18 | $\begin{array}{r} 21.4 \\ 6.8 \end{array}$ | $\begin{array}{r} (\mathbf{1 9 . 3 , 2 3 . 8}) \\ (5.6,8.3) \end{array}$ | $\begin{array}{r} 19.1 \\ 4.9 \end{array}$ | $\begin{array}{r} (\mathbf{1 7 . 0 , 2 1 . 4}) \\ (3.9,6.2) \end{array}$ | $\begin{array}{r} 21.8 \\ 4.8 \end{array}$ | $\begin{array}{r} (19.3,24.6) \\ (4.0,5.6) \end{array}$ | $\begin{array}{r} 0.4 \\ -2.0 \end{array}$ | $\begin{array}{r} (-2.9,3.7) \\ *(-3.5,-0.6) \end{array}$ | $\begin{array}{r} 2.7 \\ -0.1 \end{array}$ | $\begin{aligned} & (\mathbf{- 0 . 7 , 6 . 2}) \\ & (-1.4,1.1) \end{aligned}$ |
| 12 to 18 | $\begin{array}{r} 25.0 \\ 9.5 \end{array}$ | $\begin{array}{r} (23.3,26.7) \\ (8.4,10.6) \end{array}$ | $\begin{array}{r} 24.6 \\ 9.4 \end{array}$ | $\begin{array}{r} (\mathbf{2 2 . 7}, \mathbf{2 6 . 7}) \\ (8.3,10.6) \end{array}$ | $\begin{array}{r} 26.8 \\ 8.0 \end{array}$ | $\begin{array}{r} (\mathbf{2 4 . 5 , 2 9 . 2}) \\ (7.2,9.0) \end{array}$ | $\begin{array}{r} \mathbf{1 . 8} \\ -1.4 \end{array}$ | $\begin{array}{r} (-0.8,4.4) \\ *(-2.7,-0.2) \end{array}$ | $\begin{array}{r} 2.2 \\ -1.4 \end{array}$ | $\begin{array}{r} (-\mathbf{0 . 7}, \mathbf{5 . 0}) \\ *(-2.7,-0.1) \end{array}$ |

[^72]${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-14. Percent of parents ${ }^{1}$ who reported that they personally know child's friends very well ${ }^{2}$, by age of child

## Monitoring Children

| Age of child | Percent saying they personally know child's friends very well |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves1 and 2 (2000) to Wave 5Est $\quad 95 \%$ CI |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI |  |  | Est | 95\% CI |
| 12 to 13 | 40.8 | (38.0,43.7) | 45.1 | (42.4,47.8) | 44.9 | (41.6,48.2) | 4.0 | $(-0.8,8.9)$ | -0.2 | (-3.9,3.4) |
| 14 to 15 | 35.0 | (31.9,38.3) | 34.6 | (31.6,37.7) | 37.5 | (33.9,41.3) | 2.5 | (-2.2,7.2) | 3.0 | (-1.6,7.5) |
| 16 to 18 | 32.5 | (29.2,36.1) | 34.5 | (31.3,37.7) | 33.9 | $(30.2,37.7)$ | 1.3 | (-3.9,6.6) | -0.6 | $(-5.6,4.4)$ |
| 14 to 18 | 33.7 | (31.3,36.1) | 34.5 | $(32.3,36.8)$ | 35.5 | (32.8,38.2) | 1.8 | (-1.8,5.4) | 0.9 | $(-2.5,4.4)$ |
| 12 to 18 | 35.8 | (33.9,37.7) | 37.6 | (35.8,39.5) | 38.3 | (36.1,40.5) | 2.5 | $(-0.6,5.5)$ | 0.6 | (-2.0,3.2) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-15. Percent of parents ${ }^{1}$ who reported that they require child to be home before midnight ${ }^{2}$ on weekends, by age of child

## Monitoring Children

| Age of child | Percent saying they require child to be home before midnight |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves1 and $2(2000)$ to Wave 5Est $\quad 95 \%$ CI |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI |  |  | Est | 95\% CI |
| 12 to 13 | 95.8 | (94.2,97.0) | 96.1 | (93.0,97.8) | 96.0 | (93.9,97.4) | 0.2 | (-1.9,2.3) | -0.1 | (-2.1,2.0) |
| 14 to 15 | 95.1 | (93.1,96.6) | 94.6 | $(92.1,96.4)$ | 95.9 | $(94.5,97.0)$ | 0.8 | (-1.3,2.9) | 1.3 | (-1.0,3.6) |
| 16 to 18 | 85.0 | (82.2,87.4) | 83.7 | (81.1,86.0) | 83.4 | (80.2,86.2) | -1.6 | (-5.4,2.2) | -0.4 | (-3.5,2.8) |
| 14 to 18 | 89.7 | (87.7,91.3) | 88.8 | (87.2,90.2) | 88.8 | (86.9,90.5) | -0.8 | (-3.2,1.5) | 0.0 | (-1.9,2.0) |
| 12 to 18 | 91.5 | (89.9,92.8) | 90.9 | $(89.5,92.2)$ | 90.9 | (89.4,92.3) | -0.5 | (-2.4,1.4) | 0.0 | (-1.6,1.6) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These parent questions were repeated separately for each sample child.

Table 6-16. Parent ${ }^{1}$ and youth reports of engaging in projects or activities with children ${ }^{2}$ in past week, by youth age, gender, race/ethnicity, risk score, and sensation seeking

## Engaging in fun family activities

| Characteristics | Percent saying they did projects or activities with child at home more than once in past week <br> Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 69.3 | (66.7,71.8) | 69.3 | (66.4,72.1) | 70.1 | (66.5,73.4) | 0.8 | (-3.3,4.8) | 0.8 | (-3.1,4.6) |
|  | N/A | N/A | 61.2 | $(58.5,63.8)$ | 61.3 | (57.9,64.5) | N/A | N/A | 0.1 | (-4.0,4.2) |
| 14 to 15 | 63.2 | (59.3,67.1) | 58.2 | (54.3,62.0) | 58.8 | (54.8,62.7) | -4.4 | (-9.6,0.7) | 0.6 | (-4.6,5.8) |
|  | N/A | N/A | 52.2 | $(48.5,55.8)$ | 50.5 | (46.9,54.1) | N/A | N/A | -1.6 | (-6.2,2.9) |
| 16 to 18 | 48.3 | (43.9,52.8) | 48.3 | (44.6,52.1) | 48.7 | $(44.7,52.8)$ | 0.4 | (-5.2,6.0) | 0.4 | (-4.3,5.1) |
|  | N/A | N/A | 41.9 | $(38.5,45.3)$ | 46.0 | $(41.5,50.5)$ | N/A | N/A | 4.1 | $(-1.3,9.5)$ |
| 14 to 18 | 55.2 | (52.1,58.3) | 52.9 | (50.3,55.5) | 53.1 | (50.0,56.2) | -2.1 | (-6.0,1.8) | 0.2 | (-3.4,3.7) |
|  | N/A | N/A | 46.5 | (44.0,49.1) | 47.9 | (44.8,51.0) | N/A | N/A | 1.4 | (-2.2,5.0) |
| 12 to 18 | 59.4 | (56.8,61.9) | 57.8 | $(55.7,59.8)$ | 58.2 | (55.4,60.9) | -1.2 | (-4.5,2.1) | 0.4 | (-2.6,3.4) |
|  | N/A | N/A | 50.8 | (49.0,52.7) | 51.9 | (49.4,54.3) | N/A | N/A | 1.0 | (-1.9,3.9) |

Table 6-16. Parent ${ }^{1}$ and youth reports of engaging in projects or activities with children ${ }^{2}$ in past week, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

## Engaging in fun family activities

| Characteristics | Percent saying they did projects or activities with child at home more than once in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 58.9 | (55.6,62.2) | 56.0 | (52.9,59.0) | 56.6 | (52.6,60.6) | -2.3 | (-7.2,2.6) | 0.7 | (-4.2,5.5) |
|  | N/A | N/A | 49.8 | $(46.9,52.7)$ | 50.6 | (47.1,54.1) | N/A | N/A | 0.8 | (-3.2,4.8) |
| Females | 59.8 | (56.7,62.9) | 59.7 | $(56.2,63.0)$ | 59.8 | $(56.7,62.8)$ | 0.0 | (-3.5,3.4) | 0.1 | (-3.8,4.0) |
|  | N/A | N/A | 51.9 | (49.8,54.0) | 53.2 | $(49.8,56.5)$ | N/A | N/A | 1.3 | $(-2.5,5.0)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 60.6 | (57.5,63.5) | 59.9 | (57.4,62.3) | 60.3 | (57.2,63.3) | -0.3 | (-4.1,3.6) | 0.4 | (-2.9,3.8) |
|  | N/A | N/A | 51.3 | (48.9,53.7) | 50.6 | (47.6,53.5) | N/A | N/A | -0.7 | (-4.2,2.8) |
| African American | 59.5 | (52.9,65.7) | 52.0 | $(45.8,58.2)$ | 52.0 | (45.2,58.6) | -7.5 | (-15.4,0.4) | -0.1 | (-9.8,9.6) |
|  | N/A | N/A | 51.9 | (46.4,57.5) | 57.8 | $(52.6,62.9)$ | N/A | N/A | 5.9 | (-0.8,12.6) |
| Hispanic | 53.4 | (47.3,59.5) | 55.0 | (48.7,61.2) | 57.4 | $(49.7,64.7)$ | 3.9 | (-6.8,14.7) | 2.3 | (-5.3,10.0) |
|  | N/A | N/A | 49.2 | (43.8,54.6) | 50.4 | $(44.6,56.1)$ | N/A | N/A | 1.2 | (-6.7,9.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 50.1 | (46.1,54.1) | 49.2 | (45.8,52.5) | 50.2 | $(45.9,54.5)$ | 0.1 | (-4.8,5.0) | 1.0 | (-4.4,6.4) |
|  | N/A | N/A | 41.3 | (37.8,45.0) | 41.9 | $(37.8,46.2)$ | N/A | N/A | 0.6 | (-4.4,5.6) |
| Lower risk | 64.8 | $(61.6,68.0)$ | 63.4 | $(60.7,66.0)$ | 63.1 | $(59.6,66.5)$ | $-1.7$ | $(-5.5,2.1)$ | $-0.3$ | $(-4.3,3.8)$ |
|  | N/A | N/A | $57.6$ | $(54.8,60.4)$ | 58.2 | $(55.3,61.2)$ | N/A | $\mathrm{N} / \mathrm{A}$ | $0.6$ | $(-3.2,4.4)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 56.6 | (53.2,59.9) | 54.7 | (51.9,57.5) | 55.3 | (52.0,58.6) | -1.3 | (-5.5,3.0) | 0.6 | (-3.0,4.2) |
|  | N/A | N/A | 44.9 | (42.3,47.6) | 45.6 | $(42.3,48.9)$ | N/A | N/A | 0.6 | (-3.4,4.7) |
| Low | 62.1 | (58.3,65.8) | 61.4 | (58.2,64.5) | 61.1 | $(57.2,64.9)$ | -1.0 | (-6.2,4.1) | -0.3 | (-4.8,4.1) |
|  | N/A | N/A | 58.8 | (56.0,61.6) | 58.8 | (55.1,62.3) | N/A | N/A | -0.1 | (-4.8,4.7) |

[^73]Table 6-17. Parent ${ }^{1}$ and youth reports of going someplace for fun with children ${ }^{2}$ in the past week, by youth age, gender, race/ethnicity, risk score, and sensation seeking

## Engaging in fun family activities

|  | Percent saying they went someplace to do activity we both enjoy more than once in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  | or Waves |  | W Waves |  |  | Chan | m Waves | Chan | m Waves |
|  |  | ear 2000) | 3 an | ear 2001) | (Jan | une 2002) | 1 and 2 | to Wave 5 | 3 and 4 | ) to Wave 5 |
| Characteristics | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |

## Youth aged 12 to 18

| 12 to 13 | $60.4$ N/A | $\begin{gathered} (57.5,63.2) \\ \text { N/A } \end{gathered}$ | $\begin{aligned} & \mathbf{5 9 . 4} \\ & 56.3 \end{aligned}$ | $\begin{gathered} (56.4,62.4) \\ (53.6,59.0) \end{gathered}$ | $\begin{aligned} & \mathbf{5 6 . 9} \\ & 55.4 \end{aligned}$ | $\begin{aligned} & \mathbf{( 5 3 . 7 , 6 0 . 0}) \\ & (52.3,58.5) \end{aligned}$ | $\begin{aligned} & \mathbf{- 3 . 5} \\ & \mathrm{N} / \mathrm{A} \end{aligned}$ | $\begin{gathered} *(-\mathbf{6 . 9},-\mathbf{0 . 1}) \\ \text { N/A } \end{gathered}$ | $\begin{aligned} & \mathbf{- 2 . 6} \\ & -0.9 \end{aligned}$ | $\begin{aligned} & (-6.1,1.0) \\ & (-4.1,2.4) \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 14 to 15 | 49.3 | (45.1,53.5) | 50.1 | $(46.7,53.4)$ | 46.3 | (42.3,50.2) | -3.0 | (-8.6,2.6) | -3.8 | (-9.0,1.4) |
|  | N/A | N/A | 47.9 | (44.6,51.2) | 48.4 | $(44.7,52.3)$ | N/A | N/A | 0.6 | $(-4.5,5.6)$ |
| 16 to 18 | 41.1 | (36.7,45.5) | 37.4 | (33.6,41.3) | 32.2 | (28.8,35.9) | -8.8 | *(-13.6,-4.0) | -5.1 | *(-10.1,-0.1) |
|  | N/A | N/A | 37.0 | (33.7,40.4) | 40.6 | (36.4,45.0) | N/A | N/A | 3.6 | (-2.2,9.4) |
| 14 to 18 | 44.8 | (41.6,48.1) | 43.2 | (40.5,46.0) | 38.3 | (35.4,41.3) | -6.5 | *(-10.3,-2.7) | -4.9 | *(-8.9,-1.0) |
|  | N/A | N/A | 41.9 | (39.7,44.2) | 44.0 | (41.0,46.9) | N/A | N/A | 2.0 | $(-1.5,5.5)$ |
| 12 to 18 | 49.4 | (46.8,52.0) | 48.0 | $(45.7,50.3)$ | 43.9 | $(41.4,46.4)$ | -5.6 | *(-8.5,-2.6) | -4.2 | *(-7.1,-1.3) |
|  | N/A | N/A | 46.2 | (44.4,47.9) | 47.4 | $(45.2,49.6)$ | N/A | N/A | 1.2 | (-1.4,3.8) |

Table 6-17. Parent ${ }^{1}$ and youth reports of going someplace for fun with children ${ }^{2}$ in the past week, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

## Engaging in fun family activities

| Characteristics | Percent saying they went someplace to do activity we both enjoy more than once in past week |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 46.2 | (43.4,49.1) | 45.3 | $(42.0,48.6)$ | 41.2 | (37.6,45.0) | -5.0 | *(-9.4,-0.6) | -4.1 | (-8.6,0.4) |
|  | N/A | N/A | 43.3 | (40.9,45.6) | 44.9 | (41.9,47.9) | N/A | N/A | 1.6 | $(-2.1,5.3)$ |
| Females | 52.8 | (49.0,56.6) | 50.9 | (47.6,54.1) | 46.6 | (43.5,49.8) | -6.2 | *(-10.4,-2.0) | -4.3 | *(-8.5,-0.1) |
|  | N/A | N/A | 49.2 | (46.9,51.6) | 49.9 | (46.9,53.0) | N/A | N/A | 0.7 | (-2.9,4.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 51.8 | (48.6,55.0) | 50.2 | $(47.0,53.5)$ | 44.2 | (41.5,46.9) | -7.6 | *(-11.5,-3.7) | -6.1 | *(-9.7,-2.4) |
|  | N/A | N/A | 45.9 | (43.6,48.2) | 44.8 | (42.1,47.6) | N/A | N/A | -1.0 | (-4.4,2.3) |
| African American | 45.0 | (39.5,50.7) | 42.5 | (38.5,46.6) | 39.4 | (33.6,45.5) | -5.6 | (-13.0,1.8) | -3.1 | (-10.6,4.5) |
|  | N/A | N/A | 43.8 | (38.4,49.3) | 51.3 | $(45.7,56.9)$ | N/A | N/A | 7.5 | * $(0.7,14.3)$ |
| Hispanic | 41.9 | (36.4,47.5) | 45.1 | $(39.9,50.4)$ | 48.0 | $(41.2,54.9)$ | 6.1 | (-2.7,15.0) | 2.9 | (-4.1,9.9) |
|  | N/A | N/A | 50.4 | $(44.9,55.9)$ | 52.6 | (46.9,58.2) | N/A | N/A | 2.2 | (-5.8,10.2) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 40.2 | (35.9,44.7) | 37.6 | (33.7,41.6) | 33.1 | (29.4,36.9) | -7.1 | *(-12.0,-2.3) | -4.5 | (-10.1,1.1) |
|  | N/A | N/A | 34.6 | $(31.6,37.7)$ | 36.8 | (33.5,40.2) | N/A | N/A | 2.2 | (-1.7,6.1) |
| Lower risk | 54.9 | (52.0,57.8) | 54.7 | (51.9,57.5) | 50.1 | (47.2,52.9) | -4.9 | *(-8.8,-0.9) | -4.6 | *(-8.1,-1.2) |
|  | N/A | N/A | 53.6 | $(51.2,56.0)$ | 53.4 | (50.7,56.2) | N/A | N/A | -0.2 | (-3.5,3.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 47.2 | (43.7,50.7) | 44.4 | (41.4,47.4) | 38.0 | (35.2,41.0) | -9.1 | *(-13.0,-5.3) | -6.4 | *(-10.2,-2.5) |
|  | N/A | N/A | 42.3 | (40.0,44.6) | 39.0 | (36.1,42.0) | N/A | N/A | -3.3 | $(-7.1,0.5)$ |
| Low | 51.5 | (48.5,54.6) | 52.5 | $(49.3,55.7)$ | 50.1 | (46.7,53.5) | -1.4 | (-5.3,2.4) | -2.4 | (-6.3,1.4) |
|  | N/A | N/A | 50.9 | $(48.3,53.5)$ | 57.0 | (53.4,60.5) | N/A | N/A | 6.0 | * (2.3,9.8) |

[^74]Table 6-18. Parents ${ }^{1}$ prior direct involvement by expressing views to family members to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| $\underline{\text { Characteristics }}$ | Percent saying they expressed views to family members |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 91.1 | $(89.5,92.5)$ | 91.3 | $(89.5,92.7)$ | 92.0 | (90.7,93.1) | 0.8 | (-0.9,2.6) | 0.7 | (-1.1,2.5) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 91.1 | (88.6,93.1) | 92.6 | (90.8,94.1) | 93.0 | (90.2,95.0) | 1.8 | (-1.4,5.1) | 0.4 | (-2.4,3.2) |
| Females | 91.1 | (89.2,92.7) | 90.4 | (87.9,92.5) | 91.2 | (89.7,92.5) | 0.1 | (-2.0,2.2) | 0.8 | (-1.6,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 92.2 | $(90.3,93.7)$ | 92.8 | $(91.3,94.1)$ | 92.8 | (91.4,94.0) | 0.7 | (-1.4,2.7) | 0.0 | (-1.9,1.9) |
| African American | 92.6 | (89.4,95.0) | 90.0 | (84.8,93.6) | 91.6 | (86.0,95.1) | -1.0 | $(-5.7,3.6)$ | 1.6 | (-2.9,6.0) |
| Hispanic | 86.3 | (80.7,90.4) | 84.9 | (78.9,89.5) | 88.1 | (83.6,91.6) | 1.9 | $(-4.5,8.3)$ | 3.2 | (-4.0,10.5) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 85.1 | (80.9,88.5) | 87.2 | (82.3,90.8) | 86.2 | (80.3,90.5) | 1.1 | $(-5.2,7.4)$ | -1.0 | (-6.3,4.4) |
| High school graduate | 89.6 | $(85.9,92.4)$ | 90.3 | (87.4,92.6) | 91.1 | (88.3,93.3) | 1.5 | $(-2.5,5.5)$ | 0.8 | (-2.6,4.2) |
| Some college | 94.6 | (92.2,96.3) | 93.6 | $(90.5,95.7)$ | 93.3 | (90.7,95.3) | -1.3 | $(-4.3,1.7)$ | -0.3 | (-3.3,2.8) |
| College graduate | 92.3 | (89.8,94.3) | 92.3 | (89.7,94.3) | 94.4 | (92.1,96.0) | 2.1 | $(-0.3,4.4)$ | 2.1 | (-0.8,5.0) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 90.4 | $(88.3,92.1)$ | 90.8 | $(88.5,92.8)$ | 91.2 | (89.3,92.8) | 0.8 | (-1.4,3.0) | 0.4 | (-1.7,2.5) |
| 14 to 18 | 91.9 | $(90.1,93.3)$ | 92.0 | $(90.1,93.6)$ | 92.1 | (90.5,93.4) | 0.2 | (-1.7,2.2) | 0.1 | (-2.0,2.1) |
| 12 to 18 | 91.1 | $(89.5,92.5)$ | 91.3 | $(89.5,92.7)$ | 92.0 | (90.7,93.1) | 0.8 | (-0.9,2.6) | 0.7 | (-1.1,2.5) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 6-19. Parents ${ }^{1}$ prior direct involvement by written letter to political official/newspaper to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| $\underline{\text { Characteristics }}$ | Percent saying they have written letter to political official/newspaper |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 7.5 | $(6.3,8.9)$ | 7.9 | (6.6,9.3) | 7.7 | $(6.5,9.2)$ | 0.2 | (-1.5,1.9) | -0.2 | (-2.0,1.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 7.5 | $(5.4,10.4)$ | 8.9 | (6.7,11.6) | 8.1 | (6.0,10.8) | 0.6 | (-1.9,3.1) | -0.8 | (-4.3,2.8) |
| Females | 7.5 | (6.0,9.3) | 7.3 | $(6.0,8.7)$ | 7.5 | $(6.0,9.3)$ | 0.0 | (-1.9,1.9) | 0.2 | (-1.8,2.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.8 | $(5.4,8.4)$ | 7.3 | $(6.0,8.9)$ | 6.5 | $(5.4,8.0)$ | -0.2 | (-2.1,1.6) | -0.8 | (-2.7,1.2) |
| African American | 11.6 | $(7.9,16.6)$ | 10.8 | $(6.9,16.3)$ | 12.6 | $(8.6,18.1)$ | 1.0 | (-5.1,7.0) | 1.8 | $(-4.8,8.4)$ |
| Hispanic | 6.4 | $(3.6,11.3)$ | 6.7 | (4.0,11.1) | 9.1 | $(5.3,15.3)$ | 2.7 | (-2.8,8.2) | 2.4 | (-2.3,7.2) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 8.0 | $(5.3,12.0)$ | 6.3 | $(3.5,10.9)$ | 8.1 | $(4.8,13.6)$ | 0.1 | (-5.5,5.8) | 1.9 | $(-3.8,7.5)$ |
| High school graduate | 6.2 | $(4.3,8.7)$ | 6.8 | $(5.2,8.9)$ | 6.7 | $(4.6,9.6)$ | 0.5 | (-2.7,3.7) | -0.2 | (-3.3,3.0) |
| Some college | 8.6 | $(6.2,11.8)$ | 9.9 | $(7.6,12.9)$ | 8.9 | $(6.5,12.0)$ | 0.3 | (-3.1,3.7) | -1.0 | (-4.9,2.9) |
| College graduate | 7.1 | $(5.5,9.2)$ | 8.0 | $(5.7,11.3)$ | 7.5 | (5.2,10.5) | 0.3 | (-2.4,3.0) | -0.6 | (-3.8,2.6) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.0 | $(4.8,7.5)$ | 7.4 | $(5.8,9.4)$ | 6.8 | $(5.2,8.8)$ | 0.7 | (-1.5,3.0) | -0.6 | $(-2.9,1.6)$ |
| 14 to 18 | 8.0 | $(6.4,9.9)$ | 8.4 | $(6.8,10.2)$ | 8.2 | $(6.7,10.1)$ | 0.2 | (-1.8,2.3) | -0.1 | (-2.5,2.3) |
| 12 to 18 | 7.5 | $(6.3,8.9)$ | 7.9 | (6.6,9.3) | 7.7 | (6.5,9.2) | 0.2 | $(-1.5,1.9)$ | -0.2 | (-2.0,1.6) |

[^75]Table 6-20. Parents ${ }^{\prime 1}$ prior direct involvement by calling radio or TV call-in show to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| $\underline{\text { Characteristics }}$ | Percent saying they called radio or TV call-in show |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 6.3 | (5.1,7.6) | 7.0 | $(5.7,8.5)$ | 7.6 | (6.0,9.6) | 1.4 | (-0.5,3.2) | 0.7 | (-1.3,2.6) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.7 | (4.9,9.2) | 8.2 | $(6.2,10.8)$ | 8.0 | $(5.8,11.0)$ | 1.3 | (-1.4,4.0) | -0.2 | (-3.3,2.9) |
| Females | 5.9 | $(4.6,7.6)$ | 6.2 | $(4.8,7.9)$ | 7.3 | $(5.6,9.6)$ | 1.4 | (-0.7,3.4) | 1.2 | (-1.0,3.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 4.7 | $(3.6,6.1)$ | 5.1 | (4.0,6.6) | 4.8 | (3.6,6.3) | 0.1 | (-1.3,1.5) | -0.3 | $(-1.6,0.9)$ |
| African American | 13.3 | $(9.5,18.3)$ | 17.2 | $(12.3,23.4)$ | 14.7 | (10.5,20.1) | 1.4 | $(-3.5,6.3)$ | -2.5 | (-9.8,4.8) |
| Hispanic | 7.8 | $(5.2,11.5)$ | 7.6 | $(4.6,12.3)$ | 15.4 | (10.2,22.5) | 7.6 | *(0.9,14.2) | 7.7 | * (1.1,14.4) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 6.5 | $(4.1,10.1)$ | 8.7 | $(5.1,14.5)$ | 8.3 | $(5.2,12.9)$ | 1.8 | (-2.9,6.5) | -0.4 | (-6.6,5.7) |
| High school graduate | 6.7 | $(4.8,9.3)$ | 6.1 | $(4.3,8.5)$ | 9.3 | $(6.2,13.6)$ | 2.6 | (-1.4,6.5) | 3.2 | (-1.2,7.6) |
| Some college | 8.1 | (6.0,10.9) | 10.2 | (7.2,14.4) | 8.6 | $(5.9,12.3)$ | 0.4 | $(-3.5,4.4)$ | -1.7 | (-5.3,2.0) |
| College graduate | 3.4 | $(2.4,5.0)$ | 4.2 | $(2.6,6.5)$ | 4.4 | $(2.9,6.8)$ | 1.0 | (-1.1,3.0) | 0.3 | (-2.0,2.6) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.3 | (5.0,7.9) | 6.7 | $(5.3,8.4)$ | 7.9 | $(5.6,10.9)$ | 1.6 | (-1.2,4.4) | 1.2 | (-1.6,3.9) |
| 14 to 18 | 6.0 | $(4.6,7.8)$ | 7.1 | $(5.5,9.1)$ | 7.4 | $(5.6,9.6)$ | 1.4 | (-0.7,3.5) | 0.3 | (-2.1,2.6) |
| 12 to 18 | 6.3 | (5.1,7.6) | 7.0 | $(5.7,8.5)$ | 7.6 | (6.0,9.6) | 1.4 | (-0.5,3.2) | 0.7 | (-1.3,2.6) |

[^76]Table 6-21. Parents ${ }^{1}$ prior direct involvement by attending meeting/rally to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Percent saying they attended meeting/rally in support of position |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 27.4 | (25.1,29.9) | 27.8 | $(25.1,30.7)$ | 27.3 | (24.9,29.9) | 0.0 | (-2.9,2.8) | -0.5 | (-3.7,2.8) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 25.2 | (21.8,28.9) | 25.7 | (21.8,30.1) | 25.8 | (22.6,29.2) | 0.6 | $(-3.1,4.3)$ | 0.0 | (-4.6,4.7) |
| Females | 28.9 | (26.2,31.8) | 29.1 | (26.1,32.4) | 28.5 | $(25.1,32.1)$ | -0.4 | (-4.4,3.5) | -0.7 | (-4.7,3.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 25.4 | (22.9,28.0) | 26.1 | (22.9,29.5) | 24.1 | $(21.8,26.5)$ | -1.3 | (-4.4,1.8) | -2.0 | (-5.2,1.2) |
| African American | 37.9 | (32.0,44.2) | 44.0 | (36.8,51.4) | 43.7 | (36.6,51.2) | 5.8 | $(-1.8,13.4)$ | -0.2 | (-9.5,9.0) |
| Hispanic | 27.5 | (21.5,34.5) | 22.4 | (16.6,29.6) | 27.9 | (21.3,35.6) | 0.4 | (-6.6,7.5) | 5.5 | (-2.6,13.5) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 24.3 | (19.8,29.3) | 21.0 | (15.9,27.2) | 28.3 | $(21.2,36.7)$ | 4.1 | (-3.4,11.5) | 7.3 | $(-2.7,17.3)$ |
| High school graduate | 22.1 | (18.3,26.4) | 24.7 | (21.6,28.2) | 23.4 | (19.2,28.2) | 1.3 | (-5.2,7.8) | -1.4 | (-7.5,4.7) |
| Some college | 31.5 | (27.7,35.6) | 33.5 | $(29.1,38.1)$ | 29.1 | $(24.5,34.1)$ | -2.4 | (-7.7,2.8) | -4.4 | (-10.3,1.5) |
| College graduate | 30.7 | (26.9,34.7) | 29.1 | $(24.5,34.3)$ | 29.2 | $(25.1,33.6)$ | -1.5 | (-6.3,3.3) | 0.1 | (-4.7,4.9) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 26.2 | (23.2,29.3) | 27.8 | (24.8,31.0) | 25.6 | (23.0,28.5) | -0.5 | (-4.4,3.3) | -2.2 | (-6.2,1.9) |
| 14 to 18 | 27.8 | $(25.3,30.5)$ | 28.4 | $(25.3,31.7)$ | 28.4 | $(25.1,32.1)$ | 0.6 | (-2.9,4.2) | 0.0 | (-4.0,4.1) |
| 12 to 18 | 27.4 | (25.1,29.9) | 27.8 | $(25.1,30.7)$ | 27.3 | $(24.9,29.9)$ | 0.0 | (-2.9,2.8) | -0.5 | (-3.7,2.8) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 6-22. Parents ${ }^{1}$ prior direct involvement by joining group actively working on issue to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| $\underline{\text { Characteristics }}$ | Percent saying they joined group actively working on issue |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 13.5 | (12.0,15.1) | 14.0 | (12.4,15.6) | 14.0 | $(12.3,16.0)$ | 0.5 | (-1.8,2.9) | 0.1 | (-2.1,2.2) |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 12.5 | $(10.1,15.3)$ | 14.6 | (11.8,17.9) | 14.7 | $(12.3,17.5)$ | 2.3 | (-0.8,5.4) | 0.1 | (-3.4,3.7) |
| Females | 14.2 | $(12.3,16.4)$ | 13.5 | (11.8,15.5) | 13.5 | $(11.4,15.9)$ | -0.7 | (-3.9,2.4) | 0.0 | (-2.3,2.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 11.8 | $(10.1,13.8)$ | 12.5 | (10.9,14.4) | 11.5 | $(9.7,13.5)$ | -0.3 | (-2.9,2.3) | -1.1 | (-3.3,1.2) |
| African American | 19.9 | $(15.7,25.0)$ | 24.1 | (19.2,29.7) | 24.1 | $(19.3,29.8)$ | 4.2 | (-1.8,10.2) | 0.1 | (-6.4,6.5) |
| Hispanic | 13.0 | (9.0,18.6) | 12.5 | $(8.7,17.7)$ | 17.2 | $(12.5,23.3)$ | 4.2 | (-3.0,11.4) | 4.7 | (-0.8,10.2) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 12.5 | $(9.1,16.8)$ | 11.6 | $(8.0,16.7)$ | 16.6 | $(11.5,23.5)$ | 4.2 | (-2.9,11.2) | 5.0 | $(-2.7,12.7)$ |
| High school graduate | 9.7 | $(7.7,12.1)$ | 11.0 | $(8.5,14.0)$ | 12.5 | $(9.5,16.3)$ | 2.8 | (-1.3,7.0) | 1.6 | (-2.7,5.9) |
| Some college | 13.9 | $(11.2,17.2)$ | 15.8 | (12.6,19.6) | 13.7 | (10.6,17.5) | -0.2 | $(-4.3,3.8)$ | -2.1 | (-6.0,1.8) |
| College graduate | 18.5 | $(15.4,22.0)$ | 17.0 | (13.2,21.5) | 14.7 | $(12.0,17.9)$ | -3.8 | (-7.9,0.4) | -2.3 | (-6.4,1.9) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 12.0 | $(10.4,13.8)$ | 12.7 | $(10.9,14.7)$ | 13.3 | $(11.1,15.7)$ | 1.2 | $(-1.5,4.0)$ | 0.5 | (-2.2,3.3) |
| 14 to 18 | 14.2 | $(12.2,16.4)$ | 14.7 | $(12.7,16.9)$ | 14.1 | $(11.9,16.7)$ | 0.0 | (-3.1,3.1) | -0.5 | $(-3.5,2.4)$ |
| 12 to 18 | 13.5 | (12.0,15.1) | 14.0 | (12.4,15.6) | 14.0 | $(12.3,16.0)$ | 0.5 | (-1.8,2.9) | 0.1 | (-2.1,2.2) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 6-23. Parents ${ }^{1}$ prior overall direct involvement in activities to support opinions about drug use, by gender, race/ethnicity, education, and age of child(ren)

| Characteristics | Summary scale of parent involvement in activities $(0-5)$ <br> (where higher scores represent more types of activities) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Overall | 1.46 | (1.40,1.51) | 1.48 | (1.42,1.54) | 1.49 | $(1.43,1.55)$ | 0.03 | $(-0.04,0.10)$ | 0.01 | $(-0.07,0.09)$ |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.43 | (1.34,1.52) | 1.50 | $(1.41,1.60)$ | 1.50 | $(1.40,1.59)$ | 0.07 | (-0.02,0.15) | -0.01 | $(-0.13,0.12)$ |
| Females | 1.48 | (1.41,1.54) | 1.47 | (1.40,1.53) | 1.48 | $(1.41,1.56)$ | 0.01 | $(-0.08,0.09)$ | 0.01 | (-0.08,0.11) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.41 | (1.35,1.46) | 1.44 | $(1.38,1.50)$ | 1.40 | $(1.35,1.44)$ | -0.01 | $(-0.07,0.05)$ | -0.04 | $(-0.11,0.02)$ |
| African American | 1.75 | (1.62,1.88) | 1.86 | (1.67,2.05) | 1.87 | $(1.69,2.04)$ | 0.12 | $(-0.06,0.30)$ | 0.01 | $(-0.24,0.25)$ |
| Hispanic | 1.40 | (1.26,1.55) | 1.34 | (1.17,1.51) | 1.58 | $(1.38,1.79)$ | 0.18 | $(-0.03,0.39)$ | 0.24 | *(0.02,0.46) |
| Education |  |  |  |  |  |  |  |  |  |  |
| Less than high school | 1.36 | (1.25,1.48) | 1.35 | $(1.19,1.51)$ | 1.48 | $(1.27,1.69)$ | 0.12 | $(-0.10,0.34)$ | 0.13 | (-0.14, 0.41 ) |
| High school graduate | 1.34 | (1.24,1.45) | 1.39 | $(1.32,1.46)$ | 1.43 | (1.32,1.53) | 0.09 | (-0.06,0.24) | 0.04 | $(-0.10,0.18)$ |
| Some college | 1.57 | (1.49,1.65) | 1.63 | $(1.53,1.73)$ | 1.54 | $(1.43,1.64)$ | -0.03 | (-0.15,0.08) | -0.09 | (-0.21,0.03) |
| College graduate | 1.52 | (1.44,1.60) | 1.51 | (1.40,1.62) | 1.50 | $(1.41,1.60)$ | -0.02 | (-0.12,0.08) | -0.01 | (-0.11,0.10) |
| One or more child(ren) ${ }^{2}$ aged: |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.41 | (1.35,1.47) | 1.46 | $(1.39,1.52)$ | 1.45 | $(1.38,1.52)$ | 0.04 | $(-0.05,0.14)$ | -0.01 | $(-0.10,0.08)$ |
| 14 to 18 | 1.48 | (1.42,1.54) | 1.51 | (1.44,1.58) | 1.50 | (1.42,1.58) | 0.02 | $(-0.05,0.10)$ | 0.00 | $(-0.10,0.10)$ |
| 12 to 18 | 1.46 | (1.40,1.51) | 1.48 | (1.42,1.54) | 1.49 | $(1.43,1.55)$ | 0.03 | (-0.04,0.10) | 0.01 | (-0.07,0.09) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

Table 6-24. Percent of parents ${ }^{1}$ and their children who reported having talked about anti-drug ads ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent reporting they talked about anti-drug ads with parent/child <br> Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 51.0 | (47.8,54.2) | 54.6 | $(51.3,57.9)$ | 55.2 | $(51.5,58.9)$ | 4.2 | $(0.0,8.5)$ | 0.6 | (-4.3,5.5) |
|  | 38.7 | (36.2,41.4) | 36.0 | (33.4,38.6) | 35.5 | $(32.2,39.0)$ | -3.2 | (-7.2,0.8) | -0.4 | (-4.6,3.7) |
| 14 to 15 | 51.7 | (46.8,56.5) | 49.7 | (45.9,53.4) | 52.3 | (48.4,56.2) | 0.6 | (-5.3,6.6) | 2.7 | (-2.3,7.6) |
|  | 30.4 | (27.1,34.1) | 28.0 | (24.9,31.3) | 27.2 | $(23.9,30.7)$ | -3.3 | (-7.5,1.0) | -0.8 | (-5.6,3.9) |
| 16 to 18 | 44.4 | (40.4,48.5) | 47.7 | (44.0,51.5) | 49.9 | $(46.3,53.5)$ | 5.5 | *(0.3,10.7) | 2.2 | (-2.8,7.1) |
|  | 18.8 | (15.8,22.2) | 21.2 | (18.4,24.4) | 22.1 | (19.4,25.1) | 3.3 | (-0.5,7.1) | 0.9 | (-3.3,5.0) |
| 14 to 18 | 47.8 | (44.6,51.0) | 48.6 | (45.8,51.5) | 51.0 | (48.3,53.6) | 3.1 | (-0.1,6.4) | 2.3 | (-1.2,5.9) |
|  | 24.1 | (22.0,26.3) | 24.3 | (22.0,26.8) | 24.3 | (22.0,26.7) | 0.2 | $(-2.5,2.9)$ | 0.0 | (-3.4,3.3) |
| 12 to 18 | 48.8 | (46.2,51.3) | 50.4 | $(47.8,52.9)$ | 52.2 | $(49.9,54.5)$ | 3.5 | *(0.8,6.2) | 1.8 | (-1.3,5.0) |
|  | 28.3 | (26.6,30.0) | 27.7 | (25.9,29.6) | 27.6 | (25.6,29.6) | -0.7 | $(-2.8,1.4)$ | -0.1 | (-2.7,2.4) |

Table 6-24. Percent of parents ${ }^{1}$ and their children who reported having talked about anti-drug ads ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent reporting they talked about anti-drug ads with parent/child |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 48.9 | (45.3,52.4) | 48.7 | $(45.6,51.8)$ | 52.9 | (49.7,56.1) | 4.1 | *(0.1,8.0) | 4.2 | *(0.2,8.2) |
|  | 26.9 | (24.7,29.3) | 25.3 | (23.0,27.7) | 25.4 | (22.8,28.3) | -1.5 | (-4.6,1.6) | 0.2 | (-3.3,3.7) |
| Females | 48.6 | (45.1,52.2) | 52.1 | (49.1,55.2) | 51.5 | (48.6,54.5) | 2.9 | (-1.1,6.8) | -0.6 | (-4.7,3.4) |
|  | 29.6 | (26.9,32.5) | 30.2 | (27.6,33.0) | 29.7 | (26.7,32.8) | 0.1 | (-3.6,3.8) | -0.5 | (-4.2,3.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 47.1 | (44.3,50.0) | 48.8 | $(45.9,51.7)$ | 48.7 | (45.8,51.6) | 1.6 | (-1.7,4.9) | -0.1 | (-3.7,3.5) |
|  | 26.1 | (24.1,28.2) | 26.6 | $(24.5,28.8)$ | 26.2 | (23.9,28.6) | 0.1 | (-2.5,2.6) | -0.4 | (-3.4,2.6) |
| African American | 50.8 | $(45.5,56.1)$ | 58.0 | (50.8,64.9) | 60.9 | (54.7,66.8) | 10.1 | *(1.7,18.6) | 2.9 | $(-6.5,12.4)$ |
|  | 33.9 | (28.9,39.3) | 33.9 | (28.9,39.4) | 35.2 | $(30.9,39.7)$ | 1.3 | (-4.7,7.2) | 1.2 | (-5.9,8.4) |
| Hispanic | 54.5 | (47.4,61.4) | 50.3 | (43.4,57.2) | 59.8 | (52.2,66.9) | 5.3 | $(-2.5,13.1)$ | 9.5 | *(1.5,17.5) |
|  | 35.4 | (31.0,40.1) | 26.1 | $(22.5,30.1)$ | 28.0 | $(22.9,33.7)$ | -7.5 | *(-13.4,-1.6) | 1.8 | (-4.7,8.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 46.8 | (43.2,50.4) | 49.2 | (45.9,52.5) | 50.8 | (47.2,54.5) | 4.1 | *(0.1,8.1) | 1.6 | (-2.7,5.9) |
|  | 19.7 | $(16.9,22.8)$ | 20.4 | $(17.5,23.5)$ | 22.4 | $(19.3,25.9)$ | 2.7 | (-1.4,6.9) | 2.1 | (-2.3,6.4) |
| Lower risk | 50.5 | $(47.1,53.9)$ | 51.0 | $(47.9,54.0)$ | 53.2 | (50.2,56.2) | 2.7 | (-1.1,6.5) | 2.2 | (-1.6,6.1) |
|  | 34.1 | (31.8,36.4) | 32.7 | (30.4,35.0) | 31.6 | $(29.3,33.9)$ | -2.5 | $(-5.3,0.3)$ | -1.1 | (-4.2,2.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 48.1 | (44.7,51.5) | 49.4 | (46.2,52.6) | 50.2 | (46.9,53.4) | 2.1 | (-1.4,5.6) | 0.8 | (-3.2,4.8) |
|  | 21.3 | (19.2,23.6) | 21.2 | $(18.9,23.7)$ | 22.4 | (19.7,25.3) | 1.0 | (-2.0,4.1) | 1.1 | $(-2.2,4.5)$ |
| Low | 49.7 | $(46.1,53.3)$ | 52.0 | (48.4,55.6) | 54.7 | (51.2,58.1) | 5.0 | *(0.7,9.3) | 2.7 | (-2.3,7.8) |
|  | 37.0 | $(34.1,40.0)$ | 36.3 | (33.7,39.1) | 34.0 | (31.4,36.8) | -3.0 | (-6.5,0.6) | -2.3 | (-6.1,1.4) |

[^77]Table 6-26. Parents ${ }^{1}$ feelings of self-efficacy to talk with children about drugs ${ }^{2}$ if child asked questions about drug use in general, by age of child

|  | Percent saying they are very sure they could talk to child if... <br> Child asked questions about drug use in general |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Age of child | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
| 12 to 13 | 77.9 | (74.3,81.2) | 77.8 | (73.2,81.7) | 77.4 | (73.9,80.5) | -0.6 | (-3.9,2.7) | -0.4 | (-3.8,2.9) |
| 14 to 15 | 78.5 | (73.2,83.0) | 78.4 | (73.7,82.6) | 77.8 | (74.6,80.7) | -0.7 | (-5.2,3.9) | -0.6 | (-4.9,3.7) |
| 16 to 18 | 76.3 | (72.1,80.1) | 73.2 | (69.4,76.8) | 77.1 | (73.1,80.6) | 0.8 | (-4.0,5.6) | 3.9 | (-0.7,8.5) |
| 14 to 18 | 77.3 | $(73.3,80.9)$ | 75.6 | (72.1,78.8) | 77.4 | (74.6,80.0) | 0.1 | (-3.1,3.3) | 1.8 | $(-1.1,4.7)$ |
| 12 to 18 | 77.5 | (73.9,80.8) | 76.3 | (72.8,79.4) | 77.4 | (74.7,79.9) | -0.1 | (-2.7,2.5) | 1.1 | (-1.3,3.6) |

[^78]Table 6-27. Parents ${ }^{1}$ feelings of self-efficacy to talk with children about drugs ${ }^{2}$ if child asked specific things to do to avoid drugs, by age of child

|  | Percent saying they are very sure they could talk to child if... <br> Child asked specific things to do to avoid drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Age of child | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
| 12 to 13 | 73.6 | (70.5,76.5) | 73.2 | (68.7,77.2) | 76.2 | (72.9,79.3) | 2.6 | (-1.0,6.2) | 3.1 | (-0.9,7.0) |
| 14 to 15 | 74.9 | (69.8,79.3) | 73.7 | (69.1,77.9) | 76.4 | (73.0,79.5) | 1.5 | (-3.4,6.4) | 2.7 | $(-1.8,7.1)$ |
| 16 to 18 | 71.9 | (67.3,76.1) | 71.6 | (67.9,75.1) | 72.3 | (68.3,75.9) | 0.4 | (-4.9,5.6) | 0.7 | (-3.9,5.2) |
| 14 to 18 | 73.3 | (69.3,76.9) | 72.6 | (69.3,75.7) | 74.1 | (71.1,76.8) | 0.8 | (-2.9,4.5) | 1.5 | $(-1.5,4.4)$ |
| 12 to 18 | 73.4 | (69.9,76.6) | 72.8 | (69.4,75.9) | 74.7 | (72.2,77.1) | 1.3 | $(-1.7,4.3)$ | 1.9 | (-0.6,4.5) |

[^79]Table 6-28. Parents ${ }^{11}$ feelings of self-efficacy to talk with children about drugs ${ }^{2}$ if child and parent were having conflicts about other things and relationship was tense, by age of child

| Age of child | Percent saying they are very sure they could talk to child if... <br> Id were having conflicts about other things and relationship was tense |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
| 12 to 13 | 43.9 | (40.7,47.2) | 46.0 | (41.8,50.3) | 46.7 | (42.2,51.2) | 2.8 | (-2.0,7.5) | 0.6 | (-4.0,5.3) |
| 14 to 15 | 41.0 | (37.4,44.8) | 44.9 | (40.3,49.6) | 45.0 | (41.2,48.8) | 3.9 | (-0.5,8.4) | 0.1 | (-5.7,5.9) |
| 16 to 18 | 39.2 | (35.4,43.2) | 38.2 | $(34.1,42.4)$ | 43.0 | (38.5,47.6) | 3.8 | $(-1.5,9.0)$ | 4.8 | (-0.2,9.8) |
| 14 to 18 | 40.1 | $(37.1,43.1)$ | 41.3 | $(37.7,44.9)$ | 43.9 | $(40.5,47.3)$ | 3.8 | * (0.1,7.5) | 2.6 | (-1.4,6.6) |
| 12 to 18 | 41.2 | $(38.7,43.7)$ | 42.7 | $(39.3,46.1)$ | 44.7 | (41.7,47.8) | 3.5 | * (0.5,6.5) | 2.0 | (-1.4,5.5) |

[^80]Table 6-29. Parents ${ }^{1}$ feelings of self-efficacy to talk with children about drugs ${ }^{2}$ if child asked parent about their own past use of drugs, by age of child

| Age of child | Percent saying they are very sure they could talk to child if... <br> Child asked me about my own past use of drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 65.2 | (61.7,68.5) | 63.2 | (59.2,67.1) | 65.2 | (61.3,68.9) | 0.0 | (-3.9,3.8) | 1.9 | (-1.7,5.6) |
| 14 to 15 | 68.6 | (64.0,72.8) | 66.7 | (62.2,71.0) | 68.4 | (65.1,71.6) | -0.1 | $(-4.5,4.2)$ | 1.7 | (-2.7,6.1) |
| 16 to 18 | 69.0 | (65.0,72.7) | 64.6 | (60.3,68.7) | 68.3 | (64.5,71.9) | -0.7 | (-5.1,3.7) | 3.7 | (-0.7,8.1) |
| 14 to 18 | 68.8 | (65.7,71.7) | 65.6 | (62.3,68.7) | 68.3 | (65.8,70.8) | -0.4 | (-3.3,2.4) | 2.8 | (0.0,5.5) |
| 12 to 18 | 67.7 | (65.0,70.4) | 64.9 | (61.8,67.8) | 67.4 | $(65.0,69.7)$ | -0.3 | $(-2.5,1.8)$ | 2.5 | *(0.1,4.9) |

[^81]Table 6-30. Parents, ${ }^{1}$ feelings of self-efficacy to talk with children about drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Parent feelings of self-efficacy to talk with children about drugs $(-2 \text { to }+2)$ <br> (where higher scores represent stronger self-efficacy) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.53 | $(1.49,1.57)$ | 1.53 | $(1.48,1.59)$ | 1.53 | $(1.48,1.59)$ | 0.00 | $(-0.05,0.05)$ | 0.00 | (-0.04,0.04) |
| 14 to 15 | 1.52 | (1.47,1.58) | 1.55 | $(1.49,1.60)$ | 1.56 | $(1.52,1.60)$ | 0.04 | (-0.01,0.09) | 0.01 | (-0.04,0.06) |
| 16 to 18 | 1.52 | (1.47,1.57) | 1.48 | $(1.43,1.52)$ | 1.54 | $(1.50,1.58)$ | 0.02 | (-0.03, 0.07$)$ | 0.06 | *(0.01,0.11) |
| 14 to 18 | 1.52 | $(1.48,1.56)$ | 1.51 | (1.47,1.55) | 1.55 | $(1.51,1.58)$ | 0.03 | $(-0.01,0.06)$ | 0.04 | *(0.00,0.07) |
| 12 to 18 | 1.52 | $(1.49,1.56)$ | 1.52 | $(1.48,1.56)$ | 1.54 | $(1.51,1.58)$ | 0.02 | (-0.01,0.05) | 0.03 | (0.00,0.06) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.51 | (1.47,1.55) | 1.50 | (1.46,1.55) | 1.54 | $(1.49,1.58)$ | 0.03 | $(-0.01,0.07)$ | 0.04 | $(-0.01,0.08)$ |
| Females | 1.54 | (1.50,1.58) | 1.53 | $(1.49,1.58)$ | 1.55 | $(1.51,1.59)$ | 0.01 | (-0.03,0.05) | 0.02 | (-0.02,0.05) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.53 | $(1.49,1.57)$ | 1.53 | $(1.49,1.57)$ | 1.52 | $(1.49,1.56)$ | -0.01 | (-0.04,0.02) | -0.01 | $(-0.04,0.03)$ |
| African American | 1.56 | $(1.48,1.65)$ | 1.53 | $(1.41,1.66)$ | 1.61 | $(1.51,1.72)$ | 0.05 | (-0.03, 0.13 ) | 0.08 | $(0.00,0.17)$ |
| Hispanic | 1.48 | (1.42,1.54) | 1.45 | (1.36,1.53) | 1.58 | $(1.51,1.65)$ | 0.10 | *(0.02,0.18) | 0.13 | * (0.03,0.24) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 1.50 | $(1.45,1.55)$ | 1.49 | $(1.45,1.53)$ | 1.52 | (1.47,1.57) | 0.02 | (-0.03, 0.07$)$ | 0.03 | (-0.02,0.08) |
| Lower risk | 1.54 | (1.50,1.58) | 1.55 | (1.49,1.60) | 1.56 | (1.51,1.60) | 0.01 | (-0.02,0.05) | 0.01 | (-0.02,0.05) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.51 | $(1.48,1.54)$ | 1.53 | $(1.49,1.57)$ | 1.52 | $(1.48,1.57)$ | 0.01 | (-0.03,0.06) | -0.01 | $(-0.05,0.03)$ |
| Low | 1.54 | $(1.48,1.60)$ | 1.51 | $(1.45,1.57)$ | 1.57 | $(1.53,1.61)$ | 0.03 | (-0.02,0.07) | 0.06 | * $(0.01,0.11)$ |

[^82]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-31. Parents ${ }^{1}$ general attitude toward discussing drugs ${ }^{2}$ with children, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Parents' general attitude toward discussing drugs with children <br> (1 to 7) <br> (where higher scores represent more positive attitudes) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.29 | (6.25,6.34) | 6.31 | (6.26,6.36) | 6.29 | (6.24,6.34) | 0.00 | $(-0.07,0.06)$ | -0.02 | (-0.09,0.05) |
| 14 to 15 | 6.20 | (6.12,6.28) | 6.25 | (6.19,6.31) | 6.29 | (6.22,6.35) | 0.09 | (-0.01,0.19) | 0.04 | (-0.05,0.13) |
| 16 to 18 | 6.03 | (5.96,6.10) | 6.13 | (6.07,6.20) | 6.13 | (6.06,6.21) | 0.10 | *(0.01,0.20) | 0.00 | (-0.09,0.09) |
| 14 to 18 | 6.11 | (6.06,6.16) | 6.19 | (6.14,6.23) | 6.20 | (6.15,6.25) | 0.09 | *(0.02,0.16) | 0.02 | $(-0.05,0.08)$ |
| 12 to 18 | 6.16 | (6.13,6.20) | 6.22 | (6.19,6.26) | 6.23 | (6.18,6.27) | 0.06 | * (0.01,0.12) | 0.00 | (-0.05,0.06) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.15 | (6.10,6.20) | 6.21 | (6.16,6.26) | 6.21 | (6.15,6.28) | 0.06 | (0.00,0.13) | 0.01 | (-0.07,0.08) |
| Females | 6.18 | (6.12,6.24) | 6.24 | (6.18,6.29) | 6.24 | (6.17,6.31) | 0.06 | $(-0.03,0.15)$ | 0.00 | (-0.08,0.09) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.09 | (6.04,6.13) | 6.12 | (6.08,6.17) | 6.13 | (6.08,6.17) | 0.04 | (-0.02,0.10) | 0.00 | $(-0.06,0.06)$ |
| African American | 6.40 | (6.30,6.50) | 6.43 | (6.32,6.55) | 6.38 | (6.27,6.50) | -0.01 | (-0.12,0.10) | -0.05 | (-0.18,0.08) |
| Hispanic | 6.38 | (6.27,6.48) | 6.46 | (6.36,6.55) | 6.52 | $(6.38,6.65)$ | 0.14 | (-0.03,0.32) | 0.06 | (-0.10,0.22) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 6.03 | (5.97,6.08) | 6.13 | (6.06,6.19) | 6.10 | (6.03,6.18) | 0.08 | $(-0.01,0.17)$ | -0.02 | (-0.12,0.07) |
| Lower risk | 6.25 | (6.20,6.30) | 6.29 | (6.25,6.34) | 6.30 | $(6.25,6.35)$ | 0.05 | (-0.01,0.11) | 0.00 | (-0.05,0.06) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 6.08 | (6.03,6.12) | 6.16 | (6.12,6.21) | 6.14 | (6.08,6.20) | 0.06 | $(-0.01,0.13)$ | -0.02 | $(-0.09,0.05)$ |
| Low | 6.26 | (6.20,6.33) | 6.31 | (6.26,6.36) | 6.33 | (6.28,6.38) | 0.07 | (-0.01,0.14) | 0.02 | (-0.04,0.08) |

[^83]Table 6-32. Parents ${ }^{1}$ perceived social expectations for talking with children about drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying that others think parent definitely should talk with children about drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 61.2 | (57.7,64.5) | 63.9 | $(61.1,66.7)$ | 64.0 | $(60.8,67.0)$ | 2.8 | (-1.8,7.3) | 0.0 | (-4.5,4.6) |
| 14 to 15 | 67.6 | (62.9,71.9) | 66.0 | (61.0,70.6) | 62.6 | $(59.1,66.0)$ | -4.9 | (-10.9, 1.0) | -3.4 | (-9.6,2.9) |
| 16 to 18 | 60.4 | (56.4,64.3) | 62.2 | $(58.5,65.7)$ | 61.6 | $(58.2,65.0)$ | 1.2 | (-3.1,5.6) | -0.6 | $(-5.5,4.4)$ |
| 14 to 18 | 63.7 | (60.4,66.9) | 63.9 | (60.8,67.0) | 62.1 | (59.4,64.6) | -1.6 | (-5.3,2.0) | -1.9 | (-5.9,2.2) |
| 12 to 18 | 63.0 | $(60.1,65.7)$ | 63.9 | (61.3,66.5) | 62.6 | $(60.5,64.7)$ | -0.3 | (-3.5,2.8) | -1.3 | (-4.7,2.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 63.7 | (60.3,67.1) | 63.9 | (60.6,67.0) | 63.4 | $(60.5,66.3)$ | -0.3 | (-4.2,3.6) | -0.4 | (-4.7,3.9) |
| Females | 62.1 | $(58.3,65.8)$ | 64.0 | (60.5,67.4) | 61.8 | $(58.7,64.7)$ | -0.4 | (-4.5,3.8) | -2.3 | (-6.7,2.1) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 60.3 | (57.2,63.3) | 62.2 | $(59.3,65.0)$ | 59.2 | $(56.5,61.7)$ | -1.1 | (-5.2,3.0) | -3.0 | $(-6.8,0.7)$ |
| African American | 72.4 | (65.5,78.3) | 69.2 | (60.7,76.6) | 67.3 | (61.9,72.3) | -5.0 | (-11.2,1.1) | -1.9 | (-10.3,6.5) |
| Hispanic | 68.7 | (62.6,74.2) | 66.2 | (60.9,71.2) | 73.0 | (67.6,77.8) | 4.3 | (-1.6,10.2) | 6.8 | (-0.4,14.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 60.2 | (56.2,64.1) | 61.8 | (57.6,65.8) | 59.5 | (55.7,63.1) | -0.8 | (-5.9,4.4) | -2.3 | (-8.2,3.5) |
| Lower risk | 64.6 | (61.4,67.7) | 66.0 | (62.7,69.2) | 63.7 | (60.9,66.5) | -0.9 | (-4.7,3.0) | -2.3 | (-6.4,1.8) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 62.1 | (59.0,65.2) | 64.4 | $(61.0,67.7)$ | 61.4 | $(58.5,64.2)$ | -0.8 | (-4.7,3.1) | -3.1 | (-7.6,1.4) |
| Low | 63.5 | (58.6,68.2) | 63.8 | (60.2,67.3) | 63.8 | $(60.8,66.6)$ | 0.2 | (-4.8,5.3) | -0.1 | (-4.6,4.5) |

[^84]Table 6-33. Youth perceptions of difficulty of talking with parents ${ }^{1}$ about drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent saying it would be very easy to talk with parents about drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 18.0 | (16.1,20.0) | 17.3 | $(15.1,19.8)$ | 17.9 | (15.0,21.1) | -0.1 | (-3.3,3.2) | 0.6 | (-2.6,3.7) |
| 14 to 15 | 16.9 | (13.8,20.4) | 14.3 | $(12.0,16.9)$ | 16.5 | $(13.9,19.4)$ | -0.4 | (-3.7,3.0) | 2.2 | $(-1.2,5.6)$ |
| 16 to 18 | 21.0 | (18.1,24.2) | 17.8 | (15.0,21.0) | 22.0 | (19.0,25.4) | 1.0 | $(-2.5,4.5)$ | 4.3 | *(0.3,8.2) |
| 14 to 18 | 19.1 | (16.8,21.7) | 16.2 | $(14.3,18.3)$ | 19.7 | (17.5,22.1) | 0.5 | (-1.8,2.9) | 3.5 | *(1.0,5.9) |
| 12 to 18 | 18.8 | (17.1,20.7) | 16.5 | $(14.9,18.3)$ | 19.2 | (17.1,21.4) | 0.4 | (-1.6,2.3) | 2.6 | *(0.6,4.7) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 19.4 | (17.0,22.1) | 16.0 | $(14.1,18.2)$ | 20.3 | (17.5,23.4) | 0.8 | (-2.5,4.2) | 4.2 | *(1.3,7.2) |
| Females | 18.2 | (16.0,20.5) | 17.1 | $(14.9,19.5)$ | 18.0 | (15.3,21.0) | -0.1 | (-2.7,2.4) | 0.9 | (-2.0,3.9) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 17.6 | $(15.6,19.9)$ | 14.7 | $(12.7,16.9)$ | 17.1 | $(14.8,19.6)$ | -0.6 | (-3.1,2.0) | 2.4 | (-0.3,5.2) |
| African American | 24.5 | (19.9,29.9) | 23.1 | (18.8,28.1) | 27.8 | $(21.5,35.1)$ | 3.3 | $(-3.4,10.0)$ | 4.7 | (-1.9,11.3) |
| Hispanic | 21.0 | (17.2,25.4) | 19.1 | (15.0,24.1) | 20.7 | (15.7,26.8) | -0.3 | (-6.1,5.5) | 1.5 | (-3.5,6.6) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 19.8 | (16.5,23.5) | 14.6 | $(12.5,17.0)$ | 19.1 | (16.1,22.6) | -0.6 | (-4.7,3.5) | 4.5 | *(1.4,7.6) |
| Lower risk | 17.5 | (15.3,20.0) | 17.6 | $(15.7,19.6)$ | 18.5 | (16.1,21.3) | 1.0 | (-2.0,4.0) | 1.0 | (-1.5,3.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 15.4 | $(12.9,18.2)$ | 12.2 | $(10.4,14.4)$ | 15.0 | $(12.5,17.9)$ | -0.4 | (-3.3,2.5) | 2.8 | (-0.2,5.7) |
| Low | 22.8 | (20.3,25.5) | 22.2 | (20.1,24.5) | 24.3 | (21.3,27.7) | 1.5 | (-2.0,5.1) | 2.1 | (-1.4,5.6) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-34. Parent ${ }^{1}$ intentions to talk to child about family rules about using drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents reporting strong intentions to talk to child about family rules about using drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 54.7 | (51.3,58.0) | 55.6 | (52.8,58.4) | 56.9 | (53.3,60.3) | 2.2 | (-2.0,6.3) | 1.2 | (-2.9,5.4) |
| 14 to 15 | 54.6 | $(50.3,58.9)$ | 53.7 | (50.1,57.3) | 55.0 | (51.3,58.7) | 0.4 | (-4.5,5.2) | 1.3 | (-2.6,5.2) |
| 16 to 18 | 44.8 | (40.5,49.3) | 48.9 | (45.0,52.7) | 46.9 | (42.7,51.1) | 2.0 | (-3.2,7.3) | -2.0 | (-7.0,3.0) |
| 14 to 18 | 49.4 | (46.2,52.5) | 51.1 | $(48.3,53.9)$ | 50.4 | (47.4,53.3) | 1.0 | (-1.9,4.0) | -0.7 | (-3.9,2.5) |
| 12 to 18 | 50.9 | (48.3,53.6) | 52.4 | (50.1,54.8) | 52.3 | (49.6,55.0) | 1.4 | (-1.0,3.9) | -0.1 | (-2.9,2.7) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 52.2 | (49.1,55.3) | 51.8 | $(48.7,54.9)$ | 52.7 | (49.0,56.4) | 0.5 | $(-3.5,4.5)$ | 0.9 | (-3.4,5.3) |
| Females | 49.5 | $(45.3,53.7)$ | 53.1 | (49.8,56.4) | 51.9 | (48.0,55.7) | 2.4 | (-1.6,6.4) | -1.2 | (-5.1,2.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 46.7 | (43.4,50.0) | 48.3 | $(45.9,50.8)$ | 45.9 | (43.4,48.5) | -0.8 | (-3.8,2.2) | -2.4 | $(-5.8,0.9)$ |
| African American | 59.9 | (53.7,65.9) | 61.2 | (53.1,68.7) | 62.5 | (54.6,69.7) | 2.5 | (-3.9,8.9) | 1.3 | $(-5.9,8.5)$ |
| Hispanic | 61.1 | (54.7,67.2) | 62.1 | (55.6,68.1) | 66.9 | (59.0,74.0) | 5.8 | $(-1.9,13.4)$ | 4.8 | $(-3.2,12.9)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 49.1 | $(45.3,52.8)$ | 51.3 | (47.7,54.8) | 47.2 | (43.4,50.9) | -1.9 | (-6.5,2.7) | -4.1 | (-8.3,0.1) |
| Lower risk | 52.1 | (48.7,55.4) | 53.8 | $(50.8,56.8)$ | 55.2 | (52.0,58.3) | 3.1 | (-0.2,6.4) | 1.4 | (-2.2,4.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 51.0 | $(48.1,53.9)$ | 51.4 | (48.6,54.2) | 49.3 | $(46.5,52.0)$ | -1.7 | (-5.2,1.7) | -2.2 | $(-5.2,0.8)$ |
| Low | 50.8 | (46.2,55.3) | 54.1 | (50.8,57.3) | 55.9 | (52.0,59.7) | 5.2 | * $(0.3,10.0)$ | 1.8 | (-2.7,6.4) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-35. Parent ${ }^{1}$ intentions to talk to child about specific things their child can do to stay away from drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Percent of parents reporting strong intentions to talk about specific things their child can do to stay away from drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 51.5 | $(48.0,54.9)$ | 53.8 | (51.2,56.5) | 55.9 | $(52.5,59.3)$ | 4.4 | *(0.1,8.7) | 2.1 | (-2.0,6.2) |
| 14 to 15 | 50.9 | $(46.2,55.6)$ | 50.2 | (46.5,53.8) | 52.1 | $(48.4,55.9)$ | 1.2 | $(-3.5,5.9)$ | 2.0 | (-3.0,6.9) |
| 16 to 18 | 37.5 | (34.0,41.0) | 41.7 | (38.4,45.1) | 41.2 | (37.2,45.3) | 3.8 | (-0.9,8.4) | -0.5 | (-5.2,4.2) |
| 14 to 18 | 43.7 | $(40.6,46.8)$ | 45.6 | (43.1,48.2) | 45.9 | $(43.1,48.8)$ | 2.3 | (-1.0,5.5) | 0.3 | (-2.8,3.5) |
| 12 to 18 | 46.0 | $(43.3,48.7)$ | 48.1 | (46.0,50.2) | 48.9 | $(46.5,51.3)$ | 2.9 | *(0.2,5.7) | 0.9 | (-1.8,3.5) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 45.5 | $(42.4,48.6)$ | 46.5 | (43.7,49.2) | 48.3 | (45.0,51.5) | 2.8 | (-1.1,6.6) | 1.8 | (-2.0,5.6) |
| Females | 46.4 | $(42.5,50.4)$ | 49.7 | (46.4,53.1) | 49.6 | $(46.1,53.1)$ | 3.1 | (-0.9,7.2) | -0.2 | (-4.2,3.9) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 40.2 | $(36.9,43.6)$ | 42.2 | (40.0,44.5) | 41.6 | (38.6,44.6) | 1.4 | (-2.0,4.8) | -0.6 | (-4.0,2.8) |
| African American | 56.1 | (49.9,62.1) | 60.4 | $(53.6,66.8)$ | 57.3 | $(50.3,64.0)$ | 1.2 | $(-5.8,8.1)$ | -3.1 | (-9.9,3.7) |
| Hispanic | 61.9 | (56.2,67.2) | 59.7 | (54.4,64.8) | 68.1 | $(60.8,74.7)$ | 6.3 | $(-3.2,15.7)$ | 8.4 | * (1.5,15.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 41.1 | $(37.4,44.9)$ | 42.7 | (39.6,46.0) | 40.8 | $(36.8,44.9)$ | -0.3 | (-4.7,4.1) | -2.0 | (-6.6,2.6) |
| Lower risk | 49.0 | $(45.7,52.3)$ | 51.7 | (48.8,54.6) | 53.6 | (50.8,56.4) | 4.6 | *(0.9,8.2) | 1.9 | (-1.7,5.5) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 42.6 | $(39.5,45.7)$ | 45.3 | (42.9,47.7) | 44.1 | $(41.3,46.9)$ | 1.6 | (-1.9,5.0) | -1.2 | (-4.4,2.0) |
| Low | 49.8 | (45.6,54.1) | 51.8 | (48.6,55.0) | 54.8 | (51.1,58.5) | 5.0 | *(0.1,9.9) | 3.0 | (-0.8,6.8) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-36. Parent ${ }^{1}$ intentions to talk to child about drug use in movies, music, and on $\mathrm{TV}^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents reporting strong intentions to talk about drug use in movies, music, and on TV |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 38.8 | (35.9,41.8) | 41.9 | (38.6,45.3) | 43.0 | (39.1,47.0) | 4.2 | *(0.2,8.2) | 1.1 | (-3.1,5.3) |
| 14 to 15 | 38.0 | $(33.7,42.5)$ | 35.5 | $(32.1,39.0)$ | 37.9 | (34.8,41.1) | -0.2 | (-5.0,4.7) | 2.4 | (-1.8,6.6) |
| 16 to 18 | 24.7 | $(21.5,28.3)$ | 30.4 | $(27.1,34.0)$ | 27.3 | (24.2,30.6) | 2.6 | (-1.9,7.0) | -3.1 | (-7.3,1.0) |
| 14 to 18 | 30.8 | (27.9,34.0) | 32.8 | $(30.2,35.4)$ | 31.9 | $(29.5,34.3)$ | 1.0 | (-2.1,4.2) | -0.9 | (-3.7,1.9) |
| 12 to 18 | 33.2 | $(30.8,35.7)$ | 35.5 | $(33.1,37.9)$ | 35.2 | (33.0,37.5) | 2.0 | (-0.6,4.6) | -0.3 | (-2.7,2.1) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 32.1 | (29.4,35.0) | 34.6 | $(31.5,37.8)$ | 34.9 | (31.7,38.3) | 2.8 | (-1.1,6.8) | 0.3 | (-3.4,4.0) |
| Females | 34.3 | (30.8,38.0) | 36.4 | (33.3,39.6) | 35.5 | (32.4,38.6) | 1.1 | (-2.8,5.1) | -0.9 | (-4.2,2.5) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 29.0 | $(26.1,32.1)$ | 30.6 | $(28.3,33.1)$ | 29.2 | (26.8,31.7) | 0.2 | (-2.8,3.3) | -1.4 | (-4.2,1.4) |
| African American | 38.2 | (31.9,45.0) | 47.8 | $(39.9,55.9)$ | 40.9 | (34.2,48.0) | 2.7 | $(-5.4,10.7)$ | -6.9 | (-15.4,1.6) |
| Hispanic | 44.6 | $(39.3,49.9)$ | 43.1 | (37.0,49.4) | 53.2 | (46.0,60.3) | 8.7 | * (1.7,15.6) | 10.1 | * $(1.7,18.5)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 26.9 | (24.0,30.1) | 28.2 | (24.7,32.0) | 28.4 | $(25.3,31.7)$ | 1.5 | $(-2.8,5.7)$ | 0.2 | (-4.2,4.6) |
| Lower risk | 37.2 | (34.0,40.5) | 40.4 | $(37.2,43.7)$ | 39.9 | (36.7,43.1) | 2.7 | (-1.4,6.7) | -0.5 | (-4.2,3.1) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 30.6 | (28.0,33.4) | 32.6 | (29.8,35.6) | 32.5 | (29.8,35.3) | 1.8 | (-1.6,5.3) | -0.1 | (-3.4,3.2) |
| Low | 36.4 | $(32.5,40.4)$ | 39.3 | (35.7,43.1) | 38.3 | (34.9,41.8) | 1.9 | (-2.7,6.5) | -1.0 | (-5.0,3.0) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-37. Parent ${ }^{1}$ intentions to talk to child about people they know who have gotten into trouble with drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents reporting they are very likely to talk about people they know who have gotten into trouble with drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 41.6 | (38.6,44.6) | 43.3 | $(39.8,46.9)$ | 41.7 | $(37.7,45.9)$ | 0.1 | (-4.1,4.4) | -1.6 | (-5.9,2.7) |
| 14 to 15 | 45.9 | (40.9,51.0) | 41.7 | $(37.5,45.9)$ | 44.3 | $(40.7,47.9)$ | -1.6 | (-6.7,3.5) | 2.6 | (-2.2,7.4) |
| 16 to 18 | 37.6 | (33.8,41.6) | 43.1 | $(38.9,47.4)$ | 39.4 | $(35.3,43.8)$ | 1.8 | $(-4.3,8.0)$ | -3.7 | (-9.1,1.8) |
| 14 to 18 | 41.4 | (37.9,45.0) | 42.4 | $(39.0,45.9)$ | 41.5 | $(38.3,44.9)$ | 0.1 | $(-4.3,4.6)$ | -0.9 | (-5.2,3.4) |
| 12 to 18 | 41.5 | (38.5,44.5) | 42.7 | $(39.6,45.8)$ | 41.6 | (38.9,44.3) | 0.1 | (-3.2,3.5) | -1.1 | (-4.4,2.2) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 40.9 | (37.7,44.1) | 42.1 | $(38.2,46.1)$ | 40.1 | $(36.8,43.5)$ | -0.8 | (-4.9,3.4) | -2.0 | (-6.7,2.6) |
| Females | 42.1 | (38.3,46.0) | 43.3 | (39.4,47.3) | 43.2 | (39.7,46.8) | 1.0 | (-3.7,5.8) | -0.1 | $(-4.5,4.3)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 40.4 | (37.0,44.0) | 42.2 | (39.0,45.5) | 40.0 | (37.0,43.1) | -0.4 | (-4.2,3.3) | -2.2 | (-6.2,1.8) |
| African American | 45.5 | $(39.1,52.1)$ | 48.2 | (39.2,57.3) | 45.2 | $(37.9,52.7)$ | -0.3 | $(-8.0,7.4)$ | -3.0 | (-10.3,4.2) |
| Hispanic | 43.4 | $(37.1,50.0)$ | 39.2 | $(33.8,44.8)$ | 43.1 | (37.0,49.3) | -0.3 | (-7.0,6.3) | 3.9 | (-4.1,11.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 41.7 | $(37.8,45.7)$ | 45.2 | $(41.1,49.3)$ | 41.3 | (37.4,45.3) | -0.4 | (-5.9,5.1) | -3.9 | (-9.3,1.6) |
| Lower risk | 41.1 | (37.8,44.6) | 41.5 | (38.0,45.0) | 41.5 | $(38.3,44.8)$ | 0.4 | (-3.4,4.2) | 0.1 | $(-3.5,3.7)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 42.2 | (39.4,45.0) | 41.6 | $(38.3,45.0)$ | 39.7 | $(36.8,42.7)$ | -2.5 | (-6.0,1.1) | -1.9 | (-5.8,2.0) |
| Low | 40.8 | (36.4,45.4) | 43.9 | $(39.5,48.3)$ | 43.9 | (39.8,48.1) | 3.1 | $(-2.5,8.7)$ | 0.0 | (-5.1,5.2) |

[^85]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-38. Summary scale of parent ${ }^{1}$ intentions to talk to child about drugs ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Summary scale of intentions to talk about drugs |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parents reporting they are very likely to talk$(-2 \text { to }+2)$ |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves <br> 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.15 | $(1.09,1.20)$ | 1.17 | (1.11,1.22) | 1.19 | $(1.13,1.26)$ | 0.05 | (-0.01,0.11) | 0.03 | $(-0.03,0.09)$ |
| 14 to 15 | 1.17 | (1.10,1.24) | 1.13 | $(1.07,1.19)$ | 1.16 | $(1.09,1.22)$ | -0.01 | (-0.09,0.06) | 0.03 | (-0.04,0.11) |
| 16 to 18 | 0.90 | $(0.83,0.97)$ | 1.01 | $(0.95,1.08)$ | 1.00 | $(0.93,1.06)$ | 0.10 | *(0.00,0.20) | -0.02 | (-0.10,0.07) |
| 14 to 18 | 1.03 | $(0.98,1.08)$ | 1.07 | (1.02,1.12) | 1.07 | (1.02,1.12) | 0.04 | (-0.02,0.10) | 0.00 | $(-0.06,0.06)$ |
| 12 to 18 | 1.06 | (1.02,1.10) | 1.10 | $(1.05,1.14)$ | 1.11 | (1.06,1.15) | 0.04 | * (0.00,0.09) | 0.01 | (-0.04,0.05) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.06 | $(1.01,1.11)$ | 1.11 | $(1.05,1.16)$ | 1.10 | (1.04,1.15) | 0.03 | (-0.03, 0.10) | -0.01 | (-0.08,0.05) |
| Females | 1.06 | (0.99,1.12) | 1.09 | $(1.02,1.15)$ | 1.12 | (1.06,1.17) | 0.06 | (-0.01, 0.13) | 0.03 | (-0.03,0.10) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.02 | (0.97,1.07) | 1.08 | $(1.04,1.12)$ | 1.03 | (0.98,1.08) | 0.01 | (-0.04,0.07) | -0.05 | (-0.10,0.01) |
| African American | 1.20 | $(1.12,1.28)$ | 1.21 | $(1.07,1.34)$ | 1.23 | $(1.11,1.35)$ | 0.03 | (-0.08,0.13) | 0.03 | (-0.09,0.14) |
| Hispanic | 1.16 | $(1.05,1.26)$ | 1.06 | (0.94,1.19) | 1.28 | $(1.18,1.38)$ | 0.12 | $(0.00,0.24)$ | 0.21 | * $(0.09,0.34)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 1.00 | $(0.95,1.06)$ | 1.04 | $(0.98,1.11)$ | 1.02 | $(0.95,1.08)$ | 0.01 | (-0.07,0.09) | -0.03 | (-0.11,0.05) |
| Lower risk | 1.09 | $(1.04,1.15)$ | 1.13 | $(1.08,1.19)$ | 1.16 | $(1.10,1.21)$ | 0.06 | * $(0.01,0.12)$ | 0.03 | (-0.02,0.07) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.06 | $(1.02,1.10)$ | 1.06 | $(1.01,1.11)$ | 1.06 | $(1.01,1.10)$ | 0.00 | (-0.05, 0.04 ) | -0.01 | $(-0.07,0.05)$ |
| Low | 1.06 | (0.98,1.13) | 1.14 | $(1.08,1.20)$ | 1.16 | $(1.10,1.23)$ | 0.11 | *(0.03,0.19) | 0.03 | $(-0.04,0.09)$ |

[^86]Table 6-39. Specific belief that parental ${ }^{1}$ monitoring ${ }^{2}$ will make it more likely that their child will do well in school, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents holding strong belief that parental monitoring will make it more likely that their child will do well in school |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 62.1 | (59.5,64.7) | 65.5 | (62.5,68.4) | 65.2 | (61.6,68.6) | 3.1 | (-1.1,7.2) | -0.3 | (-5.1,4.4) |
| 14 to 15 | 56.2 | (52.2,60.1) | 55.0 | (51.4,58.7) | 55.8 | (52.0,59.5) | -0.4 | (-5.9,5.1) | 0.7 | (-3.9,5.3) |
| 16 to 18 | 44.3 | $(40.5,48.0)$ | 46.8 | (43.2,50.4) | 47.3 | (43.4,51.1) | 3.0 | (-1.3,7.3) | 0.5 | $(-4.5,5.4)$ |
| 14 to 18 | 49.8 | (46.8,52.8) | 50.6 | (47.9,53.3) | 51.0 | (48.0,54.0) | 1.2 | $(-2.5,4.9)$ | 0.4 | (-2.9,3.6) |
| 12 to 18 | 53.4 | $(51.1,55.7)$ | 55.0 | (52.8,57.2) | 55.2 | (52.8,57.7) | 1.8 | (-1.1,4.7) | 0.2 | $(-2.5,3.0)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 52.5 | (49.2,55.9) | 53.9 | (50.7,57.1) | 53.3 | (49.7,56.8) | 0.7 | (-3.7,5.1) | -0.6 | (-4.6,3.4) |
| Females | 54.4 | (51.4,57.3) | 56.2 | (53.0,59.3) | 57.3 | (54.2,60.4) | 2.9 | (-1.0,6.9) | 1.1 | (-3.1,5.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 54.3 | (51.3,57.2) | 55.3 | (52.8,57.9) | 54.6 | (51.5,57.6) | 0.3 | (-3.0,3.7) | -0.7 | (-3.8,2.3) |
| African American | 50.7 | $(43.8,57.5)$ | 56.1 | (50.8,61.4) | 49.4 | (42.5,56.3) | -1.3 | (-11.8,9.3) | -6.7 | (-16.3,2.9) |
| Hispanic | 52.6 | (45.9,59.2) | 51.7 | (46.3,57.1) | 62.2 | (56.6,67.5) | 9.6 | * $(2.5,16.7)$ | 10.5 | * $(3.8,17.1)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 43.5 | (39.2,47.8) | 44.6 | (41.1,48.2) | 44.7 | (40.5,48.9) | 1.2 | (-3.2,5.6) | 0.1 | (-4.9,5.0) |
| Lower risk | 59.9 | (57.2,62.5) | 62.2 | $(59.5,64.7)$ | 62.5 | (59.7,65.1) | 2.6 | (-1.0,6.1) | 0.3 | (-3.0,3.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 51.8 | (48.5,55.2) | 52.5 | (49.5,55.4) | 52.2 | $(48.9,55.5)$ | 0.4 | (-4.1,4.8) | -0.3 | (-4.0,3.5) |
| Low | 55.0 | (51.7,58.1) | 58.8 | (55.9,61.6) | 58.7 | (55.0,62.4) | 3.8 | (-0.8,8.4) | 0.0 | (-4.5,4.4) |

[^87]Table 6-40. Specific belief that parental ${ }^{1}$ monitoring ${ }^{2}$ will make parent feel that they are doing their job as a parent, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents holding strong belief that parental monitoring will make them feel they are doing their job as a parent |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 56.5 | (53.9,59.2) | 58.3 | $(55.7,60.9)$ | 61.8 | $(58.6,64.8)$ | 5.2 | *(0.8,9.6) | 3.4 | (-0.6,7.4) |
| 14 to 15 | 51.5 | $(47.7,55.3)$ | 53.1 | (49.1,57.1) | 53.3 | $(49.5,57.0)$ | 1.8 | (-3.6,7.2) | 0.2 | $(-4.5,4.8)$ |
| 16 to 18 | 43.2 | $(39.6,46.9)$ | 44.0 | $(40.1,48.0)$ | 49.2 | $(45.1,53.2)$ | 5.9 | *(1.6,10.3) | 5.1 | (-0.1,10.3) |
| 14 to 18 | 47.0 | $(44.7,49.4)$ | 48.2 | $(45.1,51.4)$ | 50.9 | $(48.0,53.9)$ | 3.9 | *(0.8,7.0) | 2.7 | (-1.2,6.6) |
| 12 to 18 | 49.8 | $(47.9,51.7)$ | 51.2 | $(48.8,53.7)$ | 54.2 | $(51.9,56.4)$ | 4.3 | *(1.8,6.9) | 2.9 | (-0.2,6.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 49.0 | $(45.9,52.0)$ | 48.8 | (46.0,51.6) | 52.4 | $(49.2,55.6)$ | 3.5 | (-0.5,7.4) | 3.6 | (-0.2,7.4) |
| Females | 50.7 | (48.0,53.5) | 53.8 | (50.0,57.5) | 56.0 | (52.8,59.1) | 5.2 | *(1.2,9.3) | 2.2 | $(-2.3,6.7)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 48.6 | $(46.3,50.9)$ | 48.9 | $(46.0,51.7)$ | 51.5 | (48.6,54.4) | 2.9 | (-0.4,6.1) | 2.6 | (-1.2,6.5) |
| African American | 53.0 | (47.5,58.4) | 57.8 | (52.1,63.2) | 54.4 | (48.4,60.4) | 1.4 | (-6.2,9.0) | -3.3 | (-10.6,4.0) |
| Hispanic | 52.3 | (46.2,58.4) | 52.8 | (47.6,58.0) | 64.6 | (59.4,69.5) | 12.3 | *(7.2,17.4) | 11.8 | * $6.1,17.5$ ) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 43.6 | $(40.1,47.2)$ | 43.9 | $(40.0,47.8)$ | 47.4 | (43.4,51.4) | 3.8 | (-0.7,8.3) | 3.5 | (-2.3,9.4) |
| Lower risk | 54.1 | $(51.2,56.9)$ | 56.1 | $(53.2,59.0)$ | 58.6 | (55.7,61.4) | 4.5 | *(0.8,8.2) | 2.5 | (-1.0,5.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 48.2 | $(45.3,51.2)$ | 49.1 | $(45.8,52.4)$ | 50.7 | $(47.6,53.9)$ | 2.5 | (-1.5,6.5) | 1.6 | (-2.6,5.8) |
| Low | 51.8 | (49.2,54.3) | 53.9 | (50.8,57.0) | 58.0 | (54.3,61.6) | 6.3 | * (1.8,10.7) | 4.1 | $(-0.5,8.7)$ |

[^88]Table 6-41. Specific belief that parental ${ }^{1}$ monitoring ${ }^{2}$ will make it less likely that their child will try any drug, even once or twice, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents holding strong belief that parental monitoring will make it less likely that their child will try any drug, even once or twice |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves <br> 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 48.8 | $(45.8,51.8)$ | 53.4 | $(50.2,56.6)$ | 54.7 | $(51.3,58.0)$ | 5.9 | * (1.2,10.7) | 1.3 | (-3.6,6.2) |
| 14 to 15 | 41.6 | $(37.7,45.6)$ | 43.9 | $(40.3,47.6)$ | 43.6 | (40.0,47.3) | 2.0 | (-2.9,6.9) | -0.3 | (-5.6,4.9) |
| 16 to 18 | 34.2 | (30.9,37.6) | 35.0 | (31.9,38.2) | 41.4 | $(37.3,45.7)$ | 7.2 | * (2.2,12.2) | 6.4 | *(0.9,11.9) |
| 14 to 18 | 37.6 | $(35.2,40.1)$ | 39.1 | (36.7,41.6) | 42.4 | (39.4,45.4) | 4.7 | * (1.1,8.4) | 3.2 | (-0.8,7.2) |
| 12 to 18 | 40.9 | (38.9,42.9) | 43.4 | $(41.3,45.4)$ | 46.0 | (43.6,48.5) | 5.1 | *(2.2,8.1) | 2.7 | (-0.9,6.3) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 39.1 | $(36.3,42.0)$ | 41.3 | (38.4,44.2) | 43.9 | $(40.3,47.5)$ | 4.8 | *(0.8,8.8) | 2.6 | (-2.2,7.4) |
| Females | 42.8 | $(39.8,45.8)$ | 45.5 | $(42.7,48.4)$ | 48.3 | (45.3,51.3) | 5.5 | *(1.5,9.5) | 2.8 | (-1.5,7.0) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 42.0 | (39.7,44.3) | 44.4 | (42.2,46.5) | 46.9 | $(44.3,49.4)$ | 4.9 | *(1.6,8.1) | 2.5 | (-0.7,5.6) |
| African American | 42.3 | (36.2,48.6) | 42.2 | (36.2,48.5) | 41.4 | $(34.8,48.4)$ | -0.8 | (-10.1,8.5) | -0.8 | (-12.1,10.5) |
| Hispanic | 35.5 | (29.4,42.1) | 39.9 | $(34.3,45.9)$ | 44.5 | (37.9,51.2) | 9.0 | * (1.0,16.9) | 4.5 | (-5.4,14.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 32.8 | $(29.8,35.9)$ | 32.5 | (29.6,35.5) | 36.1 | $(32.0,40.4)$ | 3.3 | (-1.8,8.4) | 3.6 | (-1.8,9.0) |
| Lower risk | 46.2 | $(43.5,48.9)$ | 50.5 | $(47.6,53.4)$ | 53.8 | $(50.8,56.7)$ | 7.6 | * $(3.8,11.4)$ | 3.3 | (-0.8,7.4) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 37.7 | $(35.1,40.3)$ | 39.9 | $(37.5,42.3)$ | 41.8 | $(38.2,45.4)$ | 4.1 | $(-0.2,8.3)$ | 1.9 | $(-2.5,6.3)$ |
| Low | 44.9 | $(41.8,47.9)$ | 47.6 | (44.2,51.0) | 52.0 | (48.6,55.4) | 7.1 | * (2.5,11.8) | 4.4 | (-0.8,9.6) |

[^89]Table 6-42. Specific belief that parental ${ }^{1}$ monitoring ${ }^{2}$ will make it less likely their child will use any drug nearly every month, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents holding strong belief that parental monitoring will make it less likely their child will use any drug nearly every month |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 53.3 | (50.7,55.8) | 57.1 | $(54.1,60.0)$ | 58.3 | (54.2,62.3) | 5.0 | *(0.1,9.9) | 1.2 | (-4.1,6.6) |
| 14 to 15 | 47.6 | (43.6,51.6) | 48.7 | $(45.1,52.4)$ | 49.1 | (44.9,53.2) | 1.5 | (-4.4,7.4) | 0.3 | $(-5.6,6.3)$ |
| 16 to 18 | 37.6 | (34.4,41.0) | 38.2 | (35.2,41.4) | 43.7 | (39.9,47.6) | 6.1 | * (1.6,10.5) | 5.4 | (-0.1,11.0) |
| 14 to 18 | 42.2 | (39.9,44.6) | 43.1 | (40.7,45.6) | 46.0 | (42.9,49.2) | 3.8 | (-0.1,7.7) | 2.9 | (-1.2,7.0) |
| 12 to 18 | 45.5 | (43.4,47.5) | 47.2 | (45.2,49.2) | 49.6 | (46.8,52.4) | 4.1 | *(0.9,7.3) | 2.4 | (-1.2,6.0) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 44.3 | (41.3,47.4) | 45.7 | (43.0,48.5) | 46.7 | $(42.9,50.7)$ | 2.4 | (-2.1,6.9) | 1.0 | (-3.9,5.9) |
| Females | 46.7 | (43.9,49.5) | 48.7 | $(45.8,51.7)$ | 52.6 | $(49.3,55.9)$ | 5.9 | * $(1.7,10.1)$ | 3.9 | (-0.5,8.2) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 47.8 | $(45.5,50.0)$ | 50.6 | (48.4,52.7) | 52.2 | $(49.3,55.1)$ | 4.4 | *(0.7,8.1) | 1.6 | (-1.9,5.1) |
| African American | 42.8 | $(37.1,48.7)$ | 40.2 | $(35.1,45.5)$ | 42.2 | (35.7,49.0) | -0.6 | (-8.7,7.5) | 2.0 | (-7.2,11.2) |
| Hispanic | 38.3 | (32.5,44.6) | 40.1 | $(34.7,45.7)$ | 44.5 | (38.0,51.3) | 6.2 | (-1.8,14.1) | 4.5 | $(-4.5,13.4)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 37.0 | $(33.8,40.3)$ | 36.9 | (33.7,40.2) | 39.1 | $(35.3,43.1)$ | 2.1 | (-3.0,7.2) | 2.2 | (-3.0,7.3) |
| Lower risk | 50.8 | (48.0,53.6) | 54.0 | $(51.5,56.5)$ | 57.4 | (54.2,60.5) | 6.6 | * (3.0,10.2) | 3.4 | (-0.6,7.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 42.4 | $(40.1,44.8)$ | 43.7 | $(41.1,46.4)$ | 44.9 | (41.3,48.6) | 2.5 | (-1.8,6.8) | 1.2 | (-3.2,5.6) |
| Low | 48.9 | (46.0,51.8) | 51.6 | (48.3,54.8) | 55.8 | (52.0,59.5) | 6.9 | * (2.3,11.5) | 4.2 | (-1.1,9.6) |

[^90]Table 6-43. Specific belief that parental ${ }^{1}$ monitoring ${ }^{2}$ will make their child feel they are invading his/her privacy, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of parents holding strong belief that parental monitoring will make their child feel they are invading his/her privacy (disagree) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 18.7 | (16.4,21.2) | 18.3 | $(16.2,20.5)$ | 20.1 | $(17.5,22.8)$ | 1.4 | (-1.3,4.1) | 1.8 | $(-1.3,4.9)$ |
| 14 to 15 | 14.7 | $(12.0,18.1)$ | 14.8 | $(12.3,17.6)$ | 16.6 | $(14.1,19.5)$ | 1.9 | $(-1.8,5.5)$ | 1.8 | (-2.3,6.0) |
| 16 to 18 | 14.2 | $(11.5,17.4)$ | 10.5 | $(8.3,13.2)$ | 14.7 | $(11.7,18.4)$ | 0.5 | $(-3.8,4.9)$ | 4.3 | *(1.1,7.4) |
| 14 to 18 | 14.5 | $(12.5,16.6)$ | 12.5 | $(10.8,14.4)$ | 15.6 | $(13.4,18.0)$ | 1.1 | (-1.7,3.9) | 3.1 | *(0.7,5.5) |
| 12 to 18 | 15.7 | (14.1,17.5) | 14.2 | $(12.8,15.7)$ | 16.9 | $(15.2,18.8)$ | 1.2 | (-1.0,3.4) | 2.7 | *(0.8,4.6) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 14.8 | $(12.9,17.0)$ | 13.7 | $(11.8,15.8)$ | 15.7 | (13.6,18.0) | 0.8 | (-2.0,3.7) | 2.0 | (-0.7,4.7) |
| Females | 16.6 | $(14.5,18.9)$ | 14.7 | (12.6,17.1) | 18.2 | $(15.8,20.9)$ | 1.6 | (-1.4,4.6) | 3.5 | *(0.5,6.4) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 12.6 | (11.3,14.1) | 11.7 | $(10.1,13.5)$ | 13.5 | $(11.8,15.4)$ | 0.9 | (-1.4,3.1) | 1.8 | (-0.2,3.9) |
| African American | 20.1 | (15.9,25.1) | 20.3 | (16.0,25.5) | 23.4 | $(18.1,29.6)$ | 3.2 | $(-2.8,9.3)$ | 3.0 | (-3.1,9.2) |
| Hispanic | 22.6 | (16.6,30.0) | 19.0 | (13.6,25.9) | 24.5 | (19.4,30.4) | 1.9 | (-6.0,9.8) | 5.5 | (-3.2,14.3) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 13.0 | $(10.5,16.1)$ | 10.0 | $(8.0,12.5)$ | 13.0 | $(10.4,16.2)$ | 0.0 | (-3.5,3.4) | 3.0 | *(0.0,5.9) |
| Lower risk | 17.2 | (15.0,19.5) | 16.9 | $(14.8,19.1)$ | 18.6 | $(16.5,20.7)$ | 1.4 | (-1.4,4.1) | 1.7 | (-0.9,4.3) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 13.1 | $(11.3,15.2)$ | 13.3 | $(11.3,15.6)$ | 14.1 | $(12.1,16.3)$ | 1.0 | $(-1.8,3.7)$ | 0.8 | (-1.9,3.5) |
| Low | 18.3 | (16.0,20.8) | 15.5 | (13.6,17.6) | 20.0 | $(17.3,23.0)$ | 1.7 | (-2.0,5.5) | 4.5 | * (1.5,7.6) |

[^91]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-44. Summary scale of specific beliefs about effectiveness of parental ${ }^{1}$ monitoring ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| $\underline{\text { Characteristics }}$ | Summary scale of specific beliefs about effectiveness of parental monitoring $(-2 \text { to }+2)$ <br> (where higher scores represent stronger promonitoring beliefs) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.14 | (1.11,1.17) | 1.16 | $(1.13,1.19)$ | 1.18 | $(1.13,1.22)$ | 0.04 | (-0.02,0.09) | 0.02 | (-0.04,0.07) |
| 14 to 15 | 1.04 | (0.99, 1.08) | 1.01 | (0.95,1.08) | 1.03 | $(0.99,1.08)$ | 0.00 | (-0.06,0.06) | 0.02 | (-0.05,0.09) |
| 16 to 18 | 0.89 | (0.84,0.94) | 0.90 | $(0.85,0.94)$ | 0.97 | (0.92,1.03) | 0.08 | *(0.02,0.15) | 0.07 | *(0.02,0.13) |
| 14 to 18 | 0.96 | (0.92,0.99) | 0.95 | (0.91,0.99) | 1.00 | $(0.96,1.04)$ | 0.04 | $(0.00,0.09)$ | 0.05 | *(0.00,0.09) |
| 12 to 18 | 1.01 | (0.98,1.04) | 1.01 | $(0.98,1.05)$ | 1.05 | (1.02,1.09) | 0.04 | *(0.01, 0.08$)$ | 0.04 | *(0.00, 0.07$)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 0.99 | (0.95,1.03) | 0.98 | (0.94,1.03) | 1.03 | $(0.98,1.07)$ | 0.04 | (-0.02,0.09) | 0.04 | $(-0.01,0.09)$ |
| Females | 1.03 | (1.00,1.07) | 1.05 | (1.00,1.09) | 1.08 | (1.04,1.13) | 0.05 | $(0.00,0.10)$ | 0.04 | $(-0.02,0.09)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.03 | (1.00,1.06) | 1.03 | $(1.00,1.07)$ | 1.05 | $(1.01,1.09)$ | 0.02 | (-0.02,0.06) | 0.02 | (-0.02,0.06) |
| African American | 1.01 | (0.92,1.09) | 1.06 | (0.99,1.12) | 1.06 | $(0.96,1.17)$ | 0.06 | (-0.04,0.16) | 0.01 | (-0.09,0.10) |
| Hispanic | 0.92 | (0.84, 0.99 ) | 0.88 | (0.79,0.98) | 1.02 | $(0.95,1.09)$ | 0.11 | *(0.02,0.20) | 0.14 | *(0.03,0.25) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 0.86 | $(0.80,0.91)$ | 0.85 | (0.80,0.90) | 0.90 | $(0.84,0.96)$ | 0.05 | (-0.03, 0.12) | 0.05 | $(-0.01,0.12)$ |
| Lower risk | 1.11 | $(1.08,1.14)$ | 1.12 | (1.09,1.16) | 1.15 | $(1.12,1.19)$ | 0.04 | *(0.00, 0.08$)$ | 0.03 | $(-0.01,0.07)$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 0.96 | (0.92,0.99) | 0.95 | (0.91,1.00) | 0.98 | (0.94,1.03) | 0.03 | (-0.03, 0.08) | 0.03 | $(-0.02,0.08)$ |
| Low | 1.07 | (1.03,1.11) | 1.09 | (1.06,1.13) | 1.14 | $(1.09,1.18)$ | 0.07 | *(0.02,0.12) | 0.04 | (-0.01,0.09) |

[^92]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-45. Specific intention to perform parental ${ }^{1}$ monitoring ${ }^{2}$ by requiring child to be home at specific time at night, by age of child

| Age of child | Percent of parents reporting strong intentions to require child to be home at specific time at night |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 87.1 | (84.9,89.0) | 88.2 | $(86.3,89.9)$ | 90.3 | (88.4,92.0) | 3.2 | * (0.8,5.6) | 2.1 | (-0.4,4.6) |
| 14 to 15 | 84.1 | (80.9,86.9) | 87.5 | (84.6,90.0) | 84.3 | (81.0,87.1) | 0.2 | $(-4.3,4.6)$ | -3.2 | (-6.7,0.3) |
| 16 to 18 | 70.7 | (66.6,74.5) | 70.7 | (66.2,74.7) | 71.0 | (66.9,74.7) | 0.3 | (-5.0,5.6) | 0.3 | $(-4.9,5.5)$ |
| 14 to 18 | 76.9 | (74.0,79.6) | 78.5 | $(75.5,81.2)$ | 76.8 | (74.1,79.2) | -0.2 | (-3.8,3.5) | -1.7 | $(-5.2,1.8)$ |
| 12 to 18 | 79.9 | (77.6,82.1) | 81.4 | (79.1,83.5) | 80.8 | (78.7,82.8) | 0.9 | (-1.9,3.6) | -0.6 | (-3.2,2.1) |

[^93]Table 6-46. Specific intention to perform parental ${ }^{1}$ monitoring ${ }^{2}$ by limiting the time child spends with other children without adult supervision, by age of child

| Age of child | Percent of parents reporting strong intentions to limit the time child spends with other children without adult supervision |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 58.8 | (55.4,62.0) | 59.9 | (56.7,62.9) | 64.5 | (61.5,67.3) | 5.7 | *(1.4,10.0) | 4.6 | * $(0.5,8.7)$ |
| 14 to 15 | 49.3 | (45.3,53.3) | 49.6 | $(46.6,52.7)$ | 52.9 | $(49.1,56.8)$ | 3.7 | (-2.0,9.3) | 3.3 | (-1.7,8.3) |
| 16 to 18 | 25.2 | (21.8,28.8) | 30.0 | (26.4,33.8) | 31.4 | (27.8,35.3) | 6.2 | * (1.8,10.7) | 1.4 | $(-3.8,6.7)$ |
| 14 to 18 | 36.3 | (33.7,39.0) | 39.1 | (36.7,41.6) | 40.7 | (38.0,43.5) | 4.4 | *(1.0,7.9) | 1.6 | $(-1.8,5.1)$ |
| 12 to 18 | 42.9 | (40.7,45.2) | 45.2 | (43.3,47.2) | 47.8 | (45.6,50.0) | 4.9 | * (2.0,7.7) | 2.6 | (-0.2,5.3) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-47. Specific intention to perform parental ${ }^{1}$ monitoring ${ }^{2}$ by knowing what child is doing when he or she is away from home, by age of child

| Age of child | Percent of parents reporting strong intentions to know what child is doing when she or he is away from home |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 66.7 | (64.0,69.2) | 71.5 | (68.6,74.3) | 72.3 | (69.1,75.2) | 5.6 | * (1.3,9.9) | 0.7 | (-3.4,4.8) |
| 14 to 15 | 63.2 | (59.8,66.6) | 64.3 | (60.6,67.8) | 65.6 | $(61.8,69.2)$ | 2.3 | $(-2.2,6.9)$ | 1.3 | (-3.2,5.9) |
| 16 to 18 | 49.2 | (45.4,53.0) | 48.1 | $(44.6,51.7)$ | 48.9 | $(44.6,53.2)$ | -0.3 | $(-5.1,4.4)$ | 0.7 | $(-4.8,6.3)$ |
| 14 to 18 | 55.7 | (53.0,58.4) | 55.6 | (52.7,58.5) | 56.1 | (53.0,59.2) | 0.4 | (-2.9,3.7) | 0.5 | $(-3.5,4.5)$ |
| 12 to 18 | 58.9 | (56.9,61.0) | 60.3 | (58.2,62.4) | 60.9 | $(58.4,63.4)$ | 2.0 | $(-0.7,4.7)$ | 0.6 | (-2.6,3.8) |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-48. Specific intention to perform parental ${ }^{1}$ monitoring ${ }^{2}$ by personally knowing child's friends well, by age of child

| Age of child | Percent of parents reporting strong intentions to personally know child's friends well |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 58.2 | $(55.6,60.7)$ | 59.1 | $(56.3,61.9)$ | 58.7 | $(55.1,62.2)$ | 0.6 | (-3.9,5.0) | -0.4 | (-4.9,4.1) |
| 14 to 15 | 55.2 | $(51.1,59.1)$ | 52.7 | $(48.9,56.4)$ | 53.7 | $(49.5,57.8)$ | -1.5 | (-6.8,3.8) | 1.0 | (-4.4,6.4) |
| 16 to 18 | 46.2 | (41.9,50.6) | 43.6 | (39.7,47.5) | 44.0 | $(39.6,48.6)$ | -2.2 | (-7.6,3.2) | 0.5 | $(-5.3,6.3)$ |
| 14 to 18 | 50.4 | $(47.2,53.5)$ | 47.8 | $(44.9,50.6)$ | 48.2 | $(45.0,51.4)$ | -2.2 | (-6.0,1.7) | 0.4 | (-3.6,4.5) |
| 12 to 18 | 52.7 | (50.4,54.9) | 51.1 | $(48.8,53.5)$ | 51.3 | $(48.8,53.9)$ | -1.3 | (-4.4,1.7) | 0.2 | (-3.1,3.5) |

[^94]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-49. Specific intention to perform parental ${ }^{1}$ monitoring ${ }^{2}$ by knowing what child's plans are for the coming day, by age of child

| Age of child | Percent of parents reporting strong intentions to know what child's plans are for the coming day |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| 12 to 13 | 61.3 | (58.3,64.1) | 64.4 | (61.5,67.2) | 64.7 | $(61.2,68.0)$ | 3.4 | (-1.2,8.0) | 0.3 | (-3.4,4.0) |
| 14 to 15 | 54.7 | $(50.5,58.9)$ | 55.6 | (51.7,59.5) | 58.0 | (54.9,61.1) | 3.3 | (-2.0,8.6) | 2.4 | (-2.3,7.1) |
| 16 to 18 | 44.3 | (40.2,48.5) | 43.5 | (39.5,47.6) | 42.1 | $(37.7,46.7)$ | -2.2 | (-8.0,3.6) | -1.3 | (-6.7,4.1) |
| 14 to 18 | 49.1 | $(45.7,52.6)$ | 49.1 | (46.4,51.8) | 49.0 | (46.0,52.1) | -0.1 | $(-4.7,4.5)$ | -0.1 | (-3.6,3.4) |
| 12 to 18 | 52.7 | $(50.0,55.4)$ | 53.6 | $(51.5,55.8)$ | 53.7 | $(51.3,56.1)$ | 1.0 | $(-2.6,4.5)$ | 0.1 | (-2.8,2.9) |

[^95]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-50. Summary scale of specific intentions to perform parental ${ }^{1}$ monitoring ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Summary scale of parents reporting strong intentions to perform parental monitoring $(-2 \text { to }+2)$ <br> (where higher scores represent stronger promonitoring intentions) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 1.53 | $(1.50,1.55)$ | 1.55 | (1.52,1.58) | 1.58 | (1.54,1.61) | 0.05 | *(0.01,0.09) | 0.03 | (-0.01,0.07) |
| 14 to 15 | 1.41 | (1.36,1.46) | 1.45 | $(1.41,1.49)$ | 1.48 | (1.44,1.51) | 0.06 | *(0.00,0.13) | 0.02 | (-0.03,0.08) |
| 16 to 18 | 1.08 | $(1.03,1.13)$ | 1.11 | $(1.05,1.17)$ | 1.11 | $(1.05,1.16)$ | 0.03 | (-0.04,0.09) | 0.00 | $(-0.08,0.08)$ |
| 14 to 18 | 1.23 | $(1.20,1.27)$ | 1.27 | $(1.23,1.31)$ | 1.27 | $(1.23,1.30)$ | 0.03 | (-0.01,0.07) | 0.00 | (-0.05,0.05) |
| 12 to 18 | 1.32 | $(1.29,1.34)$ | 1.35 | (1.32,1.38) | 1.36 | $(1.33,1.39)$ | 0.04 | *(0.01,0.07) | 0.01 | (-0.03, 0.05) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 1.27 | (1.24,1.31) | 1.32 | $(1.28,1.36)$ | 1.29 | $(1.25,1.34)$ | 0.02 | (-0.03, 0.07$)$ | -0.02 | $(-0.09,0.04)$ |
| Females | 1.37 | $(1.33,1.40)$ | 1.38 | $(1.34,1.43)$ | 1.43 | $(1.39,1.46)$ | 0.06 | *(0.01,0.11) | 0.04 | (-0.01, 0.10$)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 1.33 | $(1.30,1.36)$ | 1.37 | $(1.34,1.40)$ | 1.35 | $(1.31,1.38)$ | 0.02 | (-0.02,0.06) | -0.02 | $(-0.06,0.02)$ |
| African American | 1.31 | (1.24,1.38) | 1.33 | $(1.25,1.42)$ | 1.35 | (1.26,1.44) | 0.05 | (-0.06,0.15) | 0.02 | (-0.10,0.14) |
| Hispanic | 1.28 | (1.21,1.35) | 1.28 | (1.20,1.35) | 1.39 | (1.31,1.47) | 0.11 | *(0.02,0.20) | 0.11 | $(0.00,0.23)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 1.09 | $(1.04,1.14)$ | 1.13 | $(1.07,1.19)$ | 1.11 | $(1.05,1.16)$ | 0.02 | (-0.04,0.08) | -0.02 | $(-0.10,0.05)$ |
| Lower risk | 1.47 | $(1.44,1.49)$ | 1.49 | $(1.45,1.52)$ | 1.53 | (1.50,1.56) | 0.06 | *(0.03,0.10) | 0.05 | *(0.01,0.09) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 1.24 | $(1.20,1.28)$ | 1.28 | (1.24,1.32) | 1.25 | $(1.21,1.29)$ | 0.01 | (-0.04,0.06) | -0.03 | (-0.09,0.02) |
| Low | 1.41 | (1.37,1.45) | 1.43 | $(1.40,1.46)$ | 1.49 | (1.46,1.53) | 0.08 | *(0.04,0.13) | 0.06 | *(0.01,0.11) |

[^96]${ }^{2}$ These questions were repeated separately for each sample child.

Table 6-51. Summary measure of general attitudes toward parental ${ }^{1}$ monitoring ${ }^{2}$, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Summary scale of general attitude toward parental monitoring (1 to 7) <br> (where higher score represents stronger promonitoring attitudes) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | Mean | 95\% CI | Mean | 95\% CI | Mean | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 6.36 | (6.31,6.41) | 6.44 | $(6.41,6.48)$ | 6.44 | $(6.40,6.48)$ | 0.08 | *(0.01,0.14) | -0.01 | $(-0.06,0.04)$ |
| 14 to 15 | 6.17 | (6.10,6.24) | 6.23 | $(6.17,6.29)$ | 6.27 | $(6.21,6.32)$ | 0.10 | *(0.01,0.18) | 0.04 | (-0.04,0.12) |
| 16 to 18 | 5.93 | $(5.86,6.00)$ | 6.02 | $(5.95,6.10)$ | 6.01 | $(5.93,6.09)$ | 0.08 | (-0.02,0.18) | -0.02 | $(-0.13,0.10)$ |
| 14 to 18 | 6.04 | $(5.99,6.09)$ | 6.12 | (6.06,6.17) | 6.12 | (6.07,6.17) | 0.08 | *(0.01,0.14) | 0.00 | (-0.07,0.07) |
| 12 to 18 | 6.14 | (6.10,6.18) | 6.21 | (6.17,6.26) | 6.22 | (6.17,6.26) | 0.08 | *(0.03, 0.13$)$ | 0.00 | (-0.05, 0.06 ) |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 6.06 | (6.00,6.12) | 6.14 | (6.09,6.20) | 6.18 | (6.13,6.24) | 0.12 | *(0.06,0.19) | 0.04 | (-0.03, 0.11 ) |
| Females | 6.21 | (6.16,6.27) | 6.29 | (6.24,6.34) | 6.25 | (6.19,6.31) | 0.04 | (-0.04,0.11) | -0.04 | (-0.12,0.03) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 6.09 | (6.05,6.14) | 6.16 | $(6.11,6.21)$ | 6.17 | (6.13,6.22) | 0.08 | *(0.03, 0.13$)$ | 0.01 | (-0.05,0.08) |
| African | 6.19 | (6.07,6.31) | 6.31 | (6.22,6.40) | 6.23 | (6.14,6.33) | 0.04 | (-0.08,0.17) | -0.08 | (-0.19,0.03) |
| Hispanic | 6.33 | (6.22,6.44) | 6.36 | $(6.25,6.47)$ | 6.41 | (6.27,6.55) | 0.08 | (-0.07,0.24) | 0.05 | (-0.13, 0.24$)$ |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 5.85 | (5.78,5.93) | 5.95 | $(5.87,6.03)$ | 5.94 | $(5.86,6.03)$ | 0.09 | $(-0.01,0.19)$ | -0.01 | $(-0.11,0.10)$ |
| Lower risk | 6.32 | (6.28,6.35) | 6.38 | (6.34,6.42) | 6.40 | (6.36,6.43) | 0.08 | *(0.03, 0.13$)$ | 0.02 | (-0.04, 0.07 ) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 6.02 | $(5.97,6.08)$ | 6.11 | (6.04,6.17) | 6.12 | (6.07,6.18) | 0.10 | *(0.03, 0.17$)$ | 0.02 | (-0.06,0.10) |
| Low | 6.27 | (6.20,6.33) | 6.35 | (6.30,6.40) | 6.33 | $(6.27,6.38)$ | 0.06 | (-0.02,0.14) | -0.02 | (-0.09,0.04) |

[^97]Table 6-52. Use of marijuana among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who have never used marijuana in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 97.9 | (97.1,98.5) | 98.9 | $(98.1,99.3)$ | 98.6 | $(97.8,99.0)$ | 0.7 | (-0.2,1.5) | -0.3 | (-1.1,0.5) |
|  | 96.7 | (95.6,97.6) | 97.4 | (96.0,98.3) | 96.8 | $(95.6,97.7)$ | 0.1 | (-1.2,1.4) | -0.6 | (-2.1,1.0) |
| 14 to 15 | 90.8 | (87.8,93.1) | 90.9 | (88.3,93.0) | 91.1 | (88.3,93.3) | 0.3 | (-3.0,3.6) | 0.2 | (-3.0,3.4) |
|  | 88.7 | (85.4,91.3) | 86.2 | $(83.5,88.6)$ | 86.8 | $(83.4,89.7)$ | -1.8 | $(-5.5,1.9)$ | 0.6 | (-2.9,4.1) |
| 16 to 18 | 81.0 | (77.9,83.7) | 82.1 | (78.4,85.3) | 80.7 | (77.4,83.5) | -0.3 | (-4.0,3.4) | -1.5 | (-6.0,3.0) |
|  | 70.9 | (67.2,74.4) | 73.2 | (69.7,76.4) | 73.7 | (70.2,77.0) | 2.8 | $(-1.9,7.5)$ | 0.5 | (-3.7,4.8) |
| 14 to 18 | 85.5 | (83.6,87.3) | 86.2 | (83.7,88.4) | 85.2 | (83.1,87.1) | -0.3 | (-2.8,2.1) | -1.0 | (-3.6,1.6) |
|  | 79.0 | (76.8,81.1) | 79.1 | (76.6,81.4) | 79.3 | (77.0,81.5) | 0.3 | (-2.4,3.0) | 0.2 | (-2.6,3.0) |
| 12 to 18 | 89.2 | (87.8,90.4) | 90.0 | (88.2,91.5) | 89.2 | (87.7,90.5) | 0.0 | (-1.7,1.7) | -0.8 | (-2.6,1.1) |
|  | 84.2 | $(82.5,85.7)$ | 84.5 | (82.7,86.2) | 84.5 | (82.8,86.1) | 0.3 | (-1.7,2.3) | 0.0 | (-2.0,2.0) |

Table 6-52. Use of marijuana among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent of youth who have never used marijuana in the past 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | Wave 5(Jan 2002-June 2002) |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 83.8 | (80.3,86.7) | 84.1 | (80.5,87.1) | 83.1 | (80.2,85.7) | -0.7 | (-4.8,3.5) | -1.0 | (-4.7,2.7) |
|  | 76.5 | (72.3,80.2) | 78.3 | (75.0,81.3) | 78.5 | (75.0,81.7) | 2.1 | (-2.3,6.4) | 0.2 | (-3.9,4.4) |
| Females | 87.3 | (84.8,89.5) | 88.5 | (85.2,91.1) | 87.4 | (84.3,89.9) | 0.0 | (-3.4,3.4) | -1.1 | (-4.8,2.6) |
|  | 81.6 | (78.8,84.2) | 79.9 | (76.4,83.0) | 80.1 | (76.9,83.0) | -1.5 | (-5.2,2.1) | 0.2 | $(-3.5,3.9)$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 84.6 | (82.2,86.6) | 86.6 | (83.9,88.9) | 83.8 | (81.1,86.2) | -0.7 | (-3.5,2.0) | -2.8 | (-6.0,0.4) |
|  | 77.3 | (74.3,80.0) | 77.6 | (74.3,80.6) | 76.7 | (73.8,79.4) | -0.5 | (-3.9,2.8) | -0.9 | (-4.6,2.9) |
| African American | 86.6 | (80.3,91.0) | 82.6 | (74.4,88.5) | 88.0 | (82.0,92.2) | 1.4 | (-6.0,8.8) | 5.4 | (-3.4,14.3) |
|  | 82.4 | (76.6,87.0) | 84.4 | (79.2,88.5) | 87.6 | (82.0,91.7) | 5.2 | $(-1.7,12.1)$ | 3.2 | $(-3.8,10.1)$ |
| Hispanic | 88.2 | (83.4,91.7) | 87.7 | (80.6,92.5) | 87.0 | $(79.1,92.2)$ | -1.2 | (-8.8,6.4) | -0.7 | (-6.4,5.0) |
|  | 83.2 | (77.4,87.7) | 80.4 | (73.9,85.6) | 79.0 | (69.8,85.9) | -4.2 | $(-12.8,4.3)$ | -1.4 | (-8.0,5.1) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 75.6 | (72.4,78.5) | 77.6 | (74.0,80.8) | 75.3 | (71.5,78.7) | -0.3 | (-4.7,4.1) | -2.3 | (-7.0,2.4) |
|  | 62.8 | (59.4,66.1) | 64.0 | (60.0,67.7) | 67.2 | (63.3,70.9) | 4.4 | (-0.3,9.1) | 3.3 | $(-2.1,8.7)$ |
| Lower risk | 96.2 | (94.3,97.5) | 95.1 | (91.8,97.1) | 97.5 | (95.9,98.4) | 1.2 | (-0.8,3.2) | 2.3 | (-0.5,5.2) |
|  | 96.6 | $(94.5,97.8)$ | 95.1 | (93.0,96.6) | 95.0 | $(92.5,96.7)$ | -1.6 | $(-4.3,1.1)$ | -0.1 | (-2.9,2.6) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 80.9 | (78.4,83.1) | 82.7 | (79.6,85.4) | 79.4 | (76.5,82.1) | -1.4 | $(-4.5,1.7)$ | -3.2 | (-6.7,0.2) |
|  | 70.1 | (66.9,73.0) | 72.5 | (69.1,75.8) | 71.3 | (67.9,74.4) | 1.2 | $(-2.8,5.3)$ | -1.3 | $(-5.6,3.0)$ |
| Low | 92.2 | (88.9,94.5) | 92.2 | (88.6,94.7) | 93.6 | (90.9,95.6) | 1.5 | $(-2.3,5.2)$ | 1.4 | (-2.1,5.0) |
|  | 92.1 | (89.2,94.3) | 90.1 | (87.2,92.3) | 91.0 | (87.8,93.5) | -1.1 | (-4.8,2.6) | 1.0 | (-2.7,4.6) |

[^98]Table 6-53. Intentions to use marijuana once or twice among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who definitely will not use marijuana even once or twice in the next 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves <br> 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 88.0 | (85.9,89.9) | 85.9 | (83.6,88.0) | 88.3 | (86.1,90.1) | 0.3 | (-2.7,3.2) | 2.4 | (-0.6,5.3) |
|  | 88.6 | (86.8,90.3) | 88.7 | (86.8,90.4) | 88.9 | $(86.6,90.9)$ | 0.3 | (-2.2,2.7) | 0.2 | $(-2.5,2.9)$ |
| 14 to 15 | 76.7 | (73.4,79.6) | 76.2 | (72.8,79.2) | 75.9 | (72.0,79.4) | -0.8 | (-5.8,4.2) | -0.3 | (-4.5,3.9) |
|  | 77.1 | (73.4,80.4) | 72.2 | (69.0,75.3) | 71.7 | (68.4,74.8) | -5.4 | *(-9.6,-1.1) | -0.5 | (-4.3,3.3) |
| 16 to 18 | 72.1 | (68.3,75.6) | 64.2 | (59.5,68.6) | 64.9 | (61.3,68.4) | -7.1 | *(-12.2,-2.1) | 0.8 | (-4.5,6.0) |
|  | 61.3 | (57.7,64.8) | 60.4 | (56.1,64.6) | 60.7 | (57.0,64.2) | -0.7 | $(-5.5,4.1)$ | 0.2 | (-5.1,5.6) |
| 14 to 18 | 74.2 | (71.8,76.4) | 69.7 | (66.5,72.8) | 69.7 | (67.1,72.1) | -4.5 | *(-8.1,-1.0) | -0.1 | (-3.6,3.5) |
|  | 68.5 | (66.3,70.7) | 65.8 | $(62.7,68.7)$ | 65.4 | $(62.8,67.9)$ | -3.1 | *(-6.0,-0.2) | -0.4 | (-3.8,3.1) |
| 12 to 18 | 78.2 | (76.6,79.8) | 74.5 | (72.0,76.9) | 75.2 | (73.3,77.1) | -3.0 | *(-5.5,-0.5) | 0.7 | (-2.1,3.5) |
|  | 74.4 | (72.6,76.1) | 72.6 | (70.3,74.7) | 72.3 | (70.4,74.2) | -2.0 | (-4.1,0.0) | -0.2 | (-2.7,2.2) |

Table 6-53. Intentions to use marijuana once or twice among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent of youth who definitely will not use marijuana even once or twice in the next 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ (\text { Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 13 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 87.0 | (84.0,89.4) | 84.2 | (80.6,87.2) | 86.9 | (83.2,90.0) | 0.0 | (-4.5,4.4) | 2.7 | (-1.7,7.2) |
|  | 86.3 | (83.7,88.6) | 89.7 | (87.4,91.7) | 87.8 | $(84.1,90.7)$ | 1.4 | (-2.6,5.4) | -2.0 | (-5.8,1.8) |
| Females | 89.1 | $(85.6,91.9)$ | 87.7 | (84.7,90.2) | 89.6 | (86.3,92.2) | 0.5 | (-3.5,4.5) | 1.9 | (-2.2,6.1) |
|  | 91.1 | (88.7,93.0) | 87.7 | (84.4,90.4) | 90.1 | $(86.9,92.7)$ | -0.9 | (-4.3,2.5) | 2.5 | (-1.4,6.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 90.1 | (87.4,92.3) | 87.5 | (84.1,90.3) | 87.8 | (85.0,90.2) | -2.3 | (-5.9,1.3) | 0.3 | (-3.3,3.9) |
|  | 90.1 | (88.0,91.9) | 89.4 | (86.9,91.4) | 90.0 | (87.2,92.3) | -0.1 | (-3.2,3.0) | 0.7 | (-2.7,4.1) |
| African American | 80.4 | (72.7,86.3) | 85.9 | (80.3,90.1) | 92.6 | (87.8,95.7) | 12.3 | *(3.9,20.7) | 6.7 | *(0.8,12.6) |
|  | 88.5 | (83.0,92.5) | 92.1 | (86.5,95.5) | 86.9 | (79.0,92.1) | -1.7 | (-8.6,5.2) | -5.3 | (-11.6,1.1) |
| Hispanic | 84.9 | (79.0,89.4) | 76.4 | $(69.2,82.4)$ | 83.5 | (76.6,88.7) | -1.4 | (-7.7,4.8) | 7.1 | (-2.0,16.2) |
|  | 82.0 | (75.4,87.1) | 84.3 | (78.0,89.1) | 87.9 | $(83.3,91.4)$ | 6.0 | (-1.1,13.0) | 3.6 | (-2.8,10.0) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 72.8 | (64.8,79.6) | 74.9 | (65.2,82.6) | 76.9 | (67.4,84.3) | 4.1 | $(-5.3,13.5)$ | 2.0 | (-10.2,14.2) |
|  | 46.3 | (38.4,54.4) | 58.5 | (45.7,70.1) | 53.9 | $(42.8,64.7)$ | 7.6 | $(-4.2,19.4)$ | -4.5 | (-21.3,12.2) |
| Lower risk | 89.6 | (87.3,91.5) | 86.7 | (84.2,88.8) | 89.2 | (87.1,91.0) | -0.4 | (-3.4,2.7) | 2.5 | (-0.3,5.3) |
|  | 93.0 | (91.3,94.4) | 92.0 | (90.2,93.6) | 92.3 | (90.2,93.9) | -0.8 | (-3.0,1.5) | 0.2 | (-2.5,2.9) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 85.0 | (81.9,87.7) | 83.8 | (80.1,86.9) | 85.0 | (81.2,88.1) | -0.1 | (-4.9,4.8) | 1.2 | (-3.9,6.2) |
|  | 78.5 | (75.0,81.6) | 78.4 | $(74.5,81.8)$ | 81.0 | $(77.1,84.4)$ | 2.5 | (-1.8,6.9) | 2.6 | (-2.4,7.7) |
| Low | 90.0 | (87.3,92.2) | 87.0 | $(84.1,89.5)$ | 90.6 | (88.1,92.6) | 0.6 | (-2.6,3.8) | 3.6 | *(0.4,6.8) |
|  | 96.2 | (94.6,97.3) | 96.2 | (93.9,97.7) | 94.7 | $(92.3,96.4)$ | -1.5 | (-3.9,1.0) | -1.5 | (-3.7,0.8) |

Table 6-53. Intentions to use marijuana once or twice among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

| Characteristics | Percent of youth who definitely will not use marijuana even once or twice in the next 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective <br> Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 71.0 | (67.2,74.5) | 66.1 | (61.3,70.6) | 65.7 | (61.9,69.3) | -5.3 | *(-10.4,-0.3) | -0.4 | (-5.5,4.7) |
|  | 66.9 | (62.6,70.9) | 64.9 | (60.7,69.0) | 64.2 | (60.3,68.0) | -2.7 | (-7.1,1.7) | -0.7 | (-6.2,4.8) |
| Females | 77.6 | (74.6,80.3) | 73.7 | (70.1,76.9) | 73.9 | (70.3,77.2) | -3.7 | (-8.3,0.9) | 0.2 | (-4.3,4.8) |
|  | 70.1 | $(66.3,73.7)$ | 66.7 | $(63.5,69.7)$ | 66.6 | $(63.3,69.8)$ | -3.5 | (-7.8,0.8) | -0.1 | (-3.8,3.7) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 74.2 | (71.5,76.8) | 69.8 | (66.2,73.1) | 69.8 | (66.6,72.8) | -4.4 | *(-8.4,-0.4) | 0.1 | (-3.1,3.3) |
|  | 66.9 | (64.1,69.6) | 64.6 | (61.0,68.0) | 63.3 | (60.1,66.5) | -3.6 | (-7.3,0.1) | -1.3 | (-4.9,2.4) |
| African American | 72.8 | (66.4,78.3) | 64.9 | (56.0,72.9) | 69.7 | (63.0,75.7) | -3.0 | (-11.9,5.8) | 4.8 | (-6.3,15.9) |
|  | 69.8 | (63.8,75.2) | 69.0 | $(61.5,75.6)$ | 67.4 | (59.5,74.5) | -2.4 | (-10.5,5.8) | -1.6 | (-12.6,9.5) |
| Hispanic | 74.8 | (69.1,79.7) | 72.4 | (65.3,78.6) | 65.2 | (57.5,72.1) | -9.6 | *(-16.7,-2.5) | -7.2 | (-16.9,2.4) |
|  | 74.3 | (68.1,79.7) | 68.3 | (61.2,74.7) | 67.2 | (59.4,74.1) | -7.2 | (-15.7,1.4) | -1.2 | (-10.8,8.4) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 65.1 | (61.0,68.9) | 58.8 | (54.5,63.1) | 59.4 | (55.8,62.9) | -5.7 | *(-11.1,-0.3) | 0.5 | (-4.8,5.9) |
|  | 52.0 | $(48.1,55.9)$ | 45.2 | $(40.6,49.9)$ | 51.7 | $(48.3,55.1)$ | -0.3 | (-5.3,4.8) | 6.5 | * (0.4,12.7) |
| Lower risk | 83.9 | (80.9,86.6) | 81.2 | (77.4,84.5) | 83.0 | (79.2,86.3) | -0.9 | (-5.3,3.6) | 1.8 | (-2.6,6.3) |
|  | 87.9 | (85.0,90.4) | 86.5 | $(83.5,89.0)$ | 82.2 | (78.9,85.1) | -5.7 | *(-9.9,-1.6) | -4.3 | (-8.7,0.0) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 68.9 | (65.5,72.1) | 65.1 | (61.4,68.6) | 61.9 | (58.2,65.5) | -7.0 | *(-11.9,-2.2) | -3.2 | (-8.0,1.6) |
|  | 56.8 | (53.4,60.1) | 55.0 | (51.4,58.6) | 53.6 | (50.0,57.1) | -3.2 | (-7.8,1.3) | -1.4 | (-6.2,3.3) |
| Low | 81.7 | (78.4,84.6) | 78.0 | (73.2,82.2) | 81.2 | (77.8,84.2) | -0.5 | (-5.0,4.0) | 3.2 | (-1.6,8.1) |
|  | 86.0 | (82.2,89.1) | 83.6 | (80.0,86.7) | 82.1 | (78.5,85.2) | -4.0 | (-8.5,0.6) | -1.6 | (-5.5,2.4) |

[^99]Table 6-54. Intentions to use marijuana regularly among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking

| Characteristics | Percent of youth who definitely will not use marijuana regularly in the next 12 months |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
|  | Average for Waves 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 91.6 | (89.8,93.1) | 90.8 | (89.2,92.2) | 91.6 | (89.8,93.2) | 0.0 | (-2.2,2.3) | 0.8 | (-1.3,3.0) |
|  | 95.2 | (94.1,96.2) | 94.8 | (93.4,95.9) | 93.7 | (92.0,95.0) | -1.6 | (-3.3,0.2) | -1.1 | (-3.2,0.9) |
| 14 to 15 | 84.2 | (81.4,86.6) | 84.2 | (81.2,86.8) | 85.0 | (82.4,87.2) | 0.8 | (-2.6,4.2) | 0.8 | (-2.6,4.1) |
|  | 89.6 | (87.3,91.6) | 84.6 | (81.7,87.0) | 86.4 | (83.3,89.0) | -3.2 | $(-6.8,0.3)$ | 1.8 | (-1.6,5.2) |
| 16 to 18 | 77.5 | (74.1,80.6) | 72.0 | (67.7,75.9) | 73.2 | (69.8,76.3) | -4.4 | (-9.0,0.3) | 1.2 | (-3.1,5.5) |
|  | 75.5 | (72.1,78.5) | 74.6 | (70.9,77.9) | 75.3 | (71.9,78.5) | -0.1 | (-4.0,3.7) | 0.8 | (-3.8,5.3) |
| 14 to 18 | 80.6 | (78.8,82.3) | 77.7 | (74.8,80.3) | 78.3 | (76.0,80.4) | -2.3 | (-5.3,0.7) | 0.6 | (-2.4,3.7) |
|  | 81.9 | (79.9,83.8) | 79.1 | (76.4,81.5) | 80.1 | (77.8,82.1) | -1.9 | $(-4.2,0.5)$ | 1.0 | (-1.8,3.8) |
| 12 to 18 | 83.8 | (82.4,85.2) | 81.5 | (79.4,83.4) | 82.2 | (80.3,83.9) | -1.7 | (-3.9,0.6) | 0.7 | (-1.7,3.1) |
|  | 85.8 | (84.2,87.2) | 83.7 | (81.8,85.5) | 84.1 | (82.4,85.6) | -1.7 | $(-3.5,0.1)$ | 0.4 | (-1.7,2.4) |

Table 6-54. Intentions to use marijuana regularly among youth as reported by parents ${ }^{1,2}$ and their children, by youth age, gender, race/ethnicity, risk score, and sensation seeking (continued)

Percent of youth who definitely will not use marijuana regularly in the next 12 months
Parent perspective

| Characteristics | Parent perspective Child perspective |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Average for Waves <br> 1 and 2 (Year 2000) |  | Average for Waves 3 and 4 (Year 2001) |  | $\begin{gathered} \hline \text { Wave } 5 \\ \text { (Jan 2002-June 2002) } \end{gathered}$ |  | Change from Waves 1 and 2 (2000) to Wave 5 |  | Change from Waves 3 and 4 (2001) to Wave 5 |  |
|  | \% | 95\% CI | \% | 95\% CI | \% | 95\% CI | Est | 95\% CI | Est | 95\% CI |
| Youth aged 14 to 18 |  |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |  |
| Males | 78.7 | $(75.2,81.8)$ | 73.7 | (69.4,77.6) | 74.0 | $(70.3,77.3)$ | -4.7 | (-9.6,0.2) | 0.3 | (-4.2,4.7) |
|  | 79.7 | (76.0,83.1) | 77.8 | (74.0,81.2) | 79.1 | (75.8,82.1) | -0.6 | (-4.1,2.8) | 1.4 | (-2.7,5.4) |
| Females | 82.6 | (79.9,85.1) | 81.8 | (78.5,84.7) | 82.8 | (79.8,85.5) | 0.2 | (-3.5,3.9) | 1.0 | (-3.2,5.2) |
|  | 84.1 | (81.0,86.8) | 80.5 | (77.4,83.3) | 81.0 | $(77.8,83.9)$ | -3.1 | (-6.3,0.1) | 0.6 | (-3.2,4.3) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |  |
| White | 82.1 | (79.8,84.1) | 79.8 | (76.7,82.6) | 79.4 | (76.3,82.2) | -2.6 | (-6.3,1.1) | -0.3 | (-3.8,3.1) |
|  | 81.8 | (79.1,84.2) | 78.9 | (75.6,81.8) | 78.3 | $(75.5,80.9)$ | -3.5 | *(-6.4,-0.6) | -0.6 | (-4.1,3.0) |
| African American | 78.1 | $(72.6,82.8)$ | 70.0 | $(62.1,76.9)$ | 77.1 | (69.7,83.2) | -1.0 | (-9.8,7.8) | 7.1 | (-1.3,15.5) |
|  | 84.8 | $(79.5,89.0)$ | 81.8 | $(75.5,86.7)$ | 83.9 | $(78.7,87.9)$ | -1.0 | (-8.0,6.1) | 2.1 | (-5.7,9.8) |
| Hispanic | 76.6 | (71.4,81.0) | 75.1 | (68.1,81.0) | 72.3 | (65.4,78.3) | -4.3 | (-12.2,3.7) | -2.8 | (-12.0,6.4) |
|  | 81.2 | $(75.8,85.7)$ | 78.0 | (71.3,83.5) | 79.1 | (71.0,85.4) | -2.1 | (-10.5,6.3) | 1.1 | (-6.7,8.9) |
| Risk score |  |  |  |  |  |  |  |  |  |  |
| Higher risk | 71.4 | (68.1,74.5) | 70.0 | (65.8,73.9) | 68.3 | (64.8,71.6) | -3.2 | (-8.3,2.0) | -1.7 | (-6.3,2.8) |
|  | 69.4 | $(65.6,72.9)$ | 65.2 | (61.0,69.1) | 70.1 | (66.5,73.5) | 0.8 | (-3.9,5.4) | 5.0 | $(-0.7,10.7)$ |
| Lower risk | 90.0 | (87.5,92.0) | 85.7 | (82.4,88.5) | 90.5 | (87.7,92.7) | 0.4 | (-3.0,3.9) | 4.7 | *(0.8,8.7) |
|  | 96.6 | $(94.8,97.8)$ | 93.3 | (90.9,95.1) | 93.5 | (90.9,95.4) | -3.1 | *(-5.6,-0.6) | 0.2 | (-2.9,3.2) |
| Sensation seeking |  |  |  |  |  |  |  |  |  |  |
| High | 76.7 | (73.9,79.2) | 75.1 | (71.7,78.2) | 72.6 | $(69.2,75.9)$ | -4.0 | (-8.3,0.2) | -2.4 | (-6.0,1.2) |
|  | 74.3 | (71.2,77.2) | 72.5 | (68.9,75.7) | 72.5 | (69.2,75.5) | -1.9 | (-5.3,1.6) | 0.0 | (-4.5,4.5) |
| Low | 85.7 | $(82.5,88.4)$ | 82.4 | (77.8,86.2) | 86.7 | $(83.5,89.4)$ | 1.0 | (-3.2,5.3) | 4.4 | (-0.7,9.4) |
|  | 93.1 | $(90.8,94.9)$ | 90.1 | (87.4,92.3) | 90.8 | (87.9,93.0) | -2.3 | $(-5.5,0.8)$ | 0.6 | (-2.5,3.8) |

[^100]Table 6-55. Parental exposure ${ }^{1}$ to general anti-drug advertising, by youth and parent characteristics, and by interview round
November 1999 through June 2002

| Parents of youth aged 12 to 18 by: | Percent of parents reporting each exposure level by child's age |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Less than 4 times per month | 4-11 times per month | 12 or more times per month | Total row percent |
| Youth demographics |  |  |  |  |
| 12 to 18 | 30.7 | 26.7 | 42.6 | 100.0 |
| 12 to 13 | 29.9 | 28.2 | 41.9 | 100.0 |
| 14 to 18 | 30.1 | 27.8 | 42.1 | 100.0 |
| Gender |  |  |  |  |
| Males | 30.3 | 29.4 | 40.4 | 100.0 |
| Females | 30.0 | 26.1 | 43.9 | 100.0 |
| Race/ethnicity |  |  |  |  |
| White | 32.1 | 30.2 | 37.7 | 100.0 |
| African American | 23.8 | 22.7 | 53.5 | 100.0 |
| Hispanic | 27.6 | 21.8 | 50.6 | 100.0 |
| Parent demographics |  |  |  |  |
| Gender |  |  |  |  |
| Males | 29.9 | 30.0 | 40.0 | 100.0 |
| Females | 30.2 | 26.6 | 43.2 | 100.0 |
| Race/ethnicity |  |  |  |  |
| White | 31.9 | 30.4 | 37.7 | 100.0 |
| African American | 23.2 | 21.8 | 54.9 | 100.0 |
| Hispanic | 27.1 | 22.2 | 50.7 | 100.0 |
| Education |  |  |  |  |
| Less than college | 30.8 | 23.8 | 45.5 | 100.0 |
| Some college + | 29.6 | 31.3 | 39.0 | 100.0 |
| Interview round ${ }^{2}$ |  |  |  |  |
| Waves 1-3 | 29.1 | 27.8 | 43.1 | 100.0 |
| Waves 4-5 | 31.6 | 27.8 | 40.6 | 100.0 |

[^101]Table 6-56. Parental exposure ${ }^{1}$ to specific anti-drug advertising, by youth and parent characteristics, and by interview round
November 1999 through June 2002

| Parents of youth aged$12 \text { to } 18 \text { by: }$ | Percent of parents reporting each exposure level by child's age |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Less than 1 time per month | 1-3 times per month | 4-11 times per month | 12 or more times per month | Total row percent |
| Youth demographics |  |  |  |  |  |
| 12 to 18 | 24.1 | 32.6 | 31.6 | 11.6 | 100.0 |
| 12 to 13 | 22.6 | 32.9 | 33.6 | 10.9 | 100.0 |
| 14 to 18 | 23.1 | 32.8 | 33.0 | 11.1 | 100.0 |
| Gender |  |  |  |  |  |
| Males | 24.4 | 32.4 | 32.7 | 10.5 | 100.0 |
| Females | 21.6 | 33.3 | 33.4 | 11.8 | 100.0 |
| Race/ethnicity |  |  |  |  |  |
| White | 23.1 | 35.0 | 32.8 | 9.1 | 100.0 |
| African American | 20.7 | 28.6 | 35.4 | 15.3 | 100.0 |
| Hispanic | 23.7 | 27.3 | 32.1 | 16.9 | 100.0 |
| Parent demographics |  |  |  |  |  |
| Gender |  |  |  |  |  |
| Males | 23.2 | 33.7 | 33.9 | 9.1 | 100.0 |
| Females | 23.0 | 32.4 | 32.5 | 12.1 | 100.0 |
| Race/ethnicity |  |  |  |  |  |
| White | 23.2 | 34.8 | 32.8 | 9.3 | 100.0 |
| African American | 20.2 | 29.3 | 35.3 | 15.1 | 100.0 |
| Hispanic | 24.0 | 26.1 | 33.4 | 16.5 | 100.0 |
| Education |  |  |  |  |  |
| Less than college | 21.2 | 31.3 | 34.3 | 13.2 | 100.0 |
| Some college + | 24.7 | 34.1 | 31.9 | 9.3 | 100.0 |
| Interview round ${ }^{2}$ |  |  |  |  |  |
| Waves 1-3 | 28.5 | 34.6 | 28.0 | 8.9 | 100.0 |
| Waves 4-5 | 15.1 | 30.2 | 40.4 | 14.4 | 100.0 |

[^102]Table 6-57. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' cognitions about monitoring their children ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, b age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 119.66 \\ (116.57,122.74) \end{array}$ | $\begin{array}{r} 113.62 \\ (107.76,119.48) \end{array}$ | $\begin{array}{r} 114.68 \\ (108.40,120.96) \end{array}$ | $\begin{array}{r} 125.56 \\ (119.91,131.22) \end{array}$ | $\begin{array}{r} 6.04 \\ *(0.91,11.16) \end{array}$ | 0.046 | *(0.01, 0.08 ) | $\begin{array}{r} 11.95 \\ *(4.02,19.87) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 78.35 \\ (73.87,82.83) \end{array}$ | $\begin{array}{r} 69.49 \\ (61.32,77.66) \end{array}$ | $\begin{array}{r} 77.54 \\ (69.27,85.81) \end{array}$ | $\begin{array}{r} 84.22 \\ (77.77,90.66) \end{array}$ | $\begin{array}{r} 8.86 \\ *(1.67,16.06) \end{array}$ | 0.058 | *(0.02,0.09) | $\begin{array}{r} 14.73 \\ *(4.92,24.54) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.55 \\ (87.04,94.05) \end{array}$ | $\begin{array}{r} 82.99 \\ (76.42,89.56) \end{array}$ | $\begin{array}{r} 88.00 \\ (81.76,94.25) \end{array}$ | $\begin{array}{r} 96.50 \\ (91.50,101.49) \end{array}$ | $\begin{array}{r} 7.56 \\ *(1.95,13.17) \end{array}$ | 0.053 | *(0.02,0.08) | $\begin{array}{r} 13.51 \\ *(5.61,21.41) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 82.92 \\ (78.08,87.76) \end{array}$ | $\begin{array}{r} 73.49 \\ (64.89,82.10) \end{array}$ | $\begin{array}{r} 82.25 \\ (74.09,90.40) \end{array}$ | $\begin{array}{r} 88.43 \\ (80.87,95.98) \end{array}$ | $\begin{array}{r} 9.43 \\ *(2.32,16.54) \end{array}$ | 0.058 | *(0.02,0.09) | $\begin{array}{r} 14.93 \\ *(4.78,25.08) \end{array}$ |
| Females | $\begin{array}{r} 98.59 \\ (94.24,102.95) \end{array}$ | $\begin{array}{r} 92.77 \\ (85.07,100.47) \end{array}$ | $\begin{array}{r} 94.85 \\ (86.79,102.91) \end{array}$ | $\begin{array}{r} 104.26 \\ (97.37,111.15) \end{array}$ | $\begin{array}{r} 5.83 \\ (-0.90,12.55) \end{array}$ | 0.046 | *(0.01, 0.08$)$ | $\begin{array}{r} 11.49 \\ *(1.76,21.22) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 86.73 \\ (82.57,90.89) \end{array}$ | $\begin{array}{r} 79.60 \\ (72.74,86.46) \end{array}$ | $\begin{array}{r} 85.83 \\ (78.68,92.97) \end{array}$ | $\begin{array}{r} 91.44 \\ (84.79,98.09) \end{array}$ | $\begin{array}{r} 7.13 \\ *(1.33,12.93) \end{array}$ | 0.047 | *(0.01, 0.08 ) | $\begin{array}{r} 11.84 \\ *(2.77,20.91) \end{array}$ |
| African American | $\begin{array}{r} 96.09 \\ (87.36,104.82) \end{array}$ | $\begin{array}{r} 81.09 \\ (65.76,96.43) \end{array}$ | $\begin{array}{r} 93.31 \\ (75.25,111.38) \end{array}$ | $\begin{array}{r} 105.46 \\ (94.11,116.82) \end{array}$ | $\begin{array}{r} 15.00 \\ *(1.33,28.66) \end{array}$ | 0.090 | *(0.03, 0.15$)$ | $\begin{array}{r} 24.37 \\ *(6.79,41.95) \end{array}$ |
| Hispanic | $\begin{array}{r} 103.88 \\ (95.93,111.84) \end{array}$ | $\begin{array}{r} 101.82 \\ (85.22,118.42) \end{array}$ | $\begin{array}{r} 96.93 \\ (79.74,114.11) \end{array}$ | $\begin{array}{r} 110.47 \\ (97.94,123.01) \end{array}$ | $\begin{array}{r} 2.06 \\ (-12.66,16.79) \end{array}$ | 0.027 | (-0.05,0.11) | $\begin{array}{r} 8.65 \\ (-11.00,28.31) \end{array}$ |

Table 6-57. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' cognitions about monitoring their children ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period $(\mathrm{C} 1)$ | Less than 4 times per month (C2) | $\begin{gathered} \text { 4-11 times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 76.87 \\ (70.57,83.17) \end{array}$ | $\begin{array}{r} 70.28 \\ (59.08,81.49) \end{array}$ | $\begin{array}{r} 74.90 \\ (64.81,84.98) \end{array}$ | $\begin{array}{r} 81.62 \\ (72.34,90.90) \end{array}$ | $\begin{array}{r} 6.59 \\ (-1.77,14.95) \end{array}$ | 0.044 | (-0.00,0.09) | $\begin{array}{r} 11.34 \\ (-1.47,24.14) \end{array}$ |
| Females | $\begin{array}{r} 97.79 \\ (93.85,101.74) \end{array}$ | $\begin{array}{r} 89.49 \\ (82.73,96.25) \end{array}$ | $\begin{array}{r} 95.56 \\ (87.16,103.96) \end{array}$ | $\begin{array}{r} 103.96 \\ (98.24,109.68) \end{array}$ | $\begin{array}{r} 8.30 \\ *(1.95,14.66) \end{array}$ | 0.057 | * $(0.03,0.09)$ | $\begin{array}{r} 14.47 \\ *(6.18,22.76) \end{array}$ |
| Education Less than college | $\begin{array}{r} 87.38 \\ (82.35,92.41) \end{array}$ | $\begin{array}{r} 83.05 \\ (74.33,91.76) \end{array}$ | $\begin{array}{r} 83.15 \\ (72.81,93.49) \end{array}$ | $\begin{array}{r} 91.84 \\ (85.20,98.48) \end{array}$ | $\begin{array}{r} 4.33 \\ (-3.06,11.72) \end{array}$ | 0.032 | (-0.01,0.07) | $\begin{array}{r} 8.79 \\ (-1.41,19.00) \end{array}$ |
| Some college + | $\begin{array}{r} 93.37 \\ (88.82,97.91) \end{array}$ | $\begin{array}{r} 82.43 \\ (73.79,91.06) \end{array}$ | $\begin{array}{r} 91.73 \\ (83.92,99.55) \end{array}$ | $\begin{array}{r} 100.49 \\ (93.53,107.44) \end{array}$ | $\begin{array}{r} 10.94 \\ *(3.90,17.99) \end{array}$ | 0.071 | *(0.03, 0.11 ) | $\begin{array}{r} 18.06 \\ *(7.58,28.54) \end{array}$ |
| Interview round ${ }^{3}$ <br> Waves 1-3 | $\begin{array}{r} 89.47 \\ (85.55,93.40) \end{array}$ | $\begin{array}{r} 77.63 \\ (68.76,86.49) \end{array}$ | $\begin{array}{r} 88.77 \\ (80.15,97.39) \end{array}$ | $\begin{array}{r} 94.65 \\ (88.30,101.00) \end{array}$ | $\begin{array}{r} 11.85 \\ *(3.66,20.03) \end{array}$ | 0.067 | *(0.03, 0.11$)$ | $\begin{array}{r} 17.03 \\ *(5.75,28.30) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 92.13 \\ (87.99,96.27) \end{array}$ | $\begin{array}{r} 90.71 \\ (83.90,97.52) \end{array}$ | $\begin{array}{r} 86.83 \\ (79.86,93.80) \end{array}$ | $\begin{array}{r} 99.18 \\ (93.09,105.26) \end{array}$ | $\begin{array}{r} 1.42 \\ (-3.63,6.47) \end{array}$ | 0.032 | (0.00,0.06) | $\begin{array}{r} 8.47 \\ *(0.63,16.31) \end{array}$ |

[^103]Table 6-58. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' cognitions about monitoring their children ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | 95\% CI of gamma | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 5-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 119.66 \\ (116.57,122.74) \end{array}$ | $\begin{array}{r} 117.52 \\ (109.10,125.93) \end{array}$ | $\begin{array}{r} 112.38 \\ (106.76,118.00) \end{array}$ | $\begin{array}{r} 122.08 \\ (116.92,127.25) \end{array}$ | $\begin{array}{r} 126.02 \\ (115.05,136.99) \end{array}$ | $\begin{array}{r} 2.14 \\ (-5.94,10.22) \end{array}$ | 0.021 | $(-0.03,0.07)$ | $\begin{array}{r} 8.50 \\ (-5.62,22.62) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 78.35 \\ (73.87,82.83) \end{array}$ | $\begin{array}{r} 72.80 \\ (61.32,84.27) \end{array}$ | $\begin{array}{r} 77.88 \\ (72.02,83.74) \end{array}$ | $\begin{array}{r} 77.88 \\ (71.63,84.14) \end{array}$ | $\begin{array}{r} 85.58 \\ (69.39,101.77) \end{array}$ | $\begin{array}{r} 5.55 \\ (-3.45,14.56) \end{array}$ | 0.031 | (-0.02,0.08) | $\begin{array}{r} 12.78 \\ (-4.91,30.48) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.55 \\ (87.04,94.05) \end{array}$ | $\begin{array}{r} 86.41 \\ (77.86,94.96) \end{array}$ | $\begin{array}{r} 87.85 \\ (82.94,92.77) \end{array}$ | $\begin{array}{r} 90.62 \\ (85.58,95.66) \end{array}$ | $\begin{array}{r} 97.52 \\ (85.02,110.02) \end{array}$ | $\begin{array}{r} 4.14 \\ (-2.83,11.11) \end{array}$ | 0.028 | (-0.01, 0.07$)$ | $\begin{array}{r} 11.11 \\ (-3.03,25.24) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 82.92 \\ (78.08,87.76) \end{array}$ | $\begin{array}{r} 77.40 \\ (65.96,88.85) \end{array}$ | $\begin{array}{r} 77.53 \\ (69.99,85.07) \end{array}$ | $\begin{array}{r} 86.24 \\ (78.32,94.17) \end{array}$ | $\begin{array}{r} 93.45 \\ (80.48,106.42) \end{array}$ | $\begin{array}{r} 5.52 \\ (-3.99,15.02) \end{array}$ | 0.045 | (-0.00, 0.09$)$ | $\begin{array}{r} 16.05 \\ *(0.02,32.07) \end{array}$ |
| Females | $\begin{array}{r} 98.59 \\ (94.24,102.95) \end{array}$ | $\begin{array}{r} 96.96 \\ (86.81,107.11) \end{array}$ | $\begin{array}{r} 98.25 \\ (91.86,104.65) \end{array}$ | $\begin{array}{r} 95.29 \\ (88.69,101.90) \end{array}$ | $\begin{array}{r} 101.15 \\ (82.19,120.11) \end{array}$ | $\begin{array}{r} 1.64 \\ (-7.53,10.80) \end{array}$ | 0.006 | (-0.05,0.06) | $\begin{array}{r} 4.19 \\ (-16.59,24.97) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 86.73 \\ (82.57,90.89) \end{array}$ | $\begin{array}{r} 83.35 \\ (73.57,93.13) \end{array}$ | $\begin{array}{r} 85.94 \\ (80.40,91.48) \end{array}$ | $\begin{array}{r} 86.39 \\ (80.98,91.80) \end{array}$ | $\begin{array}{r} 98.70 \\ (82.57,114.84) \end{array}$ | $\begin{array}{r} 3.38 \\ (-4.49,11.25) \end{array}$ | 0.037 | (-0.01, 0.08$)$ | $\begin{array}{r} 15.36 \\ (-2.24,32.95) \end{array}$ |
| African American | $\begin{array}{r} 96.09 \\ (87.36,104.82) \end{array}$ | $\begin{array}{r} 71.39 \\ (49.47,93.31) \end{array}$ | $\begin{array}{r} 93.84 \\ (80.04,107.63) \end{array}$ | $\begin{array}{r} 103.56 \\ (90.11,117.01) \end{array}$ | $\begin{array}{r} 103.22 \\ (77.82,128.61) \end{array}$ | $\begin{array}{r} 24.7 \\ *(6.17,43.23) \end{array}$ | 0.079 | (-0.02,0.18) | $\begin{array}{r} 31.83 \\ (-1.13,64.78) \end{array}$ |
| Hispanic | $\begin{array}{r} 103.88 \\ (95.93,111.84) \end{array}$ | $\begin{array}{r} 107.74 \\ (86.98,128.50) \end{array}$ | $\begin{array}{r} 94.15 \\ (79.06,109.23) \end{array}$ | $\begin{array}{r} 100.54 \\ (87.52,113.56) \end{array}$ | $\begin{array}{r} 90.13 \\ (60.99,119.26) \end{array}$ | $\begin{array}{r} -3.85 \\ (-22.81,15.10) \end{array}$ | -0.052 | (-0.17,0.06) | $\begin{array}{r} -17.61 \\ (-56.49,21.27) \end{array}$ |

Table 6-58. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' cognitions about monitoring their children ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 76.87 \\ (70.57,83.17) \end{array}$ | $\begin{array}{r} 69.23 \\ (57.02,81.43) \end{array}$ | $\begin{array}{r} 72.66 \\ (64.54,80.78) \end{array}$ | $\begin{array}{r} 76.76 \\ (66.79,86.74) \end{array}$ | $\begin{array}{r} 101.47 \\ (85.87,117.06) \end{array}$ | $\begin{array}{r} 7.64 \\ (-2.04,17.33) \end{array}$ | 0.088 | *(0.04,0.13) | $\begin{array}{r} 32.24 \\ *(15.04,49.44) \end{array}$ |
| Females | $\begin{array}{r} 97.79 \\ (93.85,101.74) \end{array}$ | $\begin{array}{r} 94.49 \\ (84.78,104.20) \end{array}$ | $\begin{array}{r} 95.72 \\ (89.32,102.12) \end{array}$ | $\begin{array}{r} 98.80 \\ (92.32,105.28) \end{array}$ | $\begin{array}{r} 95.74 \\ (80.15,111.32) \end{array}$ | $\begin{array}{r} 3.3 \\ (-5.17,11.77) \end{array}$ | 0.001 | $(-0.05,0.05)$ | $\begin{array}{r} 1.24 \\ (-16.20,18.69) \end{array}$ |
| Education <br> Less than college | $\begin{array}{r} 87.38 \\ (82.35,92.41) \end{array}$ | $\begin{array}{r} 83.58 \\ (70.48,96.68) \end{array}$ | $\begin{array}{r} 86.63 \\ (78.14,95.12) \end{array}$ | $\begin{array}{r} 83.44 \\ (75.79,91.09) \end{array}$ | $\begin{array}{r} 87.89 \\ (71.83,103.96) \end{array}$ | $\begin{array}{r} 3.8 \\ (-7.51,15.11) \end{array}$ | -0.001 | (-0.06,0.05) | $\begin{array}{r} 4.32 \\ (-16.37,25.00) \end{array}$ |
| Some college + | $\begin{array}{r} 93.37 \\ (88.82,97.91) \end{array}$ | $\begin{array}{r} 89.29 \\ (80.32,98.26) \end{array}$ | $\begin{array}{r} 88.69 \\ (81.79,95.59) \end{array}$ | $\begin{array}{r} 96.63 \\ (89.60,103.67) \end{array}$ | $\begin{array}{r} 105.84 \\ (87.01,124.67) \end{array}$ | $\begin{array}{r} 4.08 \\ (-4.06,12.22) \end{array}$ | 0.052 | ( -0.00, 0.11 ) | $\begin{array}{r} 16.55 \\ (-3.51,36.61) \end{array}$ |
| Interview round ${ }^{3}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 89.47 \\ (85.55,93.40) \end{array}$ | $\begin{array}{r} 87.17 \\ (78.91,95.42) \end{array}$ | $\begin{array}{r} 87.71 \\ (81.11,94.32) \end{array}$ | $\begin{array}{r} 89.51 \\ (82.03,96.98) \end{array}$ | $\begin{array}{r} 97.19 \\ (81.75,112.63) \end{array}$ | $\begin{array}{r} 2.31 \\ (-4.55,9.16) \end{array}$ | 0.026 | (-0.02,0.07) | $\begin{array}{r} 10.03 \\ (-6.14,26.19) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 92.13 \\ (87.99,96.27) \end{array}$ | $\begin{array}{r} 85.26 \\ (70.42,100.09) \end{array}$ | $\begin{array}{r} 88.04 \\ (80.44,95.65) \end{array}$ | $\begin{array}{r} 92.18 \\ (85.24,99.12) \end{array}$ | $\begin{array}{r} 98.07 \\ (78.77,117.36) \end{array}$ | $\begin{array}{r} 6.87 \\ (-6.46,20.21) \end{array}$ | 0.033 | (-0.03,0.10) | $\begin{array}{r} 12.81 \\ (-9.84,35.47) \end{array}$ |

[^104]Table 6-59. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' cognitions about talking to their children about drugs ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 110.21 \\ (105.92,114.50) \end{array}$ | $\begin{array}{r} 100.81 \\ (92.74,108.87) \end{array}$ | $\begin{array}{r} 102.88 \\ (97.67,108.08) \end{array}$ | $\begin{array}{r} 122.62 \\ (116.04,129.20) \end{array}$ | $\begin{array}{r} 9.40 \\ *(2.90,15.90) \end{array}$ | 0.072 | * $0.03,0.12$ ) | $\begin{array}{r} 21.81 \\ *(11.80,31.82) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 96.22 \\ (91.90,100.54) \end{array}$ | $\begin{array}{r} 80.30 \\ (71.86,88.74) \end{array}$ | $\begin{array}{r} 91.29 \\ (84.40,98.17) \end{array}$ | $\begin{array}{r} 112.97 \\ (107.36,118.59) \end{array}$ | $\begin{array}{r} 15.92 \\ *(9.57,22.27) \end{array}$ | 0.115 | * (0.08,0.15) | $\begin{array}{r} 32.67 \\ *(22.54,42.80) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 100.35 \\ (96.88,103.82) \end{array}$ | $\begin{array}{r} 86.57 \\ (80.67,92.48) \end{array}$ | $\begin{array}{r} 94.55 \\ (89.15,99.96) \end{array}$ | $\begin{array}{r} 115.84 \\ (110.77,120.91) \end{array}$ | $\begin{array}{r} 13.78 \\ *(9.03,18.52) \end{array}$ | 0.102 | * (0.07,0.13) | $\begin{array}{r} 29.26 \\ *(21.77,36.76) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 97.45 \\ (93.10,101.79) \end{array}$ | $\begin{array}{r} 82.15 \\ (73.25,91.06) \end{array}$ | $\begin{array}{r} 89.31 \\ (82.40,96.22) \end{array}$ | $\begin{array}{r} 115.39 \\ (110.37,120.41) \end{array}$ | $\begin{array}{r} 15.29 \\ *(8.32,22.27) \end{array}$ | 0.112 | * (0.08,0.14) | $\begin{array}{r} 33.24 \\ *(24.69,41.79) \end{array}$ |
| Females | $\begin{array}{r} 103.42 \\ (98.25,108.58) \end{array}$ | $\begin{array}{r} 91.13 \\ (82.55,99.71) \end{array}$ | $\begin{array}{r} 100.78 \\ (93.43,108.13) \end{array}$ | $\begin{array}{r} 116.27 \\ (109.00,123.53) \end{array}$ | $\begin{array}{r} 12.29 \\ *(5.67,18.91) \end{array}$ | 0.090 | *(0.04,0.14) | $\begin{array}{r} 25.14 \\ *(14.00,36.27) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 90.23 \\ (86.45,94.01) \end{array}$ | $\begin{array}{r} 72.17 \\ (65.38,78.96) \end{array}$ | $\begin{array}{r} 89.01 \\ (83.77,94.26) \end{array}$ | $\begin{array}{r} 108.50 \\ (103.13,113.88) \end{array}$ | $\begin{array}{r} 18.06 \\ *(12.86,23.26) \end{array}$ | 0.131 | *(0.09,0.17) | $\begin{array}{r} 36.33 \\ *(27.29,45.38) \end{array}$ |
| African American | $\begin{array}{r} 123.68 \\ (112.19,135.17) \end{array}$ | $\begin{array}{r} 115.04 \\ (97.74,132.34) \end{array}$ | $\begin{array}{r} 106.74 \\ (86.51,126.98) \end{array}$ | $\begin{array}{r} 134.06 \\ (121.31,146.82) \end{array}$ | $\begin{array}{r} 8.64 \\ (-6.93,24.21) \end{array}$ | 0.054 | $(-0.02,0.13)$ | $\begin{array}{r} 19.02 \\ (-0.05,38.10) \end{array}$ |
| Hispanic | $\begin{array}{r} 124.95 \\ (117.90,132.00) \end{array}$ | $\begin{array}{r} 124.07 \\ (108.37,139.77) \end{array}$ | $\begin{array}{r} 117.21 \\ (104.76,129.65) \end{array}$ | $\begin{array}{r} 132.91 \\ (123.15,142.66) \end{array}$ | $\begin{array}{r} 0.88 \\ (-10.99,12.75) \end{array}$ | 0.043 | (-0.04,0.12) | $\begin{array}{r} 8.84 \\ (-8.86,26.54) \end{array}$ |

Table 6-59. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' cognitions about talking to their children about drugs ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 87.12 \\ (81.52,92.71) \end{array}$ | $\begin{array}{r} 67.17 \\ (56.36,77.98) \end{array}$ | $\begin{array}{r} 79.32 \\ (71.37,87.28) \end{array}$ | $\begin{array}{r} 106.84 \\ (98.99,114.69) \end{array}$ | $\begin{array}{r} 19.95 \\ *(11.64,28.25) \end{array}$ | 0.132 | * $(0.08,0.18)$ | $\begin{array}{r} 39.67 \\ *(26.28,53.06) \end{array}$ |
| Females | $\begin{array}{r} 107.36 \\ (102.65,112.07) \end{array}$ | $\begin{array}{r} 96.51 \\ (88.97,104.05) \end{array}$ | $\begin{array}{r} 103.33 \\ (96.33,110.33) \end{array}$ | $\begin{array}{r} 120.35 \\ (113.40,127.31) \end{array}$ | $\begin{array}{r} 10.85 \\ *(5.16,16.55) \end{array}$ | 0.088 | *(0.05, 0.13$)$ | $\begin{array}{r} 23.84 \\ *(14.15,33.53) \end{array}$ |
| Education <br> Less than college | $\begin{array}{r} 106.55 \\ (101.90,111.20) \end{array}$ | $\begin{array}{r} 93.50 \\ (83.94,103.05) \end{array}$ | $\begin{array}{r} 102.10 \\ (94.30,109.90) \end{array}$ | $\begin{array}{r} 118.55 \\ (111.74,125.35) \end{array}$ | $\begin{array}{r} 13.06 \\ *(5.77,20.34) \end{array}$ | 0.083 | *(0.04, 0.13$)$ | $\begin{array}{r} 25.05 \\ *(14.62,35.48) \end{array}$ |
| Some college + | $\begin{array}{r} 94.69 \\ (89.97,99.42) \end{array}$ | $\begin{array}{r} 79.42 \\ (71.30,87.55) \end{array}$ | $\begin{array}{r} 89.15 \\ (81.32,96.97) \end{array}$ | $\begin{array}{r} 112.98 \\ (106.30,119.66) \end{array}$ | $\begin{array}{r} 15.27 \\ *(9.03,21.51) \end{array}$ | 0.124 | * (0.08,0.16) | $\begin{array}{r} 33.56 \\ *(22.89,44.23) \end{array}$ |
| Interview round ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 99.04 \\ (95.16,102.92) \end{array}$ | $\begin{array}{r} 85.04 \\ (77.31,92.78) \end{array}$ | $\begin{array}{r} 91.24 \\ (83.72,98.76) \end{array}$ | $\begin{array}{r} 113.36 \\ (107.28,119.45) \end{array}$ | $\begin{array}{r} 14.00 \\ *(7.32,20.68) \end{array}$ | 0.103 | *(0.06, 0.15$)$ | $\begin{array}{r} 28.32 \\ *(17.88,38.76) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 102.28 \\ (98.07,106.49) \end{array}$ | $\begin{array}{r} 88.78 \\ (81.49,96.07) \end{array}$ | $\begin{array}{r} 99.60 \\ (93.31,105.90) \end{array}$ | $\begin{array}{r} 119.43 \\ (113.13,125.73) \end{array}$ | $\begin{array}{r} 13.50 \\ *(7.63,19.37) \end{array}$ | 0.104 | *(0.07,0.14) | $\begin{array}{r} 30.65 \\ *(22.01,39.29) \end{array}$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Measurement of this construct is detailed in Appendix E.
${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-60. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' cognitions about talking to their children about drugs ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| $\underline{\text { Characteristics }}$ | Exposure level of parents (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 110.21 \\ (105.92,114.50) \end{array}$ | $\begin{array}{r} 99.70 \\ (91.32,108.08) \end{array}$ | $\begin{array}{r} 105.10 \\ (98.41,111.79) \end{array}$ | $\begin{array}{r} 113.73 \\ (106.96,120.50) \end{array}$ | $\begin{array}{r} 124.94 \\ (113.16,136.71) \end{array}$ | $\begin{array}{r} 10.51 \\ *(2.74,18.28) \end{array}$ | 0.077 | *(0.03, 0.12$)$ | $\begin{array}{r} 25.24 \\ *(12.46,38.02) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 96.22 \\ (91.90,100.54) \end{array}$ | $\begin{array}{r} 89.08 \\ (78.70,99.47) \end{array}$ | $\begin{array}{r} 88.33 \\ (82.57,94.09) \end{array}$ | $\begin{array}{r} 103.88 \\ (97.73,110.03) \end{array}$ | $\begin{array}{r} 116.46 \\ (102.82,130.10) \end{array}$ | $\begin{array}{r} 7.14 \\ (-1.84,16.12) \end{array}$ | 0.088 | *(0.04, 0.14 ) | $\begin{array}{r} 27.38 \\ *(10.33,44.43) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 100.35 \\ (96.88,103.82) \end{array}$ | $\begin{array}{r} 92.31 \\ (85.23,99.40) \end{array}$ | $\begin{array}{r} 93.18 \\ (88.27,98.08) \end{array}$ | $\begin{array}{r} 106.72 \\ (101.61,111.83) \end{array}$ | $\begin{array}{r} 118.96 \\ (108.24,129.69) \end{array}$ | $\begin{array}{r} 8.04 \\ *(1.57,14.51) \end{array}$ | 0.084 | *(0.04, 0.12$)$ | $\begin{array}{r} 26.65 \\ *(13.65,39.65) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 97.45 \\ (93.10,101.79) \end{array}$ | $\begin{array}{r} 88.87 \\ (78.00,99.74) \end{array}$ | $\begin{array}{r} 88.23 \\ (80.74,95.72) \end{array}$ | $\begin{array}{r} 106.20 \\ (99.32,113.09) \end{array}$ | $\begin{array}{r} 125.87 \\ (114.97,136.78) \end{array}$ | $\begin{array}{r} 8.58 \\ (-1.39,18.55) \end{array}$ | 0.104 | * (0.05, 0.15 ) | $\begin{array}{r} 37.01 \\ *(21.06,52.95) \end{array}$ |
| Females | $\begin{array}{r} 103.42 \\ (98.25,108.58) \end{array}$ | $\begin{array}{r} 96.35 \\ (86.39,106.32) \end{array}$ | $\begin{array}{r} 98.16 \\ (91.49,104.84) \end{array}$ | $\begin{array}{r} 107.27 \\ (100.55,113.99) \end{array}$ | $\begin{array}{r} 112.81 \\ (95.78,129.84) \end{array}$ | $\begin{array}{r} 7.07 \\ (-1.48,15.61) \end{array}$ | 0.063 | *(0.01, 0.12$)$ | $\begin{array}{r} 16.45 \\ (-0.80,33.70) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 90.23 \\ (86.45,94.01) \end{array}$ | $\begin{array}{r} 75.75 \\ (67.87,83.64) \end{array}$ | $\begin{array}{r} 85.02 \\ (79.25,90.80) \end{array}$ | $\begin{array}{r} 100.69 \\ (95.20,106.18) \end{array}$ | $\begin{array}{r} 113.07 \\ (100.16,125.97) \end{array}$ | $\begin{array}{r} 14.47 \\ *(7.23,21.72) \end{array}$ | 0.115 | *(0.07, 0.16 ) | $\begin{array}{r} 37.31 \\ *(21.24,53.39) \end{array}$ |
| African American | $\begin{array}{r} 123.68 \\ (112.19,135.17) \end{array}$ | $\begin{array}{r} 115.44 \\ (93.69,137.19) \end{array}$ | $\begin{array}{r} 113.80 \\ (99.82,127.78) \end{array}$ | $\begin{array}{r} 127.60 \\ (112.56,142.65) \end{array}$ | $\begin{array}{r} 132.41 \\ (111.39,153.43) \end{array}$ | $\begin{array}{r} 8.24 \\ (-11.75,28.24) \end{array}$ | 0.032 | $(-0.08,0.14)$ | $\begin{array}{r} 16.97 \\ (-12.26,46.20) \end{array}$ |
| Hispanic | $\begin{array}{r} 124.95 \\ (117.90,132.00) \end{array}$ | $\begin{array}{r} 127.68 \\ (111.97,143.39) \end{array}$ | $\begin{array}{r} 112.77 \\ (97.24,128.31) \end{array}$ | $\begin{array}{r} 123.65 \\ (114.06,133.23) \end{array}$ | $\begin{array}{r} 127.17 \\ (98.62,155.72) \end{array}$ | $\begin{array}{r} -2.73 \\ (-16.76,11.30) \end{array}$ | 0.040 | (-0.10,0.17) | $\begin{array}{r} -0.51 \\ (-36.70,35.67) \end{array}$ |

Table 6-60. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' cognitions about talking to their children about drugs ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002


| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gender Males | $\begin{array}{r} 87.12 \\ (81.52,92.71) \end{array}$ | $\begin{array}{r} 74.81 \\ (64.46,85.15) \end{array}$ | $\begin{array}{r} 78.92 \\ (70.76,87.07) \end{array}$ | $\begin{array}{r} 92.31 \\ (83.46,101.16) \end{array}$ | $\begin{array}{r} 116.04 \\ (99.82,132.26) \end{array}$ | $\begin{array}{r} 12.31 \\ *(3.57,21.06) \end{array}$ | 0.136 | *(0.08,0.19) | $\begin{array}{r} 41.23 \\ *(22.30,60.17) \end{array}$ |
| Females | $\begin{array}{r} 107.36 \\ (102.65,112.07) \end{array}$ | $\begin{array}{r} 100.55 \\ (91.60,109.49) \end{array}$ | $\begin{array}{r} 100.57 \\ (93.76,107.37) \end{array}$ | $\begin{array}{r} 115.23 \\ (108.85,121.60) \end{array}$ | $\begin{array}{r} 120.29 \\ (107.79,132.78) \end{array}$ | $\begin{array}{r} 6.82 \\ (-1.30,14.93) \end{array}$ | 0.058 | *(0.01,0.10) | $\begin{array}{r} 19.74 \\ *(4.69,34.79) \end{array}$ |
| Education Less than college | $\begin{array}{r} 106.55 \\ (101.90,111.20) \end{array}$ | $\begin{array}{r} 96.63 \\ (84.66,108.61) \end{array}$ | $\begin{array}{r} 100.92 \\ (94.28,107.56) \end{array}$ | $\begin{array}{r} 109.28 \\ (102.01,116.54) \end{array}$ | $\begin{array}{r} 119.39 \\ (105.53,133.24) \end{array}$ | $\begin{array}{r} 9.92 \\ (-1.23,21.06) \end{array}$ | 0.065 | *(0.01,0.12) | $\begin{array}{r} 22.75 \\ *(3.58,41.92) \end{array}$ |
| Some college + | $\begin{array}{r} 94.69 \\ (89.97,99.42) \end{array}$ | $\begin{array}{r} 88.40 \\ (78.83,97.96) \end{array}$ | $\begin{array}{r} 86.08 \\ (79.27,92.89) \end{array}$ | $\begin{array}{r} 104.28 \\ (97.00,111.55) \end{array}$ | $\begin{array}{r} 118.00 \\ (102.18,133.83) \end{array}$ | $\begin{array}{r} 6.30 \\ (-1.71,14.31) \end{array}$ | 0.099 | *(0.04,0.16) | $\begin{array}{r} 29.61 \\ *(11.72,47.50) \end{array}$ |
| Interview round ${ }^{3}$ <br> Waves 1-3 $\qquad$ | $\begin{array}{r} 99.04 \\ (95.16,102.92) \end{array}$ | $\begin{array}{r} 94.64 \\ (87.63,101.65) \end{array}$ | $\begin{array}{r} 93.08 \\ (87.20,98.96) \end{array}$ | $\begin{array}{r} 105.09 \\ (98.06,112.11) \end{array}$ | $\begin{array}{r} 120.65 \\ (105.53,135.77) \end{array}$ | $\begin{array}{r} 4.40 \\ (-1.60,10.41) \end{array}$ | 0.091 | *(0.04,0.15) | $\begin{array}{r} 26.01 \\ *(9.71,42.31) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 102.28 \\ (98.07,106.49) \end{array}$ | $\begin{array}{r} 88.75 \\ (75.87,101.64) \end{array}$ | $\begin{array}{r} 93.32 \\ (85.82,100.82) \end{array}$ | $\begin{array}{r} 109.02 \\ (103.16,114.88) \end{array}$ | $\begin{array}{r} 116.17 \\ (101.79,130.54) \end{array}$ | $\begin{array}{r} 13.53 \\ *(1.48,25.58) \end{array}$ | 0.078 | *(0.02,0.13) | $\begin{array}{r} 27.41 \\ *(9.18,45.65) \end{array}$ |

[^105]Table 6-61. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' monitoring behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | 95\% CI of gamma | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 1.75 \\ (1.70,1.79) \end{array}$ | $\begin{array}{r} 1.76 \\ (1.68,1.85) \end{array}$ | $\begin{array}{r} 1.74 \\ (1.68,1.80) \end{array}$ | $\begin{array}{r} 1.75 \\ (1.68,1.83) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.09,0.05) \end{array}$ | -0.007 | (-0.06, 0.04 ) | $\begin{array}{r} -0.01 \\ (-0.11,0.09) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 1.33 \\ (1.28,1.37) \end{array}$ | $\begin{array}{r} 1.29 \\ (1.21,1.37) \end{array}$ | $\begin{array}{r} 1.34 \\ (1.26,1.42) \end{array}$ | $\begin{array}{r} 1.38 \\ (1.31,1.45) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.04,0.11) \end{array}$ | 0.041 | $(-0.01,0.09)$ | $\begin{array}{r} 0.08 \\ (-0.02,0.19) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 1.45 \\ (1.41,1.49) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.37,1.50) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.39,1.51) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.43,1.55) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.08) \end{array}$ | 0.024 | (-0.02,0.07) | $\begin{array}{r} 0.05 \\ (-0.04,0.14) \end{array}$ |
| Parental behaviors, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 1.35 \\ (1.30,1.40) \end{array}$ | $\begin{array}{r} 1.36 \\ (1.27,1.45) \end{array}$ | $\begin{array}{r} 1.37 \\ (1.29,1.46) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.28,1.43) \end{array}$ | $\begin{array}{r} -0.01 \\ (-0.09,0.07) \end{array}$ | 0.000 | (-0.05, 0.05 ) | $\begin{array}{r} 0.00 \\ (-0.11,0.11) \end{array}$ |
| Females | $\begin{array}{r} 1.56 \\ (1.51,1.61) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.43,1.61) \end{array}$ | $\begin{array}{r} 1.54 \\ (1.47,1.62) \end{array}$ | $\begin{array}{r} 1.62 \\ (1.54,1.70) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.05,0.13) \end{array}$ | 0.048 | $(-0.02,0.11)$ | $\begin{array}{r} 0.10 \\ (-0.04,0.23) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 1.48 \\ (1.43,1.52) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.38,1.54) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.41,1.55) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.44,1.57) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.04,0.07) \end{array}$ | 0.020 | (-0.02,0.06) | $\begin{array}{r} 0.04 \\ (-0.04,0.12) \end{array}$ |
| African American | $\begin{array}{r} 1.34 \\ (1.26,1.42) \end{array}$ | $\begin{array}{r} 1.24 \\ (1.04,1.43) \end{array}$ | $\begin{array}{r} 1.40 \\ (1.24,1.57) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.31,1.51) \end{array}$ | $\begin{array}{r} 0.10 \\ (-0.06,0.27) \end{array}$ | 0.082 | $(-0.03,0.19)$ | $\begin{array}{r} 0.17 \\ (-0.05,0.40) \end{array}$ |
| Hispanic | $\begin{array}{r} 1.47 \\ (1.36,1.57) \end{array}$ | $\begin{array}{r} 1.56 \\ (1.33,1.78) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.12,1.51) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.36,1.69) \end{array}$ | $\begin{array}{r} -0.09 \\ (-0.30,0.12) \end{array}$ | -0.014 | (-0.14,0.12) | $\begin{array}{r} -0.04 \\ (-0.33,0.25) \end{array}$ |

Table 6-61. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' monitoring behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | 95\% CI of gamma | Potential <br> maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | $\begin{gathered} \text { 4-11 times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 1.38 \\ (1.32,1.44) \end{array}$ | $\begin{array}{r} 1.36 \\ (1.24,1.48) \end{array}$ | $\begin{array}{r} 1.34 \\ (1.24,1.43) \end{array}$ | $\begin{array}{r} 1.43 \\ (1.34,1.51) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.08,0.12) \end{array}$ | 0.032 | (-0.03, 0.10$)$ | $\begin{array}{r} 0.07 \\ (-0.07,0.20) \end{array}$ |
| Females | $\begin{array}{r} 1.49 \\ (1.45,1.53) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.40,1.55) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.44,1.59) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.45,1.59) \end{array}$ | $\begin{array}{r} 0.01 \\ (-0.05,0.08) \end{array}$ | 0.021 | (-0.03, 0.07$)$ | $\begin{array}{r} 0.04 \\ (-0.06,0.15) \end{array}$ |
| Education Less than college | $\begin{array}{r} 1.37 \\ (1.32,1.42) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.25,1.44) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.23,1.41) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.37,1.50) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.06,0.10) \end{array}$ | 0.043 | (-0.01,0.10) | $\begin{array}{r} 0.09 \\ (-0.02,0.21) \end{array}$ |
| Some college + | $\begin{array}{r} 1.52 \\ (1.47,1.57) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.43,1.62) \end{array}$ | $\begin{array}{r} 1.54 \\ (1.47,1.62) \end{array}$ | $\begin{array}{r} 1.53 \\ (1.45,1.60) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.08,0.09) \end{array}$ | 0.002 | $(-0.05,0.06)$ | $\begin{array}{r} 0.01 \\ (-0.11,0.12) \end{array}$ |
| Interview round ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 1.43 \\ (1.39,1.48) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.34,1.50) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.34,1.51) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.40,1.55) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.06,0.09) \end{array}$ | 0.027 | $(-0.03,0.08)$ | $\begin{array}{r} 0.06 \\ (-0.05,0.17) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 1.48 \\ (1.43,1.53) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.37,1.56) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.41,1.57) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.43,1.58) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.06,0.09) \end{array}$ | 0.020 | (-0.04, 0.08 ) | $\begin{array}{r} 0.04 \\ (-0.08,0.16) \end{array}$ |

[^106]Table 6-62. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' monitoring behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  |  | DirectCampaigneffect$(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month <br> (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental behaviors, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 1.75 \\ (1.70,1.79) \end{array}$ | $\begin{array}{r} 1.77 \\ (1.68,1.86) \end{array}$ | $\begin{array}{r} 1.71 \\ (1.64,1.78) \end{array}$ | $\begin{array}{r} 1.76 \\ (1.67,1.84) \end{array}$ | $\begin{array}{r} 1.77 \\ (1.64,1.90) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.10,0.05) \end{array}$ | 0.005 | $(-0.05,0.06)$ | $\begin{array}{r} 0.00 \\ (-0.15,0.15) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 1.33 \\ (1.28,1.37) \end{array}$ | $\begin{array}{r} 1.31 \\ (1.21,1.41) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.24,1.39) \end{array}$ | $\begin{array}{r} 1.34 \\ (1.27,1.41) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.21,1.56) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.06,0.10) \end{array}$ | 0.029 | (-0.04, 0.10$)$ | $\begin{array}{r} 0.08 \\ (-0.12,0.27) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 1.45 \\ (1.41,1.49) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.38,1.52) \end{array}$ | $\begin{array}{r} 1.43 \\ (1.37,1.49) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.40,1.52) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.37,1.63) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.06,0.06) \end{array}$ | 0.019 | $(-0.03,0.07)$ | $\begin{array}{r} 0.05 \\ (-0.10,0.20) \end{array}$ |
| Parental behaviors, by child characteristics Gender Males |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 1.35 \\ (1.30,1.40) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.22,1.42) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.23,1.40) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.27,1.44) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.35,1.59) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.05,0.11) \end{array}$ | 0.058 | $(0.00,0.12)$ | $\begin{array}{r} 0.15 \\ *(0.00,0.30) \end{array}$ |
| Females | $\begin{array}{r} 1.56 \\ (1.51,1.61) \end{array}$ | $\begin{array}{r} 1.61 \\ (1.50,1.72) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.48,1.61) \end{array}$ | $\begin{array}{r} 1.57 \\ (1.50,1.64) \end{array}$ | $\begin{array}{r} 1.53 \\ (1.30,1.75) \end{array}$ | $\begin{array}{r} -0.05 \\ (-0.14,0.05) \end{array}$ | -0.028 | $(-0.12,0.06)$ | $\begin{array}{r} -0.08 \\ (-0.32,0.16) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 1.48 \\ (1.43,1.52) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.37,1.55) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.41,1.56) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.43,1.55) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.42,1.69) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.09) \end{array}$ | 0.031 | (-0.02,0.09) | $\begin{array}{r} 0.09 \\ (-0.06,0.25) \end{array}$ |
| African American | $\begin{array}{r} 1.34 \\ (1.26,1.42) \end{array}$ | $\begin{array}{r} 1.19 \\ (1.02,1.36) \end{array}$ | $\begin{array}{r} 1.30 \\ (1.15,1.44) \end{array}$ | $\begin{array}{r} 1.36 \\ (1.20,1.51) \end{array}$ | $\begin{array}{r} 1.27 \\ (0.99,1.56) \end{array}$ | $\begin{array}{r} 0.15 \\ *(0.01,0.29) \end{array}$ | 0.033 | $(-0.10,0.16)$ | $\begin{array}{r} 0.08 \\ (-0.25,0.41) \end{array}$ |
| Hispanic | $\begin{array}{r} 1.47 \\ (1.36,1.57) \end{array}$ | $\begin{array}{r} 1.61 \\ (1.40,1.82) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.17,1.47) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.29,1.61) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.21,1.80) \end{array}$ | $\begin{array}{r} -0.14 \\ (-0.30,0.01) \end{array}$ | -0.027 | $(-0.15,0.10)$ | $\begin{array}{r} -0.10 \\ (-0.45,0.24) \end{array}$ |

Table 6-62. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' monitoring behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $95 \%$ CI of gamma | Potential maximum Campaign effect$(\mathrm{C} 5-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month <br> (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental behaviors, b parent characteristics |  |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 1.38 \\ (1.32,1.44) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.21,1.43) \end{array}$ | $\begin{array}{r} 1.36 \\ (1.26,1.47) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.29,1.49) \end{array}$ | $\begin{array}{r} 1.59 \\ (1.43,1.75) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.03,0.16) \end{array}$ | 0.094 | *(0.02,0.16) | $\begin{array}{r} 0.27 \\ *(0.08,0.47) \end{array}$ |
| Females | $\begin{array}{r} 1.49 \\ (1.45,1.53) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.42,1.60) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.38,1.54) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.43,1.57) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.29,1.62) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.10,0.06) \end{array}$ | -0.016 | $(-0.08,0.05)$ | $\begin{array}{r} -0.05 \\ (-0.24,0.13) \end{array}$ |
| Education Less than college | $\begin{array}{r} 1.37 \\ (1.32,1.42) \end{array}$ | $\begin{array}{r} 1.34 \\ (1.22,1.45) \end{array}$ | $\begin{array}{r} 1.34 \\ (1.26,1.43) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.28,1.42) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.30,1.58) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.06,0.13) \end{array}$ | 0.037 | $(-0.03,0.10)$ | $\begin{array}{r} 0.10 \\ (-0.07,0.27) \end{array}$ |
| Some college + | $\begin{array}{r} 1.52 \\ (1.47,1.57) \end{array}$ | $\begin{array}{r} 1.56 \\ (1.46,1.66) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.42,1.58) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.47,1.63) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.34,1.77) \end{array}$ | $\begin{array}{r} -0.04 \\ (-0.13,0.06) \end{array}$ | 0.002 | $(-0.08,0.09)$ | $\begin{array}{r} -0.01 \\ (-0.24,0.23) \end{array}$ |
| Interview round ${ }^{3}$ <br> Waves 1-3 | $\begin{array}{r} 1.43 \\ (1.39,1.48) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.34,1.49) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.35,1.50) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.37,1.53) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.30,1.63) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.09) \end{array}$ | 0.018 | (-0.05, 0.08 ) | $\begin{array}{r} 0.05 \\ (-0.13,0.23) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 1.48 \\ (1.43,1.53) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.37,1.64) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.36,1.53) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.41,1.55) \end{array}$ | $\begin{array}{r} 1.56 \\ (1.40,1.72) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.14,0.09) \end{array}$ | 0.021 | (-0.04, 0.08 ) | $\begin{array}{r} 0.06 \\ (-0.11,0.23) \end{array}$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Measurement of this construct is detailed in Appendix E.
${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-63. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' talking behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round
November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 2.35 \\ (2.31,2.40) \end{array}$ | $\begin{array}{r} 2.22 \\ (2.14,2.31) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.27,2.41) \end{array}$ | $\begin{array}{r} 2.49 \\ (2.42,2.56) \end{array}$ | $\begin{array}{r} 0.13 \\ *(0.06,0.21) \end{array}$ | 0.150 | *(0.08,0.22) | $\begin{array}{r} 0.27 \\ *(0.16,0.38) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 2.32 \\ (2.28,2.36) \end{array}$ | $\begin{array}{r} 2.18 \\ (2.10,2.26) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.24,2.40) \end{array}$ | $\begin{array}{r} 2.44 \\ (2.39,2.49) \end{array}$ | $\begin{array}{r} 0.14 \\ *(0.07,0.21) \end{array}$ | 0.149 | * (0.09,0.20) | $\begin{array}{r} 0.26 \\ *(0.16,0.36) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 2.33 \\ (2.29,2.37) \end{array}$ | $\begin{array}{r} 2.19 \\ (2.13,2.26) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.26,2.39) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.41,2.50) \end{array}$ | $\begin{array}{r} 0.14 \\ *(0.08,0.19) \end{array}$ | 0.149 | * (0.10,0.20) | $\begin{array}{r} 0.26 \\ *(0.18,0.35) \end{array}$ |
| Parental behaviors, by child characteristics Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 2.35 \\ (2.31,2.39) \end{array}$ | $\begin{array}{r} 2.26 \\ (2.19,2.34) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.22,2.40) \end{array}$ | $\begin{array}{r} 2.47 \\ (2.41,2.53) \end{array}$ | $\begin{array}{r} 0.09 \\ *(0.02,0.16) \end{array}$ | 0.129 | *(0.07,0.18) | $\begin{array}{r} 0.21 \\ *(0.11,0.31) \end{array}$ |
| Females | $\begin{array}{r} 2.30 \\ (2.26,2.35) \end{array}$ | $\begin{array}{r} 2.12 \\ (2.03,2.21) \end{array}$ | $\begin{array}{r} 2.35 \\ (2.28,2.41) \end{array}$ | $\begin{array}{r} 2.44 \\ (2.38,2.50) \end{array}$ | $\begin{array}{r} 0.19 \\ *(0.12,0.25) \end{array}$ | 0.170 | *(0.11,0.23) | $\begin{array}{r} 0.32 \\ *(0.21,0.42) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 2.28 \\ (2.24,2.32) \end{array}$ | $\begin{array}{r} 2.12 \\ (2.04,2.19) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.26,2.38) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.36,2.48) \end{array}$ | $\begin{array}{r} 0.17 \\ *(0.11,0.23) \end{array}$ | 0.167 | *(0.11,0.22) | $\begin{array}{r} 0.31 \\ *(0.21,0.40) \end{array}$ |
| African American | $\begin{array}{r} 2.42 \\ (2.32,2.52) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.29,2.56) \end{array}$ | $\begin{array}{r} 2.24 \\ (1.99,2.49) \end{array}$ | $\begin{array}{r} 2.53 \\ (2.40,2.66) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.15,0.15) \end{array}$ | 0.058 | $(-0.08,0.19)$ | $\begin{array}{r} 0.11 \\ (-0.10,0.31) \end{array}$ |
| Hispanic | $\begin{array}{r} 2.51 \\ (2.44,2.58) \end{array}$ | $\begin{array}{r} 2.39 \\ (2.25,2.54) \end{array}$ | $\begin{array}{r} 2.55 \\ (2.41,2.69) \end{array}$ | $\begin{array}{r} 2.56 \\ (2.45,2.66) \end{array}$ | $\begin{array}{r} 0.12 \\ (0.00,0.24) \end{array}$ | 0.134 | *(0.03,0.24) | $\begin{array}{r} 0.17 \\ (-0.01,0.34) \end{array}$ |

Table 6-63. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' talking behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 2.20 \\ (2.15,2.26) \end{array}$ | $\begin{array}{r} 2.04 \\ (1.93,2.15) \end{array}$ | $\begin{array}{r} 2.19 \\ (2.10,2.27) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.30,2.44) \end{array}$ | $\begin{array}{r} 0.16 \\ *(0.08,0.25) \end{array}$ | 0.162 | *(0.10,0.22) | $\begin{array}{r} 0.33 \\ *(0.21,0.45) \end{array}$ |
| Females | $\begin{array}{r} 2.40 \\ (2.35,2.44) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.20,2.35) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.32,2.49) \end{array}$ | $\begin{array}{r} 2.50 \\ (2.43,2.56) \end{array}$ | $\begin{array}{r} 0.12 \\ *(0.06,0.19) \end{array}$ | 0.144 | *(0.08, 0.21$)$ | $\begin{array}{r} 0.22 \\ *(0.12,0.33) \end{array}$ |
| Education |  |  |  |  |  |  |  |  |
| Less than college | $\begin{array}{r} 2.36 \\ (2.31,2.41) \end{array}$ | $\begin{array}{r} 2.24 \\ (2.15,2.32) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.25,2.43) \end{array}$ | $\begin{array}{r} 2.49 \\ (2.42,2.56) \end{array}$ | $\begin{array}{r} 0.12 \\ *(0.05,0.20) \end{array}$ | 0.146 | *(0.08, 0.22$)$ | $\begin{array}{r} 0.25 \\ *(0.13,0.37) \end{array}$ |
| Some college + | $\begin{array}{r} 2.30 \\ (2.25,2.35) \end{array}$ | $\begin{array}{r} 2.15 \\ (2.06,2.24) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.22,2.39) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.36,2.48) \end{array}$ | $\begin{array}{r} 0.15 \\ *(0.08,0.23) \end{array}$ | 0.153 | *(0.10, 0.21$)$ | $\begin{array}{r} 0.27 \\ *(0.16,0.38) \end{array}$ |
| Interview round ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 2.29 \\ (2.25,2.34) \end{array}$ | $\begin{array}{r} 2.16 \\ (2.05,2.26) \end{array}$ | $\begin{array}{r} 2.28 \\ (2.19,2.37) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.34,2.46) \end{array}$ | $\begin{array}{r} 0.14 \\ *(0.05,0.22) \end{array}$ | 0.131 | *(0.07,0.20) | $\begin{array}{r} 0.25 \\ *(0.12,0.37) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 2.38 \\ (2.34,2.43) \end{array}$ | $\begin{array}{r} 2.25 \\ (2.16,2.34) \end{array}$ | $\begin{array}{r} 2.39 \\ (2.32,2.47) \end{array}$ | $\begin{array}{r} 2.53 \\ (2.47,2.59) \end{array}$ | $\begin{array}{r} 0.14 \\ *(0.07,0.21) \end{array}$ | 0.180 | *(0.11,0.25) | $\begin{array}{r} 0.28 \\ *(0.18,0.39) \end{array}$ |

[^107]Table 6-64. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' talking behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | Direct <br> Campaign <br> effect <br> $(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Parental behaviors, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 2.35 \\ (2.31,2.40) \end{array}$ | $\begin{array}{r} 2.24 \\ (2.15,2.32) \end{array}$ | $\begin{array}{r} 2.33 \\ (2.26,2.40) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.32,2.48) \end{array}$ | $\begin{array}{r} 2.55 \\ (2.43,2.68) \end{array}$ | $\begin{array}{r} 0.12 \\ *(0.04,0.19) \end{array}$ | 0.164 | *(0.09,0.23) | $\begin{array}{r} 0.32 \\ *(0.17,0.46) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 2.32 \\ (2.28,2.36) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.19,2.35) \end{array}$ | $\begin{array}{r} 2.24 \\ (2.18,2.30) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.36,2.48) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.28,2.56) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.03,0.12) \end{array}$ | 0.115 | *(0.04,0.19) | $\begin{array}{r} 0.15 \\ (-0.01,0.30) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 2.33 \\ (2.29,2.37) \end{array}$ | $\begin{array}{r} 2.26 \\ (2.19,2.33) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.21,2.32) \end{array}$ | $\begin{array}{r} 2.41 \\ (2.36,2.47) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.35,2.57) \end{array}$ | $\begin{array}{r} 0.07 \\ *(0.01,0.13) \end{array}$ | 0.129 | *(0.07,0.18) | $\begin{array}{r} 0.20 \\ *(0.08,0.31) \end{array}$ |
| Parental behaviors, by child characteristics Gender Males |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 2.35 \\ (2.31,2.39) \end{array}$ | $\begin{array}{r} 2.26 \\ (2.17,2.36) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.25,2.38) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.37,2.50) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.27,2.59) \end{array}$ | $\begin{array}{r} 0.09 \\ *(0.01,0.17) \end{array}$ | 0.126 | *(0.04, 0.21 ) | $\begin{array}{r} 0.17 \\ (-0.02,0.35) \end{array}$ |
| Females | $\begin{array}{r} 2.30 \\ (2.26,2.35) \end{array}$ | $\begin{array}{r} 2.26 \\ (2.16,2.35) \end{array}$ | $\begin{array}{r} 2.22 \\ (2.14,2.30) \end{array}$ | $\begin{array}{r} 2.39 \\ (2.32,2.45) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.32,2.65) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.04,0.13) \end{array}$ | 0.134 | *(0.05,0.21) | $\begin{array}{r} 0.23 \\ *(0.06,0.40) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 2.28 \\ (2.24,2.32) \end{array}$ | $\begin{array}{r} 2.13 \\ (2.05,2.21) \end{array}$ | $\begin{array}{r} 2.24 \\ (2.18,2.30) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.32,2.45) \end{array}$ | $\begin{array}{r} 2.35 \\ (2.20,2.51) \end{array}$ | $\begin{array}{r} 0.15 \\ *(0.08,0.22) \end{array}$ | 0.124 | * $(0.05,0.19)$ | $\begin{array}{r} 0.22 \\ *(0.06,0.38) \end{array}$ |
| African American | $\begin{array}{r} 2.42 \\ (2.32,2.52) \end{array}$ | $\begin{array}{r} 2.44 \\ (2.28,2.60) \end{array}$ | $\begin{array}{r} 2.30 \\ (2.14,2.47) \end{array}$ | $\begin{array}{r} 2.52 \\ (2.35,2.68) \end{array}$ | $\begin{array}{r} 2.50 \\ (2.20,2.80) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.17,0.13) \end{array}$ | 0.113 | (-0.07,0.29) | $\begin{array}{r} 0.06 \\ (-0.28,0.39) \end{array}$ |
| Hispanic | $\begin{array}{r} 2.51 \\ (2.44,2.58) \end{array}$ | $\begin{array}{r} 2.60 \\ (2.47,2.73) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.23,2.51) \end{array}$ | $\begin{array}{r} 2.51 \\ (2.39,2.63) \end{array}$ | $\begin{array}{r} 2.74 \\ (2.58,2.90) \end{array}$ | $\begin{array}{r} -0.09 \\ (-0.20,0.02) \end{array}$ | 0.153 | (0.00,0.30) | $\begin{array}{r} 0.14 \\ (-0.05,0.34) \end{array}$ |

Table 6-64. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' talking behavior ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |  |
| Gender <br> Males $\qquad$ | $\begin{array}{r} 2.20 \\ (2.15,2.26) \end{array}$ | $\begin{array}{r} 2.01 \\ (1.89,2.14) \end{array}$ | $\begin{array}{r} 2.17 \\ (2.08,2.26) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.21,2.41) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.16,2.59) \end{array}$ | $\begin{array}{r} 0.19 \\ *(0.08,0.30) \end{array}$ | 0.160 | *(0.06, 0.26$)$ | $\begin{array}{r} 0.36 \\ *(0.11,0.61) \end{array}$ |
| Females | $\begin{array}{r} 2.40 \\ (2.35,2.44) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.29,2.46) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.25,2.39) \end{array}$ | $\begin{array}{r} 2.47 \\ (2.42,2.53) \end{array}$ | $\begin{array}{r} 2.50 \\ (2.37,2.62) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.09) \end{array}$ | 0.115 | *(0.05, 0.18$)$ | $\begin{array}{r} 0.12 \\ (-0.02,0.26) \end{array}$ |
| Education <br> Less than college | $\begin{array}{r} 2.36 \\ (2.31,2.41) \end{array}$ | $\begin{array}{r} 2.29 \\ (2.20,2.39) \end{array}$ | $\begin{array}{r} 2.25 \\ (2.17,2.34) \end{array}$ | $\begin{array}{r} 2.45 \\ (2.39,2.52) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.28,2.59) \end{array}$ | $\begin{array}{r} 0.07 \\ (-0.02,0.15) \end{array}$ | 0.107 | *(0.03, 0.18 ) | $\begin{array}{r} 0.14 \\ (-0.02,0.30) \end{array}$ |
| Some college + | $\begin{array}{r} 2.30 \\ (2.25,2.35) \end{array}$ | $\begin{array}{r} 2.23 \\ (2.14,2.32) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.20,2.34) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.30,2.44) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.31,2.65) \end{array}$ | $\begin{array}{r} 0.07 \\ (-0.02,0.16) \end{array}$ | 0.146 | *(0.05, 0.24 ) | $\begin{array}{r} 0.25 \\ *(0.03,0.46) \end{array}$ |
| Interview round Waves 1-3 | $\begin{array}{r} 2.29 \\ (2.25,2.34) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.20,2.34) \end{array}$ | $\begin{array}{r} 2.26 \\ (2.19,2.33) \end{array}$ | $\begin{array}{r} 2.36 \\ (2.28,2.44) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.23,2.56) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.09) \end{array}$ | 0.099 | *(0.02,0.18) | $\begin{array}{r} 0.13 \\ (-0.04,0.30) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 2.38 \\ (2.34,2.43) \end{array}$ | $\begin{array}{r} 2.25 \\ (2.14,2.35) \end{array}$ | $\begin{array}{r} 2.27 \\ (2.19,2.36) \end{array}$ | $\begin{array}{r} 2.49 \\ (2.43,2.54) \end{array}$ | $\begin{array}{r} 2.56 \\ (2.46,2.66) \end{array}$ | $\begin{array}{r} 0.13 \\ *(0.03,0.24) \end{array}$ | 0.178 | *(0.11,0.25) | $\begin{array}{r} 0.31 \\ *(0.16,0.46) \end{array}$ |

[^108]Table 6-65. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' reports of fun activities ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental reports, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 0.74 \\ (0.73,0.76) \end{array}$ | $\begin{array}{r} 0.71 \\ (0.68,0.75) \end{array}$ | $\begin{array}{r} 0.75 \\ (0.73,0.78) \end{array}$ | $\begin{array}{r} 0.75 \\ (0.72,0.78) \end{array}$ | $\begin{array}{r} 0.03 \\ *(0.01,0.06) \end{array}$ | 0.070 | $(-0.00,0.14)$ | $\begin{array}{r} 0.04 \\ (0.00,0.08) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 0.58 \\ (0.56,0.60) \end{array}$ | $\begin{array}{r} 0.51 \\ (0.47,0.54) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.55,0.62) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.59,0.64) \end{array}$ | $\begin{array}{r} 0.07 \\ *(0.04,0.10) \end{array}$ | 0.145 | *(0.08, 0.21$)$ | $\begin{array}{r} 0.11 \\ *(0.06,0.15) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 0.63 \\ (0.61,0.64) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.54,0.60) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.60,0.66) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.63,0.68) \end{array}$ | $\begin{array}{r} 0.06 \\ *(0.03,0.08) \end{array}$ | 0.121 | *(0.07,0.17) | $\begin{array}{r} 0.09 \\ *(0.05,0.12) \end{array}$ |
| Parental reports, by child characteristics |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 0.60 \\ (0.58,0.62) \end{array}$ | $\begin{array}{r} 0.56 \\ (0.52,0.60) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.58,0.66) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.59,0.65) \end{array}$ | $\begin{array}{r} 0.04 \\ *(0.01,0.07) \end{array}$ | 0.081 | *(0.02,0.14) | $\begin{array}{r} 0.06 \\ *(0.02,0.10) \end{array}$ |
| Females | $\begin{array}{r} 0.65 \\ (0.63,0.67) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.53,0.62) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.68) \end{array}$ | $\begin{array}{r} 0.69 \\ (0.66,0.72) \end{array}$ | $\begin{array}{r} 0.08 \\ *(0.04,0.11) \end{array}$ | 0.161 | *(0.09, 0.23 ) | $\begin{array}{r} 0.11 \\ *(0.06,0.16) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 0.65 \\ (0.63,0.66) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.56,0.64) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.61,0.67) \end{array}$ | $\begin{array}{r} 0.68 \\ (0.65,0.70) \end{array}$ | $\begin{array}{r} 0.05 \\ *(0.02,0.07) \end{array}$ | 0.109 | * (0.05, 0.17$)$ | $\begin{array}{r} 0.08 \\ *(0.03,0.12) \end{array}$ |
| African American | $\begin{array}{r} 0.58 \\ (0.54,0.62) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.45,0.60) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.52,0.69) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.55,0.65) \end{array}$ | $\begin{array}{r} 0.06 \\ (0.00,0.12) \end{array}$ | 0.110 | (0.00,0.22) | $\begin{array}{r} 0.08 \\ *(0.00,0.16) \end{array}$ |
| Hispanic | $\begin{array}{r} 0.59 \\ (0.56,0.62) \end{array}$ | $\begin{array}{r} 0.48 \\ (0.42,0.55) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.48,0.67) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.59,0.70) \end{array}$ | $\begin{array}{r} 0.10 \\ *(0.04,0.17) \end{array}$ | 0.220 | *(0.11, 0.33$)$ | $\begin{array}{r} 0.16 \\ *(0.08,0.24) \end{array}$ |

Table 6-65. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and parents' reports of fun activities ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  | Direct <br> Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental reports, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 0.64 \\ (0.61,0.66) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.52,0.62) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.69) \end{array}$ | $\begin{array}{r} 0.66 \\ (0.63,0.69) \end{array}$ | $\begin{array}{r} 0.06 \\ *(0.02,0.10) \end{array}$ | 0.122 | *(0.04, 0.20$)$ | $\begin{array}{r} 0.09 \\ *(0.03,0.15) \end{array}$ |
| Females | $\begin{array}{r} 0.62 \\ (0.60,0.64) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.53,0.60) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.59,0.65) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.62,0.68) \end{array}$ | $\begin{array}{r} 0.06 \\ *(0.03,0.08) \end{array}$ | 0.120 | *(0.06, 0.18$)$ | $\begin{array}{r} 0.09 \\ *(0.04,0.13) \end{array}$ |
| Education Less than college | $\begin{array}{r} 0.58 \\ (0.56,0.60) \end{array}$ | $\begin{array}{r} 0.53 \\ (0.49,0.57) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.55,0.63) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.58,0.63) \end{array}$ | $\begin{array}{r} 0.06 \\ *(0.02,0.09) \end{array}$ | 0.111 | *(0.04, 0.18 ) | $\begin{array}{r} 0.08 \\ *(0.03,0.13) \end{array}$ |
| Some college + | $\begin{array}{r} 0.67 \\ (0.65,0.69) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.57,0.66) \end{array}$ | $\begin{array}{r} 0.66 \\ (0.63,0.70) \end{array}$ | $\begin{array}{r} 0.70 \\ (0.67,0.73) \end{array}$ | $\begin{array}{r} 0.05 \\ *(0.02,0.09) \end{array}$ | 0.124 | *(0.05, 0.20$)$ | $\begin{array}{r} 0.09 \\ *(0.03,0.14) \end{array}$ |
| Interview round ${ }^{3}$ <br> Waves 1-3 | $\begin{array}{r} 0.62 \\ (0.61,0.64) \end{array}$ | $\begin{array}{r} 0.56 \\ (0.52,0.59) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.60,0.68) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.62,0.68) \end{array}$ | $\begin{array}{r} 0.07 \\ *(0.03,0.10) \end{array}$ | 0.135 | *(0.07, 0.20 ) | $\begin{array}{r} 0.10 \\ *(0.05,0.14) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 0.63 \\ (0.61,0.65) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.54,0.64) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.59,0.66) \end{array}$ | $\begin{array}{r} 0.66 \\ (0.63,0.69) \end{array}$ | $\begin{array}{r} 0.04 \\ *(0.01,0.08) \end{array}$ | 0.100 | *(0.03, 0.17$)$ | $\begin{array}{r} 0.07 \\ *(0.02,0.12) \end{array}$ |

[^109]Table 6-66. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' reports of fun activities ${ }^{2}$, by both youth and parent characteristics, and by interview round

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | Direct <br> Campaign <br> effect <br> (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 5-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Parental reports, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 0.74 \\ (0.73,0.76) \end{array}$ | $\begin{array}{r} 0.71 \\ (0.66,0.75) \end{array}$ | $\begin{array}{r} 0.73 \\ (0.69,0.76) \end{array}$ | $\begin{array}{r} 0.76 \\ (0.73,0.79) \end{array}$ | $\begin{array}{r} 0.77 \\ (0.72,0.82) \end{array}$ | $\begin{array}{r} 0.04 \\ (0.00,0.08) \end{array}$ | 0.096 | * $0.01,0.18)$ | $\begin{array}{r} 0.06 \\ (0.00,0.13) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 0.58 \\ (0.56,0.60) \end{array}$ | $\begin{array}{r} 0.49 \\ (0.44,0.53) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.55,0.62) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.54,0.61) \end{array}$ | $\begin{array}{r} 0.70 \\ (0.64,0.75) \end{array}$ | $\begin{array}{r} 0.09 \\ *(0.06,0.13) \end{array}$ | 0.209 | * $(0.14,0.28)$ | $\begin{array}{r} 0.21 \\ *(0.14,0.28) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 0.63 \\ (0.61,0.64) \end{array}$ | $\begin{array}{r} 0.55 \\ (0.52,0.59) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.60,0.65) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.60,0.66) \end{array}$ | $\begin{array}{r} 0.72 \\ (0.67,0.76) \end{array}$ | $\begin{array}{r} 0.07 \\ *(0.05,0.10) \end{array}$ | 0.175 | *(0.12,0.23) | $\begin{array}{r} 0.16 \\ *(0.11,0.22) \end{array}$ |
| Parental reports, by child characteristics Gender Males |  |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 0.60 \\ (0.58,0.62) \end{array}$ | $\begin{array}{r} 0.49 \\ (0.45,0.54) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.56,0.63) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.58,0.65) \end{array}$ | $\begin{array}{r} 0.71 \\ (0.65,0.77) \end{array}$ | $\begin{array}{r} 0.11 \\ *(0.08,0.15) \end{array}$ | 0.234 | * $(0.16,0.31)$ | $\begin{array}{r} 0.22 \\ *(0.14,0.30) \end{array}$ |
| Females | $\begin{array}{r} 0.65 \\ (0.63,0.67) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.57,0.68) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.62,0.69) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.61,0.68) \end{array}$ | $\begin{array}{r} 0.72 \\ (0.66,0.78) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.02,0.07) \end{array}$ | 0.104 | * (0.01, 0.20 ) | $\begin{array}{r} 0.10 \\ *(0.01,0.18) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 0.65 \\ (0.63,0.66) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.58,0.65) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.61,0.67) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.69) \end{array}$ | $\begin{array}{r} 0.71 \\ (0.65,0.77) \end{array}$ | $\begin{array}{r} 0.03 \\ (0.00,0.06) \end{array}$ | 0.105 | *(0.03, 0.18 ) | $\begin{array}{r} 0.10 \\ *(0.03,0.17) \end{array}$ |
| African American | $\begin{array}{r} 0.58 \\ (0.54,0.62) \end{array}$ | $\begin{array}{r} 0.41 \\ (0.34,0.48) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.57,0.70) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.52,0.62) \end{array}$ | $\begin{array}{r} 0.67 \\ (0.56,0.78) \end{array}$ | $\begin{array}{r} 0.17 \\ *(0.11,0.23) \end{array}$ | 0.254 | * $0.10,0.41$ ) | $\begin{array}{r} 0.26 \\ *(0.13,0.39) \end{array}$ |
| Hispanic | $\begin{array}{r} 0.59 \\ (0.56,0.62) \end{array}$ | $\begin{array}{r} 0.45 \\ (0.36,0.55) \end{array}$ | $\begin{array}{r} 0.55 \\ (0.48,0.61) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.55,0.66) \end{array}$ | $\begin{array}{r} 0.78 \\ (0.66,0.89) \end{array}$ | $\begin{array}{r} 0.14 \\ *(0.05,0.22) \end{array}$ | 0.382 | *(0.22,0.55) | $\begin{array}{r} 0.32 \\ *(0.17,0.47) \end{array}$ |

Table 6-66. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and parents' reports of fun activities ${ }^{2}$, by both youth and parent characteristics, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 5-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{aligned} & 12 \text { or more } \\ & \text { times per } \\ & \text { month } \\ & (\mathrm{C} 5) \\ & \hline \end{aligned}$ |  |  |  |  |
| Parental reports, by parent characteristics |  |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 0.64 \\ (0.61,0.66) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.56,0.67) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.67) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.58,0.68) \end{array}$ | $\begin{array}{r} 0.74 \\ (0.67,0.81) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.03,0.07) \end{array}$ | 0.130 | *(0.03, 0.23$)$ | $\begin{array}{r} 0.13 \\ *(0.03,0.22) \end{array}$ |
| Females | $\begin{array}{r} 0.62 \\ (0.60,0.64) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.48,0.57) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.66) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.60,0.66) \end{array}$ | $\begin{array}{r} 0.71 \\ (0.65,0.76) \end{array}$ | $\begin{array}{r} 0.10 \\ *(0.06,0.14) \end{array}$ | 0.197 | *(0.12,0.27) | $\begin{array}{r} 0.18 \\ *(0.11,0.25) \end{array}$ |
| Education Less than college | $\begin{array}{r} 0.58 \\ (0.56,0.60) \end{array}$ | $\begin{array}{r} 0.49 \\ (0.43,0.54) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.55,0.63) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.56,0.62) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.58,0.72) \end{array}$ | $\begin{array}{r} 0.09 \\ *(0.05,0.14) \end{array}$ | 0.168 | * (0.08,0.26) | $\begin{array}{r} 0.16 \\ *(0.08,0.25) \end{array}$ |
| Some college + | $\begin{array}{r} 0.67 \\ (0.65,0.69) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.57,0.66) \end{array}$ | $\begin{array}{r} 0.66 \\ (0.62,0.69) \end{array}$ | $\begin{array}{r} 0.67 \\ (0.63,0.71) \end{array}$ | $\begin{array}{r} 0.78 \\ (0.73,0.83) \end{array}$ | $\begin{array}{r} 0.05 \\ *(0.01,0.09) \end{array}$ | 0.184 | *(0.11,0.26) | $\begin{array}{r} 0.16 \\ *(0.10,0.23) \end{array}$ |
| Interview round Waves 1-3 | $\begin{array}{r} 0.62 \\ (0.61,0.64) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.54,0.61) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.60,0.65) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.67) \end{array}$ | $\begin{array}{r} 0.74 \\ (0.68,0.80) \end{array}$ | $\begin{array}{r} 0.05 \\ *(0.02,0.08) \end{array}$ | 0.186 | *(0.11, 0.27$)$ | $\begin{array}{r} 0.17 \\ *(0.10,0.24) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 0.63 \\ (0.61,0.65) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.46,0.58) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.67) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.66) \end{array}$ | $\begin{array}{r} 0.67 \\ (0.60,0.74) \end{array}$ | $\begin{array}{r} 0.11 \\ *(0.06,0.16) \end{array}$ | 0.158 | *(0.08, 0.24$)$ | $\begin{array}{r} 0.15 \\ *(0.08,0.23) \end{array}$ |

[^110]Table 6-67. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about monitoring their children ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 121.73 \\ (116.91,126.55) \end{array}$ | $\begin{array}{r} 128.85 \\ (117.82,139.89) \end{array}$ | $\begin{array}{r} 115.62 \\ (106.67,124.56) \end{array}$ | $\begin{array}{r} 125.94 \\ (117.68,134.20) \end{array}$ | $\begin{array}{r} -7.12 \\ (-16.96,2.72) \end{array}$ | -0.011 | (-0.08,0.06) | $\begin{array}{r} -2.91 \\ (-17.11,11.28) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 77.50 \\ (72.11,82.88) \end{array}$ | $\begin{array}{r} 86.45 \\ (72.98,99.93) \end{array}$ | $\begin{array}{r} 83.60 \\ (74.20,93.00) \end{array}$ | $\begin{array}{r} 81.55 \\ (73.01,90.10) \end{array}$ | $\begin{array}{r} -8.96 \\ (-21.00,3.09) \end{array}$ | -0.024 | $(-0.08,0.03)$ | $\begin{array}{r} -4.90 \\ (-20.47,10.67) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.76 \\ (86.46,95.06) \end{array}$ | $\begin{array}{r} 99.21 \\ (89.63,108.80) \end{array}$ | $\begin{array}{r} 92.40 \\ (85.08,99.72) \end{array}$ | $\begin{array}{r} 95.77 \\ (88.43,103.10) \end{array}$ | $\begin{array}{r} -8.45 \\ (-17.55,0.65) \end{array}$ | -0.020 | (-0.06,0.03) | $\begin{array}{r} -3.45 \\ (-15.34,8.45) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 83.62 \\ (77.80,89.44) \end{array}$ | $\begin{array}{r} 85.76 \\ (73.30,98.21) \end{array}$ | $\begin{array}{r} 86.61 \\ (77.10,96.12) \end{array}$ | $\begin{array}{r} 91.13 \\ (81.72,100.54) \end{array}$ | $\begin{array}{r} -2.14 \\ (-14.26,9.99) \end{array}$ | 0.010 | (-0.05, 0.07$)$ | $\begin{array}{r} 5.37 \\ (-11.09,21.84) \end{array}$ |
| Females | $\begin{array}{r} 98.34 \\ (92.67,104.01) \end{array}$ | $\begin{array}{r} 112.76 \\ (100.03,125.48) \end{array}$ | $\begin{array}{r} 98.97 \\ (89.12,108.81) \end{array}$ | $\begin{array}{r} 100.43 \\ (90.24,110.61) \end{array}$ | $\begin{array}{r} -14.42 \\ *(-25.28,-3.55) \end{array}$ | -0.048 | (-0.10,0.00) | $\begin{array}{r} -12.33 \\ (-25.85,1.19) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 86.41 \\ (81.73,91.09) \end{array}$ | $\begin{array}{r} 95.23 \\ (84.09,106.37) \end{array}$ | $\begin{array}{r} 88.97 \\ (81.00,96.94) \end{array}$ | $\begin{array}{r} 90.62 \\ (81.77,99.48) \end{array}$ | $\begin{array}{r} -8.82 \\ (-19.25,1.61) \end{array}$ | -0.022 | (-0.08,0.03) | $\begin{array}{r} -4.61 \\ (-19.16,9.94) \end{array}$ |
| African American | $\begin{array}{r} 92.65 \\ (79.87,105.44) \end{array}$ | $\begin{array}{r} 103.08 \\ (77.84,128.31) \end{array}$ | $\begin{array}{r} 98.78 \\ (74.15,123.41) \end{array}$ | $\begin{array}{r} 93.74 \\ (74.89,112.59) \end{array}$ | $\begin{array}{r} -10.42 \\ (-35.05,14.20) \end{array}$ | -0.049 | (-0.16,0.06) | $\begin{array}{r} -9.34 \\ (-37.71,19.04) \end{array}$ |
| Hispanic | $\begin{array}{r} 110.45 \\ (100.03,120.87) \end{array}$ | $\begin{array}{r} 116.32 \\ (93.42,139.22) \end{array}$ | $\begin{array}{r} 119.76 \\ (99.36,140.17) \end{array}$ | $\begin{array}{r} 113.39 \\ (96.79,129.98) \end{array}$ | $\begin{array}{r} -5.88 \\ (-27.05,15.30) \end{array}$ | -0.033 | (-0.14,0.08) | $\begin{array}{r} -2.93 \\ (-30.56,24.69) \end{array}$ |

Table 6-67. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about monitoring their children ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 77.99 \\ (69.60,86.39) \end{array}$ | $\begin{array}{r} 81.91 \\ (62.10,101.72) \end{array}$ | $\begin{array}{r} 89.46 \\ (75.69,103.23) \end{array}$ | $\begin{array}{r} 84.80 \\ (75.28,94.32) \end{array}$ | $\begin{array}{r} -3.92 \\ (-21.06,13.22) \end{array}$ | -0.007 | (-0.09, 0.07$)$ | $\begin{array}{r} 2.89 \\ (-18.58,24.36) \end{array}$ |
| Females | $\begin{array}{r} 97.41 \\ (92.67,102.16) \end{array}$ | $\begin{array}{r} 107.48 \\ (96.02,118.95) \end{array}$ | $\begin{array}{r} 94.18 \\ (85.16,103.20) \end{array}$ | $\begin{array}{r} 101.10 \\ (91.39,110.81) \end{array}$ | $\begin{array}{r} -10.07 \\ (-20.74,0.60) \end{array}$ | -0.024 | $(-0.08,0.03)$ | $\begin{array}{r} -6.38 \\ (-20.21,7.44) \end{array}$ |
| Education Less than college | $\begin{array}{r} 88.42 \\ (81.07,95.77) \end{array}$ | $\begin{array}{r} 102.11 \\ (90.67,113.54) \end{array}$ | $\begin{array}{r} 94.88 \\ (83.15,106.61) \end{array}$ | $\begin{array}{r} 99.18 \\ (89.40,108.95) \end{array}$ | $\begin{array}{r} -13.69 \\ *(-24.87,-2.50) \end{array}$ | -0.017 | (-0.08, 0.04 ) | $\begin{array}{r} -2.93 \\ (-17.17,11.32) \end{array}$ |
| Some college + | $\begin{array}{r} 92.72 \\ (87.47,97.96) \end{array}$ | $\begin{array}{r} 97.79 \\ (85.11,110.47) \end{array}$ | $\begin{array}{r} 90.74 \\ (80.20,101.29) \end{array}$ | $\begin{array}{r} 92.90 \\ (82.45,103.36) \end{array}$ | $\begin{array}{r} -5.08 \\ (-17.13,6.97) \end{array}$ | -0.024 | $(-0.09,0.04)$ | $\begin{array}{r} -4.89 \\ (-21.79,12.02) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 91.88 \\ (85.24,98.52) \end{array}$ | $\begin{array}{r} 107.32 \\ (96.46,118.19) \end{array}$ | $\begin{array}{r} 88.87 \\ (78.04,99.71) \end{array}$ | $\begin{array}{r} 89.22 \\ (74.89,103.56) \end{array}$ | $\begin{array}{r} -15.44 \\ *(-24.75,-6.13) \end{array}$ | -0.059 | (-0.12,0.00) | $\begin{array}{r} -18.10 \\ *(-33.52,-2.68) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 88.08 \\ (80.39,95.78) \end{array}$ | $\begin{array}{r} 89.63 \\ (70.71,108.56) \end{array}$ | $\begin{array}{r} 92.96 \\ (78.85,107.07) \end{array}$ | $\begin{array}{r} 95.03 \\ (82.73,107.33) \end{array}$ | $\begin{array}{r} -1.55 \\ (-19.51,16.41) \end{array}$ | 0.011 | (-0.07,0.09) | $\begin{array}{r} 5.40 \\ (-16.91,27.71) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 92.42 \\ (85.76,99.08) \end{array}$ | $\begin{array}{r} 102.03 \\ (85.93,118.12) \end{array}$ | $\begin{array}{r} 94.80 \\ (82.06,107.54) \end{array}$ | $\begin{array}{r} 102.84 \\ (93.02,112.66) \end{array}$ | $\begin{array}{r} -9.61 \\ (-24.16,4.94) \end{array}$ | -0.015 | (-0.09,0.06) | $\begin{array}{r} 0.81 \\ (-17.89,19.52) \end{array}$ |

[^111]Table 6-68. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about monitoring their children ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 121.73 \\ (116.91,126.55) \end{array}$ | $\begin{array}{r} 124.35 \\ (113.87,134.83) \end{array}$ | $\begin{array}{r} 120.92 \\ (112.03,129.81) \end{array}$ | $\begin{array}{r} 121.40 \\ (112.15,130.65) \end{array}$ | $\begin{array}{r} -2.62 \\ (-11.97,6.74) \end{array}$ | -0.015 | (-0.08,0.05) | $\begin{array}{r} -2.94 \\ (-16.17,10.28) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 77.50 \\ (72.11,82.88) \end{array}$ | $\begin{array}{r} 79.43 \\ (67.72,91.14) \end{array}$ | $\begin{array}{r} 76.22 \\ (67.01,85.42) \end{array}$ | $\begin{array}{r} 75.02 \\ (61.93,88.11) \end{array}$ | $\begin{array}{r} -1.93 \\ (-13.65,9.78) \end{array}$ | -0.017 | (-0.08, 0.05 ) | $\begin{array}{r} -4.42 \\ (-23.91,15.08) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 90.76 \\ (86.46,95.06) \end{array}$ | $\begin{array}{r} 92.26 \\ (82.56,101.95) \end{array}$ | $\begin{array}{r} 89.45 \\ (81.85,97.04) \end{array}$ | $\begin{array}{r} 89.67 \\ (79.37,99.97) \end{array}$ | $\begin{array}{r} -1.49 \\ (-11.35,8.36) \end{array}$ | -0.011 | (-0.07, 0.05 ) | $\begin{array}{r} -2.59 \\ (-18.64,13.47) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 83.62 \\ (77.80,89.44) \end{array}$ | $\begin{array}{r} 80.88 \\ (65.19,96.56) \end{array}$ | $\begin{array}{r} 81.07 \\ (71.59,90.55) \end{array}$ | $\begin{array}{r} 84.91 \\ (71.96,97.85) \end{array}$ | $\begin{array}{r} 2.74 \\ (-11.70,17.19) \end{array}$ | 0.011 | (-0.07,0.09) | $\begin{array}{r} 4.03 \\ (-18.17,26.22) \end{array}$ |
| Females | $\begin{array}{r} 98.34 \\ (92.67,104.01) \end{array}$ | $\begin{array}{r} 104.78 \\ (93.24,116.32) \end{array}$ | $\begin{array}{r} 97.96 \\ (88.13,107.79) \end{array}$ | $\begin{array}{r} 94.94 \\ (83.35,106.52) \end{array}$ | $\begin{array}{r} -6.44 \\ (-18.22,5.35) \end{array}$ | -0.034 | (-0.10,0.03) | $\begin{array}{r} -9.84 \\ (-27.03,7.35) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 86.41 \\ (81.73,91.09) \end{array}$ | $\begin{array}{r} 84.90 \\ (73.96,95.84) \end{array}$ | $\begin{array}{r} 86.87 \\ (78.15,95.59) \end{array}$ | $\begin{array}{r} 84.65 \\ (73.27,96.03) \end{array}$ | $\begin{array}{r} 1.51 \\ (-8.21,11.24) \end{array}$ | 0.001 | (-0.06,0.06) | $\begin{array}{r} -0.25 \\ (-17.08,16.59) \end{array}$ |
| African American | $\begin{array}{r} 92.65 \\ (79.87,105.44) \end{array}$ | $\begin{array}{r} 98.91 \\ (62.38,135.45) \end{array}$ | $\begin{array}{r} 92.30 \\ (70.22,114.39) \end{array}$ | $\begin{array}{r} 93.69 \\ (76.86,110.51) \end{array}$ | $\begin{array}{r} -6.26 \\ (-38.70,26.18) \end{array}$ | -0.054 | $(-0.20,0.09)$ | $\begin{array}{r} -5.23 \\ (-44.39,33.94) \end{array}$ |
| Hispanic | $\begin{array}{r} 110.45 \\ (100.03,120.87) \end{array}$ | $\begin{array}{r} 116.10 \\ (98.42,133.78) \end{array}$ | $\begin{array}{r} 106.28 \\ (83.21,129.34) \end{array}$ | $\begin{array}{r} 106.23 \\ (74.90,137.56) \end{array}$ | $\begin{array}{r} -5.66 \\ (-25.72,14.41) \end{array}$ | -0.011 | (-0.17,0.15) | $\begin{array}{r} -9.87 \\ (-49.58,29.84) \end{array}$ |

Table 6-68. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about monitoring their children ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than <br> 1 time per month <br> (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 77.99 \\ (69.60,86.39) \end{array}$ | $\begin{array}{r} 80.16 \\ (62.18,98.14) \end{array}$ | $\begin{array}{r} 76.22 \\ (62.05,90.39) \end{array}$ | $\begin{array}{r} 79.63 \\ (61.22,98.04) \end{array}$ | $\begin{array}{r} -2.17 \\ (-18.98,14.64) \end{array}$ | 0.002 | (-0.09,0.09) | $\begin{array}{r} -0.53 \\ (-25.76,24.70) \end{array}$ |
| Females | $\begin{array}{r} 97.41 \\ (92.67,102.16) \end{array}$ | $\begin{array}{r} 98.83 \\ (87.01,110.66) \end{array}$ | $\begin{array}{r} 96.64 \\ (87.94,105.35) \end{array}$ | $\begin{array}{r} 95.46 \\ (85.13,105.80) \end{array}$ | $\begin{array}{r} -1.42 \\ (-12.33,9.49) \end{array}$ | -0.018 | $(-0.08,0.05)$ | $\begin{array}{r} -3.37 \\ (-20.74,14.00) \end{array}$ |
| Education Less than college | $\begin{array}{r} 88.42 \\ (81.07,95.77) \end{array}$ | $\begin{array}{r} 89.95 \\ (69.56,110.34) \end{array}$ | $\begin{array}{r} 90.30 \\ (79.32,101.27) \end{array}$ | $\begin{array}{r} 77.29 \\ (62.35,92.24) \end{array}$ | $\begin{array}{r} -1.53 \\ (-21.04,17.98) \end{array}$ | -0.049 | (-0.14,0.05) | $\begin{array}{r} -12.66 \\ (-39.56,14.24) \end{array}$ |
| Some college + | $\begin{array}{r} 92.72 \\ (87.47,97.96) \end{array}$ | $\begin{array}{r} 94.10 \\ (82.59,105.60) \end{array}$ | $\begin{array}{r} 89.07 \\ (79.49,98.65) \end{array}$ | $\begin{array}{r} 100.33 \\ (91.02,109.63) \end{array}$ | $\begin{array}{r} -1.38 \\ (-11.13,8.36) \end{array}$ | 0.019 | (-0.04,0.08) | $\begin{array}{r} 6.23 \\ (-10.30,22.76) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 91.88 \\ (85.24,98.52) \end{array}$ | $\begin{array}{r} 98.83 \\ (83.29,114.36) \end{array}$ | $\begin{array}{r} 87.15 \\ (74.83,99.47) \end{array}$ | $\begin{array}{r} 93.31 \\ (82.46,104.17) \end{array}$ | $\begin{array}{r} -6.95 \\ (-21.86,7.96) \end{array}$ | -0.028 | $(-0.10,0.05)$ | $\begin{array}{r} -5.51 \\ (-25.98,14.96) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 88.08 \\ (80.39,95.78) \end{array}$ | $\begin{array}{r} 82.68 \\ (64.16,101.21) \end{array}$ | $\begin{array}{r} 97.74 \\ (83.39,112.08) \end{array}$ | $\begin{array}{r} 78.39 \\ (58.74,98.05) \end{array}$ | $\begin{array}{r} 5.40 \\ (-12.55,23.35) \end{array}$ | -0.022 | (-0.12,0.08) | $\begin{array}{r} -4.29 \\ (-35.36,26.78) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 92.42 \\ (85.76,99.08) \end{array}$ | $\begin{array}{r} 95.21 \\ (77.59,112.82) \end{array}$ | $\begin{array}{r} 84.07 \\ (73.45,94.68) \end{array}$ | $\begin{array}{r} 98.62 \\ (83.92,113.33) \end{array}$ | $\begin{array}{r} -2.79 \\ (-20.15,14.57) \end{array}$ | 0.016 | $(-0.08,0.11)$ | $\begin{array}{r} 3.42 \\ (-21.34,28.18) \end{array}$ |

[^112]Table 6-69. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about talking to their children about drugs ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | $\begin{aligned} & \text { Direct } \\ & \text { Campaign } \\ & \text { effect } \\ & (\mathrm{C} 1-\mathrm{C} 2) \\ & \hline \end{aligned}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | $\begin{gathered} \hline 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Parental cognitions, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 106.86 \\ (101.29,112.42) \end{array}$ | $\begin{array}{r} 102.20 \\ (87.45,116.94) \end{array}$ | $\begin{array}{r} 100.24 \\ (89.89,110.60) \end{array}$ | $\begin{array}{r} 117.82 \\ (107.68,127.96) \end{array}$ | $\begin{array}{r} 4.66 \\ (-8.11,17.43) \end{array}$ | 0.052 | (-0.02,0.12) | $\begin{array}{r} 15.63 \\ (-3.00,34.25) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 97.18 \\ (92.17,102.19) \end{array}$ | $\begin{array}{r} 96.88 \\ (85.63,108.13) \end{array}$ | $\begin{array}{r} 90.81 \\ (81.92,99.70) \end{array}$ | $\begin{array}{r} 106.43 \\ (97.96,114.90) \end{array}$ | $\begin{array}{r} 0.30 \\ (-9.73,10.33) \end{array}$ | 0.041 | (-0.02,0.10) | $\begin{array}{r} 9.55 \\ (-3.94,23.05) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 100.08 \\ (95.78,104.39) \end{array}$ | $\begin{array}{r} 98.48 \\ (89.50,107.46) \end{array}$ | $\begin{array}{r} 93.40 \\ (85.48,101.32) \end{array}$ | $\begin{array}{r} 110.08 \\ (102.66,117.50) \end{array}$ | $\begin{array}{r} 1.60 \\ (-6.58,9.78) \end{array}$ | 0.046 | $(-0.00,0.09)$ | $\begin{array}{r} 11.60 \\ *(0.10,23.10) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 95.29 \\ (89.06,101.52) \end{array}$ | $\begin{array}{r} 95.03 \\ (83.89,106.17) \end{array}$ | $\begin{array}{r} 87.52 \\ (75.76,99.28) \end{array}$ | $\begin{array}{r} 105.29 \\ (94.87,115.71) \end{array}$ | $\begin{array}{r} 0.26 \\ (-10.38,10.90) \end{array}$ | 0.039 | $(-0.03,0.11)$ | $\begin{array}{r} 10.26 \\ (-5.85,26.37) \end{array}$ |
| Females | $\begin{array}{r} 105.18 \\ (99.66,110.71) \end{array}$ | $\begin{array}{r} 101.98 \\ (90.86,113.09) \end{array}$ | $\begin{array}{r} 100.07 \\ (90.94,109.21) \end{array}$ | $\begin{array}{r} 114.89 \\ (105.40,124.39) \end{array}$ | $\begin{array}{r} 3.21 \\ (-6.22,12.64) \end{array}$ | 0.051 | $(-0.00,0.11)$ | $\begin{array}{r} 12.92 \\ *(0.17,25.67) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 88.72 \\ (84.03,93.40) \end{array}$ | $\begin{array}{r} 85.86 \\ (75.15,96.57) \end{array}$ | $\begin{array}{r} 84.35 \\ (75.22,93.47) \end{array}$ | $\begin{array}{r} 101.45 \\ (91.90,111.01) \end{array}$ | $\begin{array}{r} 2.85 \\ (-7.03,12.74) \end{array}$ | 0.062 | *(0.00, 0.12 ) | $\begin{array}{r} 15.59 \\ *(0.98,30.21) \end{array}$ |
| African American | $\begin{array}{r} 120.95 \\ (109.03,132.87) \end{array}$ | $\begin{array}{r} 117.67 \\ (89.97,145.36) \end{array}$ | $\begin{array}{r} 120.38 \\ (105.71,135.05) \end{array}$ | $\begin{array}{r} 124.53 \\ (107.67,141.40) \end{array}$ | $\begin{array}{r} 3.29 \\ (-19.00,25.57) \end{array}$ | 0.022 | $(-0.08,0.13)$ | $\begin{array}{r} 6.87 \\ (-20.88,34.62) \end{array}$ |
| Hispanic | $\begin{array}{r} 131.20 \\ (119.16,143.24) \end{array}$ | $\begin{array}{r} 143.14 \\ (121.61,164.67) \end{array}$ | $\begin{array}{r} 123.08 \\ (107.02,139.14) \end{array}$ | $\begin{array}{r} 127.42 \\ (110.45,144.38) \end{array}$ | $\begin{array}{r} -11.94 \\ (-30.56,6.69) \end{array}$ | -0.069 | (-0.20,0.07) | $\begin{array}{r} -15.72 \\ (-41.40,9.96) \end{array}$ |

Table 6-69. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about talking to their children about drugs ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^113]Table 6-70. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about talking to their children about drugs ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Exposure level of parents |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period $(\mathrm{C} 1)$ | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 106.86 \\ (101.29,112.42) \end{array}$ | $\begin{array}{r} 105.70 \\ (94.54,116.87) \end{array}$ | $\begin{array}{r} 107.49 \\ (97.36,117.61) \end{array}$ | $\begin{array}{r} 110.84 \\ (99.28,122.40) \end{array}$ | $\begin{array}{r} 1.15 \\ (-8.67,10.97) \end{array}$ | 0.027 | (-0.04, 0.09 ) | $\begin{array}{r} 5.14 \\ (-11.03,21.30) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 97.18 \\ (92.17,102.19) \end{array}$ | $\begin{array}{r} 100.91 \\ (91.57,110.25) \end{array}$ | $\begin{array}{r} 93.11 \\ (84.02,102.20) \end{array}$ | $\begin{array}{r} 98.48 \\ (86.95,110.00) \end{array}$ | $\begin{array}{r} -3.73 \\ (-13.39,5.94) \end{array}$ | 0.004 | (-0.06,0.07) | $\begin{array}{r} -2.43 \\ (-18.40,13.54) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 100.08 \\ (95.78,104.39) \end{array}$ | $\begin{array}{r} 102.28 \\ (94.28,110.27) \end{array}$ | $\begin{array}{r} 97.36 \\ (90.01,104.72) \end{array}$ | $\begin{array}{r} 102.38 \\ (93.56,111.21) \end{array}$ | $\begin{array}{r} -2.19 \\ (-10.39,6.01) \end{array}$ | 0.012 | (-0.04,0.06) | $\begin{array}{r} 0.11 \\ (-12.52,12.73) \end{array}$ |
| Parental cognitions, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males | 95.29 | 96.94 | 91.73 | 101.32 | -1.65 | 0.015 | (-0.05,0.09) | 4.38 |
|  | $(89.06,101.52)$ | (84.20,109.67) | (81.32,102.15) | (90.10,112.53) | (-13.42,10.13) |  |  | (-12.97,21.72) |
| Females | $\begin{array}{r} 105.18 \\ (99.66,110.71) \end{array}$ | $\begin{array}{r} 108.21 \\ (97.89,118.52) \end{array}$ | $\begin{array}{r} 103.09 \\ (94.25,111.93) \end{array}$ | $\begin{array}{r} 103.56 \\ (92.83,114.29) \end{array}$ | $\begin{array}{r} -3.02 \\ (-14.08,8.04) \end{array}$ | 0.008 | (-0.05, 0.07 ) | $\begin{array}{r} -4.65 \\ (-20.56,11.27) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 88.72 \\ (84.03,93.40) \end{array}$ | $\begin{array}{r} 93.21 \\ (84.93,101.49) \end{array}$ | $\begin{array}{r} 84.96 \\ (75.60,94.33) \end{array}$ | $\begin{array}{r} 90.96 \\ (80.67,101.26) \end{array}$ | $\begin{array}{r} -4.49 \\ (-12.30,3.31) \end{array}$ | 0.001 | (-0.06, 0.06 ) | $\begin{array}{r} -2.25 \\ (-15.74,11.24) \end{array}$ |
| African American | $\begin{array}{r} 120.95 \\ (109.03,132.87) \end{array}$ | $\begin{array}{r} 122.60 \\ (96.85,148.36) \end{array}$ | $\begin{array}{r} 121.17 \\ (103.81,138.53) \end{array}$ | $\begin{array}{r} 129.91 \\ (112.31,147.51) \end{array}$ | $\begin{array}{r} -1.65 \\ (-25.16,21.85) \end{array}$ | 0.043 | (-0.10,0.19) | $\begin{array}{r} 7.30 \\ (-22.54,37.15) \end{array}$ |
| Hispanic | $\begin{array}{r} 131.20 \\ (119.16,143.24) \end{array}$ | $\begin{array}{r} 122.21 \\ (99.86,144.57) \end{array}$ | $\begin{array}{r} 138.85 \\ (120.85,156.86) \end{array}$ | $\begin{array}{r} 121.04 \\ (95.04,147.03) \end{array}$ | $\begin{array}{r} 8.99 \\ (-15.65,33.63) \end{array}$ | 0.017 | $(-0.16,0.19)$ | $\begin{array}{r} -1.17 \\ (-37.40,35.05) \end{array}$ |

Table 6-70. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' cognitions about talking to their children about drugs ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct <br> Campaign <br> effect <br> (C1-C2) | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Parental cognitions, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 86.14 \\ (78.46,93.82) \end{array}$ | $\begin{array}{r} 92.77 \\ (77.09,108.44) \end{array}$ | $\begin{array}{r} 79.68 \\ (63.91,95.46) \end{array}$ | $\begin{array}{r} 88.52 \\ (73.32,103.71) \end{array}$ | $\begin{array}{r} -6.63 \\ (-21.70,8.45) \end{array}$ | -0.009 | (-0.09,0.07) | $\begin{array}{r} -4.25 \\ (-25.61,17.11) \end{array}$ |
| Females | $\begin{array}{r} 107.34 \\ (102.28,112.40) \end{array}$ | $\begin{array}{r} 107.45 \\ (99.22,115.67) \end{array}$ | $\begin{array}{r} 106.98 \\ (98.98,114.98) \end{array}$ | $\begin{array}{r} 110.38 \\ (99.67,121.09) \end{array}$ | $\begin{array}{r} -0.10 \\ (-8.51,8.31) \end{array}$ | 0.027 | (-0.04,0.09) | $\begin{array}{r} 2.93 \\ (-11.24,17.11) \end{array}$ |
| Education Less than college | $\begin{array}{r} 108.56 \\ (102.32,114.80) \end{array}$ | $\begin{array}{r} 114.11 \\ (99.69,128.54) \end{array}$ | $\begin{array}{r} 110.89 \\ (100.14,121.65) \end{array}$ | $\begin{array}{r} 102.10 \\ (89.06,115.14) \end{array}$ | $\begin{array}{r} -5.55 \\ (-20.10,8.99) \end{array}$ | -0.040 | (-0.13,0.05) | $\begin{array}{r} -12.02 \\ (-32.80,8.77) \end{array}$ |
| Some college + | $\begin{array}{r} 93.47 \\ (87.89,99.04) \end{array}$ | $\begin{array}{r} 92.83 \\ (83.29,102.37) \end{array}$ | $\begin{array}{r} 87.28 \\ (77.54,97.02) \end{array}$ | $\begin{array}{r} 102.63 \\ (92.21,113.04) \end{array}$ | $\begin{array}{r} 0.63 \\ (-7.89,9.16) \end{array}$ | 0.053 | $(-0.00,0.11)$ | $\begin{array}{r} 9.79 \\ (-4.71,24.30) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 100.33 \\ (93.07,107.59) \end{array}$ | $\begin{array}{r} 104.96 \\ (91.35,118.58) \end{array}$ | $\begin{array}{r} 95.81 \\ (83.89,107.74) \end{array}$ | $\begin{array}{r} 100.76 \\ (87.28,114.24) \end{array}$ | $\begin{array}{r} -4.63 \\ (-17.33,8.07) \end{array}$ | -0.028 | (-0.11,0.06) | $\begin{array}{r} -4.20 \\ (-24.67,16.28) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 101.32 \\ (93.46,109.18) \end{array}$ | $\begin{array}{r} 100.89 \\ (86.47,115.31) \end{array}$ | $\begin{array}{r} 107.95 \\ (94.64,121.26) \end{array}$ | $\begin{array}{r} 102.42 \\ (86.17,118.67) \end{array}$ | $\begin{array}{r} 0.43 \\ (-15.10,15.97) \end{array}$ | 0.028 | $(-0.08,0.14)$ | $\begin{array}{r} 1.53 \\ (-23.33,26.40) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 98.67 \\ (91.09,106.25) \end{array}$ | $\begin{array}{r} 101.12 \\ (87.09,115.16) \end{array}$ | $\begin{array}{r} 89.44 \\ (75.62,103.26) \end{array}$ | $\begin{array}{r} 103.90 \\ (89.57,118.22) \end{array}$ | $\begin{array}{r} -2.45 \\ (-15.89,10.98) \end{array}$ | 0.034 | (-0.05,0.11) | $\begin{array}{r} 2.77 \\ (-17.88,23.43) \end{array}$ |

[^114]Table 6-71. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' monitoring behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 1.82 \\ (1.75,1.89) \end{array}$ | $\begin{array}{r} 1.94 \\ (1.82,2.06) \end{array}$ | $\begin{array}{r} 1.82 \\ (1.70,1.94) \end{array}$ | $\begin{array}{r} 1.81 \\ (1.67,1.94) \end{array}$ | $\begin{array}{r} -0.12 \\ *(-0.22,-0.01) \end{array}$ | -0.056 | (-0.13, 0.02 ) | $\begin{array}{r} -0.13 \\ *(-0.26,0.00) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 1.34 \\ (1.29,1.39) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.29,1.48) \end{array}$ | $\begin{array}{r} 1.29 \\ (1.20,1.39) \end{array}$ | $\begin{array}{r} 1.37 \\ (1.28,1.47) \end{array}$ | $\begin{array}{r} -0.04 \\ (-0.13,0.04) \end{array}$ | -0.008 | $(-0.08,0.06)$ | $\begin{array}{r} -0.01 \\ (-0.16,0.13) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 1.49 \\ (1.45,1.53) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.48,1.63) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.35,1.53) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.44,1.59) \end{array}$ | $\begin{array}{r} -0.07 \\ (-0.14,0.01) \end{array}$ | -0.019 | (-0.07,0.04) | $\begin{array}{r} -0.04 \\ (-0.15,0.07) \end{array}$ |
| Parental behaviors, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 1.38 \\ (1.32,1.44) \end{array}$ | $\begin{array}{r} 1.44 \\ (1.33,1.54) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.23,1.48) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.30,1.52) \end{array}$ | $\begin{array}{r} -0.06 \\ (-0.16,0.04) \end{array}$ | -0.013 | (-0.09, 0.06 ) | $\begin{array}{r} -0.03 \\ (-0.19,0.13) \end{array}$ |
| Females | $\begin{array}{r} 1.60 \\ (1.55,1.66) \end{array}$ | $\begin{array}{r} 1.67 \\ (1.56,1.79) \end{array}$ | $\begin{array}{r} 1.54 \\ (1.43,1.66) \end{array}$ | $\begin{array}{r} 1.62 \\ (1.54,1.71) \end{array}$ | $\begin{array}{r} -0.07 \\ (-0.16,0.02) \end{array}$ | -0.024 | $(-0.09,0.04)$ | $\begin{array}{r} -0.05 \\ (-0.18,0.07) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 1.50 \\ (1.45,1.55) \end{array}$ | $\begin{array}{r} 1.58 \\ (1.47,1.69) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.39,1.58) \end{array}$ | $\begin{array}{r} 1.54 \\ (1.45,1.64) \end{array}$ | $\begin{array}{r} -0.08 \\ (-0.18,0.02) \end{array}$ | -0.023 | (-0.10,0.05) | $\begin{array}{r} -0.04 \\ (-0.19,0.11) \end{array}$ |
| African American | $\begin{array}{r} 1.34 \\ (1.23,1.46) \end{array}$ | $\begin{array}{r} 1.33 \\ (1.11,1.55) \end{array}$ | $\begin{array}{r} 1.25 \\ (0.97,1.54) \end{array}$ | $\begin{array}{r} 1.23 \\ (1.01,1.45) \end{array}$ | $\begin{array}{r} 0.01 \\ (-0.22,0.25) \end{array}$ | -0.055 | (-0.21,0.10) | $\begin{array}{r} -0.10 \\ (-0.43,0.23) \end{array}$ |
| Hispanic | $\begin{array}{r} 1.58 \\ (1.46,1.71) \end{array}$ | $\begin{array}{r} 1.69 \\ (1.45,1.94) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.12,1.70) \end{array}$ | $\begin{array}{r} 1.65 \\ (1.48,1.82) \end{array}$ | $\begin{array}{r} -0.11 \\ (-0.34,0.11) \end{array}$ | -0.008 | $(-0.15,0.13)$ | $\begin{array}{r} -0.05 \\ (-0.35,0.25) \end{array}$ |

Table 6-71. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' monitoring behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect$(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 1.42 \\ (1.35,1.49) \end{array}$ | $\begin{array}{r} 1.53 \\ (1.37,1.69) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.25,1.53) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.36,1.55) \end{array}$ | $\begin{array}{r} -0.11 \\ (-0.25,0.02) \end{array}$ | -0.038 | (-0.13,0.05) | $\begin{array}{r} -0.08 \\ (-0.26,0.11) \end{array}$ |
| Females | $\begin{array}{r} 1.52 \\ (1.48,1.57) \end{array}$ | $\begin{array}{r} 1.57 \\ (1.47,1.66) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.37,1.57) \end{array}$ | $\begin{array}{r} 1.54 \\ (1.45,1.63) \end{array}$ | $\begin{array}{r} -0.04 \\ (-0.13,0.05) \end{array}$ | -0.008 | $(-0.07,0.06)$ | $\begin{array}{r} -0.02 \\ (-0.16,0.11) \end{array}$ |
| Education Less than college | $\begin{array}{r} 1.44 \\ (1.38,1.50) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.33,1.61) \end{array}$ | $\begin{array}{r} 1.37 \\ (1.22,1.52) \end{array}$ | $\begin{array}{r} 1.55 \\ (1.47,1.63) \end{array}$ | $\begin{array}{r} -0.03 \\ (-0.16,0.10) \end{array}$ | 0.041 | (-0.03,0.12) | $\begin{array}{r} 0.08 \\ (-0.07,0.24) \end{array}$ |
| Some college + | $\begin{array}{r} 1.53 \\ (1.47,1.58) \end{array}$ | $\begin{array}{r} 1.63 \\ (1.53,1.72) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.38,1.59) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.36,1.60) \end{array}$ | $\begin{array}{r} -0.10 \\ *(-0.19,-0.01) \end{array}$ | -0.067 | (-0.14,0.01) | $\begin{array}{r} -0.15 \\ (-0.30,0.01) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 1.46 \\ (1.38,1.54) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.38,1.66) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.27,1.55) \end{array}$ | $\begin{array}{r} 1.56 \\ (1.42,1.71) \end{array}$ | $\begin{array}{r} -0.06 \\ (-0.19,0.06) \end{array}$ | 0.028 | $(-0.06,0.12)$ | $\begin{array}{r} 0.04 \\ (-0.15,0.23) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 1.44 \\ (1.38,1.51) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.33,1.61) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.30,1.55) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.28,1.56) \end{array}$ | $\begin{array}{r} -0.03 \\ (-0.15,0.10) \end{array}$ | -0.021 | $(-0.12,0.08)$ | $\begin{array}{r} -0.05 \\ (-0.26,0.16) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 1.55 \\ (1.49,1.62) \end{array}$ | $\begin{array}{r} 1.65 \\ (1.51,1.79) \end{array}$ | $\begin{array}{r} 1.48 \\ (1.34,1.62) \end{array}$ | $\begin{array}{r} 1.56 \\ (1.43,1.68) \end{array}$ | $\begin{array}{r} -0.10 \\ (-0.23,0.03) \end{array}$ | -0.048 | (-0.15, 0.05 ) | $\begin{array}{r} -0.10 \\ (-0.30,0.11) \end{array}$ |

[^115]${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-72. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' monitoring behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child <br> 12 to 13 $\qquad$ |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 1.82 \\ (1.75,1.89) \end{array}$ | $\begin{array}{r} 1.84 \\ (1.69,1.99) \end{array}$ | $\begin{array}{r} 1.75 \\ (1.63,1.87) \end{array}$ | $\begin{array}{r} 1.82 \\ (1.69,1.96) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.15,0.11) \end{array}$ | -0.013 | (-0.11, 0.08$)$ | $\begin{array}{r} -0.02 \\ (-0.21,0.17) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 1.34 \\ (1.29,1.39) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.21,1.42) \end{array}$ | $\begin{array}{r} 1.29 \\ (1.21,1.37) \end{array}$ | $\begin{array}{r} 1.33 \\ (1.21,1.45) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.07,0.13) \end{array}$ | 0.005 | (-0.07,0.08) | $\begin{array}{r} 0.01 \\ (-0.14,0.17) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 1.49 \\ (1.45,1.53) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.37,1.56) \end{array}$ | $\begin{array}{r} 1.43 \\ (1.36,1.49) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.39,1.58) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.07,0.11) \end{array}$ | 0.008 | (-0.06,0.07) | $\begin{array}{r} 0.02 \\ (-0.11,0.15) \end{array}$ |
| Parental behaviors, by child characteristics |  |  |  |  |  |  |  |  |
| Gender Males | 1.38 | 1.29 | 1.33 | 1.37 | 0.09 | 0.038 | (-0.06,0.13) | 0.08 |
|  | (1.32,1.44) | (1.17,1.42) | (1.24,1.42) | $(1.25,1.50)$ | (-0.04, 0.21 ) |  |  | $(-0.12,0.28)$ |
| Females | $\begin{array}{r} 1.60 \\ (1.55,1.66) \end{array}$ | $\begin{array}{r} 1.65 \\ (1.52,1.79) \end{array}$ | $\begin{array}{r} 1.53 \\ (1.44,1.62) \end{array}$ | $\begin{array}{r} 1.61 \\ (1.49,1.73) \end{array}$ | $\begin{array}{r} -0.05 \\ (-0.17,0.07) \end{array}$ | -0.024 | (-0.11,0.06) | $\begin{array}{r} -0.04 \\ (-0.22,0.14) \end{array}$ |
| Race/ethnicityWhite |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 1.50 \\ (1.45,1.55) \end{array}$ | $\begin{array}{r} 1.52 \\ (1.41,1.62) \end{array}$ | $\begin{array}{r} 1.43 \\ (1.36,1.51) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.41,1.61) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.10,0.07) \end{array}$ | -0.007 | (-0.07,0.06) | $\begin{array}{r} -0.01 \\ (-0.14,0.12) \end{array}$ |
| African American | $\begin{array}{r} 1.34 \\ (1.23,1.46) \end{array}$ | $\begin{array}{r} 1.32 \\ (1.02,1.61) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.18,1.60) \end{array}$ | $\begin{array}{r} 1.24 \\ (0.94,1.53) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.25,0.30) \end{array}$ | -0.039 | (-0.24,0.16) | $\begin{array}{r} -0.08 \\ (-0.51,0.34) \end{array}$ |
| Hispanic | $\begin{array}{r} 1.58 \\ (1.46,1.71) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.14,1.68) \end{array}$ | $\begin{array}{r} 1.47 \\ (1.28,1.66) \end{array}$ | $\begin{array}{r} 1.59 \\ (1.40,1.78) \end{array}$ | $\begin{array}{r} 0.17 \\ (-0.07,0.41) \end{array}$ | 0.084 | (-0.06,0.22) | $\begin{array}{r} 0.18 \\ (-0.13,0.49) \end{array}$ |

Table 6-72. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' monitoring behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 1.42 \\ (1.35,1.49) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.25,1.57) \end{array}$ | $\begin{array}{r} 1.37 \\ (1.22,1.51) \end{array}$ | $\begin{array}{r} 1.45 \\ (1.31,1.59) \end{array}$ | $\begin{array}{r} 0.01 \\ (-0.15,0.17) \end{array}$ | 0.020 | (-0.09,0.13) | $\begin{array}{r} 0.04 \\ (-0.18,0.27) \end{array}$ |
| Females | $\begin{array}{r} 1.52 \\ (1.48,1.57) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.38,1.61) \end{array}$ | $\begin{array}{r} 1.46 \\ (1.39,1.54) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.39,1.63) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.08,0.13) \end{array}$ | 0.003 | (-0.08,0.08) | $\begin{array}{r} 0.01 \\ (-0.16,0.18) \end{array}$ |
| Education Less than college | $\begin{array}{r} 1.44 \\ (1.38,1.50) \end{array}$ | $\begin{array}{r} 1.38 \\ (1.21,1.56) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.25,1.45) \end{array}$ | $\begin{array}{r} 1.35 \\ (1.23,1.47) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.10,0.21) \end{array}$ | -0.016 | (-0.12,0.09) | $\begin{array}{r} -0.03 \\ (-0.25,0.18) \end{array}$ |
| Some college + | $\begin{array}{r} 1.53 \\ (1.47,1.58) \end{array}$ | $\begin{array}{r} 1.53 \\ (1.43,1.64) \end{array}$ | $\begin{array}{r} 1.49 \\ (1.39,1.59) \end{array}$ | $\begin{array}{r} 1.60 \\ (1.50,1.71) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.10,0.09) \end{array}$ | 0.032 | (-0.04,0.10) | $\begin{array}{r} 0.07 \\ (-0.08,0.22) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 1.46 \\ (1.38,1.54) \end{array}$ | $\begin{array}{r} 1.41 \\ (1.25,1.58) \end{array}$ | $\begin{array}{r} 1.42 \\ (1.30,1.54) \end{array}$ | $\begin{array}{r} 1.51 \\ (1.39,1.64) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.11,0.20) \end{array}$ | 0.046 | $(-0.06,0.15)$ | $\begin{array}{r} 0.10 \\ (-0.11,0.32) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 1.44 \\ (1.38,1.51) \end{array}$ | $\begin{array}{r} 1.39 \\ (1.24,1.53) \end{array}$ | $\begin{array}{r} 1.50 \\ (1.38,1.62) \end{array}$ | $\begin{array}{r} 1.36 \\ (1.20,1.51) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.07,0.18) \end{array}$ | -0.021 | $(-0.13,0.09)$ | $\begin{array}{r} -0.03 \\ (-0.24,0.18) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 1.55 \\ (1.49,1.62) \end{array}$ | $\begin{array}{r} 1.59 \\ (1.42,1.76) \end{array}$ | $\begin{array}{r} 1.37 \\ (1.24,1.49) \end{array}$ | $\begin{array}{r} 1.61 \\ (1.46,1.75) \end{array}$ | $\begin{array}{r} -0.04 \\ (-0.20,0.13) \end{array}$ | 0.005 | (-0.10,0.11) | $\begin{array}{r} 0.02 \\ (-0.22,0.25) \end{array}$ |

[^116]Table 6-73. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' talking behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | $\begin{aligned} & \text { Direct } \\ & \text { Campaign } \\ & \text { effect } \\ & (\mathrm{C} 1-\mathrm{C} 2) \\ & \hline \end{aligned}$ | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect(C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | $\begin{gathered} \hline \text { Less than } \\ 4 \text { times } \\ \text { per month } \\ (\mathrm{C} 2) \\ \hline \end{gathered}$ | $\begin{gathered} \text { 4-11 times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 12 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 2.43 \\ (2.37,2.49) \end{array}$ | $\begin{array}{r} 2.33 \\ (2.20,2.46) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.37,2.54) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.36,2.59) \end{array}$ | $\begin{array}{r} 0.10 \\ (-0.01,0.21) \end{array}$ | 0.080 | (-0.02,0.18) | $\begin{array}{r} 0.15 \\ (-0.02,0.31) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 2.38 \\ (2.33,2.44) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.20,2.48) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.32,2.49) \end{array}$ | $\begin{array}{r} 2.45 \\ (2.36,2.54) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.08,0.16) \end{array}$ | 0.083 | (-0.01, 0.18$)$ | $\begin{array}{r} 0.10 \\ (-0.06,0.27) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 2.40 \\ (2.35,2.44) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.24,2.44) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.35,2.49) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.37,2.54) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.03,0.15) \end{array}$ | 0.083 | *(0.01, 0.16$)$ | $\begin{array}{r} 0.12 \\ (0.00,0.24) \end{array}$ |
| Parental behaviors, by child characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 2.40 \\ (2.35,2.46) \end{array}$ | $\begin{array}{r} 2.36 \\ (2.26,2.46) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.28,2.48) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.34,2.58) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.04,0.13) \end{array}$ | 0.084 | (-0.02,0.19) | $\begin{array}{r} 0.10 \\ (-0.05,0.26) \end{array}$ |
| Females | $\begin{array}{r} 2.39 \\ (2.32,2.46) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.16,2.49) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.36,2.56) \end{array}$ | $\begin{array}{r} 2.45 \\ (2.36,2.54) \end{array}$ | $\begin{array}{r} 0.07 \\ (-0.07,0.21) \end{array}$ | 0.081 | (-0.01, 0.18$)$ | $\begin{array}{r} 0.13 \\ (-0.04,0.30) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 2.33 \\ (2.27,2.39) \end{array}$ | $\begin{array}{r} 2.23 \\ (2.10,2.35) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.28,2.46) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.30,2.50) \end{array}$ | $\begin{array}{r} 0.10 \\ (-0.01,0.21) \end{array}$ | 0.103 | *(0.02,0.19) | $\begin{array}{r} 0.17 \\ *(0.02,0.32) \end{array}$ |
| African American | $\begin{array}{r} 2.52 \\ (2.41,2.62) \end{array}$ | $\begin{array}{r} 2.57 \\ (2.40,2.74) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.27,2.68) \end{array}$ | $\begin{array}{r} 2.58 \\ (2.44,2.71) \end{array}$ | $\begin{array}{r} -0.05 \\ (-0.19,0.09) \end{array}$ | -0.002 | (-0.18,0.18) | $\begin{array}{r} 0.01 \\ (-0.19,0.21) \end{array}$ |
| Hispanic | $\begin{array}{r} 2.61 \\ (2.52,2.70) \end{array}$ | $\begin{array}{r} 2.66 \\ (2.49,2.83) \end{array}$ | $\begin{array}{r} 2.64 \\ (2.46,2.83) \end{array}$ | $\begin{array}{r} 2.57 \\ (2.42,2.72) \end{array}$ | $\begin{array}{r} -0.05 \\ (-0.20,0.10) \end{array}$ | -0.001 | (-0.21, 0.21 ) | $\begin{array}{r} -0.09 \\ (-0.32,0.15) \end{array}$ |

Table 6-73. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' talking behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^117]Table 6-74. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' talking behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental behaviors, by age of child <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 2.43 \\ (2.37,2.49) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.26,2.50) \end{array}$ | $\begin{array}{r} 2.44 \\ (2.34,2.54) \end{array}$ | $\begin{array}{r} 2.52 \\ (2.44,2.60) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.06,0.15) \end{array}$ | 0.063 | (-0.04, 0.17$)$ | $\begin{array}{r} 0.14 \\ (0.00,0.28) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 2.38 \\ (2.33,2.44) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.33,2.50) \end{array}$ | $\begin{array}{r} 2.32 \\ (2.23,2.41) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.31,2.49) \end{array}$ | $\begin{array}{r} -0.03 \\ (-0.10,0.03) \end{array}$ | 0.010 | $(-0.06,0.09)$ | $\begin{array}{r} -0.02 \\ (-0.13,0.09) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 2.40 \\ (2.35,2.44) \end{array}$ | $\begin{array}{r} 2.41 \\ (2.33,2.48) \end{array}$ | $\begin{array}{r} 2.36 \\ (2.28,2.43) \end{array}$ | $\begin{array}{r} 2.44 \\ (2.36,2.51) \end{array}$ | $\begin{array}{r} -0.01 \\ (-0.07,0.05) \end{array}$ | 0.029 | $(-0.03,0.09)$ | $\begin{array}{r} 0.03 \\ (-0.06,0.12) \end{array}$ |
| Parental behaviors, by child characteristics Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 2.40 \\ (2.35,2.46) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.27,2.46) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.28,2.47) \end{array}$ | $\begin{array}{r} 2.49 \\ (2.39,2.58) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.05,0.13) \end{array}$ | 0.087 | $(-0.00,0.18)$ | $\begin{array}{r} 0.12 \\ (-0.01,0.26) \end{array}$ |
| Females | $\begin{array}{r} 2.39 \\ (2.32,2.46) \end{array}$ | $\begin{array}{r} 2.45 \\ (2.36,2.54) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.22,2.46) \end{array}$ | $\begin{array}{r} 2.38 \\ (2.29,2.47) \end{array}$ | $\begin{array}{r} -0.06 \\ (-0.14,0.02) \end{array}$ | -0.033 | (-0.12,0.05) | $\begin{array}{r} -0.07 \\ (-0.19,0.05) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 2.33 \\ (2.27,2.39) \end{array}$ | $\begin{array}{r} 2.36 \\ (2.29,2.43) \end{array}$ | $\begin{array}{r} 2.29 \\ (2.20,2.38) \end{array}$ | $\begin{array}{r} 2.34 \\ (2.24,2.43) \end{array}$ | $\begin{array}{r} -0.03 \\ (-0.09,0.02) \end{array}$ | -0.005 | (-0.06,0.05) | $\begin{array}{r} -0.03 \\ (-0.12,0.07) \end{array}$ |
| African American | $\begin{array}{r} 2.52 \\ (2.41,2.62) \end{array}$ | $\begin{array}{r} 2.47 \\ (2.24,2.69) \end{array}$ | $\begin{array}{r} 2.50 \\ (2.32,2.67) \end{array}$ | $\begin{array}{r} 2.70 \\ (2.58,2.82) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.13,0.24) \end{array}$ | 0.178 | (-0.06,0.42) | $\begin{array}{r} 0.23 \\ (-0.03,0.50) \end{array}$ |
| Hispanic | $\begin{array}{r} 2.61 \\ (2.52,2.70) \end{array}$ | $\begin{array}{r} 2.60 \\ (2.41,2.79) \end{array}$ | $\begin{array}{r} 2.64 \\ (2.46,2.82) \end{array}$ | $\begin{array}{r} 2.58 \\ (2.42,2.75) \end{array}$ | $\begin{array}{r} 0.01 \\ (-0.17,0.19) \end{array}$ | 0.028 | $(-0.23,0.29)$ | $\begin{array}{r} -0.02 \\ (-0.30,0.27) \end{array}$ |

Table 6-74. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' talking behavior ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect$(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | 95\% CI of gamma | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month $(\mathrm{C} 4)$ |  |  |  |  |
| Parental behaviors, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender Males | $\begin{array}{r} 2.31 \\ (2.24,2.37) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.26,2.48) \end{array}$ | $\begin{array}{r} 2.22 \\ (2.10,2.34) \end{array}$ | $\begin{array}{r} 2.36 \\ (2.23,2.48) \end{array}$ | $\begin{array}{r} -0.06 \\ (-0.17,0.04) \end{array}$ | -0.011 | (-0.11,0.09) | $\begin{array}{r} -0.02 \\ (-0.17,0.14) \end{array}$ |
| Females | $\begin{array}{r} 2.44 \\ (2.39,2.50) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.33,2.52) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.35,2.52) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.39,2.58) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.05,0.09) \end{array}$ | 0.057 | $(-0.03,0.14)$ | $\begin{array}{r} 0.06 \\ (-0.06,0.18) \end{array}$ |
| Education Less than college | $\begin{array}{r} 2.49 \\ (2.42,2.55) \end{array}$ | $\begin{array}{r} 2.55 \\ (2.47,2.64) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.31,2.55) \end{array}$ | $\begin{array}{r} 2.48 \\ (2.35,2.60) \end{array}$ | $\begin{array}{r} -0.07 \\ (-0.14,0.01) \end{array}$ | -0.022 | (-0.12,0.08) | $\begin{array}{r} -0.08 \\ (-0.20,0.05) \end{array}$ |
| Some college + | $\begin{array}{r} 2.32 \\ (2.27,2.38) \end{array}$ | $\begin{array}{r} 2.29 \\ (2.18,2.39) \end{array}$ | $\begin{array}{r} 2.30 \\ (2.21,2.40) \end{array}$ | $\begin{array}{r} 2.40 \\ (2.31,2.49) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.04,0.12) \end{array}$ | 0.063 | $(-0.02,0.14)$ | $\begin{array}{r} 0.11 \\ (-0.02,0.24) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 2.36 \\ (2.30,2.42) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.32,2.53) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.21,2.42) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.25,2.49) \end{array}$ | $\begin{array}{r} -0.07 \\ (-0.15,0.02) \end{array}$ | -0.032 | (-0.12,0.05) | $\begin{array}{r} -0.05 \\ (-0.20,0.09) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 2.43 \\ (2.36,2.49) \end{array}$ | $\begin{array}{r} 2.37 \\ (2.23,2.50) \end{array}$ | $\begin{array}{r} 2.46 \\ (2.35,2.56) \end{array}$ | $\begin{array}{r} 2.51 \\ (2.38,2.64) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.06,0.18) \end{array}$ | 0.075 | $(-0.06,0.21)$ | $\begin{array}{r} 0.14 \\ (-0.03,0.32) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 2.40 \\ (2.32,2.49) \end{array}$ | $\begin{array}{r} 2.43 \\ (2.29,2.56) \end{array}$ | $\begin{array}{r} 2.31 \\ (2.17,2.45) \end{array}$ | $\begin{array}{r} 2.42 \\ (2.30,2.53) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.14,0.09) \end{array}$ | 0.035 | $(-0.08,0.15)$ | $\begin{array}{r} -0.01 \\ (-0.18,0.16) \end{array}$ |

[^118]Table 6-75. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' reports of fun activities ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual | Less than |  | Potential |  |  |  |
|  | during | 4 times | $4-11$ times | times per | Campaign |  | maximum |
|  | period | per month | per month | month | effect | Campaign |  |
| Characteristics | (C1) | (C2) | (C3) | (C4) | (C1-C2) | Gamma | gamma |


| Parental reports, by age of child |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 12 to 13 | $\begin{array}{r} 0.75 \\ (0.7,0.8) \end{array}$ | $\begin{array}{r} 0.75 \\ (0.69,0.80) \end{array}$ | $\begin{array}{r} 0.74 \\ (0.69,0.79) \end{array}$ | $\begin{array}{r} 0.77 \\ (0.73,0.82) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.05,0.05) \end{array}$ | 0.054 | (-0.08,0.19) | $\begin{array}{r} 0.03 \\ (-0.04,0.10) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 0.56 \\ (0.5,0.6) \end{array}$ | $\begin{array}{r} 0.50 \\ (0.44,0.56) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.47,0.57) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.54,0.63) \end{array}$ | $\begin{array}{r} 0.06 \\ (0.00,0.11) \end{array}$ | 0.109 | *(0.01, 0.21$)$ | $\begin{array}{r} 0.08 \\ *(0.01,0.16) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 0.61 \\ (0.6,0.6) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.53,0.62) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.54,0.63) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.68) \end{array}$ | $\begin{array}{r} 0.04 \\ (0.00,0.08) \end{array}$ | 0.098 | *(0.02,0.18) | $\begin{array}{r} 0.07 \\ *(0.01,0.13) \end{array}$ |
| Parental reports, by child characteristics Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 0.58 \\ (0.55,0.62) \end{array}$ | $\begin{array}{r} 0.56 \\ (0.51,0.62) \end{array}$ | $\begin{array}{r} 0.56 \\ (0.50,0.61) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.56,0.66) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.03,0.07) \end{array}$ | 0.064 | (-0.04, 0.17$)$ | $\begin{array}{r} 0.05 \\ (-0.03,0.12) \end{array}$ |
| Females | $\begin{array}{r} 0.65 \\ (0.62,0.67) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.51,0.66) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.55,0.67) \end{array}$ | $\begin{array}{r} 0.68 \\ (0.63,0.72) \end{array}$ | $\begin{array}{r} 0.06 \\ (0.00,0.12) \end{array}$ | 0.134 | *(0.02,0.25) | $\begin{array}{r} 0.09 \\ *(0.01,0.18) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 0.64 \\ (0.61,0.67) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.54,0.66) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.57,0.68) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.69) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.01,0.08) \end{array}$ | 0.067 | (-0.03, 0.16 ) | $\begin{array}{r} 0.05 \\ (-0.02,0.12) \end{array}$ |
| African American | $\begin{array}{r} 0.55 \\ (0.50,0.61) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.40,0.64) \end{array}$ | $\begin{array}{r} 0.50 \\ (0.38,0.61) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.50,0.68) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.07,0.14) \end{array}$ | 0.103 | (-0.09,0.29) | $\begin{array}{r} 0.07 \\ (-0.07,0.22) \end{array}$ |
| Hispanic | $\begin{array}{r} 0.59 \\ (0.53,0.66) \end{array}$ | $\begin{array}{r} 0.53 \\ (0.40,0.66) \end{array}$ | $\begin{array}{r} 0.45 \\ (0.32,0.58) \end{array}$ | $\begin{array}{r} 0.68 \\ (0.60,0.75) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.06,0.19) \end{array}$ | 0.215 | * (0.01, 0.42$)$ | $\begin{array}{r} 0.15 \\ (0.00,0.30) \end{array}$ |

Table 6-75. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and parents' reports of fun activities ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002


## Parental reports, by parent characteristics

## Gender

$\qquad$

| 0.62 | 0.59 | 0.61 |
| ---: | ---: | ---: |
| $(0.58,0.66)$ | $(0.50,0.68)$ | $(0.54,0.69)$ |
| 0.61 | 0.57 | 0.56 |
| $(0.59,0.64)$ | $(0.52,0.62)$ | $(0.52,0.61)$ |

0.63
$(0.57,0.68)$
0.65
$(0.61,0.70)$
0.03
$(-0.05,0.12)$
0.04
$(0.00,0.09)$
$0.051 \quad(-0.10,0.20)$
*(0.04,0.21)
0.04
0.121
0.09
*(0.02,0.15)
Education
Less than college_

| 0.59 | 0.57 | 0.51 |
| ---: | ---: | ---: |
| $(0.56,0.62)$ | $(0.51,0.63)$ | $(0.44,0.58)$ |
| 0.64 | 0.58 | 0.63 |
| $(0.61,0.66)$ | $(0.52,0.64)$ | $(0.58,0.68)$ |

0.64
$(0.59,0.69)$
0.65
$(0.60,0.70)$
0.02
$(-0.03,0.07)$
0.06
$*(0.01,0.11)$
0.103

* $(0.00,0.20)$


## Longitudinal wave(s) ${ }^{4}$

Wave $1-->4$

| 0.66 | 0.66 | 0.66 |
| ---: | ---: | ---: |
| $(0.62,0.69)$ | $(0.60,0.72)$ | $(0.61,0.71)$ |
| 0.60 | 0.50 | 0.55 |
| $(0.56,0.63)$ | $(0.42,0.58)$ | $(0.48,0.63)$ |
| 0.60 | 0.58 | 0.54 |
| $(0.56,0.63)$ | $(0.50,0.66)$ | $(0.47,0.62)$ |

$(0.60,0.72)$
0.66
$(0.59,0.73)$
0.62
$(0.55,0.68)$
-0.01
$(-0.06,0.04)$
0.10
$*(0.02,0.17)$
0.02
$(-0.06,0.09)$
(-0.13,0.12)
0.00
$(-0.09,0.08)$
0.16
*(0.06, 0.26)
(-0.07,0.15)

[^119]${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2)

Table 6-76. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' reports of fun activities ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental reports, by age of child |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 0.75 \\ (0.72,0.77) \end{array}$ | $\begin{array}{r} 0.77 \\ (0.72,0.82) \end{array}$ | $\begin{array}{r} 0.70 \\ (0.64,0.76) \end{array}$ | $\begin{array}{r} 0.76 \\ (0.71,0.80) \end{array}$ | $\begin{array}{r} -0.03 \\ (-0.08,0.02) \end{array}$ | -0.024 | (-0.15,0.11) | $\begin{array}{r} -0.02 \\ (-0.09,0.06) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 0.56 \\ (0.53,0.59) \end{array}$ | $\begin{array}{r} 0.53 \\ (0.48,0.58) \end{array}$ | $\begin{array}{r} 0.55 \\ (0.51,0.60) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.52,0.61) \end{array}$ | $\begin{array}{r} 0.03 \\ (-0.02,0.08) \end{array}$ | 0.050 | (-0.05, 0.15 ) | $\begin{array}{r} 0.04 \\ (-0.04,0.11) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 0.61 \\ (0.59,0.64) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.56,0.64) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.56,0.64) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.59,0.66) \end{array}$ | $\begin{array}{r} 0.02 \\ (-0.03,0.06) \end{array}$ | 0.038 | (-0.04, 0.12$)$ | $\begin{array}{r} 0.03 \\ (-0.03,0.09) \end{array}$ |
| Parental reports, by child characteristics Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 0.58 \\ (0.55,0.62) \end{array}$ | $\begin{array}{r} 0.53 \\ (0.47,0.60) \end{array}$ | $\begin{array}{r} 0.57 \\ (0.52,0.62) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.55,0.66) \end{array}$ | $\begin{array}{r} 0.05 \\ (-0.01,0.11) \end{array}$ | 0.102 | (-0.02,0.22) | $\begin{array}{r} 0.07 \\ (-0.02,0.16) \end{array}$ |
| Females | $\begin{array}{r} 0.65 \\ (0.62,0.67) \end{array}$ | $\begin{array}{r} 0.67 \\ (0.61,0.73) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.57,0.67) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.60,0.70) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.08,0.03) \end{array}$ | -0.035 | (-0.15,0.08) | $\begin{array}{r} -0.02 \\ (-0.10,0.05) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 0.64 \\ (0.61,0.67) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.58,0.69) \end{array}$ | $\begin{array}{r} 0.63 \\ (0.58,0.67) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.57,0.67) \end{array}$ | $\begin{array}{r} 0.00 \\ (-0.05,0.06) \end{array}$ | -0.013 | (-0.13, 0.10 ) | $\begin{array}{r} -0.01 \\ (-0.09,0.07) \end{array}$ |
| African American | $\begin{array}{r} 0.55 \\ (0.50,0.61) \end{array}$ | $\begin{array}{r} 0.50 \\ (0.36,0.64) \end{array}$ | $\begin{array}{r} 0.51 \\ (0.41,0.60) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.51,0.68) \end{array}$ | $\begin{array}{r} 0.06 \\ (-0.07,0.18) \end{array}$ | 0.128 | (-0.09, 0.35 ) | $\begin{array}{r} 0.10 \\ (-0.07,0.26) \end{array}$ |
| Hispanic | $\begin{array}{r} 0.59 \\ (0.53,0.66) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.48,0.73) \end{array}$ | $\begin{array}{r} 0.52 \\ (0.43,0.62) \end{array}$ | $\begin{array}{r} 0.67 \\ (0.55,0.78) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.12,0.09) \end{array}$ | 0.090 | (-0.12,0.29) | $\begin{array}{r} 0.06 \\ (-0.08,0.20) \end{array}$ |

Table 6-76. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and parents' reports of fun activities ${ }^{3}$ (at round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

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|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period $(\mathrm{C} 1)$ | Less than 1 time per month $(\mathrm{C} 2)$ | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Parental reports, by parent characteristics |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 0.62 \\ (0.58,0.66) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.57,0.71) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.56,0.68) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.54,0.68) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.09,0.05) \end{array}$ | -0.042 | (-0.18,0.10) | $\begin{array}{r} -0.03 \\ (-0.13,0.07) \end{array}$ |
| Females | $\begin{array}{r} 0.61 \\ (0.59,0.64) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.52,0.63) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.54,0.63) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.59,0.68) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.02,0.09) \end{array}$ | 0.081 | (-0.02,0.19) | $\begin{array}{r} 0.06 \\ (-0.02,0.14) \end{array}$ |
| Education |  |  |  |  |  |  |  |  |
| Less than college | $\begin{array}{r} 0.59 \\ (0.56,0.62) \end{array}$ | $\begin{array}{r} 0.61 \\ (0.53,0.69) \end{array}$ | $\begin{array}{r} 0.53 \\ (0.47,0.59) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.54,0.65) \end{array}$ | $\begin{array}{r} -0.02 \\ (-0.10,0.05) \end{array}$ | -0.020 | (-0.16,0.12) | $\begin{array}{r} -0.02 \\ (-0.12,0.09) \end{array}$ |
| Some college ${ }^{+}$ | $\begin{array}{r} 0.64 \\ (0.61,0.66) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.54,0.64) \end{array}$ | $\begin{array}{r} 0.64 \\ (0.60,0.69) \end{array}$ | $\begin{array}{r} 0.65 \\ (0.61,0.70) \end{array}$ | $\begin{array}{r} 0.05 \\ (0.00,0.09) \end{array}$ | 0.091 | (-0.01, 0.19$)$ | $\begin{array}{r} 0.06 \\ (-0.01,0.13) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 0.66 \\ (0.62,0.69) \end{array}$ | $\begin{array}{r} 0.66 \\ (0.60,0.73) \end{array}$ | $\begin{array}{r} 0.62 \\ (0.56,0.67) \end{array}$ | $\begin{array}{r} 0.70 \\ (0.64,0.75) \end{array}$ | $\begin{array}{r} -0.01 \\ (-0.07,0.05) \end{array}$ | 0.046 | (-0.08, 0.17$)$ | $\begin{array}{r} 0.03 \\ (-0.05,0.12) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 0.60 \\ (0.56,0.63) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.51,0.66) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.53,0.67) \end{array}$ | $\begin{array}{r} 0.60 \\ (0.52,0.67) \end{array}$ | $\begin{array}{r} 0.01 \\ (-0.06,0.08) \end{array}$ | 0.014 | (-0.14,0.17) | $\begin{array}{r} 0.01 \\ (-0.10,0.12) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 0.60 \\ (0.56,0.63) \end{array}$ | $\begin{array}{r} 0.55 \\ (0.46,0.64) \end{array}$ | $\begin{array}{r} 0.58 \\ (0.52,0.63) \end{array}$ | $\begin{array}{r} 0.59 \\ (0.53,0.66) \end{array}$ | $\begin{array}{r} 0.04 \\ (-0.04,0.13) \end{array}$ | 0.055 | (-0.11, 0.22 ) | $\begin{array}{r} 0.04 \\ (-0.08,0.16) \end{array}$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
${ }^{3}$ Measurement of this construct is detailed in Appendix E.
${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-77. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and youth use of marijuana in the past 12 months, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental reports, by age of child 12 to 13 $\qquad$ |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 3.0 \\ (2.4,3.6) \end{array}$ | $\begin{array}{r} 3.0 \\ (2.0,4.5) \end{array}$ | $\begin{array}{r} 1.9 \\ (1.1,3.1) \end{array}$ | $\begin{array}{r} 4.0 \\ (3.0,5.3) \end{array}$ | $\begin{array}{r} -0.1 \\ (-1.1,1.0) \end{array}$ | 0.110 | $(-0.09,0.31)$ | $\begin{array}{r} 1.0 \\ (-0.7,2.7) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 20.6 \\ (19.0,22.3) \end{array}$ | $\begin{array}{r} 20.3 \\ (18.0,22.9) \end{array}$ | $\begin{array}{r} 20.7 \\ (17.8,23.8) \end{array}$ | $\begin{array}{r} 20.7 \\ (18.2,23.3) \end{array}$ | $\begin{array}{r} 0.3 \\ (-2.0,2.5) \end{array}$ | 0.007 | (-0.06, 0.08 ) | $\begin{array}{r} 0.3 \\ (-3.0,3.7) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 15.4 \\ (14.3,16.6) \end{array}$ | $\begin{array}{r} 15.0 \\ (13.3,16.9) \end{array}$ | $\begin{array}{r} 15.4 \\ (13.3,17.7) \end{array}$ | $\begin{array}{r} 15.7 \\ (13.9,17.7) \end{array}$ | $\begin{array}{r} 0.4 \\ (-1.3,2.1) \end{array}$ | 0.018 | $(-0.05,0.08)$ | $\begin{array}{r} 0.7 \\ (-1.9,3.3) \end{array}$ |
| Parental reports, by child characteristics Gender Male |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 16.2 \\ (14.7,17.9) \end{array}$ | $\begin{array}{r} 15.3 \\ (12.8,18.1) \end{array}$ | $\begin{array}{r} 15.7 \\ (13.2,18.6) \end{array}$ | $\begin{array}{r} 17.6 \\ (14.6,21.1) \end{array}$ | $\begin{array}{r} 0.9 \\ (-1.7,3.6) \end{array}$ | 0.056 | (-0.05, 0.16 ) | $\begin{array}{r} 2.3 \\ (-2.0,6.7) \end{array}$ |
| Female | $\begin{array}{r} 14.5 \\ (13.0,16.1) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.3,17.5) \end{array}$ | $\begin{array}{r} 15.0 \\ (12.1,18.4) \end{array}$ | $\begin{array}{r} 13.9 \\ (11.7,16.3) \end{array}$ | $\begin{array}{r} -0.2 \\ (-2.5,2.1) \end{array}$ | -0.024 | (-0.12,0.07) | $\begin{array}{r} -0.9 \\ (-4.3,2.6) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 16.4 \\ (15.0,17.9) \end{array}$ | $\begin{array}{r} 16.7 \\ (14.2,19.5) \end{array}$ | $\begin{array}{r} 16.1 \\ (13.7,18.8) \end{array}$ | $\begin{array}{r} 16.9 \\ (14.2,20.0) \end{array}$ | $\begin{array}{r} -0.3 \\ (-2.8,2.1) \end{array}$ | 0.005 | (-0.09, 0.10 ) | $\begin{array}{r} 0.2 \\ (-3.6,4.1) \end{array}$ |
| African American | $\begin{array}{r} 12.2 \\ (10.2,14.6) \end{array}$ | $\begin{array}{r} 12.7 \\ (9.0,17.8) \end{array}$ | $\begin{array}{r} 12.0 \\ (8.2,17.2) \end{array}$ | $\begin{array}{r} 11.5 \\ (8.9,14.8) \end{array}$ | $\begin{array}{r} -0.5 \\ (-4.5,3.5) \end{array}$ | -0.039 | (-0.21, 0.13 ) | $\begin{array}{r} -1.2 \\ (-6.6,4.2) \end{array}$ |
| Hispanic | $\begin{array}{r} 14.5 \\ (11.3,18.4) \end{array}$ | $\begin{array}{r} 9.0 \\ (5.8,13.7) \end{array}$ | $\begin{array}{r} 15.5 \\ (9.0,25.3) \end{array}$ | $\begin{array}{r} 15.8 \\ (11.6,21.2) \end{array}$ | $\begin{array}{r} 5.5 \\ *(1.6,9.4) \end{array}$ | 0.200 | *(0.02, 0.38 ) | $\begin{array}{r} 6.8 \\ *(0.7,13.0) \end{array}$ |
| Risk score Higher risk | $\begin{array}{r} 34.8 \\ (32.6,37.1) \end{array}$ | $\begin{array}{r} 33.4 \\ (29.9,37.2) \end{array}$ | $\begin{array}{r} 34.6 \\ (30.4,39.0) \end{array}$ | $\begin{array}{r} 35.3 \\ (31.8,38.9) \end{array}$ | $\begin{array}{r} 1.4 \\ (-1.9,4.7) \end{array}$ | 0.027 | (-0.05, 0.10 ) | $\begin{array}{r} 1.9 \\ (-3.4,7.1) \end{array}$ |
| Lower risk | $\begin{array}{r} 3.0 \\ (2.4,3.8) \end{array}$ | $\begin{array}{r} 3.2 \\ (2.1,4.8) \end{array}$ | $\begin{array}{r} 2.8 \\ (1.7,4.6) \end{array}$ | $\begin{array}{r} 3.2 \\ (2.3,4.5) \end{array}$ | $\begin{array}{r} -0.2 \\ (-1.3,0.9) \end{array}$ | -0.001 | (-0.20,0.20) | $\begin{array}{r} 0.0 \\ (-1.8,1.8) \end{array}$ |

Table 6-77. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising and youth use of marijuana in the past 12 months, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | 95\% CI of gamma | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 4-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Parental reports, by child characteristics |  |  |  |  |  |  |  |  |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 23.3 \\ (21.7,25.1) \end{array}$ | $\begin{array}{r} 22.1 \\ (19.4,25.1) \end{array}$ | $\begin{array}{r} 23.2 \\ (20.2,26.5) \end{array}$ | $\begin{array}{r} 23.9 \\ (21.1,26.8) \end{array}$ | $\begin{array}{r} 1.2 \\ (-1.4,3.8) \end{array}$ | 0.032 | (-0.04, 0.11$)$ | $\begin{array}{r} 1.7 \\ (-2.4,5.8) \end{array}$ |
| Low | $\begin{array}{r} 5.7 \\ (4.7,6.9) \end{array}$ | $\begin{array}{r} 6.5 \\ (4.7,9.0) \end{array}$ | $\begin{array}{r} 5.1 \\ (3.8,6.9) \end{array}$ | $\begin{array}{r} 5.9 \\ (4.3,7.9) \end{array}$ | $\begin{array}{r} -0.8 \\ (-2.6,0.9) \end{array}$ | -0.041 | (-0.20,0.11) | $\begin{array}{r} -0.7 \\ (-3.2,1.9) \end{array}$ |
| Parental reports, by parent characteristics Gender |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 14.9 \\ (12.8,17.4) \end{array}$ | $\begin{array}{r} 13.7 \\ (10.9,17.0) \end{array}$ | $\begin{array}{r} 15.7 \\ (12.9,19.0) \end{array}$ | $\begin{array}{r} 15.2 \\ (11.9,19.2) \end{array}$ | $\begin{array}{r} 1.3 \\ (-1.6,4.1) \end{array}$ | 0.040 | (-0.07,0.15) | $\begin{array}{r} 1.5 \\ (-2.8,5.8) \end{array}$ |
| Females | $\begin{array}{r} 15.6 \\ (14.3,17.0) \end{array}$ | $\begin{array}{r} 15.7 \\ (13.3,18.5) \end{array}$ | $\begin{array}{r} 15.2 \\ (12.5,18.3) \end{array}$ | $\begin{array}{r} 15.9 \\ (13.7,18.5) \end{array}$ | $\begin{array}{r} -0.1 \\ (-2.2,2.1) \end{array}$ | 0.006 | (-0.08,0.09) | $\begin{array}{r} 0.3 \\ (-3.0,3.5) \end{array}$ |
| Education Less than college | $\begin{array}{r} 16.3 \\ (14.6,18.1) \end{array}$ | $\begin{array}{r} 15.4 \\ (12.3,18.9) \end{array}$ | $\begin{array}{r} 17.0 \\ (13.2,21.5) \end{array}$ | $\begin{array}{r} 15.8 \\ (13.6,18.2) \end{array}$ | $\begin{array}{r} 0.9 \\ (-2.1,3.9) \end{array}$ | 0.012 | (-0.09,0.12) | $\begin{array}{r} 0.5 \\ (-3.6,4.5) \end{array}$ |
| Some college + | $\begin{array}{r} 14.6 \\ (13.1,16.2) \end{array}$ | $\begin{array}{r} 14.6 \\ (12.1,17.5) \end{array}$ | $\begin{array}{r} 14.1 \\ (11.5,17.2) \end{array}$ | $\begin{array}{r} 15.8 \\ (13.0,19.1) \end{array}$ | $\begin{array}{r} 0.0 \\ (-2.3,2.3) \end{array}$ | 0.031 | (-0.07,0.13) | $\begin{array}{r} 1.2 \\ (-2.9,5.2) \end{array}$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 15.7 \\ (14.3,17.2) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.3,17.5) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.2,17.5) \end{array}$ | $\begin{array}{r} 17.3 \\ (14.8,20.2) \end{array}$ | $\begin{array}{r} 1.0 \\ (-1.4,3.4) \end{array}$ | 0.066 | $(-0.03,0.16)$ | $\begin{array}{r} 2.6 \\ (-1.1,6.4) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 14.9 \\ (13.4,16.5) \end{array}$ | $\begin{array}{r} 15.4 \\ (12.5,19.0) \end{array}$ | $\begin{array}{r} 16.5 \\ (13.8,19.5) \end{array}$ | $\begin{array}{r} 13.3 \\ (11.4,15.4) \end{array}$ | $\begin{array}{r} -0.5 \\ (-3.1,2.0) \end{array}$ | -0.055 | (-0.15,0.04) | $\begin{array}{r} -2.1 \\ (-5.7,1.4) \end{array}$ |

[^120]Table 6-78. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and youth use of marijuana in past 12 months, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

|  | Exposure level of parents (real or hypothetical) |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

Table 6-78. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising and youth use of marijuana in past 12 months, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

| Characteristics | Exposure level of parents (real or hypothetical) |  |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than <br> 1 time per month <br> (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Parental reports, by child characteristics |  |  |  |  |  |  |  |  |  |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 23.3 \\ (21.7,25.1) \end{array}$ | $\begin{array}{r} 22.1 \\ (18.8,25.8) \end{array}$ | $\begin{array}{r} 23.2 \\ (20.0,26.7) \end{array}$ | $\begin{array}{r} 23.1 \\ (20.3,26.1) \end{array}$ | $\begin{array}{r} 27.8 \\ (20.7,36.2) \end{array}$ | $\begin{array}{r} 1.2 \\ (-2.0,4.5) \end{array}$ | 0.075 | (-0.04,0.19) | $\begin{array}{r} 5.7 \\ (-2.8,14.2) \end{array}$ |
| Low | $\begin{array}{r} 5.7 \\ (4.7,6.9) \end{array}$ | $\begin{array}{r} 5.5 \\ (3.8,7.9) \end{array}$ | $\begin{array}{r} 5.7 \\ (4.1,7.9) \end{array}$ | $\begin{array}{r} 5.8 \\ (4.2,7.9) \end{array}$ | $\begin{array}{r} 7.2 \\ (3.4,14.8) \end{array}$ | $\begin{array}{r} 0.2 \\ (-1.6,2.0) \end{array}$ | 0.077 | $(-0.16,0.31)$ | $\begin{array}{r} 1.7 \\ (-4.0,7.4) \end{array}$ |
| Parental reports, by parent characteristics Gender |  |  |  |  |  |  |  |  |  |
| Males | $\begin{array}{r} 14.9 \\ (12.8,17.4) \end{array}$ | $\begin{array}{r} 13.6 \\ (10.1,18.2) \end{array}$ | $\begin{array}{r} 15.8 \\ (12.1,20.3) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.0,17.9) \end{array}$ | $\begin{array}{r} 13.4 \\ (8.2,21.2) \end{array}$ | $\begin{array}{r} 1.3 \\ (-2.1,4.8) \end{array}$ | -0.010 | (-0.17, 0.15 ) | $\begin{array}{r} -0.2 \\ (-7.8,7.5) \end{array}$ |
| Females | $\begin{array}{r} 15.6 \\ (14.3,17.0) \end{array}$ | $\begin{array}{r} 15.1 \\ (12.6,18.0) \end{array}$ | $\begin{array}{r} 14.9 \\ (12.5,17.7) \end{array}$ | $\begin{array}{r} 15.7 \\ (13.3,18.5) \end{array}$ | $\begin{array}{r} 19.5 \\ (13.6,27.2) \end{array}$ | $\begin{array}{r} 0.5 \\ (-2.2,3.2) \end{array}$ | 0.086 | (-0.06,0.23) | $\begin{array}{r} 4.4 \\ (-3.5,12.3) \end{array}$ |
| Education Less than college | $\begin{array}{r} 16.3 \\ (14.6,18.1) \end{array}$ | $\begin{array}{r} 16.2 \\ (12.9,20.1) \end{array}$ | $\begin{array}{r} 16.5 \\ (13.6,19.9) \end{array}$ | $\begin{array}{r} 15.7 \\ (13.5,18.2) \end{array}$ | $\begin{array}{r} 15.6 \\ (11.4,20.9) \end{array}$ | $\begin{array}{r} 0.1 \\ (-3.2,3.4) \end{array}$ | -0.016 | (-0.14,0.10) | $\begin{array}{r} -0.6 \\ (-6.6,5.4) \end{array}$ |
| Some college + | $\begin{array}{r} 14.6 \\ (13.1,16.2) \end{array}$ | $\begin{array}{r} 13.1 \\ (10.7,15.9) \end{array}$ | $\begin{array}{r} 14.2 \\ (12.2,16.5) \end{array}$ | $\begin{array}{r} 15.0 \\ (12.3,18.2) \end{array}$ | $\begin{array}{r} 19.7 \\ (12.5,29.7) \end{array}$ | $\begin{array}{r} 1.5 \\ (-0.8,3.7) \end{array}$ | 0.128 | (-0.03, 0.29 ) | $\begin{array}{r} 6.6 \\ (-2.7,15.9) \end{array}$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 15.7 \\ (14.3,17.2) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.5,17.4) \end{array}$ | $\begin{array}{r} 15.2 \\ (12.7,18.0) \end{array}$ | $\begin{array}{r} 15.9 \\ (13.6,18.4) \end{array}$ | $\begin{array}{r} 19.2 \\ (13.6,26.5) \end{array}$ | $\begin{array}{r} 1.0 \\ (-1.3,3.2) \end{array}$ | 0.087 | (-0.04, 0.21 ) | $\begin{array}{r} 4.5 \\ (-2.3,11.3) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 14.9 \\ (13.4,16.5) \end{array}$ | $\begin{array}{r} 14.4 \\ (10.8,19.0) \end{array}$ | $\begin{array}{r} 15.3 \\ (12.4,18.7) \end{array}$ | $\begin{array}{r} 14.7 \\ (12.6,17.0) \end{array}$ | $\begin{array}{r} 15.0 \\ (9.6,22.8) \end{array}$ | $\begin{array}{r} 0.5 \\ (-3.3,4.3) \end{array}$ | 0.007 | (-0.17,0.19) | $\begin{array}{r} 0.6 \\ (-8.5,9.7) \end{array}$ |

${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-79. The relationship between parental exposure to general anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 88.9 \\ (87.7,90.0) \end{array}$ | $\begin{array}{r} 89.9 \\ (88.0,91.5) \end{array}$ | $\begin{array}{r} 88.1 \\ (85.6,90.2) \end{array}$ | $\begin{array}{r} 87.9 \\ (85.7,89.9) \end{array}$ | $\begin{array}{r} -0.9 \\ (-2.6,0.8) \end{array}$ | -0.066 | (-0.16,0.03) | $\begin{array}{r} -2.0 \\ (-4.8,0.8) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 67.0 \\ (65.1,68.9) \end{array}$ | $\begin{array}{r} 66.8 \\ (63.0,70.5) \end{array}$ | $\begin{array}{r} 66.7 \\ (62.8,70.3) \end{array}$ | $\begin{array}{r} 67.7 \\ (64.7,70.6) \end{array}$ | $\begin{array}{r} 0.3 \\ (-2.8,3.3) \end{array}$ | 0.014 | $(-0.05,0.08)$ | $\begin{array}{r} 0.9 \\ (-3.6,5.5) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 73.5 \\ (72.0,74.9) \end{array}$ | $\begin{array}{r} 73.9 \\ (70.8,76.8) \end{array}$ | $\begin{array}{r} 72.7 \\ (69.7,75.5) \end{array}$ | $\begin{array}{r} 73.7 \\ (71.4,75.9) \end{array}$ | $\begin{array}{r} -0.4 \\ (-2.8,2.1) \end{array}$ | -0.003 | (-0.07,0.06) | $\begin{array}{r} -0.2 \\ (-3.9,3.5) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 73.0 \\ (70.8,75.1) \end{array}$ | $\begin{array}{r} 74.2 \\ (70.1,78.0) \end{array}$ | $\begin{array}{r} 73.1 \\ (69.2,76.6) \end{array}$ | $\begin{array}{r} 72.3 \\ (69.1,75.2) \end{array}$ | $\begin{array}{r} -1.2 \\ (-4.5,2.2) \end{array}$ | -0.033 | (-0.12,0.05) | $\begin{array}{r} -1.9 \\ (-7.0,3.1) \end{array}$ |
| Female | $\begin{array}{r} 74.1 \\ (72.2,75.9) \end{array}$ | $\begin{array}{r} 73.6 \\ (69.9,77.0) \end{array}$ | $\begin{array}{r} 72.2 \\ (68.2,75.9) \end{array}$ | $\begin{array}{r} 75.1 \\ (71.6,78.3) \end{array}$ | $\begin{array}{r} 0.5 \\ (-2.7,3.7) \end{array}$ | 0.027 | $(-0.06,0.11)$ | $\begin{array}{r} 1.5 \\ (-3.5,6.5) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 72.8 \\ (71.1,74.5) \end{array}$ | $\begin{array}{r} 71.8 \\ (67.9,75.4) \end{array}$ | $\begin{array}{r} 72.8 \\ (69.8,75.6) \end{array}$ | $\begin{array}{r} 73.0 \\ (69.8,76.0) \end{array}$ | $\begin{array}{r} 1.1 \\ (-1.9,4.0) \end{array}$ | 0.021 | (-0.06,0.10) | $\begin{array}{r} 1.2 \\ (-3.4,5.9) \end{array}$ |
| African American | $\begin{array}{r} 75.4 \\ (72.0,78.5) \end{array}$ | $\begin{array}{r} 74.8 \\ (66.5,81.6) \end{array}$ | $\begin{array}{r} 75.1 \\ (65.6,82.7) \end{array}$ | $\begin{array}{r} 75.1 \\ (70.8,78.8) \end{array}$ | $\begin{array}{r} 0.6 \\ (-5.5,6.7) \end{array}$ | 0.005 | (-0.14,0.15) | $\begin{array}{r} 0.3 \\ (-8.1,8.6) \end{array}$ |
| Hispanic | $\begin{array}{r} 74.9 \\ (71.0,78.4) \end{array}$ | $\begin{array}{r} 82.5 \\ (75.8,87.6) \end{array}$ | $\begin{array}{r} 69.4 \\ (59.2,78.1) \end{array}$ | $\begin{array}{r} 75.6 \\ (70.6,80.0) \end{array}$ | $\begin{array}{r} -7.6 \\ *(-13.0,-2.1) \end{array}$ | -0.122 | (-0.28,0.04) | $\begin{array}{r} -6.8 \\ (-15.1,1.4) \end{array}$ |

Table 6-79. The relationship between parental exposure to general anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | 95\% CI of gamma | Potential maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score Higher risk | $\begin{array}{r} 49.7 \\ (47.1,52.2) \end{array}$ | $\begin{array}{r} 50.4 \\ (45.7,55.1) \end{array}$ | $\begin{array}{r} 47.7 \\ (43.0,52.5) \end{array}$ | $\begin{array}{r} 51.6 \\ (47.7,55.5) \end{array}$ | $\begin{array}{r} -0.7 \\ (-4.7,3.3) \end{array}$ | 0.016 | (-0.06,0.09) | $\begin{array}{r} 1.2 \\ (-4.7,7.1) \end{array}$ |
| Lower risk | $\begin{array}{r} 89.0 \\ (87.9,90.1) \end{array}$ | $\begin{array}{r} 89.4 \\ (86.8,91.5) \end{array}$ | $\begin{array}{r} 88.8 \\ (86.4,90.8) \end{array}$ | $\begin{array}{r} 88.4 \\ (86.5,90.1) \end{array}$ | $\begin{array}{r} -0.3 \\ (-2.2,1.5) \end{array}$ | -0.031 | (-0.13, 0.07 ) | $\begin{array}{r} -0.9 \\ (-3.9,2.0) \end{array}$ |
| Sensation seeking <br> High $\qquad$ | $\begin{array}{r} 61.1 \\ (59.1,63.0) \end{array}$ | $\begin{array}{r} 61.1 \\ (57.0,65.0) \end{array}$ | $\begin{array}{r} 60.7 \\ (56.8,64.5) \end{array}$ | $\begin{array}{r} 61.4 \\ (58.1,64.6) \end{array}$ | $\begin{array}{r} 0.0 \\ (-3.5,3.5) \end{array}$ | 0.005 | (-0.07, 0.08 ) | $\begin{array}{r} 0.3 \\ (-5.0,5.7) \end{array}$ |
| Low | $\begin{array}{r} 88.7 \\ (86.9,90.3) \end{array}$ | $\begin{array}{r} 89.6 \\ (85.5,92.6) \end{array}$ | $\begin{array}{r} 88.3 \\ (85.0,91.0) \end{array}$ | $\begin{array}{r} 88.5 \\ (86.0,90.6) \end{array}$ | $\begin{array}{r} -0.8 \\ (-3.8,2.1) \end{array}$ | -0.038 | (-0.17, 0.10 ) | $\begin{array}{r} -1.1 \\ (-5.1,2.9) \end{array}$ |
| Interview round ${ }^{1}$ Waves 1-3 | $\begin{array}{r} 74.0 \\ (72.1,75.8) \end{array}$ | $\begin{array}{r} 75.0 \\ (71.2,78.5) \end{array}$ | $\begin{array}{r} 74.2 \\ (70.3,77.8) \end{array}$ | $\begin{array}{r} 73.1 \\ (70.2,75.9) \end{array}$ | $\begin{array}{r} -1.1 \\ (-4.1,2.0) \end{array}$ | -0.032 | (-0.11,0.05) | $\begin{array}{r} -1.9 \\ (-6.6,2.8) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 72.9 \\ (71.4,74.4) \end{array}$ | $\begin{array}{r} 72.4 \\ (68.0,76.3) \end{array}$ | $\begin{array}{r} 70.3 \\ (67.2,73.3) \end{array}$ | $\begin{array}{r} 74.6 \\ (72.0,76.9) \end{array}$ | $\begin{array}{r} 0.6 \\ (-2.8,4.0) \end{array}$ | 0.036 | (-0.04, 0.11 ) | $\begin{array}{r} 2.2 \\ (-2.4,6.8) \end{array}$ |

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-80. The relationship between parental exposure to specific anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 5-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 89.0 \\ (87.8,90.0) \end{array}$ | $\begin{array}{r} 90.9 \\ (88.3,92.9) \end{array}$ | $\begin{array}{r} 88.6 \\ (86.8,90.2) \end{array}$ | $\begin{array}{r} 87.7 \\ (85.1,89.9) \end{array}$ | $\begin{array}{r} 89.6 \\ (85.2,92.8) \end{array}$ | $\begin{array}{r} -1.9 \\ (-4.0,0.2) \end{array}$ | -0.042 | (-0.17,0.08) | $\begin{array}{r} -1.2 \\ (-5.8,3.4) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 67.1 \\ (65.2,69.0) \end{array}$ | $\begin{array}{r} 69.7 \\ (65.8,73.3) \end{array}$ | $\begin{array}{r} 66.4 \\ (63.4,69.2) \end{array}$ | $\begin{array}{r} 66.4 \\ (63.5,69.3) \end{array}$ | $\begin{array}{r} 67.5 \\ (61.6,72.9) \end{array}$ | $\begin{array}{r} -2.6 \\ (-6.0,0.9) \end{array}$ | -0.024 | (-0.10,0.06) | $\begin{array}{r} -2.1 \\ (-9.3,5.0) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 73.6 \\ (72.1,75.0) \end{array}$ | $\begin{array}{r} 76.1 \\ (73.5,78.6) \end{array}$ | $\begin{array}{r} 72.8 \\ (70.5,75.0) \end{array}$ | $\begin{array}{r} 72.6 \\ (70.3,74.7) \end{array}$ | $\begin{array}{r} 74.1 \\ (69.2,78.4) \end{array}$ | $\begin{array}{r} -2.6 \\ *(-5.0,-0.1) \end{array}$ | -0.028 | $(-0.10,0.05)$ | $\begin{array}{r} -2.0 \\ (-7.8,3.8) \end{array}$ |
| Youth aged 12 to 18 Gender |  |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 73.0 \\ (70.8,75.1) \end{array}$ | $\begin{array}{r} 75.1 \\ (71.1,78.7) \end{array}$ | $\begin{array}{r} 71.9 \\ (68.7,74.9) \end{array}$ | $\begin{array}{r} 71.9 \\ (68.4,75.1) \end{array}$ | $\begin{array}{r} 78.2 \\ (72.8,82.7) \end{array}$ | $\begin{array}{r} -2.0 \\ (-5.4,1.4) \end{array}$ | 0.034 | (-0.05,0.12) | $\begin{array}{r} -3.2 \\ (-8.3,2.0) \end{array}$ |
| Female | $\begin{array}{r} 74.1 \\ (72.2,75.9) \end{array}$ | $\begin{array}{r} 77.3 \\ (73.5,80.8) \end{array}$ | $\begin{array}{r} 73.7 \\ (70.4,76.8) \end{array}$ | $\begin{array}{r} 73.3 \\ (69.4,76.9) \end{array}$ | $\begin{array}{r} 70.5 \\ (62.7,77.2) \end{array}$ | $\begin{array}{r} -3.2 \\ (-6.7,0.2) \end{array}$ | -0.090 | (-0.21,0.03) | $\begin{array}{r} -4.0 \\ (-9.1,1.0) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 72.8 \\ (71.1,74.5) \end{array}$ | $\begin{array}{r} 75.8 \\ (72.7,78.7) \end{array}$ | $\begin{array}{r} 72.2 \\ (69.3,74.8) \end{array}$ | $\begin{array}{r} 72.3 \\ (69.6,74.9) \end{array}$ | $\begin{array}{r} 71.1 \\ (64.0,77.2) \end{array}$ | $\begin{array}{r} -3.0 \\ *(-5.6,-0.3) \end{array}$ | -0.057 | (-0.14,0.03) | $\begin{array}{r} -3.5 \\ (-7.1,0.2) \end{array}$ |
| African American | $\begin{array}{r} 75.4 \\ (72.0,78.5) \end{array}$ | $\begin{array}{r} 74.4 \\ (66.7,80.8) \end{array}$ | $\begin{array}{r} 72.8 \\ (66.9,78.0) \end{array}$ | $\begin{array}{r} 73.8 \\ (67.7,79.1) \end{array}$ | $\begin{array}{r} 78.8 \\ (65.6,87.8) \end{array}$ | $\begin{array}{r} 1.0 \\ (-6.0,8.0) \end{array}$ | 0.069 | (-0.13,0.27) | $\begin{array}{r} -0.6 \\ (-10.0,8.8) \end{array}$ |
| Hispanic | $\begin{array}{r} 74.9 \\ (71.0,78.4) \end{array}$ | $\begin{array}{r} 78.7 \\ (69.8,85.5) \end{array}$ | $\begin{array}{r} 73.8 \\ (67.3,79.5) \end{array}$ | $\begin{array}{r} 73.4 \\ (67.8,78.4) \end{array}$ | $\begin{array}{r} 78.9 \\ (67.8,86.9) \end{array}$ | $\begin{array}{r} -3.8 \\ (-10.2,2.6) \end{array}$ | 0.005 | $(-0.18,0.19)$ | $\begin{array}{r} -5.3 \\ (-14.4,3.8) \end{array}$ |

Table 6-80. The relationship between parental exposure to specific anti-drug advertising and nonusing youths' intentions to not use marijuana, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month <br> (C4) | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Risk score Higher risk | $\begin{array}{r} 49.7 \\ (47.1,52.2) \end{array}$ | $\begin{array}{r} 54.2 \\ (49.1,59.3) \end{array}$ | $\begin{array}{r} 48.8 \\ (45.4,52.2) \end{array}$ | $\begin{array}{r} 49.2 \\ (44.1,54.3) \end{array}$ | $\begin{array}{r} 48.0 \\ (40.1,56.0) \end{array}$ | $\begin{array}{r} -4.5 \\ (-9.5,0.4) \end{array}$ | -0.060 | (-0.15, 0.03 ) | $\begin{array}{r} -5.0 \\ (-12.3,2.3) \end{array}$ |
| Lower risk | $\begin{array}{r} 89.0 \\ (87.9,90.1) \end{array}$ | $\begin{array}{r} 89.6 \\ (86.8,91.8) \end{array}$ | $\begin{array}{r} 89.1 \\ (87.1,90.8) \end{array}$ | $\begin{array}{r} 88.8 \\ (86.9,90.4) \end{array}$ | $\begin{array}{r} 91.5 \\ (87.9,94.1) \end{array}$ | $\begin{array}{r} -0.5 \\ (-2.7,1.7) \end{array}$ | 0.048 | (-0.07,0.16) | $\begin{array}{r} -0.8 \\ (-4.0,2.5) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 61.1 \\ (59.1,63.0) \end{array}$ | $\begin{array}{r} 65.5 \\ (61.2,69.6) \end{array}$ | $\begin{array}{r} 60.7 \\ (57.3,63.9) \end{array}$ | $\begin{array}{r} 58.7 \\ (55.6,61.8) \end{array}$ | $\begin{array}{r} 62.5 \\ (56.0,68.7) \end{array}$ | $\begin{array}{r} -4.5 \\ *(-8.4,-0.5) \end{array}$ | -0.041 | (-0.12,0.04) | $\begin{array}{r} -6.8 \\ *(-12.2,-1.4) \end{array}$ |
| Low | $\begin{array}{r} 88.7 \\ (86.9,90.3) \end{array}$ | $\begin{array}{r} 89.1 \\ (86.0,91.6) \end{array}$ | $\begin{array}{r} 87.3 \\ (84.3,89.8) \end{array}$ | $\begin{array}{r} 89.7 \\ (86.7,92.2) \end{array}$ | $\begin{array}{r} 86.6 \\ (78.6,92.0) \end{array}$ | $\begin{array}{r} -0.4 \\ (-2.8,2.1) \end{array}$ | -0.040 | (-0.21, 0.13$)$ | $\begin{array}{r} 0.6 \\ (-2.9,4.1) \end{array}$ |
| Interview round ${ }^{1}$ Waves 1-3 | $\begin{array}{r} 74.0 \\ (72.1,75.8) \end{array}$ | $\begin{array}{r} 75.8 \\ (72.8,78.5) \end{array}$ | $\begin{array}{r} 74.0 \\ (70.9,77.0) \end{array}$ | $\begin{array}{r} 72.8 \\ (69.5,75.9) \end{array}$ | $\begin{array}{r} 74.0 \\ (68.0,79.2) \end{array}$ | $\begin{array}{r} -1.8 \\ (-4.4,0.8) \end{array}$ | -0.029 | (-0.12,0.06) | $\begin{array}{r} -3.0 \\ (-7.1,1.2) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 72.9 \\ (71.4,74.4) \end{array}$ | $\begin{array}{r} 76.6 \\ (71.9,80.7) \end{array}$ | $\begin{array}{r} 71.0 \\ (67.7,74.2) \end{array}$ | $\begin{array}{r} 72.2 \\ (69.8,74.5) \end{array}$ | $\begin{array}{r} 74.3 \\ (66.8,80.6) \end{array}$ | $\begin{array}{r} -3.7 \\ (-7.8,0.4) \end{array}$ | -0.026 | (-0.14,0.09) | $\begin{array}{r} -4.4 \\ (-9.1,0.3) \end{array}$ |

${ }^{1}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-81. The relationship between parental exposure to general anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 119.57 \\ (115.11,124.02) \end{array}$ | $\begin{array}{r} 122.91 \\ (115.95,129.87) \end{array}$ | $\begin{array}{r} 118.53 \\ (111.35,125.70) \end{array}$ | $\begin{array}{r} 116.73 \\ (110.30,123.16) \end{array}$ | $\begin{array}{r} -3.34 \\ (-9.03,2.35) \end{array}$ | -0.027 | $(-0.06,0.01)$ | $\begin{array}{r} -6.18 \\ (-15.31,2.95) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 57.49 \\ (52.49,62.48) \end{array}$ | $\begin{array}{r} 57.39 \\ (49.60,65.18) \end{array}$ | $\begin{array}{r} 55.35 \\ (46.18,64.52) \end{array}$ | $\begin{array}{r} 61.46 \\ (53.46,69.45) \end{array}$ | $\begin{array}{r} 0.1 \\ (-6.22,6.41) \end{array}$ | 0.015 | (-0.02,0.05) | $\begin{array}{r} 4.07 \\ (-6.64,14.77) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 75.57 \\ (71.32,79.81) \end{array}$ | $\begin{array}{r} 77.04 \\ (70.53,83.54) \end{array}$ | $\begin{array}{r} 72.91 \\ (65.51,80.30) \end{array}$ | $\begin{array}{r} 77.69 \\ (71.54,83.84) \end{array}$ | $\begin{array}{r} -1.47 \\ (-6.50,3.57) \end{array}$ | 0.001 | (-0.03, 0.03 ) | $\begin{array}{r} 0.65 \\ (-7.53,8.84) \end{array}$ |


| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gender |  |  |  |  |  |  |  |  |
| Male | 68.91 | 70.86 | 67.62 | 70.59 | -1.96 | 0.001 | (-0.04, 0.04 ) | -0.27 |
|  | $(62.85,74.96)$ | $(60.65,81.07)$ | (57.22,78.02) | (62.17,79.01) | (-10.03,6.11) |  |  | (-12.13,11.59) |
| Female | 82.61 | 83.45 | 79.19 | 84.53 | -0.84 | 0.000 | (-0.04,0.04) | 1.08 |
|  | (77.96,87.26) | $(75.86,91.04)$ | (70.00,88.39) | (76.83,92.23) | $(-7.96,6.28)$ |  |  | (-10.08,12.24) |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | 76.44 | 76.22 | 74.41 | 78.77 | 0.22 | 0.005 | (-0.03, 0.04 ) | 2.55 |
|  | (71.57,81.31) | (67.69,84.74) | (66.22,82.61) | (70.15,87.39) | (-6.60,7.05) |  |  | (-8.77, 13.88) |
| African American | 71.10 | 68.37 | 70.00 | 71.00 | 2.73 | 0.004 | (-0.05, 0.06 ) | 2.64 |
|  | (61.77,80.43) | (54.00,82.73) | $(46.98,93.01)$ | (63.35,78.66) | (-6.52,11.98) |  |  | (-11.86, 17.14) |
| Hispanic | 77.61 | 92.60 | 69.15 | 80.33 | -15 | -0.029 | (-0.10,0.04) | -12.27 |
|  | (68.58,86.63) | (79.73,105.48) | (47.26,91.03) | (67.64,93.02) | *(-27.95,-2.05) |  |  | (-31.46,6.92) |

Table 6-81. The relationship between parental exposure to general anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

${ }^{1}$ See Table 5-2 for a full distribution. It is based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-82. The relationship between parental exposure to specific anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $95 \%$ CI of gamma | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 119.57 \\ (115.11,124.02) \end{array}$ | $\begin{array}{r} 125.05 \\ (117.76,132.35) \end{array}$ | $\begin{array}{r} 118.83 \\ (112.01,125.65) \end{array}$ | $\begin{array}{r} 114.30 \\ (107.08,121.53) \end{array}$ | $\begin{array}{r} 115.84 \\ (103.69,127.99) \end{array}$ | $\begin{array}{r} -5.48 \\ (-11.34,0.37) \end{array}$ | -0.037 | * (-0.07,-0.00) | $\begin{array}{r} -9.21 \\ (-22.91,4.48) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 57.49 \\ (52.49,62.48) \end{array}$ | $\begin{array}{r} 59.60 \\ (50.19,69.01) \end{array}$ | $\begin{array}{r} 58.85 \\ (51.87,65.83) \end{array}$ | $\begin{array}{r} 55.91 \\ (49.30,62.51) \end{array}$ | $\begin{array}{r} 67.97 \\ (54.10,81.83) \end{array}$ | $\begin{array}{r} -2.11 \\ (-10.83,6.61) \end{array}$ | 0.020 | $(-0.02,0.06)$ | $\begin{array}{r} 8.37 \\ (-8.84,25.58) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 75.57 \\ (71.32,79.81) \end{array}$ | $\begin{array}{r} 79.40 \\ (72.32,86.48) \end{array}$ | $\begin{array}{r} 75.86 \\ (69.87,81.85) \end{array}$ | $\begin{array}{r} 72.51 \\ (66.99,78.03) \end{array}$ | $\begin{array}{r} 81.96 \\ (71.17,92.75) \end{array}$ | $\begin{array}{r} -3.83 \\ (-10.21,2.55) \end{array}$ | 0.002 | $(-0.03,0.04)$ | $\begin{array}{r} 2.57 \\ (-10.92,16.05) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 68.91 \\ (62.85,74.96) \end{array}$ | $\begin{array}{r} 73.42 \\ (63.23,83.60) \end{array}$ | $\begin{array}{r} 65.97 \\ (57.57,74.38) \end{array}$ | $\begin{array}{r} 66.51 \\ (57.61,75.41) \end{array}$ | $\begin{array}{r} 81.68 \\ (65.64,97.72) \end{array}$ | $\begin{array}{r} -4.51 \\ (-13.76,4.74) \end{array}$ | 0.018 | $(-0.03,0.06)$ | $\begin{array}{r} -6.91 \\ (-19.85,6.03) \end{array}$ |
| Female | $\begin{array}{r} 82.61 \\ (77.96,87.26) \end{array}$ | $\begin{array}{r} 86.41 \\ (76.09,96.73) \end{array}$ | $\begin{array}{r} 85.86 \\ (77.61,94.11) \end{array}$ | $\begin{array}{r} 78.93 \\ (70.77,87.09) \end{array}$ | $\begin{array}{r} 82.21 \\ (68.06,96.37) \end{array}$ | $\begin{array}{r} -3.79 \\ (-13.14,5.55) \end{array}$ | -0.020 | (-0.07,0.03) | $\begin{array}{r} -7.48 \\ (-21.71,6.76) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 76.44 \\ (71.57,81.31) \end{array}$ | $\begin{array}{r} 83.95 \\ (75.18,92.73) \end{array}$ | $\begin{array}{r} 74.69 \\ (67.13,82.25) \end{array}$ | $\begin{array}{r} 75.98 \\ (69.69,82.26) \end{array}$ | $\begin{array}{r} 79.63 \\ (64.51,94.74) \end{array}$ | $\begin{array}{r} -7.51 \\ (-15.12,0.10) \end{array}$ | -0.008 | $(-0.05,0.03)$ | $\begin{array}{r} -7.98 \\ (-17.53,1.57) \end{array}$ |
| African American | $\begin{array}{r} 71.10 \\ (61.77,80.43) \end{array}$ | $\begin{array}{r} 64.85 \\ (49.47,80.23) \end{array}$ | $\begin{array}{r} 76.02 \\ (61.28,90.76) \end{array}$ | $\begin{array}{r} 66.70 \\ (52.67,80.73) \end{array}$ | $\begin{array}{r} 71.88 \\ (45.64,98.12) \end{array}$ | $\begin{array}{r} 6.25 \\ (-7.92,20.42) \end{array}$ | 0.005 | $(-0.08,0.09)$ | $\begin{array}{r} 1.85 \\ (-16.87,20.57) \end{array}$ |
| Hispanic | $\begin{array}{r} 77.61 \\ (68.58,86.63) \end{array}$ | $\begin{array}{r} 78.59 \\ (60.17,97.01) \end{array}$ | $\begin{array}{r} 77.78 \\ (65.09,90.48) \end{array}$ | $\begin{array}{r} 66.93 \\ (54.36,79.49) \end{array}$ | $\begin{array}{r} 98.91 \\ (77.07,120.76) \end{array}$ | $\begin{array}{r} -0.98 \\ (-16.68,14.72) \end{array}$ | 0.047 | (-0.04, 0.13 ) | $\begin{array}{r} -11.66 \\ (-34.77,11.45) \end{array}$ |

Table 6-82. The relationship between parental exposure to specific anti-drug advertising and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{1}$, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 10.74 \\ (4.03,17.44) \end{array}$ | $\begin{array}{r} 17.42 \\ (6.04,28.80) \end{array}$ | $\begin{array}{r} 14.49 \\ (5.87,23.10) \end{array}$ | $\begin{array}{r} 8.54 \\ (-2.65,19.73) \end{array}$ | $\begin{array}{r} 22.20 \\ (5.84,38.56) \end{array}$ | $\begin{array}{r} -6.68 \\ (-17.76,4.40) \end{array}$ | 0.014 | (-0.03, 0.06) | $\begin{array}{r} -8.88 \\ (-24.79,7.03) \end{array}$ |
| Lower risk | $\begin{array}{r} 117.62 \\ (113.80,121.43) \end{array}$ | $\begin{array}{r} 117.97 \\ (109.79,126.14) \end{array}$ | $\begin{array}{r} 117.76 \\ (111.38,124.14) \end{array}$ | $\begin{array}{r} 116.30 \\ (109.97,122.63) \end{array}$ | $\begin{array}{r} 122.00 \\ (112.97,131.02) \end{array}$ | $\begin{array}{r} -0.35 \\ (-7.15,6.45) \end{array}$ | 0.009 | (-0.03, 0.05 ) | $\begin{array}{r} -1.67 \\ (-11.56,8.22) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |  |
| High | $\begin{array}{r} 39.17 \\ (33.86,44.48) \end{array}$ | $\begin{array}{r} 45.23 \\ (34.84,55.62) \end{array}$ | $\begin{array}{r} 39.89 \\ (32.23,47.55) \end{array}$ | $\begin{array}{r} 36.19 \\ (27.99,44.38) \end{array}$ | $\begin{array}{r} 44.94 \\ (30.78,59.10) \end{array}$ | $\begin{array}{r} -6.06 \\ (-15.06,2.95) \end{array}$ | -0.004 | (-0.05, 0.04 ) | $\begin{array}{r} -9.04 \\ (-21.29,3.21) \end{array}$ |
| Low | $\begin{array}{r} 120.29 \\ (115.15,125.43) \end{array}$ | $\begin{array}{r} 122.20 \\ (113.70,130.71) \end{array}$ | $\begin{array}{r} 119.03 \\ (112.12,125.94) \end{array}$ | $\begin{array}{r} 118.05 \\ (111.05,125.05) \end{array}$ | $\begin{array}{r} 124.26 \\ (112.73,135.80) \end{array}$ | $\begin{array}{r} -1.92 \\ (-8.50,4.67) \end{array}$ | 0.012 | (-0.03, 0.05) | $\begin{array}{r} -4.16 \\ (-12.88,4.57) \end{array}$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 76.32 \\ (70.87,81.77) \end{array}$ | $\begin{array}{r} 77.52 \\ (67.74,87.30) \end{array}$ | $\begin{array}{r} 79.69 \\ (71.94,87.44) \end{array}$ | $\begin{array}{r} 72.15 \\ (64.86,79.43) \end{array}$ | $\begin{array}{r} 79.08 \\ (63.17,95.00) \end{array}$ | $\begin{array}{r} -1.2 \\ (-9.33,6.93) \end{array}$ | -0.004 | $(-0.05,0.04)$ | $\begin{array}{r} -5.37 \\ (-16.34,5.60) \end{array}$ |
| Waves 4-5 | $\begin{array}{r} 74.46 \\ (70.29,78.62) \end{array}$ | $\begin{array}{r} 82.29 \\ (71.00,93.57) \end{array}$ | $\begin{array}{r} 70.41 \\ (62.52,78.30) \end{array}$ | $\begin{array}{r} 73.02 \\ (66.74,79.30) \end{array}$ | $\begin{array}{r} 86.78 \\ (77.24,96.33) \end{array}$ | $\begin{array}{r} -7.83 \\ (-18.67,3.01) \end{array}$ | 0.012 | (-0.03, 0.05 ) | $\begin{array}{r} -9.27 \\ (-21.34,2.80) \end{array}$ |

[^121]Table 6-83. The relationship between parental exposure to general anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002


Table 6-83. The relationship between parental exposure to general anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002


[^122]Table 6-84. The relationship between parental exposure to specific anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | $\begin{aligned} & \text { 4-11 times per } \\ & \text { month } \\ & (\mathrm{C} 4) \\ & \hline \end{aligned}$ | 12 or more times per month (C5) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 126.76 | 133.97 | 128.61 | 118.64 | 128.75 | -7.21 | -0.014 | (-0.06,0.03) | -5.22 |
|  | $(123.32,130.20)$ | $(128.78,139.15)$ | $(123.01,134.20)$ | $(111.38,125.90)$ | $(116.88,140.61)$ | *(-12.65,-1.76) |  |  | (-17.72,7.28) |
| 14 to 18 | 49.64 | 52.54 | 51.43 | 49.59 | 46.35 | -2.91 | -0.015 | (-0.06,0.03) | -6.19 |
|  | (44.94,54.34) | (41.77,63.32) | (43.86,59.00) | (42.75,56.42) | $(32.73,59.97)$ | (-11.71,5.90) |  |  | (-23.62,11.24) |
| 12 to 18 | $72.10$ | $77.18$ | $73.31$ | $69.22$ | $70.44$ | $-5.07$ | -0.020 | $(-0.06,0.02)$ | $-6.73$ |
|  | $(68.43,75.78)$ | $(69.51,84.84)$ | $(67.56,79.06)$ | $(63.44,75.00)$ | $(58.26,82.63)$ | $(-11.50,1.35)$ |  |  | $(-21.27,7.81)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |
| Male | 64.17 | 66.63 | 62.15 | 63.93 | 73.07 | -2.47 | 0.015 | (-0.04,0.07) | -2.70 |
|  | $(59.11,69.23)$ | (55.41,77.86) | (54.08,70.22) | (55.67,72.19) | (56.59,89.55) | (-12.29,7.36) |  |  | (-15.67,10.27) |
| Female | 80.49 | 89.54 | 84.60 | 74.88 | 68.11 | -9.05 | -0.061 | *(-0.12,-0.00) | -14.66 |
|  | (75.58,85.40) | (79.79,99.28) | (76.08,93.12) | (66.97,82.79) | (49.85,86.36) | (-18.15,0.06) |  |  | *(-27.23,-2.09) |
| Race/Ethnicity |  |  |  |  |  |  |  |  |  |
| White | 75.15 | 82.76 | 74.15 | 75.12 | 72.04 | -7.62 | -0.023 | (-0.07,0.03) | -7.64 |
|  | (70.87,79.42) | (74.32,91.21) | (66.70,81.60) | (68.45,81.80) | (55.04,89.03) | (-15.26,0.03) |  |  | (-17.93,2.65) |
| African American | 56.80 | $59.82$ | 63.32 | 47.62 | 42.88 | -3.02 | -0.061 | $(-0.16,0.03)$ | -12.20 |
|  | $(49.51,64.09)$ | (42.77,76.87) | (49.82,76.81) | (35.57,59.67) | (13.04,72.72) | $(-20.43,14.39)$ |  |  | (-33.47,9.07) |
| Hispanic | 72.66 | 71.53 | 70.01 | 70.51 | 94.88 | 1.13 | 0.067 | (-0.02,0.15) | -1.02 |
|  | (62.05,83.26) | (50.06,93.00) | (55.31,84.72) | (56.92,84.10) | (71.19,118.57) | $(-14.47,16.72)$ |  |  | (-20.14,18.10) |

Table 6-84. The relationship between parental exposure to specific anti-drug advertising and perceived anti-marijuana social norms ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

${ }^{1}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for distribution.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-85. The relationship between parental exposure to general anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum <br> Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 98.44 \\ (94.53,102.36) \end{array}$ | $\begin{array}{r} 99.71 \\ (92.38,107.04) \end{array}$ | $\begin{array}{r} 98.14 \\ (91.21,105.06) \end{array}$ | $\begin{array}{r} 95.76 \\ (89.37,102.14) \end{array}$ | $\begin{array}{r} -1.27 \\ (-7.35,4.80) \end{array}$ | 0.000 | (-0.04, 0.04 ) | $\begin{array}{r} -3.96 \\ (-13.39,5.48) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 88.95 \\ (84.68,93.23) \end{array}$ | $\begin{array}{r} 90.60 \\ (83.05,98.15) \end{array}$ | $\begin{array}{r} 88.97 \\ (81.73,96.21) \end{array}$ | $\begin{array}{r} 89.44 \\ (83.25,95.63) \end{array}$ | $\begin{array}{r} -1.65 \\ (-7.65,4.36) \end{array}$ | -0.022 | (-0.06, 0.01 ) | $\begin{array}{r} -1.16 \\ (-10.90,8.58) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 91.72 \\ (88.30,95.13) \end{array}$ | $\begin{array}{r} 93.33 \\ (87.51,99.16) \end{array}$ | $\begin{array}{r} 91.52 \\ (85.81,97.23) \end{array}$ | $\begin{array}{r} 91.29 \\ (86.35,96.24) \end{array}$ | $\begin{array}{r} -1.62 \\ (-6.42,3.19) \end{array}$ | -0.016 | (-0.04, 0.01 ) | $\begin{array}{r} -2.04 \\ (-9.80,5.72) \end{array}$ |



Table 6-85. The relationship between parental exposure to general anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

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[^123]Table 6-86. The relationship between parental exposure to specific anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round

November 1999 through June 2002

| Characteristics | Exposure level of youth (real or hypothetical) |  |  |  |  | Direct <br> Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 5-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period (C1) | Less than <br> 1 time per month $(\mathrm{C} 2)$ | 1-3 times per month (C3) | 4-11 times per month (C4) | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| 12 to 13 | 98.44 | 106.62 | 96.78 | 95.08 | 95.97 | -8.18 | -0.022 | (-0.07, 0.02 ) | -10.65 |
|  | (94.53,102.36) | (98.61,114.63) | (90.62,102.95) | (86.84,103.32) | (82.68,109.26) | *(-15.36,-1.00) |  |  | (-27.00,5.71) |
| 14 to 18 | 88.95 | 89.32 | 88.34 | 89.41 | 97.08 | -0.37 | 0.002 | (-0.05, 0.05 ) | 7.76 |
|  | $(84.68,93.23)$ | (79.75,98.90) | (82.02,94.65) | (82.33,96.48) | (82.17,111.99) | (-8.68,7.95) |  |  | (-9.23,24.75) |
| 12 to 18 | 91.72 | $94.56$ | $90.73$ | 91.02 | 96.76 | -2.84 | -0.005 | (-0.04, 0.03 ) | 2.20 |
|  | (88.30,95.13) | (87.35,101.76) | (85.72,95.75) | (85.33,96.71) | $(85.43,108.08)$ | $(-9.15,3.47)$ |  |  | $(-10.90,15.30)$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |  |
| Male | 85.66 | 87.28 | 82.39 | 85.81 | 96.77 | -1.61 | 0.022 | (-0.04,0.08) | -1.47 |
|  | (80.85,90.48) | $(76.87,97.69)$ | (74.08,90.71) | (77.99,93.63) | (83.12,110.42) | (-10.77, 7.55 ) |  |  | $(-13.66,10.72)$ |
| Female | 98.11 | 103.09 | 99.16 | 96.60 | 96.75 | -4.98 | -0.038 | (-0.10,0.02) | -6.49 |
|  | $(93.25,102.98)$ | $(94.86,111.32)$ | (92.37,105.96) | (88.08,105.12) | (77.68,115.82) | $(-11.57,1.62)$ |  |  | (-16.08,3.10) |
| Race/ethnicity |  |  |  |  |  |  |  |  |  |
| White | 96.73 | 103.00 | 95.27 | 95.89 | 103.61 | -6.27 | -0.012 | $(-0.05,0.03)$ | -7.11 |
|  | (93.48,99.99) | $(94.38,111.62)$ | (89.42,101.11) | (89.91,101.87) | (91.90,115.31) | (-13.90,1.37) |  |  | (-16.84, 2.63) |
| African American | 83.41 | 73.85 | 79.72 | 84.21 | 96.27 | 9.56 | 0.047 | $(-0.08,0.18)$ | 10.36 |
|  | $(76.45,90.36)$ | (52.87,94.84) | (63.21,96.23) | (71.57,96.86) | (57.90, 134.64) | (-9.65,28.76) |  |  | (-14.95,35.66) |
| Hispanic | 82.04 | 84.96 | 83.41 | 80.29 | 80.90 | -2.92 | -0.016 | (-0.14,0.10) | -4.66 |
|  | $(71.88,92.19)$ | (69.28,100.64) | (65.51,101.30) | (62.37,98.22) | (55.32,106.47) | $(-18.12,12.28)$ |  |  | (-27.66,18.33) |

Table 6-86. The relationship between parental exposure to specific anti-drug advertising and self-efficacy to refuse marijuana ${ }^{1}$ among nonusing youth, by age, gender, race/ethnicity, risk score, sensation seeking, and by interview round (continued)

November 1999 through June 2002

|  | Exposure level of youth (real or hypothetical) |  |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | PotentialmaximumCampaigneffect(C5-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\underline{\text { Characteristics }}$ | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | $\begin{aligned} & \text { 4-11 times per } \\ & \text { month } \\ & (\mathrm{C} 4) \\ & \hline \end{aligned}$ | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 5) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 63.65 \\ (56.93,70.37) \end{array}$ | $\begin{array}{r} 61.59 \\ (45.76,77.43) \end{array}$ | $\begin{array}{r} 67.07 \\ (57.42,76.73) \end{array}$ | $\begin{array}{r} 64.93 \\ (53.48,76.38) \end{array}$ | $\begin{array}{r} 65.50 \\ (39.59,91.40) \end{array}$ | $\begin{array}{r} 2.05 \\ (-11.86,15.97) \end{array}$ | -0.014 | $(-0.09,0.06)$ | $\begin{array}{r} 3.33 \\ (-15.07,21.74) \end{array}$ |
| Lower risk | $\begin{array}{r} 110.60 \\ (107.50,113.70) \end{array}$ | $\begin{array}{r} 115.22 \\ (109.37,121.07) \end{array}$ | $\begin{array}{r} 108.60 \\ (103.26,113.93) \end{array}$ | $\begin{array}{r} 109.30 \\ (103.49,115.11) \end{array}$ | $\begin{array}{r} 118.30 \\ (109.51,127.09) \end{array}$ | $\begin{array}{r} -4.62 \\ (-9.97,0.73) \end{array}$ | 0.011 | (-0.04,0.06) | $\begin{array}{r} -5.92 \\ (-14.08,2.24) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 71.78 \\ (66.81,76.76) \end{array}$ | $\begin{array}{r} 72.97 \\ (60.52,85.43) \end{array}$ | $\begin{array}{r} 72.94 \\ (64.51,81.36) \end{array}$ | $\begin{array}{r} 70.23 \\ (62.34,78.12) \end{array}$ | $\begin{array}{r} 72.27 \\ (54.91,89.62) \end{array}$ | $\begin{array}{r} -1.19 \\ (-12.22,9.84) \end{array}$ | -0.013 | (-0.06,0.04) | $\begin{array}{r} -2.75 \\ (-16.91,11.41) \end{array}$ |
| Low | $\begin{array}{r} 116.75 \\ (112.44,121.06) \end{array}$ | $\begin{array}{r} 121.93 \\ (113.87,130.00) \end{array}$ | $\begin{array}{r} 112.63 \\ (105.33,119.93) \end{array}$ | $\begin{array}{r} 118.11 \\ (111.46,124.76) \end{array}$ | $\begin{array}{r} 124.36 \\ (111.42,137.29) \end{array}$ | $\begin{array}{r} -5.18 \\ (-12.06,1.69) \end{array}$ | 0.004 | (-0.07,0.07) | $\begin{array}{r} -3.82 \\ (-13.85,6.20) \end{array}$ |
| Interview round ${ }^{2}$ |  |  |  |  |  |  |  |  |  |
| Waves 1-3 | $\begin{array}{r} 85.37 \\ (80.86,89.88) \end{array}$ | $\begin{array}{r} 85.36 \\ (77.13,93.60) \end{array}$ | $\begin{array}{r} 85.06 \\ (78.03,92.09) \end{array}$ | $\begin{array}{r} 84.12 \\ (75.98,92.27) \end{array}$ | $\begin{array}{r} 91.56 \\ (75.67,107.45) \end{array}$ | $\begin{array}{r} 0.01 \\ (-7.33,7.34) \end{array}$ | 0.024 | (-0.04, 0.09$)$ | $\begin{array}{r} -1.24 \\ (-11.89,9.41) \end{array}$ |
| Waves 4-5 | 101.12 | 108.68 | 98.79 | 100.78 | 105.46 | -7.56 | -0.035 | (-0.10,0.03) | -7.90 |
|  | (97.21,105.03) | (97.66,119.71) | (91.91,105.67) | (94.00,107.56) | (94.67,116.25) | (-17.60,2.48) |  |  | (-19.49,3.69) |

${ }^{1}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E.
See Table 5-26 for distribution.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-87. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and subsequent youth initiation of marijuana use (by round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | $\qquad$ | $\begin{gathered} \text { 4-11 times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | $\begin{gathered} \hline 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth marijuana use, by youth age <br> 12 to 13 |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 3.6 \\ (2.7,4.7) \end{array}$ | $\begin{array}{r} 3.6 \\ (1.8,7.0) \end{array}$ | $\begin{array}{r} 3.1 \\ (1.7,5.6) \end{array}$ | $\begin{array}{r} 3.4 \\ (2.0,5.7) \end{array}$ | $\begin{array}{r} 0.0 \\ (-2.4,2.3) \end{array}$ | -0.095 | $(-0.38,0.19)$ | $\begin{array}{r} -0.2 \\ (-3.3,3.0) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 17.0 \\ (15.0,19.2) \end{array}$ | $\begin{array}{r} 18.7 \\ (13.5,25.4) \end{array}$ | $\begin{array}{r} 14.3 \\ (12.0,16.9) \end{array}$ | $\begin{array}{r} 19.0 \\ (15.1,23.5) \end{array}$ | $\begin{array}{r} -1.7 \\ (-6.6,3.2) \end{array}$ | -0.003 | $(-0.11,0.10)$ | $\begin{array}{r} 0.3 \\ (-6.7,7.3) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 12.4 \\ (11.0,14.0) \end{array}$ | $\begin{array}{r} 13.6 \\ (9.9,18.3) \end{array}$ | $\begin{array}{r} 10.8 \\ (9.0,12.9) \end{array}$ | $\begin{array}{r} 13.4 \\ (10.9,16.3) \end{array}$ | $\begin{array}{r} -1.1 \\ (-4.6,2.3) \end{array}$ | -0.019 | (-0.12,0.08) | $\begin{array}{r} -0.2 \\ (-5.0,4.6) \end{array}$ |
| Youth marijuana use, by youth characteristics |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 13.2 \\ (11.4,15.3) \end{array}$ | $\begin{array}{r} 12.6 \\ (8.8,17.7) \end{array}$ | $\begin{array}{r} 9.6 \\ (7.0,13.1) \end{array}$ | $\begin{array}{r} 16.0 \\ (12.0,21.0) \end{array}$ | $\begin{array}{r} 0.6 \\ (-3.2,4.4) \end{array}$ | 0.035 | (-0.10,0.17) | $\begin{array}{r} 3.4 \\ (-3.0,9.7) \end{array}$ |
| Females | $\begin{array}{r} 11.6 \\ (9.8,13.7) \end{array}$ | $\begin{array}{r} 14.5 \\ (9.4,21.7) \end{array}$ | $\begin{array}{r} 12.2 \\ (9.2,15.8) \end{array}$ | $\begin{array}{r} 10.8 \\ (8.0,14.4) \end{array}$ | $\begin{array}{r} -2.9 \\ (-8.2,2.5) \end{array}$ | -0.074 | (-0.22,0.07) | $\begin{array}{r} -3.7 \\ (-10.1,2.7) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 12.5 \\ (10.9,14.2) \end{array}$ | $\begin{array}{r} 12.1 \\ (7.9,18.1) \end{array}$ | $\begin{array}{r} 11.4 \\ (9.4,13.7) \end{array}$ | $\begin{array}{r} 15.1 \\ (11.7,19.4) \end{array}$ | $\begin{array}{r} 0.4 \\ (-4.1,4.8) \end{array}$ | 0.012 | (-0.11,0.13) | $\begin{array}{r} 3.0 \\ (-3.4,9.5) \end{array}$ |
| African American | $\begin{array}{r} 11.4 \\ (7.7,16.6) \end{array}$ | $\begin{array}{r} 19.0 \\ (9.1,35.4) \end{array}$ | $\begin{array}{r} 12.3 \\ (6.0,23.8) \end{array}$ | $\begin{array}{r} 6.7 \\ (4.2,10.5) \end{array}$ | $\begin{array}{r} -7.5 \\ (-18.6,3.5) \end{array}$ | -0.235 | (-0.52,0.05) | $\begin{array}{r} -12.3 \\ (-26.2,1.7) \end{array}$ |
| Hispanic | $\begin{array}{r} 13.7 \\ (10.4,17.9) \end{array}$ | $\begin{array}{r} 15.6 \\ (10.2,23.1) \end{array}$ | $\begin{array}{r} 6.4 \\ (3.5,11.5) \end{array}$ | $\begin{array}{r} 14.9 \\ (9.9,21.7) \end{array}$ | $\begin{array}{r} -2.0 \\ (-8.6,4.7) \end{array}$ | 0.055 | (-0.17,0.27) | $\begin{array}{r} -0.8 \\ (-10.1,8.6) \end{array}$ |

Table 6-87. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and subsequent youth initiation of marijuana use (by round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged $12-18$ at Round 2.
${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-88. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and subsequent youth initiation of marijuana use (by round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \end{gathered}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | $\begin{gathered} \hline 4 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth marijuana use, by youth age 12 to 13 $\qquad$ |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 3.6 \\ (2.7,4.7) \end{array}$ | $\begin{array}{r} 2.2 \\ (1.3,3.7) \end{array}$ | $\begin{array}{r} 3.4 \\ (2.0,5.7) \end{array}$ | $\begin{array}{r} 5.4 \\ (3.0,9.8) \end{array}$ | $\begin{array}{r} 1.4 \\ *(0.3,2.4) \end{array}$ | 0.244 | *(0.03, 0.45 ) | $\begin{array}{r} 3.3 \\ *(0.1,6.4) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 17.0 \\ (15.0,19.2) \end{array}$ | $\begin{array}{r} 16.4 \\ (12.9,20.8) \end{array}$ | $\begin{array}{r} 16.5 \\ (13.6,19.9) \end{array}$ | $\begin{array}{r} 18.9 \\ (14.5,24.3) \end{array}$ | $\begin{array}{r} 0.6 \\ (-3.1,4.3) \end{array}$ | 0.022 | $(-0.09,0.13)$ | $\begin{array}{r} 2.5 \\ (-3.7,8.7) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 12.4 \\ (11.0,14.0) \end{array}$ | $\begin{array}{r} 11.8 \\ (9.3,14.9) \end{array}$ | $\begin{array}{r} 12.1 \\ (10.0,14.6) \end{array}$ | $\begin{array}{r} 14.1 \\ (10.8,18.1) \end{array}$ | $\begin{array}{r} 0.6 \\ (-2.0,3.3) \end{array}$ | 0.018 | (-0.09,0.12) | $\begin{array}{r} 2.3 \\ (-2.3,6.8) \end{array}$ |
| Youth marijuana use, by youth characteristics Gender Males |  |  |  |  |  |  |  |  |
|  | $\begin{array}{r} 13.2 \\ (11.4,15.3) \end{array}$ | $\begin{array}{r} 11.2 \\ (8.2,15.1) \end{array}$ | $\begin{array}{r} 12.8 \\ (10.1,15.9) \end{array}$ | $\begin{array}{r} 16.0 \\ (11.3,22.2) \end{array}$ | $\begin{array}{r} 2.0 \\ (-0.9,4.9) \end{array}$ | 0.060 | (-0.10, 0.22 ) | $\begin{array}{r} 4.8 \\ (-1.9,11.5) \end{array}$ |
| Females | $\begin{array}{r} 11.6 \\ (9.8,13.7) \end{array}$ | $\begin{array}{r} 12.4 \\ (8.0,18.7) \end{array}$ | $\begin{array}{r} 11.5 \\ (8.7,15.1) \end{array}$ | $\begin{array}{r} 12.0 \\ (9.3,15.4) \end{array}$ | $\begin{array}{r} -0.8 \\ (-5.6,4.0) \end{array}$ | -0.029 | (-0.17, 0.11 ) | $\begin{array}{r} -0.4 \\ (-6.5,5.7) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 12.5 \\ (10.9,14.2) \end{array}$ | $\begin{array}{r} 13.5 \\ (10.3,17.5) \end{array}$ | $\begin{array}{r} 12.3 \\ (9.9,15.1) \end{array}$ | $\begin{array}{r} 13.2 \\ (9.9,17.4) \end{array}$ | $\begin{array}{r} -1.0 \\ (-4.5,2.5) \end{array}$ | -0.013 | (-0.14,0.11) | $\begin{array}{r} -0.3 \\ (-5.7,5.1) \end{array}$ |
| African American | $\begin{array}{r} 11.4 \\ (7.7,16.6) \end{array}$ | $\begin{array}{r} 8.4 \\ (4.0,16.8) \end{array}$ | $\begin{array}{r} 9.1 \\ (4.9,16.1) \end{array}$ | $\begin{array}{r} 16.1 \\ (7.1,32.4) \end{array}$ | $\begin{array}{r} 3.0 \\ (-3.0,8.9) \end{array}$ | 0.068 | (-0.24,0.37) | $\begin{array}{r} 7.7 \\ (-5.6,20.9) \end{array}$ |
| Hispanic | $\begin{array}{r} 13.7 \\ (10.4,17.9) \end{array}$ | $\begin{array}{r} 9.2 \\ (4.9,16.8) \end{array}$ | $\begin{array}{r} 16.0 \\ (10.1,24.5) \end{array}$ | $\begin{array}{r} 15.2 \\ (7.0,29.8) \end{array}$ | $\begin{array}{r} 4.5 \\ (-0.9,9.8) \end{array}$ | 0.072 | (-0.17, 0.31 ) | $\begin{array}{r} 5.9 \\ (-6.3,18.1) \end{array}$ |

Table 6-88. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and subsequent youth initiation of marijuana use (by round $2^{2}$ ) by both youth and parent characteristics, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Percent of youth reporting each exposure level |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{aligned} & 95 \% \text { CI of } \\ & \text { gamma } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth marijuana use, by parent |  |  |  |  |  |  |  |  |
| Gender <br> Males | $\begin{array}{r} 30.8 \\ (27.4,34.4) \end{array}$ | $\begin{array}{r} 29.3 \\ (22.5,37.1) \end{array}$ | $\begin{array}{r} 32.3 \\ (26.4,38.8) \end{array}$ | $\begin{array}{r} 32.8 \\ (24.5,42.3) \end{array}$ | $\begin{array}{r} 1.5 \\ (-5.4,8.4) \end{array}$ | 0.002 | (-0.13,0.14) | $\begin{array}{r} 3.5 \\ (-7.8,14.8) \end{array}$ |
| Females | $\begin{array}{r} 3.9 \\ (2.9,5.1) \end{array}$ | $\begin{array}{r} 3.1 \\ (2.0,4.7) \end{array}$ | $\begin{array}{r} 2.8 \\ (1.9,4.1) \end{array}$ | $\begin{array}{r} 4.7 \\ (3.0,7.1) \end{array}$ | $\begin{array}{r} 0.8 \\ (-0.5,2.1) \end{array}$ | 0.145 | $(-0.06,0.35)$ | $\begin{array}{r} 1.6 \\ (-0.8,4.0) \end{array}$ |
| Education Less than college | $\begin{array}{r} 18.4 \\ (16.3,20.7) \end{array}$ | $\begin{array}{r} 18.2 \\ (13.9,23.4) \end{array}$ | $\begin{array}{r} 17.1 \\ (13.9,20.9) \end{array}$ | $\begin{array}{r} 19.9 \\ (15.1,25.8) \end{array}$ | $\begin{array}{r} 0.2 \\ (-4.2,4.5) \end{array}$ | -0.026 | (-0.14,0.09) | $\begin{array}{r} 1.7 \\ (-5.3,8.7) \end{array}$ |
| Some college + | $\begin{array}{r} 6.0 \\ (4.8,7.6) \end{array}$ | $\begin{array}{r} 4.5 \\ (2.7,7.3) \end{array}$ | $\begin{array}{r} 7.1 \\ (4.7,10.6) \end{array}$ | $\begin{array}{r} 7.3 \\ (4.4,12.0) \end{array}$ | $\begin{array}{r} 1.6 \\ (-0.6,3.7) \end{array}$ | 0.145 | (-0.03, 0.32 ) | $\begin{array}{r} 2.9 \\ (-1.5,7.2) \end{array}$ |
| Longitudinal wave(s) ${ }^{3}$ <br> Wave 1-->4 $\qquad$ | $\begin{array}{r} 13.6 \\ (11.5,16.0) \end{array}$ | $\begin{array}{r} 14.6 \\ (9.4,21.9) \end{array}$ | $\begin{array}{r} 14.4 \\ (11.6,17.7) \end{array}$ | $\begin{array}{r} 9.2 \\ (6.9,12.3) \end{array}$ | $\begin{array}{r} -1.0 \\ (-6.3,4.4) \end{array}$ | -0.120 | (-0.29,0.05) | $\begin{array}{r} -5.3 \\ (-12.0,1.3) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 13.4 \\ (10.9,16.5) \end{array}$ | $\begin{array}{r} 10.1 \\ (6.6,15.2) \end{array}$ | $\begin{array}{r} 12.1 \\ (8.2,17.7) \end{array}$ | $\begin{array}{r} 21.0 \\ (13.5,31.2) \end{array}$ | $\begin{array}{r} 3.4 \\ (-1.4,8.1) \end{array}$ | 0.185 | (-0.02,0.39) | $\begin{array}{r} 10.9 \\ *(0.8,21.1) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 10.4 \\ (8.4,12.8) \end{array}$ | $\begin{array}{r} 10.8 \\ (6.7,17.0) \end{array}$ | $\begin{array}{r} 10.3 \\ (7.5,13.9) \end{array}$ | $\begin{array}{r} 11.1 \\ (7.5,16.2) \end{array}$ | $\begin{array}{r} -0.4 \\ (-5.2,4.3) \end{array}$ | -0.033 | $(-0.20,0.14)$ | $\begin{array}{r} 0.3 \\ (-5.5,6.1) \end{array}$ |

[^124]Table 6-89. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

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|  | Exposure level of parents |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | 95\% CI of gamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month <br> (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 89.4 \\ (87.4,91.1) \end{array}$ | $\begin{array}{r} 88.7 \\ (84.4,91.9) \end{array}$ | $\begin{array}{r} 89.1 \\ (85.0,92.2) \end{array}$ | $\begin{array}{r} 90.2 \\ (86.5,93.0) \end{array}$ | $\begin{array}{r} 0.7 \\ (-2.8,4.2) \end{array}$ | 0.095 | (-0.08, 0.27$)$ | $\begin{array}{r} 1.5 \\ (-3.4,6.4) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 73.4 \\ (71.2,75.4) \end{array}$ | $\begin{array}{r} 72.9 \\ (67.1,78.1) \end{array}$ | $\begin{array}{r} 74.6 \\ (69.9,78.8) \end{array}$ | $\begin{array}{r} 69.0 \\ (64.8,72.9) \end{array}$ | $\begin{array}{r} 0.4 \\ (-4.5,5.4) \end{array}$ | -0.041 | (-0.14,0.06) | $\begin{array}{r} -3.9 \\ (-10.6,2.8) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 78.8 \\ (77.3,80.2) \end{array}$ | $\begin{array}{r} 78.3 \\ (74.3,81.8) \end{array}$ | $\begin{array}{r} 79.1 \\ (75.3,82.5) \end{array}$ | $\begin{array}{r} 76.6 \\ (73.7,79.4) \end{array}$ | $\begin{array}{r} 0.5 \\ (-2.7,3.8) \end{array}$ | -0.010 | (-0.10,0.08) | $\begin{array}{r} -1.6 \\ (-6.2,3.0) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 77.7 \\ (75.3,79.9) \end{array}$ | $\begin{array}{r} 77.8 \\ (72.7,82.2) \end{array}$ | $\begin{array}{r} 79.1 \\ (72.9,84.3) \end{array}$ | $\begin{array}{r} 74.3 \\ (69.5,78.6) \end{array}$ | $\begin{array}{r} -0.1 \\ (-4.1,3.9) \end{array}$ | -0.022 | (-0.13,0.09) | $\begin{array}{r} -3.5 \\ (-10.1,3.0) \end{array}$ |
| Female | $\begin{array}{r} 80.0 \\ (78.0,81.8) \end{array}$ | $\begin{array}{r} 78.7 \\ (72.5,83.9) \end{array}$ | $\begin{array}{r} 79.2 \\ (75.0,82.8) \end{array}$ | $\begin{array}{r} 79.0 \\ (74.4,82.9) \end{array}$ | $\begin{array}{r} 1.3 \\ (-4.2,6.7) \end{array}$ | 0.003 | $(-0.13,0.13)$ | $\begin{array}{r} 0.3 \\ (-7.0,7.6) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 77.9 \\ (75.7,79.9) \end{array}$ | $\begin{array}{r} 78.1 \\ (72.6,82.7) \end{array}$ | $\begin{array}{r} 77.6 \\ (72.3,82.2) \end{array}$ | $\begin{array}{r} 74.2 \\ (69.9,78.2) \end{array}$ | $\begin{array}{r} -0.2 \\ (-4.8,4.4) \end{array}$ | -0.031 | (-0.14,0.08) | $\begin{array}{r} -3.8 \\ (-10.4,2.7) \end{array}$ |
| African American | $\begin{array}{r} 80.7 \\ (76.0,84.7) \end{array}$ | $\begin{array}{r} 78.2 \\ (65.4,87.2) \end{array}$ | $\begin{array}{r} 82.9 \\ (72.9,89.8) \end{array}$ | $\begin{array}{r} 78.5 \\ (68.5,85.9) \end{array}$ | $\begin{array}{r} 2.5 \\ (-7.4,12.5) \end{array}$ | 0.031 | (-0.22,0.29) | $\begin{array}{r} 0.3 \\ (-13.6,14.1) \end{array}$ |
| Hispanic | $\begin{array}{r} 80.5 \\ (77.2,83.5) \end{array}$ | $\begin{array}{r} 78.3 \\ (68.6,85.6) \end{array}$ | $\begin{array}{r} 81.6 \\ (69.8,89.5) \end{array}$ | $\begin{array}{r} 82.4 \\ (77.1,86.7) \end{array}$ | $\begin{array}{r} 2.2 \\ (-5.7,10.1) \end{array}$ | 0.027 | (-0.20,0.25) | $\begin{array}{r} 4.1 \\ (-6.6,14.8) \end{array}$ |

Table 6-89. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month <br> (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 58.9 \\ (55.7,62.1) \end{array}$ | $\begin{array}{r} 60.4 \\ (52.4,68.0) \end{array}$ | $\begin{array}{r} 59.5 \\ (51.1,67.3) \end{array}$ | $\begin{array}{r} 51.2 \\ (45.1,57.2) \end{array}$ | $\begin{array}{r} -1.5 \\ (-8.1,5.1) \end{array}$ | -0.086 | (-0.21,0.04) | $\begin{array}{r} -9.2 \\ (-18.8,0.3) \end{array}$ |
| Lower risk | $\begin{array}{r} 87.9 \\ (86.4,89.3) \end{array}$ | $\begin{array}{r} 86.3 \\ (81.6,90.0) \end{array}$ | $\begin{array}{r} 88.8 \\ (86.2,90.9) \end{array}$ | $\begin{array}{r} 87.5 \\ (84.5,90.0) \end{array}$ | $\begin{array}{r} 1.6 \\ (-2.4,5.5) \end{array}$ | 0.045 | (-0.10,0.20) | $\begin{array}{r} 1.2 \\ (-4.1,6.4) \end{array}$ |
| Sensation seeking <br> High $\qquad$ | $\begin{array}{r} 68.4 \\ (66.1,70.6) \end{array}$ | $\begin{array}{r} 66.8 \\ (60.2,72.8) \end{array}$ | $\begin{array}{r} 68.2 \\ (62.7,73.3) \end{array}$ | $\begin{array}{r} 62.6 \\ (58.5,66.6) \end{array}$ | $\begin{array}{r} 1.6 \\ (-4.1,7.3) \end{array}$ | -0.025 | (-0.13, 0.08 ) | $\begin{array}{r} -4.1 \\ (-11.8,3.5) \end{array}$ |
| Low | $\begin{array}{r} 89.6 \\ (87.7,91.3) \end{array}$ | $\begin{array}{r} 90.0 \\ (84.7,93.6) \end{array}$ | $\begin{array}{r} 91.6 \\ (87.7,94.3) \end{array}$ | $\begin{array}{r} 89.4 \\ (86.0,92.1) \end{array}$ | $\begin{array}{r} -0.3 \\ (-4.4,3.7) \end{array}$ | -0.037 | (-0.21,0.14) | $\begin{array}{r} -0.6 \\ (-5.8,4.6) \end{array}$ |
| Longitudinal wave(s) ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 78.9 \\ (76.3,81.2) \end{array}$ | $\begin{array}{r} 81.0 \\ (75.6,85.4) \end{array}$ | $\begin{array}{r} 79.7 \\ (75.2,83.5) \end{array}$ | $\begin{array}{r} 74.7 \\ (68.1,80.4) \end{array}$ | $\begin{array}{r} -2.1 \\ (-6.4,2.2) \end{array}$ | -0.107 | $(-0.25,0.03)$ | $\begin{array}{r} -6.2 \\ (-13.9,1.4) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 78.5 \\ (75.9,80.8) \end{array}$ | $\begin{array}{r} 75.1 \\ (67.6,81.4) \end{array}$ | $\begin{array}{r} 79.6 \\ (74.2,84.0) \end{array}$ | $\begin{array}{r} 76.1 \\ (70.8,80.7) \end{array}$ | $\begin{array}{r} 3.3 \\ (-3.1,9.7) \end{array}$ | 0.029 | (-0.11, 0.17$)$ | $\begin{array}{r} 1.0 \\ (-7.9,9.9) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 79.1 \\ (76.1,81.8) \end{array}$ | $\begin{array}{r} 79.2 \\ (71.9,85.0) \end{array}$ | $\begin{array}{r} 78.3 \\ (70.2,84.6) \end{array}$ | $\begin{array}{r} 79.2 \\ (73.8,83.8) \end{array}$ | $\begin{array}{r} -0.1 \\ (-5.8,5.6) \end{array}$ | 0.022 | (-0.13,0.17) | $\begin{array}{r} 0.0 \\ (-8.2,8.2) \end{array}$ |

[^125]${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-90. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

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|  | Exposure level of parents |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | $\begin{aligned} & \text { Less than } \\ & 1 \text { time } \\ & \text { per month } \\ & (\mathrm{C} 2) \\ & \hline \end{aligned}$ | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 89.4 \\ (87.4,91.1) \end{array}$ | $\begin{array}{r} 89.7 \\ (83.7,93.7) \end{array}$ | $\begin{array}{r} 88.5 \\ (84.5,91.6) \end{array}$ | $\begin{array}{r} 88.2 \\ (84.1,91.4) \end{array}$ | $\begin{array}{r} -0.3 \\ (-4.7,4.1) \end{array}$ | -0.046 | $(-0.23,0.14)$ | $\begin{array}{r} -1.5 \\ (-7.0,4.1) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 73.4 \\ (71.2,75.4) \end{array}$ | $\begin{array}{r} 70.3 \\ (65.0,75.1) \end{array}$ | $\begin{array}{r} 73.6 \\ (69.6,77.3) \end{array}$ | $\begin{array}{r} 73.6 \\ (68.4,78.2) \end{array}$ | $\begin{array}{r} 3.1 \\ (-1.4,7.5) \end{array}$ | 0.055 | (-0.05, 0.16 ) | $\begin{array}{r} 3.3 \\ (-4.0,10.6) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 78.8 \\ (77.3,80.2) \end{array}$ | $\begin{array}{r} 76.7 \\ (72.3,80.6) \end{array}$ | $\begin{array}{r} 78.6 \\ (75.9,81.0) \end{array}$ | $\begin{array}{r} 78.9 \\ (75.1,82.2) \end{array}$ | $\begin{array}{r} 2.1 \\ (-1.6,5.9) \end{array}$ | 0.049 | $(-0.05,0.15)$ | $\begin{array}{r} 2.2 \\ (-3.5,7.9) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 77.7 \\ (75.3,79.9) \end{array}$ | $\begin{array}{r} 73.6 \\ (67.3,79.0) \end{array}$ | $\begin{array}{r} 78.7 \\ (75.3,81.7) \end{array}$ | $\begin{array}{r} 77.8 \\ (72.4,82.3) \end{array}$ | $\begin{array}{r} 4.1 \\ (-0.9,9.1) \end{array}$ | 0.066 | (-0.06,0.19) | $\begin{array}{r} 4.2 \\ (-3.2,11.5) \end{array}$ |
| Female | $\begin{array}{r} 80.0 \\ (78.0,81.8) \end{array}$ | $\begin{array}{r} 80.1 \\ (73.0,85.7) \end{array}$ | $\begin{array}{r} 78.5 \\ (74.8,81.8) \end{array}$ | $\begin{array}{r} 80.1 \\ (75.9,83.6) \end{array}$ | $\begin{array}{r} -0.1 \\ (-5.9,5.6) \end{array}$ | 0.028 | (-0.12,0.17) | $\begin{array}{r} 0.0 \\ (-8.0,7.9) \end{array}$ |
| Race/ethnicity White | $\begin{array}{r} 77.9 \\ (75.7,79.9) \end{array}$ | $\begin{array}{r} 74.1 \\ (68.3,79.1) \end{array}$ | $\begin{array}{r} 78.0 \\ (74.7,81.0) \end{array}$ | $\begin{array}{r} 79.1 \\ (75.1,82.6) \end{array}$ | $\begin{array}{r} 3.8 \\ (-0.9,8.5) \end{array}$ | 0.055 | (-0.06, 0.17$)$ | $\begin{array}{r} 5.0 \\ (-1.7,11.7) \end{array}$ |
| African American | $\begin{array}{r} 80.7 \\ (76.0,84.7) \end{array}$ | $\begin{array}{r} 79.8 \\ (71.5,86.2) \end{array}$ | $\begin{array}{r} 82.6 \\ (75.8,87.8) \end{array}$ | $\begin{array}{r} 75.4 \\ (59.9,86.3) \end{array}$ | $\begin{array}{r} 0.9 \\ (-5.9,7.7) \end{array}$ | 0.036 | (-0.23, 0.30 ) | $\begin{array}{r} -4.4 \\ (-18.6,9.8) \end{array}$ |
| Hispanic | $\begin{array}{r} 80.5 \\ (77.2,83.5) \end{array}$ | $\begin{array}{r} 83.5 \\ (73.4,90.3) \end{array}$ | $\begin{array}{r} 73.9 \\ (63.8,82.0) \end{array}$ | $\begin{array}{r} 82.4 \\ (71.5,89.7) \end{array}$ | $\begin{array}{r} -3.0 \\ (-10.8,4.8) \end{array}$ | 0.059 | (-0.15,0.27) | $\begin{array}{r} -1.1 \\ (-13.4,11.3) \end{array}$ |

Table 6-90. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and nonusing youths' intentions to not use marijuana (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

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|  | Exposure level of parents |  |  |  | $\begin{gathered} \text { Direct } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 1-\mathrm{C} 2) \\ \hline \end{gathered}$ | Gamma | $95 \% \mathrm{CI}$ ofgamma | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period $(\mathrm{C} 1)$ | $\begin{aligned} & \text { Less than } \\ & 1 \text { time } \\ & \text { per month } \\ & (\mathrm{C} 2) \\ & \hline \end{aligned}$ | $\qquad$ | $\begin{gathered} 4 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 58.9 \\ (55.7,62.1) \end{array}$ | $\begin{array}{r} 50.8 \\ (43.5,58.0) \end{array}$ | $\begin{array}{r} 59.5 \\ (52.6,66.1) \end{array}$ | $\begin{array}{r} 62.0 \\ (53.5,69.9) \end{array}$ | $\begin{array}{r} 8.1 \\ *(1.4,14.8) \end{array}$ | 0.123 | (-0.01, 0.25 ) | $\begin{array}{r} 11.2 \\ *(0.4,22.1) \end{array}$ |
| Lower risk | $\begin{array}{r} 87.9 \\ (86.4,89.3) \end{array}$ | $\begin{array}{r} 88.7 \\ (84.9,91.7) \end{array}$ | $\begin{array}{r} 87.4 \\ (84.6,89.7) \end{array}$ | $\begin{array}{r} 87.1 \\ (83.9,89.8) \end{array}$ | $\begin{array}{r} -0.8 \\ (-3.8,2.2) \end{array}$ | -0.052 | (-0.20,0.10) | $\begin{array}{r} -1.6 \\ (-6.2,3.1) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 68.4 \\ (66.1,70.6) \end{array}$ | $\begin{array}{r} 63.5 \\ (56.9,69.6) \end{array}$ | $\begin{array}{r} 69.7 \\ (65.7,73.3) \end{array}$ | $\begin{array}{r} 68.8 \\ (63.0,74.0) \end{array}$ | $\begin{array}{r} 4.9 \\ (-0.7,10.5) \end{array}$ | 0.073 | (-0.04,0.19) | $\begin{array}{r} 5.3 \\ (-3.1,13.7) \end{array}$ |
| Low | $\begin{array}{r} 89.6 \\ (87.7,91.3) \end{array}$ | $\begin{array}{r} 90.7 \\ (85.8,94.1) \end{array}$ | $\begin{array}{r} 87.2 \\ (83.5,90.2) \end{array}$ | $\begin{array}{r} 90.0 \\ (85.4,93.2) \end{array}$ | $\begin{array}{r} -1.1 \\ (-4.9,2.8) \end{array}$ | -0.032 | (-0.19,0.13) | $\begin{array}{r} -0.8 \\ (-6.2,4.7) \end{array}$ |
| Longitudinal wave(s) ${ }^{3}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 78.9 \\ (76.3,81.2) \end{array}$ | $\begin{array}{r} 76.7 \\ (70.5,81.9) \end{array}$ | $\begin{array}{r} 77.1 \\ (73.0,80.8) \end{array}$ | $\begin{array}{r} 83.0 \\ (78.2,86.9) \end{array}$ | $\begin{array}{r} 2.2 \\ (-3.0,7.4) \end{array}$ | 0.146 | (-0.01, 0.30$)$ | $\begin{array}{r} 6.3 \\ (-0.9,13.4) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 78.5 \\ (75.9,80.8) \end{array}$ | $\begin{array}{r} 79.0 \\ (72.5,84.3) \end{array}$ | $\begin{array}{r} 79.0 \\ (73.6,83.6) \end{array}$ | $\begin{array}{r} 74.3 \\ (65.9,81.2) \end{array}$ | $\begin{array}{r} -0.6 \\ (-5.9,4.8) \end{array}$ | -0.071 | (-0.24,0.10) | $\begin{array}{r} -4.8 \\ (-15.3,5.8) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 79.1 \\ (76.1,81.8) \end{array}$ | $\begin{array}{r} 74.3 \\ (65.3,81.7) \end{array}$ | $\begin{array}{r} 79.4 \\ (75.2,83.1) \end{array}$ | $\begin{array}{r} 79.9 \\ (74.4,84.4) \end{array}$ | $\begin{array}{r} 4.8 \\ (-2.4,11.9) \end{array}$ | 0.084 | (-0.07, 0.24 ) | $\begin{array}{r} 5.6 \\ (-3.6,14.7) \end{array}$ |

[^126]${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-91. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes ${ }^{3}$ (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period $(\mathrm{C} 1)$ | Less than 4 times per month (C2) | $\begin{gathered} \text { 4-11 times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | $\begin{gathered} 12 \text { or more } \\ \text { times per } \\ \text { month } \\ (\mathrm{C} 4) \\ \hline \end{gathered}$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 121.61 \\ (116.11,127.10) \end{array}$ | $\begin{array}{r} 115.89 \\ (102.99,128.79) \end{array}$ | $\begin{array}{r} 130.33 \\ (121.26,139.41) \end{array}$ | $\begin{array}{r} 119.35 \\ (109.03,129.67) \end{array}$ | $\begin{array}{r} 5.72 \\ (-5.90,17.33) \end{array}$ | 0.018 | (-0.06,0.09) | $\begin{array}{r} 3.46 \\ (-13.63,20.55) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 74.16 \\ (68.63,79.70) \end{array}$ | $\begin{array}{r} 76.41 \\ (62.39,90.44) \end{array}$ | $\begin{array}{r} 79.84 \\ (65.60,94.09) \end{array}$ | $\begin{array}{r} 69.28 \\ (59.24,79.31) \end{array}$ | $\begin{array}{r} -2.25 \\ (-15.04,10.54) \end{array}$ | -0.019 | (-0.08,0.04) | $\begin{array}{r} -7.13 \\ (-25.25,10.99) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 89.90 \\ (85.03,94.78) \end{array}$ | $\begin{array}{r} 89.49 \\ (79.21,99.77) \end{array}$ | $\begin{array}{r} 95.25 \\ (84.21,106.30) \end{array}$ | $\begin{array}{r} 86.85 \\ (79.27,94.43) \end{array}$ | $\begin{array}{r} 0.42 \\ (-8.31,9.14) \end{array}$ | -0.006 | (-0.05, 0.04 ) | $\begin{array}{r} -2.64 \\ (-15.09,9.82) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 84.38 \\ (77.07,91.69) \end{array}$ | $\begin{array}{r} 82.10 \\ (68.66,95.55) \end{array}$ | $\begin{array}{r} 91.10 \\ (74.15,108.06) \end{array}$ | $\begin{array}{r} 77.83 \\ (66.55,89.10) \end{array}$ | $\begin{array}{r} 2.28 \\ (-9.08,13.63) \end{array}$ | -0.009 | (-0.07,0.05) | $\begin{array}{r} -4.28 \\ (-20.59,12.03) \end{array}$ |
| Female | $\begin{array}{r} 95.74 \\ (90.57,100.91) \end{array}$ | $\begin{array}{r} 96.88 \\ (82.74,111.01) \end{array}$ | $\begin{array}{r} 99.86 \\ (88.44,111.27) \end{array}$ | $\begin{array}{r} 95.99 \\ (85.93,106.04) \end{array}$ | $\begin{array}{r} -1.14 \\ (-14.32,12.05) \end{array}$ | -0.002 | (-0.07,0.06) | $\begin{array}{r} -0.89 \\ (-19.24,17.46) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 92.52 \\ (86.61,98.44) \end{array}$ | $\begin{array}{r} 90.04 \\ (77.03,103.05) \end{array}$ | $\begin{array}{r} 97.60 \\ (84.17,111.04) \end{array}$ | $\begin{array}{r} 86.81 \\ (76.26,97.35) \end{array}$ | $\begin{array}{r} 2.48 \\ (-8.74,13.70) \end{array}$ | -0.003 | (-0.06,0.06) | $\begin{array}{r} -3.23 \\ (-21.12,14.66) \end{array}$ |
| African American | $\begin{array}{r} 80.69 \\ (67.48,93.90) \end{array}$ | $\begin{array}{r} 92.43 \\ (65.19,119.67) \end{array}$ | $\begin{array}{r} 90.09 \\ (63.15,117.03) \end{array}$ | $\begin{array}{r} 75.62 \\ (58.27,92.97) \end{array}$ | $\begin{array}{r} -11.74 \\ (-36.82,13.35) \end{array}$ | -0.051 | (-0.16,0.06) | $\begin{array}{r} -16.81 \\ (-48.06,14.44) \end{array}$ |
| Hispanic | $\begin{array}{r} 88.53 \\ (78.92,98.14) \end{array}$ | $\begin{array}{r} 85.73 \\ (64.31,107.14) \end{array}$ | $\begin{array}{r} 87.53 \\ (63.84,111.21) \end{array}$ | $\begin{array}{r} 93.60 \\ (76.67,110.54) \end{array}$ | $\begin{array}{r} 2.80 \\ (-17.52,23.13) \end{array}$ | 0.015 | $(-0.08,0.11)$ | $\begin{array}{r} 7.88 \\ (-18.51,34.26) \end{array}$ |

Table 6-91. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes $^{3}$ (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

| Characteristics | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual during period $(\mathrm{C} 1)$ | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 31.25 \\ (21.90,40.61) \end{array}$ | $\begin{array}{r} 36.96 \\ (16.42,57.50) \end{array}$ | $\begin{array}{r} 25.35 \\ (4.36,46.34) \end{array}$ | $\begin{array}{r} 25.80 \\ (10.13,41.48) \end{array}$ | $\begin{array}{r} -5.70 \\ (-23.67,12.26) \end{array}$ | -0.033 | (-0.11,0.04) | $\begin{array}{r} -11.16 \\ (-36.97,14.66) \end{array}$ |
| Lower risk | $\begin{array}{r} 117.68 \\ (112.85,122.52) \end{array}$ | $\begin{array}{r} 113.33 \\ (101.84,124.82) \end{array}$ | $\begin{array}{r} 130.55 \\ (122.81,138.28) \end{array}$ | $\begin{array}{r} 114.59 \\ (107.51,121.68) \end{array}$ | $\begin{array}{r} 4.35 \\ (-5.18,13.88) \end{array}$ | 0.013 | (-0.05, 0.07$)$ | $\begin{array}{r} 1.26 \\ (-12.66,15.19) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |
| High | (50.27,63.32) | (42.11,69.43) | (41.17,73.11) | (35.91,58.88) | (-11.32,13.37) |  |  | (-26.97,10.23) |
| Low | 125.27 | 124.15 | 138.48 | 125.21 | 1.12 | -0.001 | $(-0.06,0.06)$ | 1.06 |
|  | $(120.09,130.45)$ | $(113.73,134.57)$ | (126.53,150.43) | $(117.19,133.23)$ | $(-7.86,10.11)$ |  |  | (-11.92,14.04) |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 88.14 \\ (81.65,94.63) \end{array}$ | $\begin{array}{r} 92.26 \\ (78.31,106.21) \end{array}$ | $\begin{array}{r} 86.01 \\ (74.86,97.16) \end{array}$ | $\begin{array}{r} 77.80 \\ (62.52,93.09) \end{array}$ | $\begin{array}{r} -4.11 \\ (-15.92,7.69) \end{array}$ | -0.042 | (-0.11,0.02) | $\begin{array}{r} -14.45 \\ (-33.74,4.84) \end{array}$ |
| Wave 2-->5 | 88.91 | 85.95 | 104.86 | 83.81 | 2.96 | 0.006 | (-0.07,0.08) | -2.14 |
|  | (81.12,96.70) | $(67.99,103.91)$ | $(86.68,123.04)$ | $(72.65,94.97)$ | (-13.11,19.03) |  |  | (-23.91, 19.63) |
| Wave 3-->5 | 92.48 | 90.77 | 93.58 | 99.34 | 1.72 | 0.014 | (-0.06,0.09) | 8.57 |
|  | (84.44,100.52) | $(71.93,109.60)$ | (72.99,114.17) | (88.98,109.69) | (-15.34, 18.77) |  |  | (-13.83,30.97) |

[^127]Table 6-92. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes $^{3}$ (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

| Characteristics | Exposure level of parents |  |  |  | DirectCampaigneffect$(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential <br> maximum <br> Campaign effect $(\mathrm{C} 4-\mathrm{C} 2)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period (C1) | Less than <br> 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 121.61 \\ (116.11,127.10) \end{array}$ | $\begin{array}{r} 125.20 \\ (113.65,136.75) \end{array}$ | $\begin{array}{r} 118.23 \\ (108.46,128.00) \end{array}$ | $\begin{array}{r} 119.49 \\ (107.33,131.65) \end{array}$ | $\begin{array}{r} -3.60 \\ (-13.74,6.55) \end{array}$ | -0.021 | (-0.10,0.05) | $\begin{array}{r} -5.71 \\ (-22.48,11.06) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 74.16 \\ (68.63,79.70) \end{array}$ | $\begin{array}{r} 76.00 \\ (61.99,90.02) \end{array}$ | $\begin{array}{r} 77.52 \\ (68.77,86.26) \end{array}$ | $\begin{array}{r} 71.63 \\ (61.40,81.87) \end{array}$ | $\begin{array}{r} -1.84 \\ (-13.29,9.61) \end{array}$ | -0.005 | (-0.06,0.05) | $\begin{array}{r} -4.37 \\ (-22.29,13.54) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 89.90 \\ (85.03,94.78) \end{array}$ | $\begin{array}{r} 91.95 \\ (80.69,103.20) \end{array}$ | $\begin{array}{r} 90.62 \\ (83.69,97.55) \end{array}$ | $\begin{array}{r} 88.40 \\ (80.04,96.76) \end{array}$ | $\begin{array}{r} -2.04 \\ (-11.08,6.99) \end{array}$ | -0.006 | $(-0.05,0.04)$ | $\begin{array}{r} -3.55 \\ (-17.44,10.34) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 84.38 \\ (77.07,91.69) \end{array}$ | $\begin{array}{r} 89.86 \\ (75.30,104.42) \end{array}$ | $\begin{array}{r} 84.00 \\ (73.59,94.41) \end{array}$ | $\begin{array}{r} 84.03 \\ (71.23,96.84) \end{array}$ | $\begin{array}{r} -5.48 \\ (-17.52,6.56) \end{array}$ | -0.016 | $(-0.08,0.05)$ | $\begin{array}{r} -5.83 \\ (-24.30,12.65) \end{array}$ |
| Female | $\begin{array}{r} 95.74 \\ (90.57,100.91) \end{array}$ | $\begin{array}{r} 94.38 \\ (77.59,111.16) \end{array}$ | $\begin{array}{r} 97.04 \\ (87.55,106.54) \end{array}$ | $\begin{array}{r} 93.21 \\ (84.04,102.37) \end{array}$ | $\begin{array}{r} 1.36 \\ (-14.37,17.10) \end{array}$ | 0.007 | $(-0.06,0.08)$ | $\begin{array}{r} -1.17 \\ (-21.19,18.86) \end{array}$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | $\begin{array}{r} 92.52 \\ (86.61,98.44) \end{array}$ | $\begin{array}{r} 90.88 \\ (77.64,104.12) \end{array}$ | $(83.62,100.70)$ | $(81.55,103.27)$ | $\begin{array}{r} 1.64 \\ (-9.13,12.42) \end{array}$ | -0.002 | (-0.05, 0.05 ) | $\begin{array}{r} 1.53 \\ (-15.12,18.18) \end{array}$ |
| African American | $\begin{array}{r} 80.69 \\ (67.48,93.90) \end{array}$ | $\begin{array}{r} 86.70 \\ (58.01,115.40) \end{array}$ | $\begin{array}{r} 94.05 \\ (77.90,110.20) \end{array}$ | $\begin{array}{r} 75.03 \\ (58.25,91.81) \end{array}$ | $\begin{array}{r} -6.01 \\ (-30.48,18.45) \end{array}$ | -0.001 | (-0.11, 0.11 ) | $\begin{array}{r} -11.67 \\ (-41.00,17.66) \end{array}$ |
| Hispanic | $\begin{array}{r} 88.53 \\ (78.92,98.14) \end{array}$ | $\begin{array}{r} 103.94 \\ (73.79,134.09) \end{array}$ | $\begin{array}{r} 74.08 \\ (54.01,94.16) \end{array}$ | $\begin{array}{r} 89.28 \\ (60.03,118.53) \end{array}$ | $\begin{array}{r} -15.41 \\ (-43.89,13.07) \end{array}$ | -0.010 | (-0.16,0.14) | $\begin{array}{r} -14.66 \\ (-59.79,30.47) \end{array}$ |

Table 6-92. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and nonusing youths' personal anti-marijuana beliefs and attitudes $^{3}$ (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

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[^128]${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

Table 6-93. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and perceived anti-marijuana social norms ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 124.96 \\ (120.40,129.51) \end{array}$ | $\begin{array}{r} 119.37 \\ (108.28,130.45) \end{array}$ | $\begin{array}{r} 129.88 \\ (120.32,139.44) \end{array}$ | $\begin{array}{r} 124.72 \\ (114.54,134.91) \end{array}$ | $\begin{array}{r} 5.59 \\ (-4.63,15.81) \end{array}$ | 0.031 | (-0.04, 0.11 ) | $\begin{array}{r} 5.36 \\ (-10.24,20.96) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 62.89 \\ (56.49,69.28) \end{array}$ | $\begin{array}{r} 72.31 \\ (59.42,85.19) \end{array}$ | $\begin{array}{r} 70.55 \\ (56.45,84.65) \end{array}$ | $\begin{array}{r} 55.11 \\ (43.83,66.40) \end{array}$ | $\begin{array}{r} -9.42 \\ (-20.86,2.02) \end{array}$ | -0.055 | *(-0.10,-0.01) | $\begin{array}{r} -17.19 \\ *(-33.85,-0.54) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 83.48 \\ (78.75,88.21) \end{array}$ | $\begin{array}{r} 87.89 \\ (78.43,97.36) \end{array}$ | $\begin{array}{r} 88.66 \\ (77.48,99.83) \end{array}$ | $\begin{array}{r} 79.54 \\ (71.09,87.99) \end{array}$ | $\begin{array}{r} -4.41 \\ (-12.69,3.86) \end{array}$ | -0.026 | $(-0.07,0.02)$ | $\begin{array}{r} -8.35 \\ (-21.45,4.74) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 76.19 \\ (69.91,82.47) \end{array}$ | $\begin{array}{r} 75.31 \\ (61.75,88.87) \end{array}$ | $\begin{array}{r} 80.96 \\ (65.20,96.73) \end{array}$ | $\begin{array}{r} 71.24 \\ (59.48,83.00) \end{array}$ | $\begin{array}{r} 0.88 \\ (-11.60,13.37) \end{array}$ | -0.020 | (-0.08, 0.04 ) | $\begin{array}{r} -4.07 \\ (-22.59,14.46) \end{array}$ |
| Female | $\begin{array}{r} 91.16 \\ (84.97,97.34) \end{array}$ | $\begin{array}{r} 100.42 \\ (87.93,112.91) \end{array}$ | $\begin{array}{r} 97.19 \\ (85.49,108.89) \end{array}$ | $\begin{array}{r} 87.94 \\ (75.63,100.26) \end{array}$ | $\begin{array}{r} -9.26 \\ (-20.48,1.96) \end{array}$ | -0.030 | $(-0.09,0.03)$ | $\begin{array}{r} -12.48 \\ (-30.72,5.77) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 88.65 \\ (82.81,94.48) \end{array}$ | $\begin{array}{r} 92.56 \\ (79.51,105.61) \end{array}$ | $\begin{array}{r} 92.72 \\ (79.29,106.15) \end{array}$ | $\begin{array}{r} 82.96 \\ (71.31,94.60) \end{array}$ | $\begin{array}{r} -3.91 \\ (-15.13,7.31) \end{array}$ | -0.030 | (-0.08, 0.02 ) | $\begin{array}{r} -9.60 \\ (-28.08,8.88) \end{array}$ |
| African American | $\begin{array}{r} 66.05 \\ (53.85,78.25) \end{array}$ | $\begin{array}{r} 85.22 \\ (59.23,111.21) \end{array}$ | $\begin{array}{r} 75.99 \\ (55.74,96.25) \end{array}$ | $\begin{array}{r} 51.85 \\ (33.55,70.16) \end{array}$ | $\begin{array}{r} -19.17 \\ (-42.68,4.34) \end{array}$ | -0.113 | * (-0.22,-0.00) | $\begin{array}{r} -33.36 \\ *(-63.77,-2.96) \end{array}$ |
| Hispanic | $\begin{array}{r} 74.62 \\ (66.03,83.20) \end{array}$ | $\begin{array}{r} 59.80 \\ (37.49,82.10) \end{array}$ | $\begin{array}{r} 79.68 \\ (56.11,103.25) \end{array}$ | $\begin{array}{r} 88.35 \\ (73.32,103.37) \end{array}$ | $\begin{array}{r} 14.82 \\ (-4.47,34.11) \end{array}$ | 0.104 | * (0.01, 0.20$)$ | $\begin{array}{r} 28.55 \\ *(4.54,52.56) \end{array}$ |

Table 6-93. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and perceived anti-marijuana social norms ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

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[^129]Table 6-94. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and perceived anti-marijuana social norms ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 124.96 \\ (120.40,129.51) \end{array}$ | $\begin{array}{r} 123.71 \\ (109.77,137.64) \end{array}$ | $\begin{array}{r} 125.14 \\ (116.42,133.86) \end{array}$ | $\begin{array}{r} 123.52 \\ (112.39,134.64) \end{array}$ | $\begin{array}{r} 1.25 \\ (-11.25,13.75) \end{array}$ | 0.011 | $(-0.08,0.10)$ | $\begin{array}{r} -0.19 \\ (-19.22,18.84) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 62.89 \\ (56.49,69.28) \end{array}$ | $\begin{array}{r} 61.48 \\ (47.95,75.01) \end{array}$ | $\begin{array}{r} 69.31 \\ (59.61,79.01) \end{array}$ | $\begin{array}{r} 57.09 \\ (47.10,67.08) \end{array}$ | $\begin{array}{r} 1.41 \\ (-9.54,12.36) \end{array}$ | -0.015 | (-0.06,0.04) | $\begin{array}{r} -4.39 \\ (-20.85,12.07) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 83.48 \\ (78.75,88.21) \end{array}$ | $\begin{array}{r} 81.64 \\ (70.41,92.88) \end{array}$ | $\begin{array}{r} 87.27 \\ (79.98,94.57) \end{array}$ | $\begin{array}{r} 80.36 \\ (71.41,89.32) \end{array}$ | $\begin{array}{r} 1.84 \\ (-7.18,10.86) \end{array}$ | 0.000 | (-0.05, 0.05 ) | $\begin{array}{r} -1.28 \\ (-15.70,13.14) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 76.19 \\ (69.91,82.47) \end{array}$ | $\begin{array}{r} 74.60 \\ (61.52,87.68) \end{array}$ | $\begin{array}{r} 81.97 \\ (72.00,91.94) \end{array}$ | $\begin{array}{r} 72.90 \\ (59.82,85.97) \end{array}$ | $\begin{array}{r} 1.59 \\ (-10.09,13.27) \end{array}$ | 0.000 | $(-0.06,0.07)$ | $\begin{array}{r} -1.71 \\ (-19.98,16.57) \end{array}$ |
| Female | $\begin{array}{r} 91.16 \\ (84.97,97.34) \end{array}$ | $\begin{array}{r} 89.45 \\ (71.28,107.63) \end{array}$ | $\begin{array}{r} 92.43 \\ (82.16,102.69) \end{array}$ | $\begin{array}{r} 88.59 \\ (78.31,98.87) \end{array}$ | $\begin{array}{r} 1.71 \\ (-14.20,17.62) \end{array}$ | -0.002 | $(-0.08,0.07)$ | $\begin{array}{r} -0.86 \\ (-22.72,20.99) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 88.65 \\ (82.81,94.48) \end{array}$ | $\begin{array}{r} 87.55 \\ (73.62,101.49) \end{array}$ | $\begin{array}{r} 90.90 \\ (81.72,100.08) \end{array}$ | $\begin{array}{r} 83.27 \\ (73.21,93.33) \end{array}$ | $\begin{array}{r} 1.09 \\ (-10.35,12.53) \end{array}$ | -0.018 | (-0.08,0.04) | $\begin{array}{r} -4.28 \\ (-22.52,13.95) \end{array}$ |
| African American | $\begin{array}{r} 66.05 \\ (53.85,78.25) \end{array}$ | $\begin{array}{r} 74.61 \\ (46.12,103.11) \end{array}$ | $\begin{array}{r} 85.37 \\ (67.29,103.44) \end{array}$ | $\begin{array}{r} 54.17 \\ (32.30,76.05) \end{array}$ | $\begin{array}{r} -8.57 \\ (-35.22,18.09) \end{array}$ | -0.051 | (-0.17,0.07) | $\begin{array}{r} -20.44 \\ (-56.20,15.31) \end{array}$ |
| Hispanic | $\begin{array}{r} 74.62 \\ (66.03,83.20) \end{array}$ | $\begin{array}{r} 56.76 \\ (33.76,79.75) \end{array}$ | $\begin{array}{r} 60.74 \\ (39.95,81.52) \end{array}$ | $\begin{array}{r} 95.50 \\ (66.57,124.43) \end{array}$ | $\begin{array}{r} 17.86 \\ (-4.02,39.75) \end{array}$ | 0.159 | * (0.05, 0.27$)$ | $\begin{array}{r} 38.75 \\ *(1.96,75.53) \end{array}$ |

Table 6-94. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and perceived anti-marijuana social norms ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002


[^130]Table 6-95. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and self-efficacy to refuse marijuana ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect(C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month $(\mathrm{C} 4)$ |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 111.44 \\ (106.45,116.43) \end{array}$ | $\begin{array}{r} 123.69 \\ (113.72,133.65) \end{array}$ | $\begin{array}{r} 110.33 \\ (99.66,120.99) \end{array}$ | $\begin{array}{r} 107.48 \\ (98.47,116.50) \end{array}$ | $\begin{array}{r} -12.24 \\ *(-21.49,-3.00) \end{array}$ | -0.061 | (-0.14,0.01) | $\begin{array}{r} -16.20 \\ *(-28.81,-3.60) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 107.81 \\ (103.28,112.33) \end{array}$ | $\begin{array}{r} 111.10 \\ (96.22,125.97) \end{array}$ | $\begin{array}{r} 112.25 \\ (103.79,120.72) \end{array}$ | $\begin{array}{r} 98.93 \\ (86.42,111.45) \end{array}$ | $\begin{array}{r} -3.29 \\ (-16.86,10.27) \end{array}$ | -0.059 | (-0.14,0.02) | $\begin{array}{r} -12.16 \\ (-31.60,7.27) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 109.01 \\ (105.29,112.73) \end{array}$ | $\begin{array}{r} 115.27 \\ (104.96,125.58) \end{array}$ | $\begin{array}{r} 111.67 \\ (104.14,119.19) \end{array}$ | $\begin{array}{r} 101.93 \\ (92.62,111.25) \end{array}$ | $\begin{array}{r} -6.26 \\ (-16.12,3.60) \end{array}$ | -0.059 | (-0.12,0.00) | $\begin{array}{r} -13.33 \\ (-27.41,0.75) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 104.57 \\ (99.41,109.72) \end{array}$ | $\begin{array}{r} 112.55 \\ (103.56,121.54) \end{array}$ | $\begin{array}{r} 111.04 \\ (101.90,120.19) \end{array}$ | $\begin{array}{r} 92.92 \\ (78.22,107.62) \end{array}$ | $\begin{array}{r} -7.98 \\ (-16.85,0.90) \end{array}$ | -0.057 | (-0.13, 0.02) | $\begin{array}{r} -19.63 \\ *(-37.66,-1.60) \end{array}$ |
| Female | $\begin{array}{r} 113.72 \\ (109.40,118.05) \end{array}$ | $\begin{array}{r} 118.05 \\ (101.00,135.09) \end{array}$ | $\begin{array}{r} 112.36 \\ (102.49,122.23) \end{array}$ | $\begin{array}{r} 111.06 \\ (102.07,120.05) \end{array}$ | $\begin{array}{r} -4.32 \\ (-20.78,12.14) \end{array}$ | -0.062 | (-0.16,0.04) | $\begin{array}{r} -6.99 \\ (-27.11,13.13) \end{array}$ |
| Race/ethnicity White $\qquad$ | $\begin{array}{r} 112.07 \\ (107.52,116.62) \end{array}$ | $\begin{array}{r} 113.96 \\ (99.43,128.49) \end{array}$ | $\begin{array}{r} 112.10 \\ (102.36,121.84) \end{array}$ | $\begin{array}{r} 105.40 \\ (93.69,117.11) \end{array}$ | $\begin{array}{r} -1.89 \\ (-15.72,11.94) \end{array}$ | -0.049 | (-0.13,0.03) | $\begin{array}{r} -8.56 \\ (-27.51,10.38) \end{array}$ |
| African American | $\begin{array}{r} 111.85 \\ (102.64,121.07) \end{array}$ | $\begin{array}{r} 123.94 \\ (107.43,140.44) \end{array}$ | $\begin{array}{r} 126.76 \\ (107.49,146.03) \end{array}$ | $\begin{array}{r} 92.56 \\ (66.63,118.49) \end{array}$ | $\begin{array}{r} -12.08 \\ (-28.83,4.66) \end{array}$ | -0.076 | (-0.24,0.09) | $\begin{array}{r} -31.38 \\ (-63.92,1.16) \end{array}$ |
| Hispanic | $\begin{array}{r} 95.29 \\ (85.24,105.34) \end{array}$ | $\begin{array}{r} 114.31 \\ (94.80,133.82) \end{array}$ | $\begin{array}{r} 96.96 \\ (78.77,115.15) \end{array}$ | $\begin{array}{r} 93.15 \\ (77.31,108.99) \end{array}$ | $\begin{array}{r} -19.02 \\ (-39.89,1.85) \end{array}$ | -0.095 | (-0.25,0.06) | $\begin{array}{r} -21.16 \\ (-49.90,7.58) \end{array}$ |

Table 6-95. The relationship between parental exposure ${ }^{1}$ to general anti-drug advertising (at round $1^{2}$ ) and self-efficacy to refuse marijuana ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

| Characteristics | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Potential } \\ \text { maximum } \\ \text { Campaign } \\ \text { effect } \\ (\mathrm{C} 4-\mathrm{C} 2) \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Actual <br> during <br> period <br> (C1) | Less than 4 times per month (C2) | 4-11 times per month (C3) | 12 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 84.84 \\ (76.93,92.75) \end{array}$ | $\begin{array}{r} 87.19 \\ (70.29,104.09) \end{array}$ | $\begin{array}{r} 89.42 \\ (75.61,103.22) \end{array}$ | $\begin{array}{r} 64.28 \\ (42.74,85.81) \end{array}$ | $\begin{array}{r} -2.35 \\ (-17.62,12.91) \end{array}$ | -0.057 | (-0.14,0.03) | $\begin{array}{r} -22.91 \\ (-51.24,5.41) \end{array}$ |
| Lower risk | $\begin{array}{r} 121.02 \\ (117.50,124.55) \end{array}$ | $\begin{array}{r} 127.70 \\ (115.53,139.87) \end{array}$ | $\begin{array}{r} 123.96 \\ (116.77,131.14) \end{array}$ | $\begin{array}{r} 118.98 \\ (112.31,125.64) \end{array}$ | $\begin{array}{r} -6.68 \\ (-18.13,4.78) \end{array}$ | -0.082 | (-0.16,0.00) | $\begin{array}{r} -8.72 \\ (-22.84,5.39) \end{array}$ |
| Sensation seeking |  |  |  |  |  |  |  |  |
|  | $(87.86,98.51)$ | $(74.29,111.53)$ | $(86.34,105.91)$ | $(63.27,93.95)$ | $(-17.32,17.87)$ |  |  | $(-39.30,10.69)$ |
| Low | $\begin{array}{r} 126.30 \\ (121.93,130.66) \end{array}$ | $\begin{array}{r} 137.71 \\ (131.01,144.41) \end{array}$ | $\begin{array}{r} 130.97 \\ (122.14,139.81) \end{array}$ | $\begin{array}{r} 123.69 \\ (116.03,131.35) \end{array}$ | $\begin{array}{r} -11.41 \\ *(-17.70,-5.13) \end{array}$ | -0.114 | *(-0.22,-0.01) | $\begin{array}{r} -14.02 \\ *(-24.52,-3.52) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 106.79 \\ (100.56,113.02) \end{array}$ | $\begin{array}{r} 117.47 \\ (106.60,128.35) \end{array}$ | $\begin{array}{r} 105.39 \\ (93.25,117.53) \end{array}$ | $\begin{array}{r} 92.92 \\ (73.90,111.93) \end{array}$ | $\begin{array}{r} -10.68 \\ (-21.85,0.48) \end{array}$ | -0.075 | (-0.17,0.02) | $\begin{array}{r} -24.56 \\ *(-46.32,-2.79) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 107.43 \\ (101.18,113.67) \end{array}$ | $\begin{array}{r} 104.36 \\ (82.62,126.11) \end{array}$ | $\begin{array}{r} 114.23 \\ (101.79,126.67) \end{array}$ | $\begin{array}{r} 104.53 \\ (89.59,119.48) \end{array}$ | $\begin{array}{r} 3.06 \\ (-18.06,24.18) \end{array}$ | -0.040 | (-0.16,0.08) | $\begin{array}{r} 0.17 \\ (-28.29,28.63) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 112.60 \\ (106.19,119.01) \end{array}$ | $\begin{array}{r} 124.03 \\ (112.17,135.90) \end{array}$ | $\begin{array}{r} 114.59 \\ (102.61,126.57) \end{array}$ | $\begin{array}{r} 108.36 \\ (95.14,121.58) \end{array}$ | $\begin{array}{r} -11.43 \\ *(-21.64,-1.22) \end{array}$ | -0.061 | $(-0.15,0.03)$ | $\begin{array}{r} -15.67 \\ (-31.86,0.51) \end{array}$ |

[^131]Table 6-96. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and self-efficacy to refuse marijuana ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | DirectCampaigneffect$(\mathrm{C} 1-\mathrm{C} 2)$ | Gamma | $\begin{gathered} 95 \% \mathrm{CI} \text { of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | 1-3 times per month (C3) | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| 12 to 13 | $\begin{array}{r} 111.44 \\ (106.45,116.43) \end{array}$ | $\begin{array}{r} 116.52 \\ (106.52,126.52) \end{array}$ | $\begin{array}{r} 115.61 \\ (106.87,124.36) \end{array}$ | $\begin{array}{r} 103.83 \\ (88.16,119.50) \end{array}$ | $\begin{array}{r} -5.08 \\ (-14.50,4.33) \end{array}$ | -0.058 | (-0.16,0.05) | $\begin{array}{r} -12.69 \\ (-31.18,5.79) \end{array}$ |
| 14 to 18 | $\begin{array}{r} 107.81 \\ (103.28,112.33) \end{array}$ | $\begin{array}{r} 104.91 \\ (91.98,117.83) \end{array}$ | $\begin{array}{r} 108.37 \\ (100.65,116.09) \end{array}$ | $\begin{array}{r} 102.27 \\ (90.66,113.89) \end{array}$ | $\begin{array}{r} 2.90 \\ (-7.91,13.71) \end{array}$ | 0.004 | (-0.07, 0.08 ) | $\begin{array}{r} -2.63 \\ (-19.85,14.59) \end{array}$ |
| 12 to 18 | $\begin{array}{r} 109.01 \\ (105.29,112.73) \end{array}$ | $\begin{array}{r} 108.67 \\ (98.90,118.44) \end{array}$ | $\begin{array}{r} 110.70 \\ (105.02,116.38) \end{array}$ | $\begin{array}{r} 102.82 \\ (92.69,112.95) \end{array}$ | $\begin{array}{r} 0.34 \\ (-7.98,8.66) \end{array}$ | -0.012 | (-0.07,0.05) | $\begin{array}{r} -5.85 \\ (-19.06,7.35) \end{array}$ |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Gender |  |  |  |  |  |  |  |  |
| Male | $\begin{array}{r} 104.57 \\ (99.41,109.72) \end{array}$ | $\begin{array}{r} 103.99 \\ (91.00,116.98) \end{array}$ | $\begin{array}{r} 104.47 \\ (95.76,113.19) \end{array}$ | $\begin{array}{r} 96.80 \\ (82.91,110.69) \end{array}$ | $\begin{array}{r} 0.58 \\ (-10.65,11.81) \end{array}$ | -0.021 | (-0.10,0.06) | $\begin{array}{r} -7.19 \\ (-24.94,10.57) \end{array}$ |
| Female | $\begin{array}{r} 113.72 \\ (109.40,118.05) \end{array}$ | $\begin{array}{r} 113.96 \\ (102.47,125.46) \end{array}$ | $\begin{array}{r} 116.75 \\ (110.33,123.18) \end{array}$ | $\begin{array}{r} 109.44 \\ (98.68,120.20) \end{array}$ | $\begin{array}{r} -0.24 \\ (-10.73,10.25) \end{array}$ | -0.004 | $(-0.09,0.08)$ | $\begin{array}{r} -4.52 \\ (-20.24,11.21) \end{array}$ |
| Race/ethnicity |  |  |  |  |  |  |  |  |
| White | $\begin{array}{r} 112.07 \\ (107.52,116.62) \end{array}$ | $\begin{array}{r} 107.56 \\ (95.44,119.69) \end{array}$ | $\begin{array}{r} 115.02 \\ (109.37,120.66) \end{array}$ | $\begin{array}{r} 106.60 \\ (95.57,117.63) \end{array}$ | $\begin{array}{r} 4.51 \\ (-5.19,14.20) \end{array}$ | 0.002 | (-0.07,0.08) | $\begin{array}{r} -0.97 \\ (-16.20,14.27) \end{array}$ |
| African American | $\begin{array}{r} 111.85 \\ (102.64,121.07) \end{array}$ | $\begin{array}{r} 124.60 \\ (106.81,142.39) \end{array}$ | $\begin{array}{r} 112.57 \\ (96.20,128.94) \end{array}$ | $\begin{array}{r} 96.11 \\ (68.27,123.96) \end{array}$ | $\begin{array}{r} -12.74 \\ (-30.32,4.83) \end{array}$ | -0.117 | (-0.29,0.06) | $\begin{array}{r} -28.48 \\ (-61.56,4.59) \end{array}$ |
| Hispanic | $\begin{array}{r} 95.29 \\ (85.24,105.34) \end{array}$ | $\begin{array}{r} 93.32 \\ (65.10,121.54) \end{array}$ | $\begin{array}{r} 83.63 \\ (63.57,103.68) \end{array}$ | $\begin{array}{r} 99.18 \\ (65.63,132.73) \end{array}$ | $\begin{array}{r} 1.97 \\ (-24.66,28.60) \end{array}$ | 0.059 | $(-0.11,0.23)$ | $\begin{array}{r} 5.85 \\ (-35.74,47.44) \end{array}$ |

Table 6-96. The relationship between parental exposure ${ }^{1}$ to specific anti-drug advertising (at round $1^{2}$ ) and self-efficacy to refuse marijuana ${ }^{3}$ among nonusing youth (at round $2^{2}$ ), by age, gender, race/ethnicity, risk score, sensation seeking, and by longitudinal wave(s) (continued)

November 1999 through June 2002

|  | Exposure level of parents |  |  |  | Direct Campaign effect (C1-C2) | Gamma | $\begin{gathered} 95 \% \text { CI of } \\ \text { gamma } \\ \hline \end{gathered}$ | Potential maximum Campaign effect (C4-C2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Characteristics | Actual during period (C1) | Less than 1 time per month (C2) | $\begin{gathered} 1-3 \text { times } \\ \text { per month } \\ (\mathrm{C} 3) \\ \hline \end{gathered}$ | 4 or more times per month (C4) |  |  |  |  |
| Youth aged 12 to 18 |  |  |  |  |  |  |  |  |
| Risk score |  |  |  |  |  |  |  |  |
| Higher risk | $\begin{array}{r} 84.84 \\ (76.93,92.75) \end{array}$ | $\begin{array}{r} 76.83 \\ (56.22,97.44) \end{array}$ | $\begin{array}{r} 90.18 \\ (77.36,103.00) \end{array}$ | $\begin{array}{r} 71.55 \\ (48.75,94.35) \end{array}$ | $\begin{array}{r} 8.01 \\ (-10.06,26.08) \end{array}$ | -0.013 | (-0.11, 0.08 ) | $\begin{array}{r} -5.28 \\ (-35.24,24.68) \end{array}$ |
| Lower risk | $\begin{array}{r} 121.02 \\ (117.50,124.55) \end{array}$ | $\begin{array}{r} 124.40 \\ (116.53,132.28) \end{array}$ | $\begin{array}{r} 120.30 \\ (113.99,126.61) \end{array}$ | $\begin{array}{r} 119.69 \\ (112.43,126.94) \end{array}$ | $\begin{array}{r} -3.38 \\ (-10.19,3.43) \end{array}$ | -0.019 | $(-0.09,0.05)$ | $\begin{array}{r} -4.72 \\ (-15.88,6.45) \end{array}$ |
| Sensation seeking High $\qquad$ | $\begin{array}{r} 93.18 \\ (87.86,98.51) \end{array}$ | $\begin{array}{r} 88.09 \\ (75.07,101.12) \end{array}$ | $\begin{array}{r} 96.86 \\ (88.54,105.17) \end{array}$ | $\begin{array}{r} 83.55 \\ (70.16,96.94) \end{array}$ | $\begin{array}{r} 5.09 \\ (-5.61,15.78) \end{array}$ | -0.014 | (-0.08,0.06) | $\begin{array}{r} -4.55 \\ (-22.45,13.36) \end{array}$ |
| Low | $\begin{array}{r} 126.30 \\ (121.93,130.66) \end{array}$ | $\begin{array}{r} 131.90 \\ (123.38,140.42) \end{array}$ | $\begin{array}{r} 124.57 \\ (116.84,132.30) \end{array}$ | $\begin{array}{r} 125.33 \\ (113.86,136.79) \end{array}$ | $\begin{array}{r} -5.61 \\ (-13.90,2.69) \end{array}$ | -0.018 | (-0.11,0.07) | $\begin{array}{r} -6.58 \\ (-20.24,7.09) \end{array}$ |
| Longitudinal wave(s) ${ }^{4}$ |  |  |  |  |  |  |  |  |
| Wave 1-->4 | $\begin{array}{r} 106.79 \\ (100.56,113.02) \end{array}$ | $\begin{array}{r} 106.46 \\ (92.47,120.44) \end{array}$ | $\begin{array}{r} 103.24 \\ (94.14,112.35) \end{array}$ | $\begin{array}{r} 112.22 \\ (100.79,123.64) \end{array}$ | $\begin{array}{r} 0.33 \\ (-11.67,12.33) \end{array}$ | 0.046 | $(-0.05,0.14)$ | $\begin{array}{r} 5.76 \\ (-10.25,21.77) \end{array}$ |
| Wave 2-->5 | $\begin{array}{r} 107.43 \\ (101.18,113.67) \end{array}$ | $\begin{array}{r} 114.53 \\ (102.08,126.98) \end{array}$ | $\begin{array}{r} 108.38 \\ (97.68,119.08) \end{array}$ | $\begin{array}{r} 87.36 \\ (65.83,108.89) \end{array}$ | $\begin{array}{r} -7.11 \\ (-18.99,4.78) \end{array}$ | -0.109 | *(-0.21,-0.01) | $\begin{array}{r} -27.17 \\ *(-51.51,-2.84) \end{array}$ |
| Wave 3-->5 | $\begin{array}{r} 112.60 \\ (106.19,119.01) \end{array}$ | $\begin{array}{r} 104.97 \\ (84.28,125.67) \end{array}$ | $\begin{array}{r} 119.09 \\ (110.70,127.48) \end{array}$ | $\begin{array}{r} 110.77 \\ (99.93,121.62) \end{array}$ | $\begin{array}{r} 7.63 \\ (-9.80,25.06) \end{array}$ | 0.032 | $(-0.08,0.15)$ | $\begin{array}{r} 5.80 \\ (-16.10,27.70) \end{array}$ |

[^132]
[^0]:    ${ }^{1}$ Sample sizes for Waves 1,3 and 4 differ from the previous reports because cases were deleted from these waves due to errors detected when refielding for Round 2 . These small changes in sample size affect nearly all tables in the current report.
    ${ }^{2}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{3}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
    NOTE: The detail by race and ethnicity does not add to 100 percent of the total because the detail on other races is not shown.

[^1]:    ${ }^{1}$ Sample sizes for Waves 1 and 3 differ from the previous reports because cases were deleted from these waves due to errors detected when refielding for Round 2 . These small changes in sample size affect nearly all tables in the current report.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant row.
    NOTE: The detail by race and ethnicity does not add to 100 percent of the total because the detail on other races is not shown.

[^2]:    ${ }^{1}$ Youth weights rather than dyad weights were used for this table; therefore, dyad population estimates will be too low.
    ${ }^{2}$ Wave 3 dyad estimates do not match those printed in the Wave 3 report due to an error in that report.
    ${ }^{3}$ Sample sizes for Waves 1 and 3 differ from the previous reports because cases were deleted from these waves due to errors detected when refielding for Round 2 . These small changes in sample size affect nearly all tables in the current report.
    ${ }^{4}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{5}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
    NOTE: The detail by race and ethnicity does not add to 100 percent of the total because the detail on other races is not shown.

[^3]:    ${ }^{1}$ Interviews included no ads in this platform for Wave 4 or Wave 5.

[^4]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^5]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^6]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Interviews included no ads in this platform for Wave 4 or Wave 5.

[^7]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2} \mathrm{TV}$ ads on the topic of inhalants were not aired during Wave 2.
    ${ }^{3}$ No general market ads on the topic of inhalants were aired in Waves 4 and 5. However, a small number of Spanish anti-inhalant ads were aired.

[^8]:    ${ }^{1}$ Means represent the average response to a three-item evaluation scale (i.e., statements regarding whether the ad was attention-getting, convincing, and personally relevant).
    ${ }^{2}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{3}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^9]:    ${ }^{1}$ All estimates represent average disagreement with statement that an ad "exaggerates the problem."
    ${ }^{2}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{3}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^10]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Means represent the average response across ads to a three-item evaluation scale (i.e., statements regarding whether the ad was attention-getting, convincing, and personally relevant).
    ${ }^{3}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^11]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ All estimates represent average disagreement with statement that an ad "exaggerates the problem."
    ${ }^{3}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^12]:    ${ }^{1}$ Wave 1 interviews asked respondents only about ads that had aired exclusively on the radio and did not ask about radio ads that were the soundtracks for television ads. During Wave 1 almost all ads

[^13]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^14]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^15]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^16]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^17]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^18]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^19]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^20]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^21]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^22]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^23]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^24]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^25]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^26]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^27]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^28]:    Regular use $=$ Used 10 or more times in past year

[^29]:    ${ }^{1}$ Regular use $=$ Used 10 or more times in past year.

[^30]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^31]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^32]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^33]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ If respondent is currently in school, question wording referred to "kids in your grade at school."

[^34]:    Nonusers are those who have never used marijuana in the past.

[^35]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ For youth aged 12 to 18 , average of individual items presented in Table 5-6, with positive outcomes ("Be more relaxed" through "Be like the coolest kids") reverse coded before taking average.

[^36]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^37]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^38]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.

[^39]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^40]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^41]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
    ${ }^{3}$ Attitude is a mean of two items (extremely bad, unenjoyable/good, enjoyable).

[^42]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
    ${ }^{3}$ Average of individual items presented in 5-13, with positive outcomes (good time with friends, be more creative and imaginative) reverse coded before taking average.

[^43]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^44]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^45]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^46]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^47]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.

[^48]:    ${ }^{1}$ Nonusers are those who have never used marijuana in the past.
    ${ }^{2}$ Occasional users are those who have used marijuana 1 to 9 times in the past 12 months.
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.

[^49]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.

[^50]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.

[^51]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.
    ${ }^{2}$ Occasional users are those who have used inhalants 1 to 9 times in the past 12 months.

[^52]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.
    ${ }^{2}$ Occasional users are those who have used inhalants 1 to 9 times in the past 12 months.

[^53]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.
    ${ }^{2}$ Occasional users are those who have used inhalants 1 to 9 times in the past 12 months.

[^54]:    ${ }^{1}$ Nonusers are those who have never used inhalants in the past.

[^55]:    ${ }^{1}$ Based on a combined index of beliefs and attitudes toward trial and regular marijuana use as described in Appendix E. See Table 5-2 for distribution.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.

[^56]:    ${ }^{1}$ Based on a combined index of beliefs and attitudes toward trial and regular marijuana use as described in Appendix E. See Table 5-2 for distribution.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^57]:    ${ }^{1}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for distribution.

[^58]:    ${ }^{1}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for a distribution.

[^59]:    ${ }^{1}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^60]:    ${ }^{1}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .

[^61]:    Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1, and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{2}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E. See Table 5-2 for distribution.
    ${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^62]:    Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{2}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E. See Table 5-2 for distribution.
    ${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^63]:    ${ }^{1}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{2}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E. See Table 5-3 for distribution.
    ${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^64]:    ${ }^{1}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{2}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E. See Table 5-3 for distribution.
    ${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^65]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.

[^66]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ These parent questions were repeated separately for each sample child.

[^67]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ These parent questions were repeated separately for each sample child.

[^68]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ These parent questions were repeated separately for each sample child beginning in Wave 3 .

[^69]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^70]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^71]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^72]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^73]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child beginning in Wave 3.

[^74]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child beginning in Wave 3.

[^75]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^76]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Responses from parents with children in multiple rows are included in each relevant percentage.

[^77]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^78]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^79]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^80]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^81]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^82]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^83]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^84]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^85]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^86]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^87]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^88]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^89]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^90]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^91]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^92]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^93]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^94]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^95]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^96]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.

[^97]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These questions were repeated separately for each sample child.

[^98]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^99]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^100]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ These parent questions were repeated separately for each sample child.

[^101]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .

[^102]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .

[^103]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^104]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^105]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^106]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^107]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^108]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^109]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^110]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{3}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^111]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^112]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^113]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^114]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^115]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1, and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.

[^116]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^117]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^118]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^119]:    'All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{3}$ Measurement of this construct is detailed in Appendix E.

[^120]:    ${ }^{1}$ All parents and caregivers of youth aged 12 to 18 who live with their children.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^121]:    ${ }^{1}$ See Table 5-2 for a full distribution. It is based on a combined index of beliefs and attitudes towards trial and regular marijuana use as described in Appendix E.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^122]:    ${ }^{1}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for distribution.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 ,
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2),

[^123]:    ${ }^{1}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^124]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1, and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^125]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged $12-18$ at Round 2.

[^126]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged $12-18$ at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .

[^127]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5. Wave 4 is a followup of Wave 1, and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use, as described in Appendix E. See Table 5-2 for distribution.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^128]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged $12-18$ at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{3}$ Based on a combined index of beliefs and attitudes towards trial and regular marijuana use, as described in Appendix E. See Table 5-2 for distribution.

[^129]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2 .
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3.
    ${ }^{3}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for distribution.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4 , (b) those interviewed first at Wave 2 and second at Wave 5 , and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^130]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2 .
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3. Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Based on a combined index of perceived social expectations and perceived social network behavior as described in Appendix E. See Table 5-3 for distribution.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^131]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
    ${ }^{3}$ Self-efficacy scale based on 4 questions asking how sure youth are that they can say no to marijuana if they really wanted to: while at a party where most others are using it (C9a); when a very close friend suggests they use it (C9b); when at home alone and feeling sad or bored (C9c); when hanging out at a friend's house whose parents aren't home (C9d). Measurement of this construct is detailed in Appendix E. See Table 5-26 for distribution.
    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

[^132]:    ${ }^{1}$ Limited to parents of youth who had never used marijuana at Round 1 and who were aged 12-18 at Round 2.
    ${ }^{2}$ Round 1 consists of Waves 1,2 and 3 . Round 2 consists of Waves 4 and 5 . Wave 4 is a followup of Wave 1 , and Wave 5 is a followup of Waves 2 and 3 .
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    ${ }^{4}$ Respondents fall into one of three longitudinal waves: (a) those interviewed first at Wave 1 and second at Wave 4, (b) those interviewed first at Wave 2 and second at Wave 5, and (c) those interviewed first at Wave 3 and second at Wave 5.
    NOTE: Direct campaign effects are estimated by comparing mean outcomes observed (C1) to projections of what those means would have been in the absence of the Media Campaign (C2).

