



SCOTTISH EXECUTIVE

Enterprise and Lifelong Learning

**Drugs and Alcohol
Parent Guide 2004
Pre- and Post-Campaign Evaluation**



**DRUGS AND ALCOHOL PARENTS GUIDE 2004
PRE- AND POST-CAMPAIGN EVALUATION**

Scottish Opinion

**Scottish Executive Social Research
2005**

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FIELDWORK DETAILS – PRE-CAMPAIGN

- Sample: Scottish adults age 18+ (Weighted to be representative of the Scottish population by age, sex and social grade)
- Location: All 73 Scottish Parliamentary constituencies
- Methodology: Telephone interviews by CATI (Computer Aided Telephone Interviewing)
- Fieldwork dates: Tuesday 6th – Tuesday 13th January 2004

Table 1.1 Q1 – Have you seen or heard any advertising or publicity giving advice to parents on the subject of drugs and alcohol? By age, sex and social grade.

		AGE							SOCIAL GRADING					Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	CI	C2	DE	Male	Female		
Unweighted	1014	70	145	176	236	167	220	161	310	245	298	437	577		
Weighted	1014	114	198	200	162	133	206	189	283	203	339	485	529		
Yes, drugs	90	12	12	27	12	11	15	18	29	26	17	45	45		
	9%	11%	6%	14%	8%	8%	7%	9%	10%	13%	5%	9%	9%		
Yes, alcohol	15	4	1	2	3	1	4	2	5	6	2	7	8		
	2%	4%	0%	1%	2%	1%	2%	1%	2%	3%	1%	1%	2%		
Yes, both	554	49	112	122	93	77	102	102	153	101	198	258	296		
	55%	42%	57%	61%	57%	58%	50%	54%	54%	50%	58%	53%	56%		
No, neither	319	48	64	39	48	42	77	58	90	63	108	157	162		
	31%	42%	32%	20%	29%	32%	37%	31%	32%	31%	32%	32%	31%		
Unsure/don't know	36	1	9	9	7	2	8	9	6	6	15	18	17		
	4%	1%	4%	4%	4%	1%	4%	5%	2%	3%	4%	4%	3%		

Table 1.2 Q1 – Have you seen or heard any advertising or publicity giving advice to parents on the subject of drugs and alcohol? By Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in?

		No teenagers in household	Yes, have teenagers aged 13 - 15 years in the household	Yes, have teenagers aged 16 - 19 years in the household
Unweighted	1014	865	75	93
Weighted	1014	874	73	85
Yes, drugs	90 9%	72 8%	10 14%	12 14%
Yes, alcohol	15 2%	14 2%	1 1%	0 0%
Yes, both	554 55%	474 54%	43 59%	48 56%
No, neither	319 31%	283 32%	17 24%	22 26%
Unsure/don't know	36 4%	30 3%	2 3%	3 4%

Table 2.1 Q2 – Where did you see or hear this advertising or publicity? By age, sex and social grade.

		Age							Social Class				Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female	
Unweighted	670	39	94	132	161	114	130	104	208	169	189	279	391	
Weighted	660	65	125	151	108	90	121	122	187	134	217	310	350	
On TV	510	57	97	115	75	67	98	96	140	105	169	242	268	
On radio	77%	88%	78%	76%	70%	75%	81%	79%	75%	79%	78%	78%	77%	
In newspaper(s)	40	6	6	13	5	5	4	11	13	9	7	22	18	
At the cinema	6%	10%	9%	9%	6%	4%	4%	9%	7%	7%	3%	7%	5%	
Can't remember where	190	11	32	41	34	28	42	31	53	40	65	91	98	
Other(SPECIFY)	29%	18%	26%	27%	32%	32%	35%	26%	28%	30%	30%	29%	28%	
	13	2	6	1	2	1	0	4	6	0	3	8	4	
	2%	3%	1%	2%	1%	0%	0%	3%	3%	0%	1%	3%	1%	
	11	0	3	3	0	2	2	0	3	1	7	7	3	
	2%	0%	2%	3%	0%	2%	2%	0%	2%	1%	3%	2%	1%	
	58	2	8	20	14	10	5	15	18	16	10	23	35	
	9%	4%	6%	13%	13%	11%	4%	12%	9%	12%	5%	7%	10%	

Table 2.2 Q2 – Where did you see or hear this advertising or publicity? By Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in?

		No teenagers in household	Yes, have teenagers aged 13 - 15 years in the household	Yes, have teenagers aged 16 - 19 years in the household
Unweighted	670	565	54	65
Weighted	660	560	53	60
On TV	510	434	37	46
	77%	77%	70%	76%
On radio	40	36	2	3
	6%	6%	5%	5%
In newspaper(s)	190	170	13	10
	29%	30%	25%	16%
At the cinema	13	12	1	0
	2%	2%	2%	0%
Can't remember where	11	8	3	3
	2%	1%	5%	5%
Other(SPECIFY)	58	40	12	9
	9%	7%	23%	15%

Table 2.3 Q2a Where did you see or hear this advertising or publicity? – Other responses

RESPONSE	NUMBER
From school / from teacher / from teacher school / stuff from school / at school where I work / at schools - school information campaign / through school	18
Poster in doctors surgery / posters / poster in Lerwick community centre	13
Leaflet children brought home from school	9
Magazines	5
Billboards	4
Work / within my work	4
Hospital	2
Social workers	2
A presentation	1
Bus	1
Doctors	1
Newsletter from school	1
Social care monthly news	1
Used to be in organisation	1
Through the schools	1
Notice board	1
Literature given to me as a counsellor	1
Leaflets	1
Pamphlets posted in police stations	1

Table 3.1 Q3a – What do you think was the main message given by the advertising you saw or heard?

RESPONSE	NUMBER
Don't do it / not to take / use them / don't take them / don't touch anything at all / don't touch them / not to do it / do not start it / keep away from them / keep as far away from it as possible / stay off it / don't get involved in them / abstinence / shouldn't do it / shouldn't participate	81
Don't use or take drugs / don't do drugs / leave drugs alone / don't take drugs / don't do drugs you don't know where you'll end up	41
Contact telephone number / where to go for help / where to get help / help organisations / help & info available / help areas and where to go for advice / how to get in touch for help / how to get info on if your kids are taking drugs / can phone and get advice from professionals if worried about children / if you need advice call this number / giving the number for a talk line for the health board about drugs / giving contact details for websites and support organisations / phone number for if you want to discuss drug problems of your kids with someone	18
Health reasons / health risks / health warnings / it damages your health / it is bad for you / drinking too much is bad for you and others around you / bad for your health / damages health / they damage your health	17
Parents can discuss drugs / parents should talk to their kids / parents should teach their youngsters about drugs / parents to talk, all aimed at kids not to be embarrassed / talk to your children about drugs / talk to teens about them / talk to your kids / talk to your kids about drugs / help parents approach kids / sit down and discuss it and not throw accusations about / break down the barriers and speak to each other about it	17
Don't drink and take drugs / don't take drugs or smoke / not to take drugs and don't drink too much / not to take drugs or use alcohol / not to do drugs or drink excessively	16
Teach the children / teach kids not to take drugs / it was anti-teenage drinking and drug taking / educating children / how to educate young people / education / communicate with children / get people educated on not taking drugs / get it through to the kids about drinking and taking drugs	14
Drugs are dangerous / drugs was that they're very dangerous / be aware of the dangers / explaining the dangers / just how dangerous drugs can be / dangers of drugs / about the dangers of taking them / understanding the risks / listing the dangers / the pitfalls	14
Parents should be keeping an eye out to see if there is any change in their children's behaviour as well / parents learning about drugs and what signs to look out for / parents to be on the lookout and be aware of what they're looking for / saying you should talk to your kids about drugs and things / parents have to take control / telling parents how to be aware if their children are taking drugs and what to do about it / make sure children aren't abusing themselves	12
Don't drink too much / cut down on binge drinking / stop drinking / we drink too much / cut down on drinking / drink in moderation	11
Don't drink drive / drunk driving / never drink or take drugs and drive / prevent drink driving	10
Stop kids from using drugs and alcohol / try to get kids off drugs	9
About being aware / awareness of it / be aware of what drugs or drink you are taking	9
Know the score / the facts / provide the facts of the consequences	8
Always say no / just say no / say no to drugs and alcohol	8
Don't abuse them / abuse / not to abuse drugs and alcohol	7
Parent awareness / parents to learn more / be aware of tell tale signs / telling what to be aware of / parents should educate themselves / parents should do more to try to understand drugs	7
Drugs are stupid / futile / don't be stupid / if you drink you look stupid / stupid if you take drugs, its a mugs game / you would be stupid to take them	6
Watch for signs / signs and symptoms to keep and eye out for / telling you about signs for drugs	6
Be careful / be careful what you take / think carefully	6
Stay away from drugs / stay clear of drugs / don't start taking drugs	5

Keep your eyes on your children / keep an eye on your children - it can happen to anyone / keep a lookout for what your children are doing / keep your kids off the drugs and watch for signs that they've been using them / know what your kids are doing	5
The effects of drugs and alcohol / the effects of alcohol / they all looked high and it was showing the effects of drugs / what'll happen if you take drugs / going over the edge if you take drugs	5
Helpline for parents / helpline to phone if parents think their children has drugs problems / number for parents to phone / support for parents / how to speak to your children about it	5
Stop taking them / stop using drugs / stop drugs	5
Raising awareness / drug awareness	4
Girl who was taking drugs jumps from a cliff thinking she can fly and then falls / girl died showing what drugs do / one showing a girl in sand dunes whose taken drugs / the youngsters having drugs and thinking they can fly	4
Drink and drugs can kill you / drugs can kill / drugs kill	4
You'll ruin your life if you do take drugs	4
If you have doubts about drugs don't take them	3
Avoid at all cost / avoid them	3
Stay away from them / telling us not to take them	3
Warning against it all / warn young people to keep clear of it	3
Parents shouting at a wee girl about her taking drugs / parents shouting at their daughter in her room	3
Drug prevention / try and prevent them doing it	3
Information on what to look for / information and how to get to it	3
One showing a school girl being sick in a toilet in a party / girl at party	3
Be frank, speak about it / talk to frank / talk about it	3
Abuse of taking drugs or alcohol within the family	2
Drugs and alcohol are not good for you / drugs and drink don't do you any good	2
Hebs adverts / by hebs saying its not clever to take drugs	2
Think what your doing	2
Watch drinks for spiking / watch out for people putting drugs in your drink	2
About the effects of drugs and alcohol on younger people's bodies and minds / showing the effects	2
As a parent you don't know what its all about / for parents to be more aware	2
Slogan was falling into drugs or something / slogan was don't take drugs	2
Be aware of the signs of drug use and addiction in children / be aware of what your children are doing	2
An anti smoking advert showing fat dripping out of a cigarette / people smoking cigarettes with fat in them	2
The side effects from marijuana / shows effects of taking drugs	2
Try and help	2
Trying to get kids to stop and think about it / trying to let your children know how wrong it is and be a good influence	2
About children smoking / school children drinking	2
Aimed at children	2
Don't nag at your kids / don't force kids to talk about it	2

Encouraged to seek help	2
It can happen to anyone / don't think it can't happen to you	2
About passive smoking being bad for children and others around you / pressures of passive smoking	2
Listen (know one listens) / making people listen	2
Campaigns to name those who deal to children / shop them if they take drugs	2
About domestic abuse	1
Adults with drug or alcohol problems saying for youngsters not to start	1
Alcohol is just as bad as other illegal drugs	1
Beware of drugs	1
Guy talking to a girl saying nice legs shame you're off your face	1
Alcoholics should get help	1
Another one about old firm managers drinking as well	1
Asking parents to get info so we're able to discuss it	1
Children should say no	1
Clamp down and help users	1
Communication with children about these matters is important	1
Contact people	1
Drinking is not pretty	1
Driving one is to do with drugs	1
Drug deterrents in schools	1
Drugs are illegal talking about them isn't	1
Too much alcohol spoils a night out	1
Find out as much as you can	1
Give more time to your children	1
Giving people clues as to what's going on	1
Has to be watched	1
Help to stop them taking drugs and drinking	1
Hits home	1
How it can affect you	1
If you are stuck on drugs that's you	1
It was about being careful about the company you keep	1
It was about drink driving with kids	1
It was about drinking too much and its effects and also about smoking helplines to quit	1
Its a kind of misunderstood subject	1
Its not illegal to discuss it	1
Its rife in the islands	1
Just to be aware of the fact that its out there and you should be aware of the facts as a parent with guidelines of what to do	1

Look a fool when drink alcohol and not able to make choices	1
Need to know	1
Not encouraging them	1
Not to over-indulge in each	1
One about smoking with the babies exhaling smoke	1
One about what to watch out for and how to get help. They are on really late though	1
One with drug squad bursting into house	1
Ones as bad as the other	1
Only information, but up to the individual, just guidance	1
People should try to understand more about the effects of drugs	1
People talking about how they can't remember anything from the night before	1
Places to go for help	1
Problems of excessive alcohol	1
Promote understanding between generations on the subject	1
Safe to talk about the issues	1
Saying that life would be better without taking drugs	1
Seek help if you need it	1
She was telling us about an organisation called turning point and how to help people with drink and drug problems	1
Should both be abandoned	1
Should try to get addicts on the straight and narrow	1
Shows a boy who splits in two and one half is how he'd be if he took drugs and the other shows him without drugs	1
Smoking, go in to bar	1
Someone talking about it. I found it very interesting	1
Something to do with your health	1
Telling adults to be patient with children who have problems with drugs and alcohol	1
Telling people how foolish they are being	1
The adverse outcome of what taking drugs can do	1
The individual with the problem should help themselves	1
There is help out there for people with problems	1
To advise children not to take drugs but can't prevent them doing it	1
To help you understand drug abuse	1
To say what's ahead of teenagers if they continue with it	1
To talk to someone about the drugs problem	1
Try to understand the reasons for them taking drugs rather than just condemn them in general	1
Try to understand what your children are up to	1
Underage drinking is bad	1
Use your common sense	1

Was suggesting other approaches to dealing with your children when they're involved with drugs rather than getting angry with them	1
What to do if you discover drugs	1
You'll be punished for taking drugs	1
Young guy comes in to a house and sits on a couch beside a girl and then she gets up and leaves and afterwards everything moves really fast around him	1
Young people being silly	1
Young people shouldn't do it	1
There are other forms of relaxation	1
Didn't understand it	1
Unsure / don't know / can't remember	

Table 4.1 Q4 – Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in? By age, sex and social grade.

		Age							Social Class				Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female	
Unweighted	1014	70	145	176	236	167	220	161	310	245	298	437	577	
Weighted	1014	114	198	200	162	133	206	189	283	203	339	485	529	
No teenagers in household	874	95	195	144	113	122	204	155	242	171	306	414	460	
Yes, have teenagers aged 13 - 15 years in the household	86% 73	83% 0	98% 3	72% 46	70% 16	91% 7	99% 1	82% 14	85% 19	84% 20	90% 19	85% 43	87% 29	
Yes, have teenagers aged 16 - 19 years in the household	7% 85	0% 19	2% 0	23% 20	10% 38	5% 7	0% 1	8% 21	7% 25	10% 17	6% 22	9% 37	6% 48	
	8%	17%	0%	10%	23%	6%	1%	11%	9%	8%	6%	8%	9%	

FIELDWORK DETAILS – POST-CAMPAIGN

- Sample: Scottish adults age 18+ (Weighted to be representative of the Scottish population by age, sex and social grade)
- Location All 73 Scottish Parliamentary constituencies
- Methodology: Telephone interviews by CATI (Computer Aided Telephone Interviewing)
- Fieldwork dates: Tuesday 2nd – Monday 8th March 2004

Table 1.1 Q1 – Have you seen or heard any advertising or publicity giving advice to parents on the subject of drugs and alcohol? By age, sex and social grade.

		AGE							SOCIAL GRADING					Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	CI	C2	DE	Male	Female		
Unweighted	1043	46	82	180	227	232	276	192	297	236	318	396	647		
Weighted	1043	118	203	207	167	137	212	194	292	1210	347	500	543		
Yes, drugs	157	23	47	36	15	18	18	36	52	31	38	69	88		
	15%	20%	23%	17%	9%	13%	8%	19%	18%	15%	11%	14%	16%		
Yes, alcohol	15	-	5	1	3	3	3	7	1	3	4	5	9		
	1%	-	2%	1%	2%	2%	2%	3%	0%	1%	1%	1%	2%		
Yes, both	449	37	47	101	96	69	99	91	116	97	145	205	244		
	43%	31%	23%	49	57	51	47	47	40	46	42	41	45		
No, neither	411	54	104	67	53	46	88	60	117	77	157	212	199		
	39%	46%	51%	32%	32%	33%	41%	31%	40%	37%	45%	42%	37%		
Unsure/don't know	12	4	-	3	-	1	4	-	6	2	3	8	4		
	1%	3%	1%	-	1%	2%	2%	-	2%	1%	1%	2%	1%		

Table 1.2 Q1 – Have you seen or heard any advertising or publicity giving advice to parents on the subject of drugs and alcohol? By Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in?

		No teenagers in household	Yes, have teenagers aged 13 - 15 years in the household	Yes, have teenagers aged 16 - 19 years in the household
Unweighted	1043	860	110	115
Weighted	1043	854	114	114
Yes, drugs	157 15%	126 15%	16 14%	19 17%
Yes, alcohol	15 1%	13 1%	1 1%	1 0%
Yes, both	449 43%	355 42%	60 52%	55 48%
No, neither	411 39%	351 41%	35 31%	38 33%
Unsure/don't know	12 1%	10 1%	2 2%	2 2%

Table 1.3 Q1 – Have you seen or heard any advertising or publicity giving advice to parents on the subject of drugs and alcohol? By Phase

	Phase 1	Phase 2
Unweighted	1014	1043
Weighted	1014	1043
Yes, drugs	90	157
	9%	15%
Yes, alcohol	15	15
	2%	1%
Yes, both	554	449
	55%	43%
No, neither	319	411
	31%	39%
Unsure/don't know	36	12
	4%	1%

Table 2.1 Q2 – Where did you see or hear this advertising or publicity? By age, sex and social grade.

		Age							Social Class				Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female	
Unweighted	666	23	48	126	154	159	156	132	186	150	198	222	444	
Weighted	621	60	99	138	113	90	120	134	169	131	187	280	341	
On TV	459	47	81	93	79	66	93	106	120	93	139	207	251	
	74%	78%	81%	68%	69%	73%	78%	79%	71%	71%	74%	74%	74%	
On radio	42	1	9	19	5	4	3	12	10	10	10	25	17	
	7%	2%	9%	14%	5%	4%	3%	9%	6%	8%	5%	9%	5%	
In newspaper(s)	154	1	9	38	36	28	41	32	40	33	49	74	81	
	25%	2%	9%	28%	32%	31%	34%	24%	24%	25%	26%	26%	24%	
At the cinema	1	-	-	-	-	-	1	-	-	-	1	-	1	
	0%	-	-	-	-	-	1%	-	-	-	0%	-	0%	
Can't remember where	13	2	-	1	1	6	3	1	7	1	4	7	6	
	2%	4%	-	1%	1%	7%	3%	1%	4%	1%	2%	3%	2%	
Other(SPECIFY)	100	11	14	32	22	10	12	24	23	19	34	34	66	
	16%	19%	14%	23%	19%	11%	10%	18%	13%	15%	18%	12%	19%	

Table 2.2 Q2 – Where did you see or hear this advertising or publicity? By Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in?

		No teenagers in household	Yes, have teenagers aged 13 - 15 years in the household	Yes, have teenagers aged 16 - 19 years in the household
Unweighted	666	538	78	78
Weighted	621	493	77	74
On TV	459	375	50	50
	74%	76%	65%	68%
On radio	42	35	5	4
	7%	7%	6%	5%
In newspaper(s)	154	123	19	20
	25%	25%	25%	27%
At the cinema	1	1	-	-
	0%	0%	-	-
Can't remember where	13	11	2	-
	2%	2%	3%	-
Other(SPECIFY)	100	62	27	18
	16%	13%	35%	24%

Table 2.3 Q2 – Where did you see or hear this advertising or publicity? By Phase

	Phase 1	Phase 2
Unweighted	670	666
Weighted	660	621
On TV	510 77%	459 74%
On radio	40 6%	42 7%
In newspaper(s)	190 29%	154 25%
At the cinema	13 2%	1 0%
Can't remember where	11 2%	13 2%
Other(SPECIFY)	58 9%	100 16%

Table 2.4 Q2a Where did you see or hear this advertising or publicity? – Other responses

Through child's school / secondary school / schools / school board / from child's school / school production / primary school	21
Doctors surgery / doctors / medical centre / poster at doctors / at the doctors / at doctor / leaflets in doctors	12
Leaflet from school / leaflet from school children / leaflets from my children's school / school booklet	11
Leaflets / pamphlet / leaflet drop / flyers	8
Posters / posters on board at work	7
Work / place of work / works at a pharmacy / at work (retired social worker) / job - advertising	6
Billboards / billboard	5
Magazines	5
Hospital	4
Bus shelter / bus stop / buses	3
Chemist	2
Course / social work department course	2
Drugs clinic / read in clinics	2
Internet	2
Leaflet from police / police	2
Advertising for scout group	1
Children's panel advisory community	1
Community centre	1
Conference	1
Direct involvement with the campaign	1
Drug awareness in schools	1
Education project leaflet	1
Germany	1
Grand children talking about it	1
In America	1
Ladies against drugs mothers run this	1
Leaflets from hebs and counselling agency	1
Local health promotion	1
Locally in community	1
Meetings	1
Midwife sees everywhere	1
News	1
Notice board	1
Personal careworker	1

University	1
Workshop	1
Youth club	1

Table 3.1 Q3a – What do you think was the main message given by the advertising you saw or heard? By age, sex and social grade (excluding Don't know / Can't remember)

		Age								Social Class					Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female			
Unweighted	540	20	41	111	127	134	107	113	156	118	153					
Weighted	511	52	86	121	93	75	84	116	145	103	147					
Don't touch / stay away from them (the word drugs not included)	70	-	8	10	16	15	22	14	23	13	20					
Don't use drugs/do drugs/stay away from drugs	14%	-	10%	8%	17%	19%	26%	12%	16%	12%	14%					
Helpline for parents/helpline to phone/phone number for advice	10%	-	3	12	7	12	16	12	8	10	20					
Health warning / they are bad for your health	28	8	5	7	6	0	1	6	6	3	12					
Parents should talk to their children about drugs	5%	16%	6%	6%	7%	0%	1%	5%	4%	3%	8%					
Don't take drugs and don't drink	18	2	4	-	4	3	4	3	6	2	7					
Teach / educate children not to take drugs	4%	4%	5%	4%	4%	5%	5%	2%	4%	2%	4%					
Drugs are dangerous / be aware of the dangers	41	11	11	12	5	2	1	6	17	6	12					
Parents to be aware of the changes in children's behaviour/the signs of drug use	8%	21%	12%	10%	5%	3%	1%	5%	12%	6%	8%					
Don't drink too much / stop drinking	24	-	2	3	6	8	5	6	6	4	7					
Know the score / facts / consequences	5%	-	2%	3%	6%	11%	6%	5%	4%	4%	5%					
Other response	7	-	-	3	3	1	-	-	3	1	3					
	1%	-	-	3%	3%	1%	-	-	2%	1%	2%					
	37	12	2	9	2	7	5	13	8	6	11					
	7%	24%	2%	8%	2%	10%	6%	11%	5%	6%	7%					
	48	-	11	19	8	7	4	8	12	14	14					
	9%	-	12%	16%	8%	9%	4%	7%	8%	14%	10%					
	9	1	2	-	3	2	1	3	-	3	3					
	2%	3%	2%	-	3%	2%	2%	3%	-	3%	2%					
	65	1	21	20	13	4	5	19	18	12	16					
	13%	3%	24%	17%	14%	6%	6%	16%	13%	12%	11%					
	113	15	18	25	21	14	20	25	38	28	22					
	22%	30%	21%	21%	22%	18%	24%	21%	26%	27%	15%					

Table 3.2 Q3a – What do you think was the main message given by the advertising you saw or heard? By Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in?

		No teenagers in household	Yes, have teenagers aged 13 - 15 years in household	Yes, have teenagers aged 16 - 19 years in the household
Unweighted	540	431	64	71
Weighted	511	401	63	70
Don't touch / stay away from them (the word drugs not included)	70	58	5	9
Don't use drugs/do drugs/stay away from drugs	14%	14%	8%	12%
Helpline for parents/helpline to phone/phone number for advice	50	41	5	6
Health warning / they are bad for your health	10%	10%	7%	8%
Parents should talk to their children about drugs	28	16	9	6
Don't take drugs and don't drink	5%	4%	15%	8%
Teach / educate children not to take drugs	18	17	-	1
Drugs are dangerous / be aware of the dangers	4%	4%	-	2%
Parents to be aware of the changes in children's behaviour/the signs of drug use	41	29	7	10
Don't drink too much / stop drinking	8%	7%	11%	15%
Know the score / facts / consequences	24	21	2	2
Other response	5%	5%	4%	3%
	7	4	3	-
	1%	1%	5%	-
	37	29	1	7
	7%	7%	2%	11%
	48	29	14	6
	9%	7%	23%	9%
	9	9	-	-
	2%	2%	-	-
	65	50	9	10
	13%	13%	15%	15%
	113	98	7	12
	22%	24%	11%	17%

Table 3.3 Q3a – What do you think was the main message given by the advertising you saw or heard? By Phase

	Phase 1	Phase 2
Unweighted	461	540
Weighted	460	511
Don't touch / stay away from them (the word drugs not included)	79	70
	17%	14%
Don't use drugs/do drugs/stay away from drugs	62	50
	13%	10%
Helpline for parents/helpline to phone/phone number for advice	31	28
	7%	5%
Health warning / they are bad for your health	19	18
	4%	4%
Parents should talk to their children about drugs	24	41
	5%	8%
Don't take drugs and don't drink	30	24
	7%	5%
Teach / educate children not to take drugs	14	7
	3%	1%
Drugs are dangerous / be aware of the dangers	24	37
	5%	7%
Parents to be aware of the changes in children's behaviour/the signs of drug use	30	48
	7%	9%
Don't drink too much / stop drinking	20	9
	4%	2%
Know the score / facts / consequences	22	65
	5%	13%
Other response	104	113
	23%	22%

Table 3.4 Q3a – What do you think was the main message given by the advertising you saw or heard? Other responses

Testing children for drugs in school
To be cautious or in moderation
What's right and wrong
Talk to your kids and find out what they are doing when they are not with you
To talk to your children more
Did not like the ad
Keep an eye on children
Glamorising drugs and alcohol through style of advertising
Don't trust your children, keep an eye on them
No drugs, keep eye on children
Major problems in UK
Harsh to ban smoking
Confused.
The dangerous emotional traumas
Subliminal message saying drugs make you fly
Being realistic and safe
Concerning drugs
Speak to someone b4 child
Subdued
Control amounts
People to report dealers
Smoking
Don't get angry with them
Don't take it lightly
Discouragement
Not worth taking the risk
Make children aware of dangers/ avoid it
Understand them. Most people have a false understanding
Don't know enough
Be careful
Whether they should test school pupils for drugs
They got straight to the point showed you young people lying about on drugs
Saying where young people can get help
Said that parents should watch their children and monitoring school children for drug
Don't puts them off

Cut it out a bit
To think before you done it
Be alert
Don't abuse it
Kids should do what they want to do instead of following others like the crowd
Don't take fat lines
Strong
Think twice before you do anything
Kills as well alcohol
The influence drugs has
Teens aimed think about it
Young people realise how awful
Images of horror
Teenagers with drugs
The seriousness of it all, trying to get through to the kids. Education through schools to be increased.
More supervision necessary
Keep kids minds off dugs and drink
It ruins your life. awareness about binge drinking especially in girls
Don't drink and drive, don't leave your drink alone...date rape
Get people to think about the topic
Parents to listen to children, children to say no
Don't think they'll bother with it
Scare factor
Drink worse problem, present culture
Listen to children
Telling parents to listen to their kids
How young people can be drawn into taking drugs
Aimed at young people
Research it more
Very difficult situation about taking drugs
Good message
Help children
Make people aware
No problem
Loss of control
Be sensible about it
Falling for the first try is very easy

Try to keep friends clean
General awareness take it easy on users
To listen more than kicking off
Listening rather than telling
Approaching children easier
Prevent addiction
Selling the products
Be aware
Could be a lot stronger
I think its all wrong
Teach people to be aware of substances.
Don't know what your doing when you are under the influence of drugs
Its not effective
Very good to get through to the kids
Learn to anticipate
Help the youngsters
Discouraging
No impact
Its a serious problem
We need to take it serious
People behave out of character stupidly when on these things
Help young people with drugs
Don't dabble/ refrain and keep control
Think about it
Ruins your health not to drink under age
Too many kids are indulging
U cant win
Don't believe what u hear
About parents understanding
Know more
Get the kids to stop
Police need to do more
Childs school
Signs for parents
Solvent abuse problems
Try to help your kids see sense even if they don't listen to you as a parent
Shop anyone that you know who is involved with drugs to the police

Table 4.1 Q4 – Do you have any teenage children between the ages of 13 and 19 living in the household, and, if so, what age group are they in? By age, sex and social grade.

		Age							Social Class				Gender	
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	AB	C1	C2	DE	Male	Female	
Unweighted	1043	46	82	180	227	232	276	192	297	236	318	396	647	
Weighted	1043	118	203	207	167	137	212	194	292	210	347	500	543	
No teenagers in household	854	82	192	131	110	131	209	158	239	164	294	416	438	
Yes, have teenagers aged 13 - 15 years in household	114	14	8	58	30	2	2	19	31	28	36	52	62	
Yes, have teenagers aged 16 - 19 years in the household	114	30	3	36	41	5	-	25	35	23	31	45	69	
	111%	25%	1%	17%	24%	4%	-	13%	12%	11%	9%	9%	13%	

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