

Montana Parent Norms Survey

“Not My Little Angel”

**Summary Findings from a Survey of Montana
Parenting Behaviors and Perceptions
Associated with Teen Substance Use**

July 2000



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Montana Tobacco Use Prevention Program

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The Montana Social Norms Project would like to thank the parents who took the time to respond to our survey and take part in this landmark study in Montana. The high levels of participation in this survey are testament to the genuine concern most parents have for their children, and the role they play in advancing drug free lifestyles among Montana's young residents.

We would also like to extend our thanks to the Montana Department of Public Health & Human Services – Addictive and Mental Disorders Division for their foresight and support of the social norms marketing process and its application to promoting positive parenting behavior. The Montana Social Norms Project supports the goals of the Montana Inter-Agency Coordinating Council for State Prevention Programs – a state agency council responsible for integrating and improving the delivery of state-funded prevention practices.

Funding to support the Parent Norms Survey and the development of this report has been provided through grants from the Office of Juvenile Justice and Delinquency Prevention and the Center for Substance Abuse Prevention.

EXECUTIVE SUMMARY

The Montana Parent Norms Survey was conceived and developed as part of an overall strategy to reduce substance use among Montana teens and young adults. Data from the survey is being used to develop social norms messages and materials as part of an overall marketing campaign to reduce teen substance abuse.

The Montana Parent Norms Survey is an original effort to provide the research base for addressing the misperceptions associated with parental expectations and norms, and to strengthen existing positive and protective parenting behaviors. To our knowledge, it is the first time a survey has focused empirically on documenting the normative expectations, attitudes and actions of parents of teenagers in a population. Additional analyses are currently in progress which compare the perceptions parents hold of teen substance abuse norms, with reported norms found through other statewide measures. This survey found that with regard to certain behaviors, parents tend to believe that their teens are not representative of typical Montana teenagers — hence the subtitle “*Not My Little Angel.*”

A total of 787 randomly selected households throughout Montana participated in the survey. Each parent participant was asked 54 questions about their relationship with their teenager, ages 12 through 17 years. The content of some of the questions focused on family rules and parental knowledge of their teen’s non-use of alcohol, tobacco and marijuana. Parents were asked how much influence they have on their teens’ choices. Other questions looked at curfews and completion of schoolwork in the home.

In addition to questions about their own parenting behavior, we asked our respondents to think about the *typical* Montana parent. Our goal was to construct and compare two models. The first was the *actual* reported parenting norm, based on what the respondents stated about their own behavior. The second model was the *perceived* parenting norm, based on our respondents’ perception of what was typical of all Montana parents.

The phrase "actual social norm" is used to describe how the majority of parents report how they behave toward and interact with their teenagers. "Perceived social norm" is how parents think the majority of *typical* parents behave and interact with their teens. Invariably, our respondents thought they were more involved with and informed about their teens than the perceived norm they carried in their minds about the *typical Montana* parent. The reality is that parents are much

more involved with their teenagers' lives than they think is normal (typical) for other Montana parents. This research demonstrates that the actual social norm is more conservative than the perceived social norm.

These two models (actual social norms versus perceived social norms) were expanded to our respondents' knowledge and perceptions of teenagers' behavior. Some of the survey questions asked about the behavior of respondents' own teenagers, and other questions asked about respondents' perceptions of *typical* Montana teens' behavior. Again, the parent-reported behaviors of their teens were more conservative than the perceived social norm of *typical* teenagers.

Future research will examine the relationship between the findings of this study and the self-reported behavior of Montana teenagers. No teens were surveyed in this study, but other research has used Montana teens as respondents and our results will be compared to theirs.

Parent respondents expressed very strong concerns about their teenagers using alcohol, tobacco and marijuana. They also stated they had very solid, trusting relationships with their children and knew a lot about their behaviors. Montana families have clear rules and almost all parents have curfews in place for their teenagers.

However, without exception, when asked about typical Montana families — our respondents' perceived social norm was that typical parents were more lenient in the manner in which they raise their children than they themselves were. Parent respondents also thought that typical teenagers were more likely than their children to use tobacco, alcohol and marijuana.

The Montana Parent Norms Survey provides important insight into the misperceptions that exist in parenting behavior associated with teenage substance use. This information serves as the basis for structuring normative message campaigns to support parents in their role as primary caretakers through reducing misperceptions that exist among parents and reinforcing the positive actions (norms) already practiced by the majority of parents across the state.

Following are a number of key findings from the Parent Norms Survey.

Major Finding...

There is great disparity between how parents see themselves parenting, and how they perceive other parents raising their children. Montana parents see themselves as being more involved with their teens than they perceive typical parents to be. This pattern was illustrated time and again through the survey data, with a number of interesting misperceptions being reported.

(a) Parents report they have a great amount of influence over their teens' decisions to smoke cigarettes, use marijuana and/or drink alcohol.

- *Parent Respondents (Actual Parent Norm)*... fifty-eight percent (58%) report they have great influence over their teens' decisions to smoke and/or drink.
- *Perceived Typical Parent Norm*... however, only nineteen percent (19%) of the respondents believed that typical parents have great influence over their own teens' decisions to smoke and/or drink. Sixty-six percent (66%) believed that typical parents only had some influence.

(b) Parents are setting curfews for their teens' involvement with activities outside the home.

- *Parent Respondents (Actual Parent Norm)*... nearly half (48%) report having a set curfew for their teen. Another forty-eight percent (48%) said they have curfews, but they are set each night depending on circumstances. Only four percent (4%) said their teens have great latitude or no curfew at all.
- *Perceived Typical Parent Norm*... twenty-five percent (25%) of the respondents believed typical Montana parents have set curfews for their teens. Forty-seven percent (47%) perceived the norm to be that typical parents have curfews, but the curfews are set each night depending on circumstances. There was greater disparity between parents' actual social norm and their perceived social norm in that twenty-eight percent (28%) of the respondents thought typical parents give their teens great latitude or no curfew constraints at all.

(c) Parents indicated they know where their teens spend time outside the home.

- *Parent Respondents (Actual Parent Norm)*... fifty-seven percent (57%) report they always know where their teens are and whom they are with, when they are not home.
- *Perceived Typical Parent Norm*... only one percent (1%) of the respondents believed that typical parents always know where their teens are, although that was the actual social norm. Fifty-three percent (53%) thought that typical parents usually, but not always, know where their teens are.

(d) Parents know when their teens do not come home on time.

- *Parent Respondents (Actual Parent Norm)*... eighty-six percent (86%) report they always know when their teens do not come home on time.
- *Perceived Typical Parent Norm*... only six percent (6%) of the respondents believed the typical-parent norm was that parents always know when their teens do not come home on time. The vast majority (70%) of the responding parents believed that typical parents usually, but not always, know when their teens do not come home.

(e) Parents either always or usually know when their teens complete their school homework.

- *Parent Respondents (Actual Parent Norm)*... thirty-four percent (34%) indicated that they always know when their teens complete their homework. Forty-five percent (45%) say they usually know.
- *Perceived Typical Parent Norm*... one percent (1%) of the respondents believe that typical parents always know when their teens have completed their homework. Forty-nine percent (49%) perceived the social norm to be that typical parents usually, but not always, know when their teens have completed their school homework.

(f) Parents know if their teens are skipping school.

- *Parent Respondent (Actual Parent Norm)*... sixty-three percent (63%) report they would always know if their teens were skipping school.
- *Perceived Typical Parent Norm*... only thirteen percent (13%) of the responding parents believed that typical parents would always know if their teens were truant at school. Fifty-five percent (55%) of the parents perceived the social norm to be that the typical Montana teen's parents would usually know if their teen was truant.

(g) Parents reported that their teens bring forward and discuss serious problems with them.

- *Parent Respondents (Actual Parent Norm)*... when asked if their teen would discuss a serious problem with them, twenty-one percent (21%) of respondents said that their teens would always do so. Another fifty-seven percent (57%) indicated that their teens would usually discuss serious problems with them.
- *Perceived Typical Parent Norm*... only one percent (1%) of the responding parents believed that typical teens would always discuss serious problems with their parents.

Thirty percent (30%) thought that typical teens would usually talk to their parents about their serious problems. The majority (64%) perceived the norm to be that typical Montana teens only sometimes discuss serious problems with their parents.

(h) Parents regularly discuss rules about alcohol and drug non-use with their teens.

- *Parent Respondent (Actual Parent Norm)*... three-fourths (75%) of respondents reported that they discussed rules about alcohol and drug non-use with their teens during the previous three months.
- *Perceived Typical Parent Norm*... when respondents were asked what proportion of typical parents had discussed rules about alcohol and drug non-use with their teens, forty-two percent (42%) believed that between ten and thirty percent of typical parents had talked to their teens. Forty-three percent (43%) thought that between forty and sixty percent of typical parents had talked with their teens about alcohol and drug non-use rules. Fifteen percent (15%) of parents said that between seventy and ninety percent of typical parents had talked to their teens about these rules in the previous three months.

(i) Parents discuss rules and expectations regarding alcohol with their teens on a regular basis.

- *Parent Respondents (Actual Parent Norm)*... during the month prior to the survey, forty-six percent (46%) of respondents had told their teens that they expect them not to drink. Seven percent (7%) told their teens never to try alcohol. Two percent (2%) said that a few drinks on special occasions would be all right. One percent (1%) said they told their teens to decide for themselves. Thirty-five percent (35%) had not talked to their teens about alcohol-related rules during the previous month.
- *Perceived Typical Parent Norm*... when respondents were asked what alcohol-related rules typical Montana parents used, thirty-two percent (32%) thought typical parents expect their teens to not drink. Six percent (6%) believed that typical parents told their teens that they should never try alcohol. Ten percent (10%) perceived the social norm to be that typical parents told their teens a few drinks on special occasions would be all right. Four percent (4%) thought typical parents told their teens to decide for themselves. Forty-four percent (44%) thought that typical parents had not talked to their teens about alcohol rules during the previous month.

(j) Parents believe their teens do not drink alcohol and drive afterward.

- *Parent Respondents (Actual Parent Norm)*... ninety-five percent (95%) reported their teens had not driven after drinking alcohol during the past 30 days. Four percent (4%) said their teens had driven after drinking once or twice during the past month. One percent (1%) said their teens had driven after drinking three or more times during the past month.

- ***Perceived Typical Parent Norm...*** only six percent (6%) of the respondents believed that typical teens never drove after drinking during the last 30 days. Thirty-eight percent (38%) thought the norm for typical Montana teens had been to drive after drinking one or two times during the past month. Twenty-five percent (25%) believed teens had driven after drinking three or four times and thirty-one percent (31%) believed they had driven after drinking five or more times. Clearly, the respondents perceived the social norm for typical Montana teens was to drink and drive at least once, if not more times, each month.

(k) Parents report their teens use seatbelts nearly all of the time.

- ***Parent Respondent (Actual Parent Norm)...*** forty-four percent (44%) stated that their teens wore seatbelts 100% of the time during the previous month as a driver and passenger. Thirty-two percent (32%) reported their teens wore seatbelts between 70% and 99% of the time. Nineteen percent (19%) said their teens wore belts between 10% and 60% of the time. Five percent (5%) of parents think their teens never wear seat belts.
- ***Perceived Typical Parent Norm...*** only one percent (1%) of respondents believed that typical teens wore a seatbelt 100% of the time as a driver and passenger during the previous month. Thirty-six percent (36%) thought typical teens wore seatbelts between 70% and 99% of the time. Sixty-one percent (61%) believed that typical teens wore belts between 10% and 60% of the time. Two percent (2%) of the parents think that typical teens never wear seat belts.

(l) Parents reported that they have very good-to-excellent relationships with their teens.

- ***Parent Respondents (Actual Parent Norm)...*** when asked to describe their relationships with their teens, thirty-two percent (32%) said they had excellent relationships with their teens. Forty-eight percent (48%) said their relationships were very good; sixteen percent (16%) said their relationships were good; three percent (3%) said fair and one percent (1%) said poor.
- ***Perceived Typical Parent Norm...*** when asked to describe what they believed to be the relationships between typical Montana teens and their parents, less than one percent (1%) of the respondents believed that typical parents had an excellent relationship with their teen. Fourteen percent (14%) perceived that the typical parent-teen relationships were very good; sixty-three percent (63%) thought the norm was good; twenty-two percent (22%) thought fair; and one percent (1%) said that typical parents have poor relationships with their teens.

Other Important Findings

Parents are very-to-extremely concerned about their own teens' use of alcohol, tobacco and marijuana.

- More than ninety percent (90%) of parent respondents would be extremely or very concerned if they found that their teens were drinking alcohol, smoking cigarettes or using marijuana.

**TABLE 1 - Summary of the Level of Parental Concern
Regarding the Use of Substances by Their Teens**

<i>Level of Concern</i>	Alcohol	Cigarettes	Marijuana
No Concern	0	0	0
Little Concern	1%	2%	.05%
Very Concerned	7%	13%	3.5%
Extremely Concerned	92%	85%	96%

Parents place partial responsibility for a teen's starting to use alcohol, tobacco and/or marijuana on various factors.

- On the average, sixteen percent (16%) of the respondents said that parents are most responsible for teens' uptake of alcohol, tobacco and marijuana.
- Parent respondents picked the teens' friends forty percent (40%) of the time on the average.
- The teens themselves were picked as being the most responsible for their starting to use alcohol, tobacco and marijuana by twenty-five percent (25%) of the responding parents.

TABLE 2 - Summary of Where Parents Place Responsibility for a Teen’s Starting to Use Alcohol, Tobacco and/or Marijuana

<i>Responsibility rests with...</i>	Alcohol	Cigarettes	Marijuana
<i>Our Culture</i>	17%	11%	6%
<i>Older Teens</i>	6%	6%	10%
<i>Teen’s Friends</i>	33%	38%	48%
<i>Teen’s Parents</i>	18%	19%	11%
<i>Teens Themselves</i>	10%	25%	24%
<i>Don’t Know</i>	1%	1%	1%

Most (86%) parents believe that allowing teenagers to drink in the home sends the wrong message and seventy-four percent (74%) never allow their teenagers, and their friends, to drink alcohol in the home.

- Parent beliefs about allowing teenagers to drink alcohol at home, to reduce unsafe behavior like driving under the influence, was examined. Eighty-six percent (86%) of parent respondents agreed it was a bad practice. Only fourteen percent (14%) of respondents said they thought allowing teens to drink at home would help reduce risky behavior.
- When asked if they allow their teens to drink at home, even a small glass of wine or beer with dinner, seventy-four percent (74%) of parent respondents said that they did not. Twenty-five percent (25%) said they allow occasional drinking and one percent (1%) said they allow regular drinking.

Additional Findings

Alcohol Use

- When asked if they would know if their teens drank alcohol without their permission, twenty-seven percent (27%) of parent respondents indicated they would always know and an additional fifty-two percent (52%) said they would usually know.
- When asked if their teens had used alcohol during the past 30 days, only ten percent (10%) of parent respondents said that they thought their teens had consumed alcohol.
- When asked to estimate the proportion of teenagers who are heavy drinkers (five or more drinks in a row during the past two weeks), parents reported that they believed that fifty-four percent (54%) of teens were not heavy drinkers. Parents thought that twenty-eight percent (28%) had drank heavily 1 or 2 times during the past 2 weeks, and that eighteen percent (18%) had drank heavily 3 or more times during the past 2 weeks.

Tobacco Use

- Sixteen percent (16%) of respondents were certain, or fairly certain, that their teens had tried chewing tobacco, snuff or dip (at some point in their life). The respondents thought that on the average, forty-eight percent (48%) of Montana teens had tried chewing tobacco.
- Thirty-one percent (31%) of respondents were certain, or almost so, that their teens had tried at least one cigarette in their life. The respondents thought that on the average, sixty percent (60%) of Montana teens had tried smoking cigarettes.
- When asked if their teens had used tobacco during the past 30 days, only seven percent (7%) of parent respondents thought their teens had.
- Twenty-eight percent (28%) of the parent-respondent households have someone besides their teens who use tobacco.

Marijuana Use

- Parent respondents perceived that an average of forty percent (40%) of all Montana teenagers had tried smoking marijuana at some point in their lives, and thus sixty percent (60%) had not tried it.

Clear Family Rules Established

When asked if their family had clear rules:

- Eighty-three percent (83%) of respondents said they definitely have clear rules. Fifteen percent (15%) said they have somewhat clear rules. Two percent (2%) said they do not have clear rules.

Access to a Car

- Forty-five percent (45%) of the parent-respondents' teens have their driver's licenses.
- Thirty-four percent (34%) of those teens who have driver's licenses have unlimited access to a car. Forty-six percent (46%) have somewhat limited access to a car. Twenty percent (20%) have restricted or very restricted access to a car.

Parent-Teen Communication

- When asked if teenage boys or teenage girls are easier to talk to about the dangers of tobacco, alcohol and/or illegal drugs, parent respondents chose girls seventeen percent (17%) of the time and boys nine percent (9%). However the vast majority, seventy-four percent (74%) said there were no differences between the two.

Parent-Parent Communication

- Forty-one percent (41%) of parent respondents reported that they have discussed frequently (frequently is self-defined) with their spouse, strategies for helping their teen understand and avoid the risks of alcohol, tobacco and other drug use. Forty-two percent (42%) reported that they had talked a few times with their spouse. Four percent (4%) reported that they had talked with their spouse maybe once. Seven percent (7%) reported that they haven't talked about it

with their spouse. Six percent (6%) of respondents said there were no other parents helping to raise their teens.

Conclusion

Disparity exists between actual parenting behavior and the perceptions parents have of typical parenting behavior of other Montana parents. In other words, there is a difference between the actual parenting social norm (what parents most commonly do) and the perceived social norm of *typical* parents (what they think typical parents commonly do). This pattern holds powerful implications for both the adoption and practice of healthy parenting behavior across Montana. Social normative theory provides an understanding of how the behavioral misperceptions of one's peer reference group can impact the behavior of individuals.

The process of social norms marketing provides a framework for displacing these misperceptions through communicating the "true" norms that exist within a reference or peer group. By clearly communicating the normative behavior of the group through high enough levels of message saturation, the commonly held misperceptions among the group begin to drop. If this communication is sustained and becomes the predominant view held by the majority of parents, corresponding behavioral changes should follow. However the rigor associated with any type of cultural change process should not be underestimated.

Patterns of misperception appear to hold true in Montana for parents of teens. It is plausible that targeted social norms media campaigns, composed of carefully developed and tested messages, can begin to reduce the misperceptions that exist in Montana. We believe a rigorous social norms campaign, delivered to parents of teenagers, provides a means to increase the number of parents practicing protective parenting skills for reducing teen substance use.

BACKGROUND

There is growing recognition today that all elements of society have an important role to play in substance abuse prevention. Schools, churches, community organizations and clubs, tavern owners, law enforcement, the courts, and parents must all become meaningfully involved in substance abuse prevention efforts if we are to begin turning the tide on this important health issue.

Parents serve as primary gatekeepers of information and a source of support for teenagers dealing with the pressures to use substances. No one is more concerned for the welfare of children than the parents of those children. When parents believe their children's lives are threatened by the use of substances, many become energetically involved in efforts to reduce these threats. It remains the job of prevention professionals to guide and assist parents of children in their daily interactions to address the issue of substance abuse and to engage them in the issue. Although parents are an extremely important link to the prevention of substance abuse among children, teens and young adults, they remain an often-untapped resource for prevention efforts.

“No one is more concerned for the welfare of children than the parents of those children.”

In an effort to begin strengthening the role parents can play in the prevention of substance abuse among their children, the Montana Social Norms Project, under contract with the Montana Department of Public Health and Human Services' Addictive and Mental Disorders Division, conducted a survey sampling of 787 parents of teenagers across Montana. The purpose of the survey was to gauge a variety of perceptions, attitudes and behaviors of parents towards their teenager's use and involvement with alcohol, tobacco and marijuana. Perceptions of other parents' teens' use of substances was also gauged. Availability of data reflective of parent perceptions, attitudes and behavior towards teenage use and involvement with substances is relatively scarce. However, information of this type serves a number of critical functions in the development of community prevention initiatives that support parents and their role as primary caretakers of children.

The Social Norms Approach to Substance Abuse Prevention

The social norms approach to substance abuse prevention is an innovative way to educate individuals about the healthy, protective behaviors practiced by the majority people for the purpose of improving overall health status.

For many years, health professionals have continued to develop messages that incorporate “scare tactics” to reinforce and educate young people regarding the hazards of negative health behaviors such as alcohol consumption, tobacco and other drug use. However, data collected on the use of these methods has shown relatively few results at reducing the norms that drive children, teens and young adults to use substances in the first place.

The social norms approach is based upon social norms theory, which assumes that much of our behavior is influenced by how other members of our social groups behave, and that our beliefs about what others do are often times incorrect (Perkins and Berkowitz, 1986). This approach is particularly applicable to populations of youth and young adults, who are generally more susceptible to the customs of peer pressure and social acceptance

The Parent Norms Survey provides important insight into where misperceptions may exist in parenting behaviors and parent beliefs of substance use by their children and others’ children to assist with creating positive social normative messages, which may lead to decreased substance use over time.

The Social Norms Approach to Improving Parenting Behaviors

“Certain parenting strategies can make the difference between a teen using or not using drugs when applied in consistent fashion, even in environments where high risk factors are present.”

Social norms theory posits that if parents misperceive (sometimes with strong encouragement from their own teenagers or from the media) that other parents have lower (or no) normative expectations, they will lower their own expectations related to adolescent risk behaviors such as alcohol use, tobacco or other drug use, early sexual activity, driving under the influence, unsupervised “all-nighters,” and skipping class/school. Thus, parents who perceive themselves as the “only ones” concerned with and willing to set limits and say no, are more vulnerable to failing to communicate their values and information about health and other consequences, or to set limits and sanctions. Conversely, if parents are given accurate and credible information about what other parents like them -- in this case other Montana parents-- are doing to protect their teenagers from risky behaviors, they would be more likely to raise or maintain their expectations and interact more pro-actively with their teens. Establishing that parents are misperceiving what most other parents are doing is the basis for social norms marketing strategies.

There are specific parenting behaviors and interactions associated with reducing a teenager's risk of using substances. Research findings are credible and compelling in this area, identifying dynamic and positive factors that protect teens and can be learned and applied by all parents. There are multiple factors that exist to influence risk-taking behavior in teens. What is most impressive about the latest research in this area is that it demonstrates that parents have leverage and strength afforded through positive parent norms, appropriate child behavior management strategies, and the setting of clear rules. Certain parenting strategies can make the difference between a teen using or not using drugs when applied in consistent fashion, even in environments where high risk factors are present.

Parent Involvement Makes a Difference in Teen Uptake of Substances, Along with Other Selected Parenting Behaviors

Two recent research studies illustrate the power of examining specific parental factors as protective factors for reducing substance abuse and other risk behaviors. Parent income levels, or the type of family structure (two-parent, divorced, single parent raising, etc.) has been shown not to be a powerful risk factor for substance use and other problem behaviors [Adlaf & Ivis, 1996]. In contrast, the amount of time teens spend with their family, the quality of the relationship, and parental monitoring does. These factors directly affect the rates at which kids smoke tobacco, use alcohol heavily, use marijuana and experiment with other illegal drugs, and are cited for delinquent behavior.

“For teens who report spending a great deal of time with their family - smoking, drinking, and drug use are all well below 5%, compared to rates of 16% (smoking) to 48% (drinking) for those who report spending very little time with their families.”

What seems to be the most effective is the amount of time teenagers spend with their family. Parental involvement, the quality of relationship between parent and teen, and “parental monitoring” of activities all show a similar significant, inverse relationship to adolescent substance abuse. For example, teenagers whose parents always know the whereabouts of their children have the lowest outcome rates for risk behaviors, while teens whose parents say they never know their children's whereabouts have the highest.

Some of the more common negative factors correlated with substance use and abuse are poor grades, family history of substance use, frequent drug use in the neighborhood, and peer pressures. The good news is that the ability of families to institute clear rules against alcohol and drug use has stronger inhibiting effects on substance use than other family characteristics, such as structure and conflict

(Abdelrahman, *et al.*, 1998). In essence, there is greater strength in having clear rules, or “family management” over parent-child conflict and structural variables, regardless of the external environment or peer culture.

There is a growing clinical base of knowledge in family therapy about what parents do that reduces and prevents the adolescent risk behaviors of most concern. The common belief among family therapists is that parents actually have enormous effects on what their children do. Parents who talk directly with their teenagers about alcohol, drugs, early sexual activity and other risk behaviors, who set clear rules and limits, who know where their teens are, who their friends are, and what they are doing, have kids who avoid these risky behaviors.

Two recent national surveys of parents have begun to validate this clinical wisdom: parents who spend time with their teenage children, establish and communicate clear expectations and rules, tend to have teenagers who avoid early sexual activity, pregnancy, alcohol and other drug use. Again, these protective factors are independent of, although certainly indirectly related to, invariant factors such as family structure, and income level. The Center for Alcohol and Substance Abuse (CASA) survey (1999) provided some direct correlation between parental behaviors and teen behaviors. Only sixty-three percent (63%) of teens in the 1999 survey said their parents have had a serious discussion with them about drugs, and almost half of teens who have used marijuana credit their parents with their decision.

The parental factors in the CASA study that best predicted a teens' substance abuse risk were:

- 1) The teens' reported respect for parental authority.
- 2) The quality of the teens' relationship with parents (teens in households with a fair or poor relationship with their dad are at 62% greater risk than teens living with a single mom, but with an “excellent” relationship with that mom).
- 3) Extent of parental involvement and nurturing.
- 4) Religious activities/commitment (assumed to reflect parent values).
- 5) Effectiveness of parents' discussions on illegal drugs.

The only predictive factors stronger than parental influences are a teen's age and their own opinions about substance abuse. The Partnership for A Drug-Free America's study found a significant increase (30%) in parents who have talked with their children about drugs at least four times in the past year. Correlating this result with a companion survey of teenagers found that teen drug use is leveling off and/or declining, and teens say that “disappointing their parents” is the top risk associated with using drugs.

These parental factors hold great promise for identifying what families are doing to protect and raise healthy kids, and which parental behaviors might be maintained and increased with the right kind of education, support and encouragement. Telling single parents that their kids are “more at risk” doesn't hold out much immediate hope for them. Telling parents that there is a powerful protective effect if parents set clear rules about substance use, monitor their children's activities throughout the high school years, and spend time with their kids regularly, provides concrete actions that parents are able to do, and can do more of, regardless of economic background or family structure. Providing this sort of information to parents through the media and other sources may be the feedback they need to continue to act proactively. With data provided through the Montana Parent Norms Survey, professionals and communities in Montana will have an opportunity to begin promoting and reinforcing the positive actions and behavior of Montana parents and their teens regarding the use of substances.

SURVEY METHODS

QUESTIONNAIRE DEVELOPMENT

The survey instrument was developed through a composite process including a review of available scientific literature and a search of a number of key national databases at substance abuse and prevention clearinghouses (to locate any existing parent surveys). A survey from the National Center on Alcohol and Substance Abuse at Columbia University (CASA) was selected to serve as a basis for the framework of the Parent Norms Survey instrument. Other sources of survey questions were the Centers for Disease Control and Prevention (CDC) funded 1999 Montana Youth Risk Behavior Survey (YRBS) and the Center for Substance Abuse Prevention (CSAP) funded 2000 Montana Prevention Needs Assessment (PNA) survey (Parsons and Harrison, 2000). In many instances, the questions for the Parent Norms Survey were rewritten to be appropriate for parents of teenagers instead of teenagers themselves. A total of 41 of the 58 questions were developed from a compilation of the three questionnaires.

Additionally, the authors drew upon their collective knowledge of protective factors, the positive assets research of the Search Institute, and a growing body of evidence supporting the application of specific parenting strategies and clear communication standards to the prevention of youth substance abuse. From this information, another 17 questions were developed and included as part of the final version (Appendices A4). Consultation was provided by Dr. Wesley Perkins of Hobart, Williams and Smith Colleges, with respect to the application of social normative theory to the design of the survey instrument.

PRE-TESTING OF SURVEY INSTRUMENT

The first draft of the questionnaire was administered to a focus group of parents in Missoula, Montana who were encouraged to make additional comments regarding the clarity of the questions and how motivated parents were to complete the entire questionnaire. Feedback from this first pilot group was used to modify the first draft of the questionnaire. At this stage, some questions were removed, some were rewritten and others were added.

A cover letter (Appendices A2) was written and reviewed by the authors, stressing the importance of this research and encouraging parents to participate. The cover letter, the second draft questionnaire and a self-addressed, postage-paid envelope were mailed to 200 randomly chosen names from a list of 3000 names and addresses obtained from GENESYS Sampling Systems. Sixty-three usable questionnaires were returned. Because as many as 60 of the addresses would not be to our target

sample, a response rate of 45% (63/140) was considered very strong, particularly given the length of the questionnaire.

The responses were coded and entered into SPSS for data analyses. After review by the authors, a third and final questionnaire was designed. The final instrument included minor changes from the second draft. One question was replaced and others had minor wording changes. No new questions were added to the final version of the instrument.

SAMPLING METHODOLOGY & RESPONSE RATES

Three thousand names and addresses of randomly selected Montana households with teenagers between 12 through 17 years of age were purchased from GENESYS Sampling Systems, Pennsylvania. After checking for complete information, 2973 addresses were deemed acceptable to the U.S. Post Office from the GENESYS database. GENESYS believed their list would include approximately 70% correct hits to the target sample. Thirty percent of the complete addresses would not be current or would not be to homes with teens between 12 through 17 years of age.

The final questionnaire was mailed to the remaining 2773 addresses on the sampling list. Seven hundred sixteen usable questionnaires were returned. Considering that 70% (1941) of the original 2773 addresses would go to the target sample, a response rate of 37% (716/1941) was achieved. The overall response rate was 37% (779/2081).

DATA ANALYSIS

Data from each of the 787 questionnaires were manually entered into SPSS software. Frequency distributions were calculated for each question to discover incorrectly entered or uninterruptible data cells. All frequency distributions and descriptive statistics were computed by SPSS. A pie or bar chart for each set of responses was drawn using Microsoft Excel, and a short summary of each question written.

There was not a true experimental design to examine the response pattern differences that might exist between those who completed our survey and those who did not. However the pattern of returned questionnaires provided a quasi-experimental test of the differences. It was noted that during the pilot mailing of 200 questionnaires, the respondents returned them quickly, nearly 90% of them being returned within two weeks.

The same pattern held true for the final mailing of 2773 questionnaires. After two weeks the return rate went virtually to zero. It was decided to mail a professionally written reminder letter (Appendices

A3) and a new questionnaire and return envelope to the 1959 still viable addresses. This reminder letter was followed by another burst of returned questionnaires, just like the pilot and initial final mailing. Within a two-week period, an additional 152 questionnaires were returned.

Cross tabulations producing calculated chi-squares were used to examine the response patterns of the original group from the post-reminder-letter group. There were no significant differences. The post-reminder group did not vary systematically from the respondents who mailed their questionnaires back first.

SURVEY VALIDITY & LIMITATIONS

The questionnaires that were returned after the reminder letter were considered the experimental group and were assumed to be drawn from those who would not have answered the first mailing. It is noted that there may be a group of the sample that would never answer this questionnaire or any follow-up survey about their parenting practices. This non-cooperative group may have answered in a different pattern from those who returned their completed questionnaires.

The overall response rate of 37% supports the conclusion that the sample is representative of the vast majority of parents in Montana, noting that there may be a small portion of parents who would choose not to answer a questionnaire about their parenting practices and their teenagers and may have responded differently from the results published here.

SURVEY FINDINGS

The following pages represent the complete results of the survey. Each question is provided as it appeared on the final questionnaire. Either a frequency distribution or descriptive statistics including the mean and standard deviation are given for each question. The results for each question are visually represented by pie or bar chart, and a brief written summary has been included.

Survey Questions

Q1 (ALCON): Suppose you found out your teenager was drinking alcohol regularly, how concerned would you be?

0=Not concerned at all

1=Only a little concerned

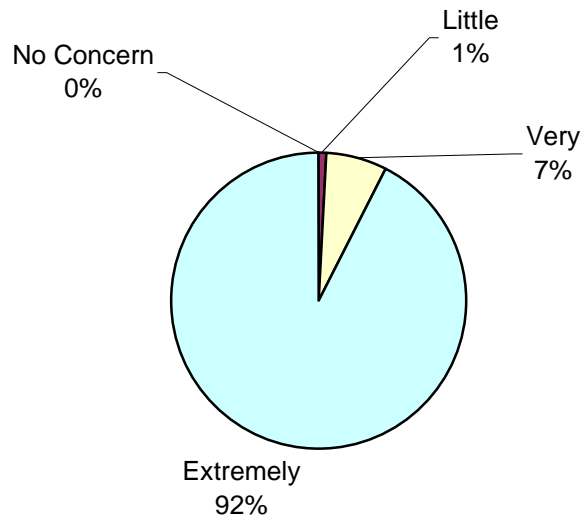
2=Very concerned

3=Extremely concerned

ALCON

		Frequency	Percent	Valid Percent
Valid	1.00	7	.9	.9
	2.00	52	6.6	6.6
	3.00	723	91.9	92.5
	Total	782	99.4	100.0
Missing	System	5	.6	
Total		787	100.0	

Concern for Teen's Drinking



Ninety-two percent (92%) of Montana parents would be **EXTREMELY** concerned if they found that their teenager was drinking regularly. Seven percent (7%) would be **VERY** concerned, one percent (1%) would have **LITTLE** concern and no parents reported that they would have **NO** concern.

Q2 (TCON): Suppose you found out your teenager smoked cigarettes regularly, how concerned would you be?

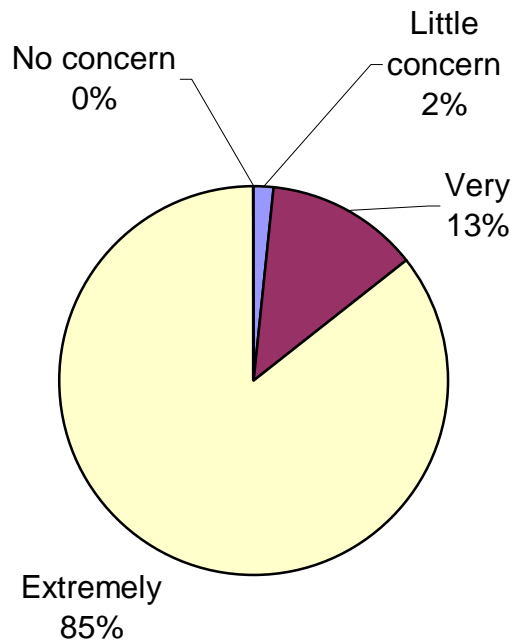
0=Not concerned at all

1=Only a little concerned

2=Very concerned

TCON

		Frequency	Percent	Valid Percent
Valid	.00	1	.1	.1
	1.00	14	1.8	1.8
	2.00	98	12.5	12.5
	3.00	669	85.0	85.5
	Total	782	99.4	100.0
Missing	System	5	.6	
Total		787	100.0	



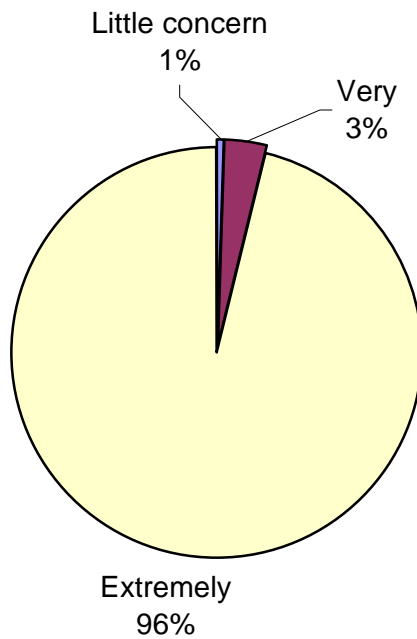
Montana parents would be VERY (13%) or EXTREMELY (85%) concerned if they found that their teenager was smoking cigarettes regularly. Only one parent said that they would not be concerned at all.

Q3 (MCON): Suppose you found out your teenager smoked marijuana regularly, how concerned would you be?

- 0=Not concerned at all
- 1=Only a little concerned
- 2=Very concerned
- 3=Extremely concerned

MCON

		Frequency	Percent	Valid Percent
Valid	1.00	4	.5	.5
	2.00	27	3.4	3.5
	3.00	750	95.3	96.0
	Total	781	99.2	100.0
Missing	System	6	.8	
Total		787	100.0	



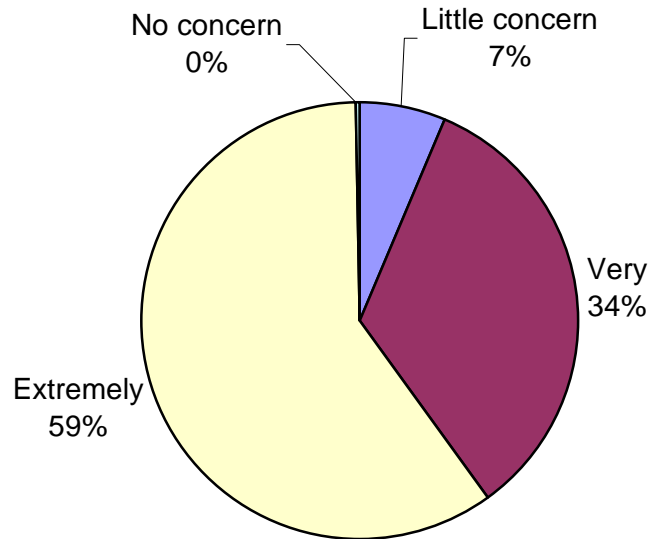
Nearly all of Montana parents would be VERY (3%) or EXTREMELY (96%) concerned if they found that their teenager was smoking marijuana regularly. Every parent claimed that they would have some level of concern.

Q4 (SCHCON): Suppose you found out your teenager had skipped school one or two times during this semester, how concerned would you be?

- 0=Not concerned at all
- 1=Only a little concerned
- 2=Very concerned
- 3=Extremely concerned

SCHCON

		Frequency	Percent	Valid Percent
Valid	.00	3	.4	.4
	1.00	51	6.5	6.5
	2.00	262	33.3	33.5
	3.00	466	59.2	59.6
	Total	782	99.4	100.0
Missing	System	5	.6	
Total		787	100.0	



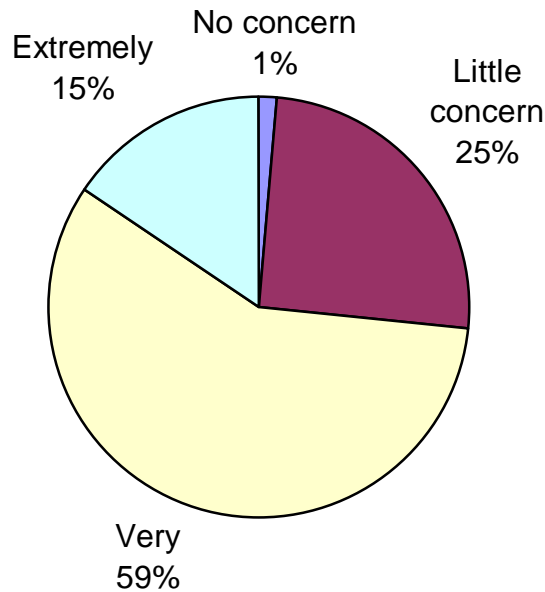
Most Montana parents would be VERY (34%) or EXTREMELY (59%) concerned if they found that their teenager was skipping school.

Q5 (SCHCONSN): If the parents of a typical Montanan teenager found out he/she had skipped school one or two times during this semester, I think they would be?

- 0=Not concerned at all
- 1=Only a little concerned
- 2=Very concerned
- 3=Extremely concerned

SCHCONSN

		Frequency	Percent	Valid Percent
Valid	.00	10	1.3	1.3
	1.00	198	25.2	25.5
	2.00	449	57.1	57.8
	3.00	120	15.2	15.4
	Total	777	98.7	100.0
Missing	System	10	1.3	
Total		787	100.0	



Only 15% of Montana parents thought that parents of typical teenagers would be **EXTREMELY** concerned if they found that their teenager was skipping school. Fifty-nine percent (59%) thought that the norm would be that parents of typical teenagers would be **VERY** concerned with truant teens. Approximately one quarter (26%) of the responding parents thought that parents of typical teens would have **LITTLE** or **NO** concern.

Q6 (ALRSP): Who do you think is most responsible for a teen starting to drink alcohol?

0=The teen themselves

1=The teen's parents

2=The teen's friends

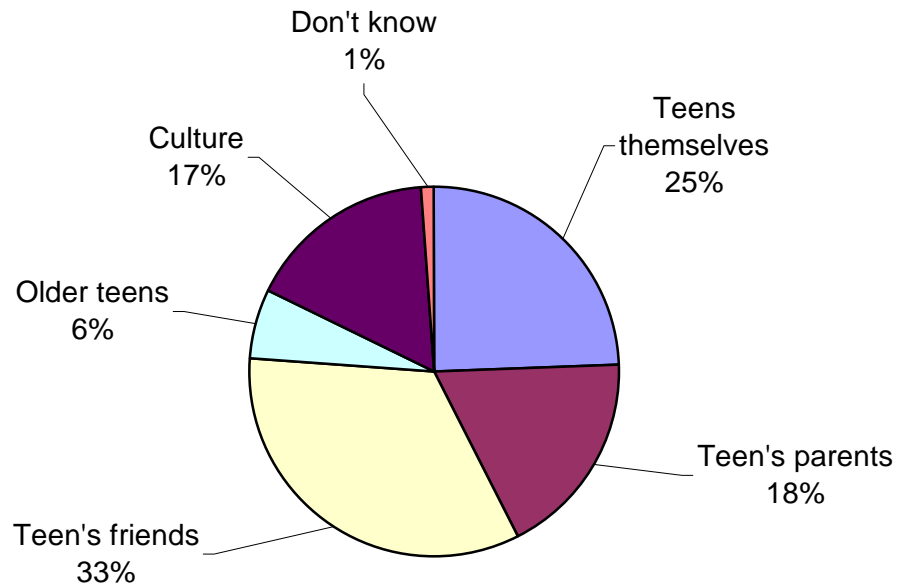
3=Older trend-setting young adults

4=Our culture, in general

5=Don't know

ALRSP

		Frequency	Percent	Valid Percent
Valid	.00	189	24.0	24.5
	1.00	139	17.7	18.0
	2.00	259	32.9	33.6
	3.00	46	5.8	6.0
	4.00	130	16.5	16.9
	5.00	8	1.0	1.0
	Total	771	98.0	100.0
Missing	System	16	2.0	
Total		787	100.0	



Montana parents believe that their TEEN'S FRIENDS (33%) are most responsible for their child starting to drink, followed by the PARENTS (18%), CULTURE (17%), the TEENS THEMSELVES (10%), and OLDER YOUNG ADULTS (6%). Only one percent of the respondents said that they DON'T KNOW.

Q7 (TRSP): Who do you think is most responsible for a teen starting to smoke cigarettes?

0=The teen themselves

1=The teen's parents

2=The teen's friends

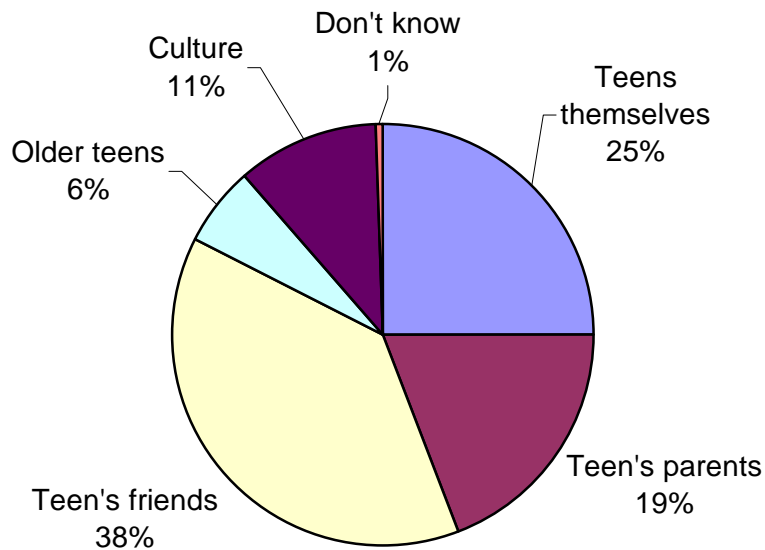
3=Older trend-setting young adults

4=Our culture, in general

5=Don't know

TRSP

		Frequency	Percent	Valid Percent
Valid	.00	193	24.5	25.0
	1.00	149	18.9	19.3
	2.00	295	37.5	38.2
	3.00	48	6.1	6.2
	4.00	83	10.5	10.7
	5.00	5	.6	.6
	Total	773	98.2	100.0
Missing	System	14	1.8	
Total		787	100.0	



Montana parents believe that their TEEN'S FRIENDS (38%) are most responsible for their child starting to smoke cigarettes, followed by the TEENS THEMSELVES (25%), the PARENTS (19%), CULTURE (11%), and OLDER YOUNG ADULTS (6%). Only one percent of the respondents said that they DON'T KNOW.

Q8 (MVSP): Who do you think is most responsible for a teen starting to smoke marijuana?

0=The teen themselves

1=The teen's parents

2=The teen's friends

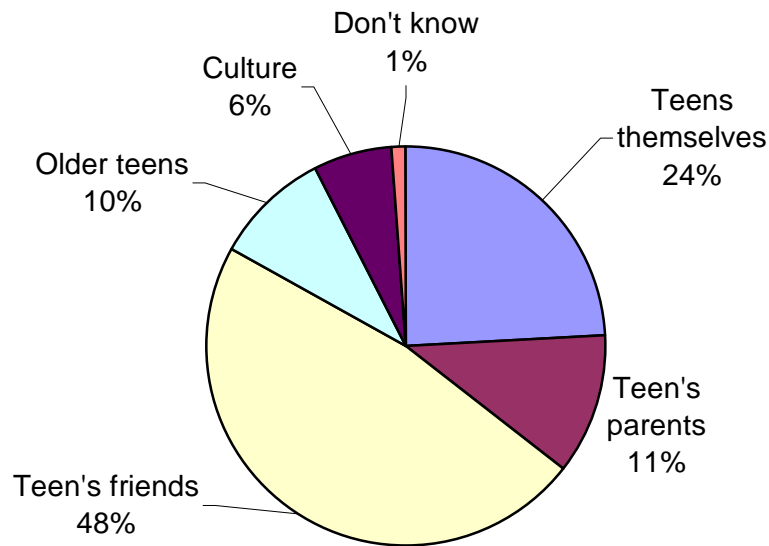
3=Older trend-setting young adults

4=Our culture, in general

5=Don't know

MVSP

		Frequency	Percent	Valid Percent
Valid	.00	186	23.6	24.1
	1.00	88	11.2	11.4
	2.00	368	46.8	47.6
	3.00	74	9.4	9.6
	4.00	48	6.1	6.2
	5.00	9	1.1	1.2
	Total	773	98.2	100.0
Missing	System	14	1.8	
Total		787	100.0	



Montana parents believe that their TEEN'S FRIENDS (48%) are most responsible for their child starting to use marijuana, followed by the TEENS THEMSELVES (24%), the PARENTS (11%), CULTURE (6%), and OLDER YOUNG ADULTS (10%). Only one percent of the respondents said that they DON'T KNOW.

Q9 (INF): Do you think that you have influence over your teen's decision whether or not to drink alcohol, smoke cigarettes, and/or use marijuana?

0=No influence

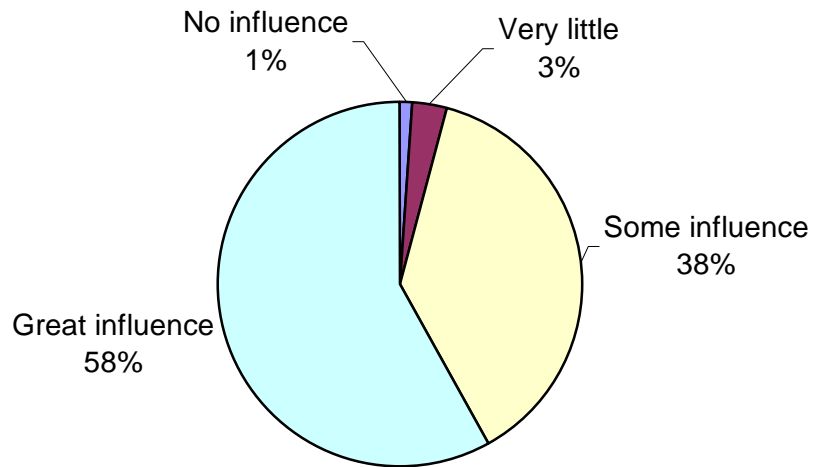
1=Very little

2=Some influence

3=Great influence

INF

		Frequency	Percent	Valid Percent
Valid	.00	9	1.1	1.2
	1.00	23	2.9	3.0
	2.00	295	37.5	37.9
	3.00	452	57.4	58.0
	Total	779	99.0	100.0
Missing	System	8	1.0	
Total		787	100.0	



Most (58%) respondents thought they had GREAT INFLUENCE on their teens' decision whether or not to drink, smoke cigarettes, and/or use marijuana. 38% of respondents thought they had SOME INFLUENCE. 2% stated they had VERY LITTLE INFLUENCE. And 1% stated they had NO INFLUENCE at all.

Q10 (INFSN): How much influence do you think typical Montana parents have over their teen's decision whether or not to drink alcohol, smoke cigarettes and/or use marijuana?

0=No influence

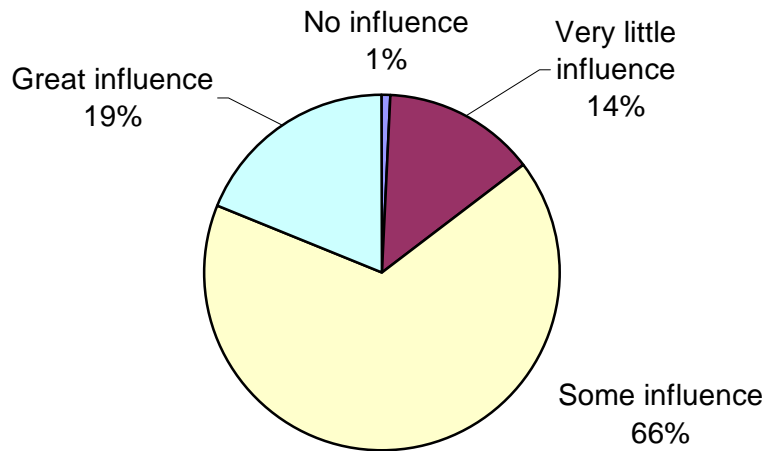
1=Very little

2=Some influence

3=Great influence

INFSN

		Frequency	Percent	Valid Percent
Valid	.00	6	.8	.8
	1.00	108	13.7	13.9
	2.00	515	65.4	66.4
	3.00	147	18.7	18.9
	Total	776	98.6	100.0
Missing	System	11	1.4	
Total		787	100.0	



Most respondents (66%) thought typical Montana parents have **SOME INFLUENCE** over their teen's decision whether or not to drink alcohol, smoke cigarettes and/or use marijuana. Nearly 19% of respondents rated typical Montana parents as having **GREAT INFLUENCE**, while another 14% of respondents rated typical Montana parents as having **VERY LITTLE INFLUENCE**. And 1% of respondents felt the typical Montana parents had **NO INFLUENCE** over their teen's decision.

Q11 (NTHOME): When my teen is not home, I or the other parent knows where he/she is and whom he/she is with.

0=Seldom/never

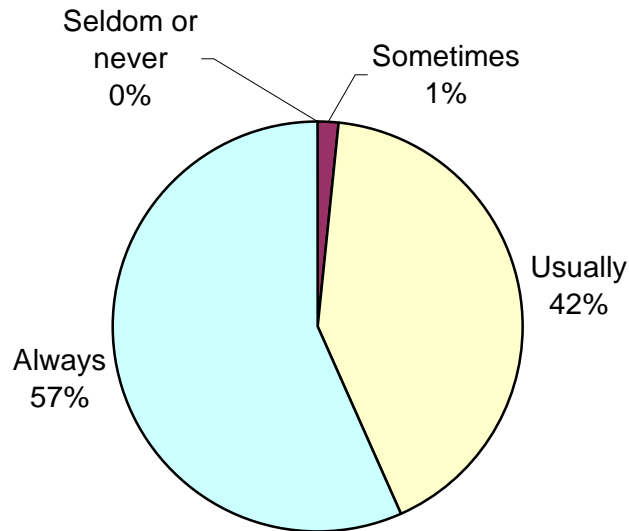
1=Sometime

2=Usually

3=Always

NTHOME

		Frequency	Percent	Valid Percent
Valid	.00	1	.1	.1
	1.00	11	1.4	1.4
	2.00	323	41.0	41.7
	3.00	440	55.9	56.8
	Total	775	98.5	100.0
Missing	System	12	1.5	
Total		787	100.0	



A majority of respondents (57%) stated they ALWAYS know where and whom their teen is with, when their teen is not home. 42% of respondents stated that they USUALLY know where and whom their teen is with. 1% said they knew where their teen was SOMETIMES. Less than 1% said SELDOM/NEVER

Q12 (NTHOMESN): I think typical Montana parents know where their teens are and whom they are with when not home.

0=Seldom/never

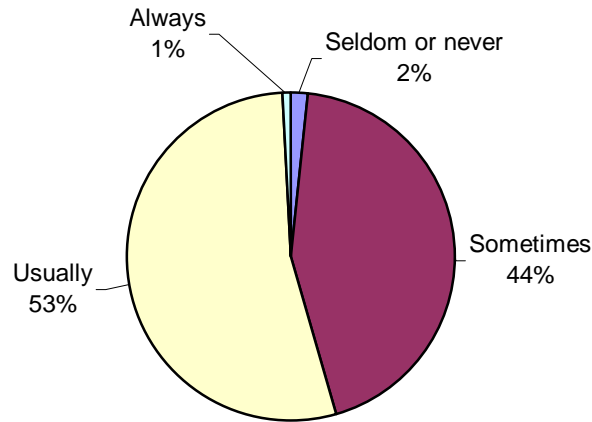
1=Sometime

2=Usually

3=Always

NTHOMESN

		Frequency	Percent	Valid Percent
Valid	.00	13	1.7	1.7
	1.00	339	43.1	43.9
	2.00	413	52.5	53.5
	3.00	7	.9	.9
	Total	772	98.1	100.0
Missing	System	15	1.9	
Total		787	100.0	



The highest response to this question had 44% of respondents reporting that the typical Montana parent **SOMETIMES** knows where his/her teen is and whom they are with, when the teen is not home. 53% reported that typical Montana parents **USUALLY** know where their teens are. 1% reported that the typical Montana parent **ALWAYS** knows where his/her teen is. And 3% reporting that the typical Montana parent **NEVER** knows where and with whom his/her teen is.

Q13 (TIME): I know when my teen does not come home on time.

0=Seldom/never

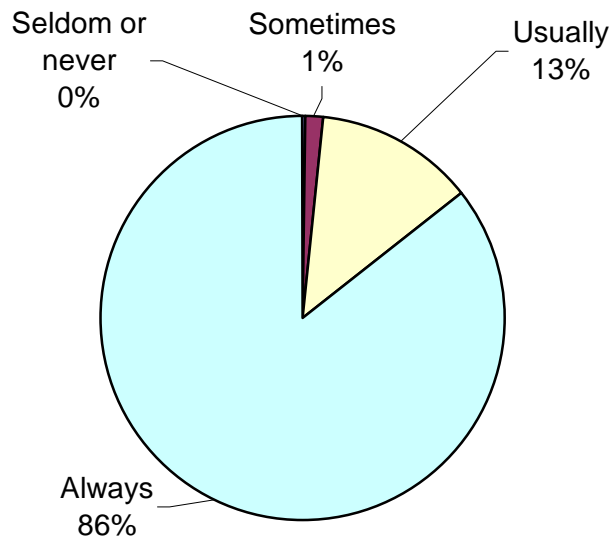
1=Sometime

2=Usually

3=Always

TIME

		Frequency	Percent	Valid Percent
Valid	.00	3	.4	.4
	1.00	10	1.3	1.3
	2.00	99	12.6	12.8
	3.00	664	84.4	85.6
	Total	776	98.6	100.0
Missing	System	11	1.4	
Total		787	100.0	



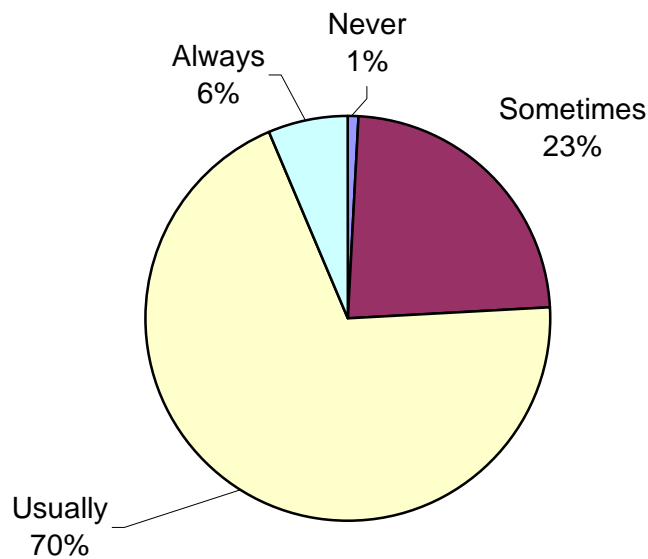
86% of respondents reported that they ALWAYS know when their teens do not come home on time. 15% of respondents reported that they USUALLY know when their teens come home on time. 1% of respondents reported that they SOMETIMES know and less than 1% said they SELDOM or NEVER know when their teens do not come home on time.

Q14 (TIMESN): I think typical Montana parents know when their teens do not come home on time.

- 0=Seldom/never
- 1=Sometime
- 2=Usually
- 3=Always

TIMESN

		Frequency	Percent	Valid Percent
Valid	.00	7	.9	.9
	1.00	179	22.7	23.3
	2.00	534	67.9	69.4
	3.00	49	6.2	6.4
	Total	769	97.7	100.0
Missing	System	18	2.3	
Total		787	100.0	



70% of respondents stated the typical Montana parent **USUALLY** knows if his/her teen comes home on time. 23% of respondents stated the typical Montana parent **SOMETIMES** knows if his/her teen comes home on time. 6% state the typical Montana parent **ALWAYS** knows when their teen comes home on time. 1% stated the typical Montana parent **never** knows.

Q15 (CALL): My teen calls if he/she is going to be late getting home.

0=Seldom/never

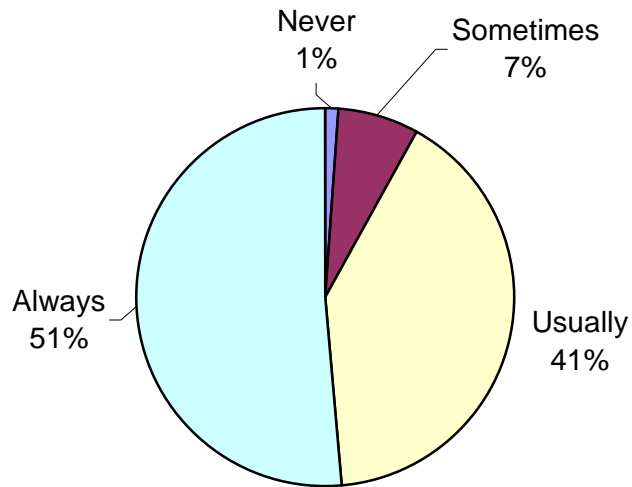
1=Sometime

2=Usually

3=Always

CALL

		Frequency	Percent	Valid Percent
Valid	.00	8	1.0	1.0
	1.00	55	7.0	7.1
	2.00	316	40.2	40.6
	3.00	399	50.7	51.3
	Total	778	98.9	100.0
Missing	System	9	1.1	
Total		787	100.0	



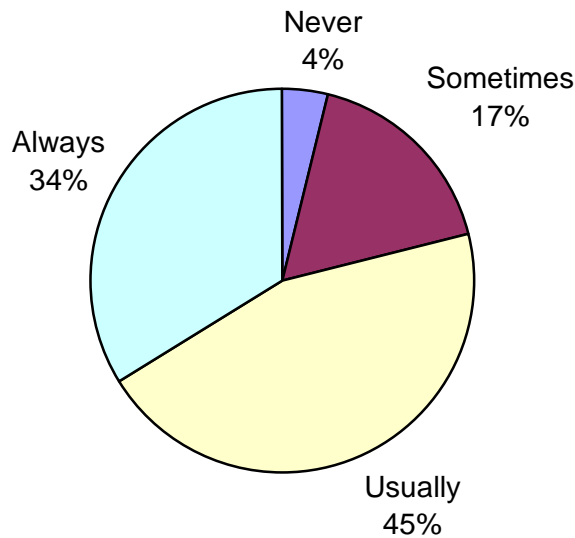
The majority of respondents (51%) reported that their teen ALWAYS calls when he/she will be getting home late. 41% of respondents reported that their teens USUALLY call when they will be late. 7% reported that their teen SOMETIMES calls when he/she will be late. And 3% report their teen SELDOM or NEVER calls when he/she will be getting home late.

Q16 (HW): I monitor my teen's homework and generally know that it's getting done.

- 0=Seldom/never
- 1=Sometime
- 2=Usually
- 3=Always

HW

		Frequency	Percent	Valid Percent
Valid	.00	31	3.9	4.0
	1.00	134	17.0	17.2
	2.00	350	44.5	44.9
	3.00	264	33.5	33.9
	Total	779	99.0	100.0
Missing	System	8	1.0	
Total		787	100.0	



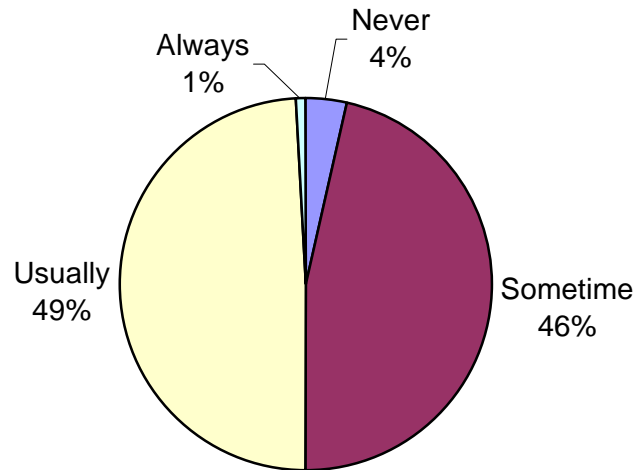
45% of respondents reported that they USUALLY monitor and know that their teen's homework is getting done. 34% of respondents reported that they ALWAYS monitor and know when their teen's homework is getting done. 17% reported that they SOMETIMES know. 3% reported that they SELDOM/NEVER monitor or know when their teen's homework is getting done.

Q17 (HWSN): I think the parents of a typical Montana teenager generally know if their child is getting their homework done.

- 0=Seldom/never
- 1=Sometime
- 2=Usually
- 3=Always

HWSN

		Frequency	Percent	Valid Percent
Valid	.00	28	3.6	3.6
	1.00	359	45.6	46.3
	2.00	382	48.5	49.3
	3.00	6	.8	.8
	Total	775	98.5	100.0
Missing	System	12	1.5	
Total		787	100.0	



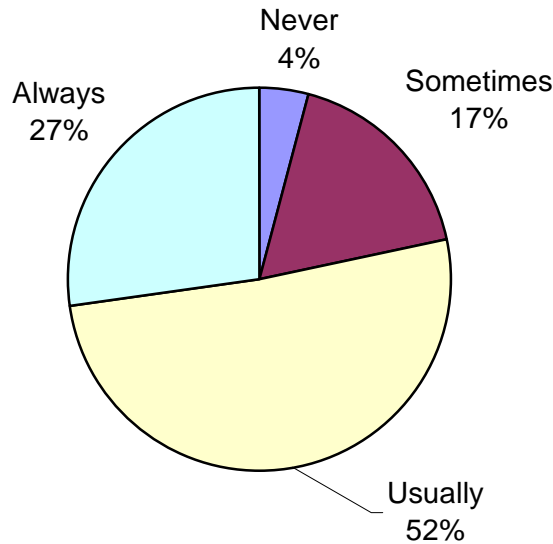
46% of the respondents stated that the typical Montana parent **SOMETIMES** monitors and knows when their teen is finishing their homework. A nearly equal percentage (49%) thought that the typical Montana parent **USUALLY** knows when their child’s homework is getting done. 1% of the respondents stated that the typical Montana parent **ALWAYS** knows when their child is finishing their homework. And 4% thought that typical Montana parents **NEVER** know about their teen’s homework.

Q18 (ALPERMIT): I would know if my teen drank beer, wine or liquor without my permission.

- 0=Seldom/Never
- 1=Sometimes
- 2=Usually
- 3=Always

ALPERMIT

		Frequency	Percent	Valid Percent
Valid	.00	33	4.2	4.3
	1.00	134	17.0	17.5
	2.00	392	49.8	51.1
	3.00	208	26.4	27.1
	Total	767	97.5	100.0
Missing	System	20	2.5	
Total		787	100.0	



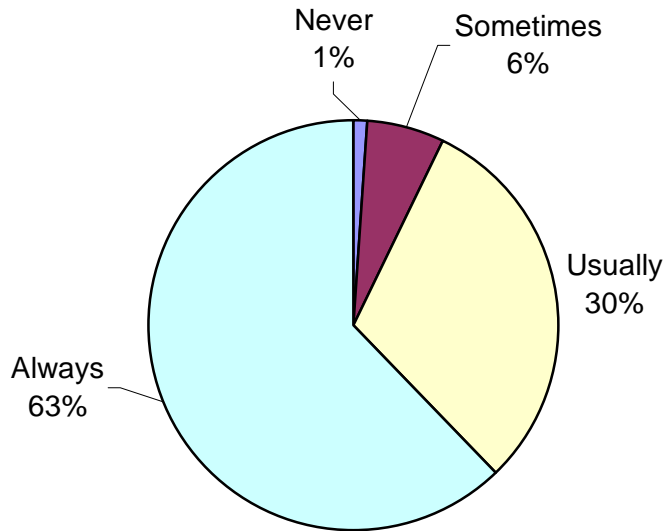
The largest percentage, 52% of parents surveyed, said that they would USUALLY know if their teen drank beer, liquor, or wine without their permission. Twenty-seven percent (27%) of parents surveyed said that they would ALWAYS know if their teen drank beer, liquor, or wine without permission. Seventeen percent (17%) of parents surveyed said that they would SOMETIMES know if their teen drank beer, liquor, or wine without permission. A small percentage, 4% of parents surveyed, said that they would SELDOM/NEVER know if their teen drank beer, liquor, or wine without permission.

Q19 (SKIP): If my teen skipped school, I would know about it.

- 0=Seldom/Never
- 1=Sometimes
- 2=Usually
- 3=Always

SKIP

		Frequency	Percent	Valid Percent
Valid	.00	9	1.1	1.2
	1.00	47	6.0	6.1
	2.00	236	30.0	30.5
	3.00	482	61.2	62.3
	Total	774	98.3	100.0
Missing	System	13	1.7	
Total		787	100.0	



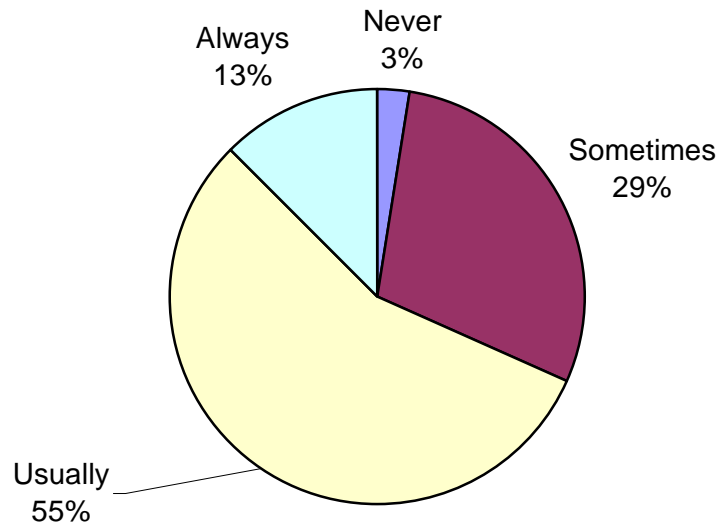
Sixty-three percent (63%) of parents surveyed, said they would ALWAYS know if their teen skipped school. Thirty percent (30%) of parents surveyed said they would USUALLY know if their teen skipped school. Six percent (6%) of parents surveyed said they would SOMETIMES know if their teen skipped school. Only 1% of parents surveyed said they would SELDOM or NEVER know if their teen skipped school.

Q20 (SKIPSN): If the typical Montana teenager skipped school, I think their parents would know about it.

- 0=Seldom/Never
- 1=Sometimes
- 2=Usually
- 3=Always

SKIPSN

		Frequency	Percent	Valid Percent
Valid	.00	20	2.5	2.6
	1.00	224	28.5	29.0
	2.00	432	54.9	55.9
	3.00	97	12.3	12.5
	Total	773	98.2	100.0
Missing	System	14	1.8	
Total		787	100.0	



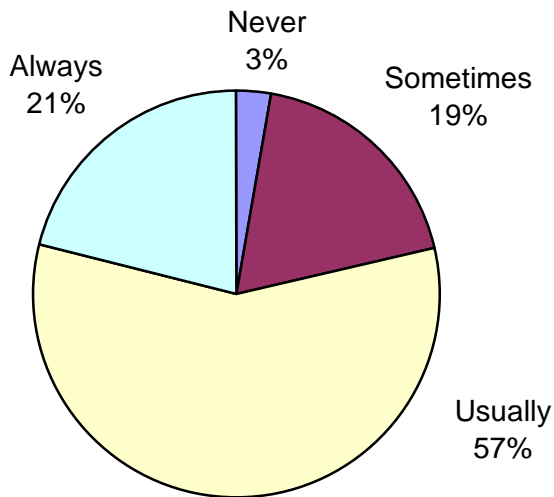
A majority of parents (55%) said that they thought that the typical Montana parent would USUALLY know if their teen skipped school. Twenty-one percent (21%) of parents surveyed said that they thought that the typical Montana parent would SOMETIMES know if their teen skipped school. Thirteen percent (13%) of parents surveyed said that they thought the typical Montana parent would ALWAYS know if their teen skipped school. Three percent (3%) of parents surveyed said that they thought that the typical Montana parent would SELDOM or NEVER know if their teen skipped school.

Q21 (DISCUS): When your teen has a serious problem, how often does he/she discuss it with you?

0=Seldom/Never
 1=Sometimes
 2=Usually
 3=Always

DISCUS

		Frequency	Percent	Valid Percent
Valid	.00	21	2.7	2.7
	1.00	145	18.4	18.6
	2.00	447	56.8	57.5
	3.00	165	21.0	21.2
	Total	778	98.9	100.0
Missing	System	9	1.1	
Total		787	100.0	



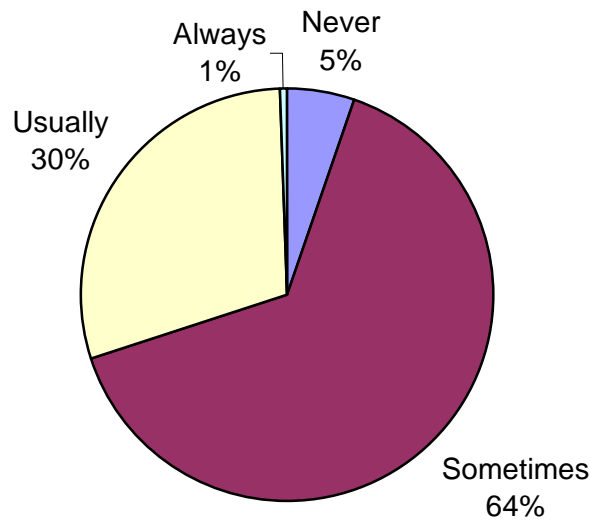
Fifty-seven percent (57%) of parent respondents said that if their teen had a problem he/she would **USUALLY** discuss it with them. Thirty-three percent (33%) of parents surveyed said that if their teen had a problem he/she would **ALWAYS** discuss it with them. Nineteen percent (19%) of parents surveyed said that if their teen had a problem he/she would **SOMETIMES** discuss it with them. Three percent (3%) of parents surveyed said that if their teen had a problem he/she would **SELDOM** or **NEVER** discuss it with them.

Q22 (DISCUSSN): When the typical Montana teen has a serious problem, how often do you think he/she discusses it with his/her parents?

- 0=Seldom/Never
- 1=Sometimes
- 2=Usually
- 3=Always

DISCUSSN

		Frequency	Percent	Valid Percent
Valid	.00	40	5.1	5.2
	1.00	501	63.7	64.7
	2.00	229	29.1	29.6
	3.00	4	.5	.5
	Total	774	98.3	100.0
Missing	System	13	1.7	
Total		787	100.0	



A majority of parents, 64% of parents surveyed, said that if typical Montana teens had a serious problem, they would **SOMETIMES** talk to their parents about it. Twenty-eight percent (28%) of parents surveyed said that if Montana teens had serious problems, they would **USUALLY** talk to their parents about it. Only one percent (1%) of parents surveyed said that if Montana teens had serious problems, they would **ALWAYS** talk to their parents about it. Five percent (5%) of parents surveyed said that if Montana teens had serious problems, they would **SELDOM** or **NEVER** talk to their parents about it.

Q23 (MESSAGE): Some parents of teenagers believe that if they let their teen and their teen's friends drink in their home; it will prevent them from doing unsafe things like driving under the influence. Which of these two views comes closer to your own?

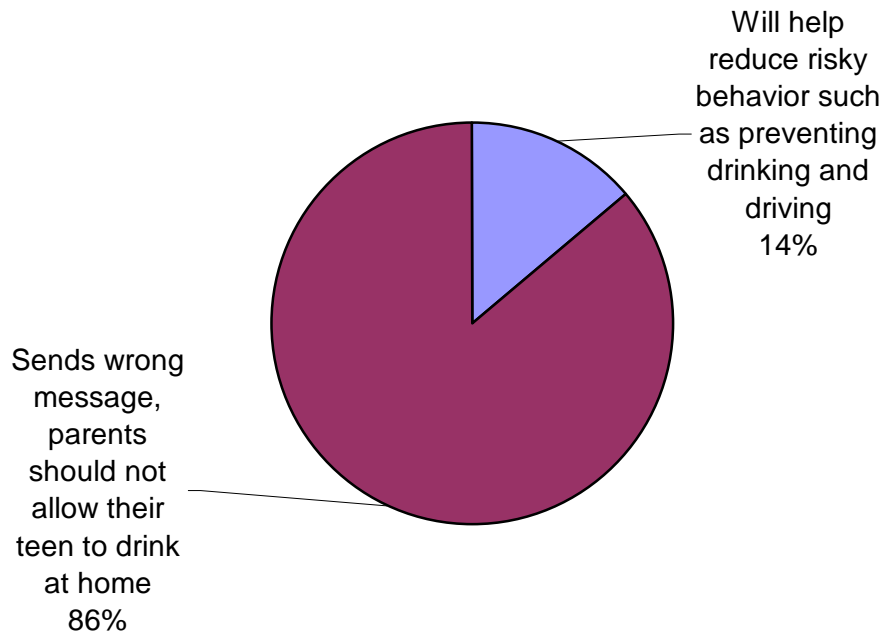
1= If parents let teens drink in their home it will help reduce risky behavior such as preventing drinking and driving.

2= If parents let teens drink in their home it sends the wrong message, parents should not allow their teens to drink at home.

MESSAGE

		Frequency	Percent	Valid Percent
Valid	1.00	104	13.2	14.0
	2.00	641	81.4	86.0
	Total	745	94.7	100.0
Missing	System	42	5.3	
Total		787	100.0	

Figure 23 - Parent Respondent Beliefs Towards Allowing Their Teen (& Their Teen's Friends) To Drink in the Home



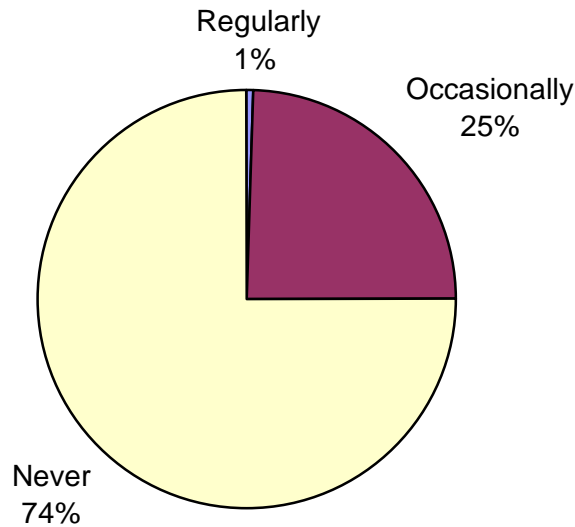
A majority of parents (86%) said that if they allowed their teen and friends to drink at home it would send the wrong message; Twelve percent (12%) of parents surveyed said that if they allowed their teen and his/her friends to drink at home it would help reduce risky behavior such as preventing drinking and driving.

Q24 (DINNER): Do you allow your teen to drink in your home with you or other adults, even if it is a small glass of wine or beer with dinner?

- 1=Yes, regularly
- 2=Yes, occasionally
- 3=Never

DINNER

		Frequency	Percent	Valid Percent
Valid	1.00	4	.5	.5
	2.00	190	24.1	24.5
	3.00	581	73.8	75.0
	Total	775	98.5	100.0
Missing	System	12	1.5	
Total		787	100.0	



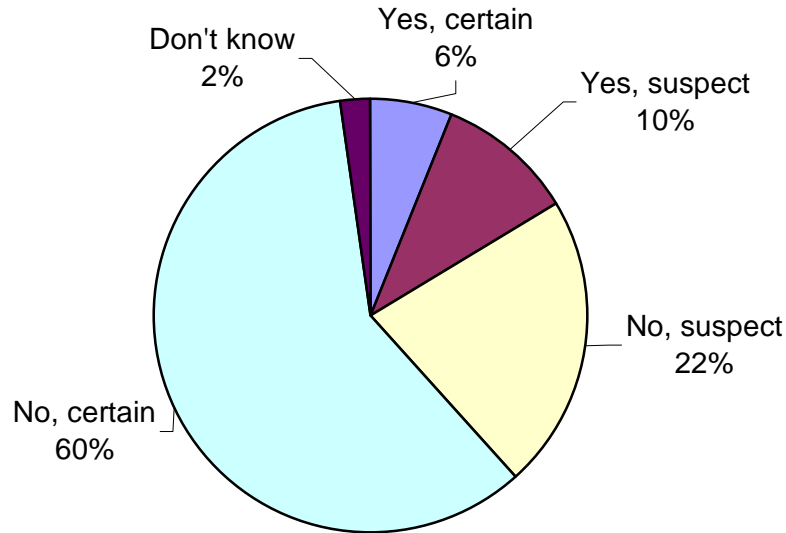
Seventy-four percent (74%) of parents surveyed said that they NEVER allow their teen to drink in their home with the parent or other adults, even if it is a small glass of wine or beer with dinner. Twenty-five percent (25%) of parents surveyed said that they OCCASIONALLY allow their teen to drink in their home. Less than one percent (1%) of parents surveyed said that they REGULARLY allow their teen to drink in their home.

Q25 (CHEW): My teenager has tried chewing tobacco, snuff or dip.

- 1=Yes, I'm certain
- 2=I suspect he/she has tried it
- 3=No, I don't think so
- 4=No, for certain
- 5=Don't know

CHEW

		Frequency	Percent	Valid Percent
Valid	1.00	47	6.0	6.1
	2.00	80	10.2	10.4
	3.00	168	21.3	21.8
	4.00	459	58.3	59.5
	5.00	17	2.2	2.2
	Total	771	98.0	100.0
Missing	System	16	2.0	
Total		787	100.0	

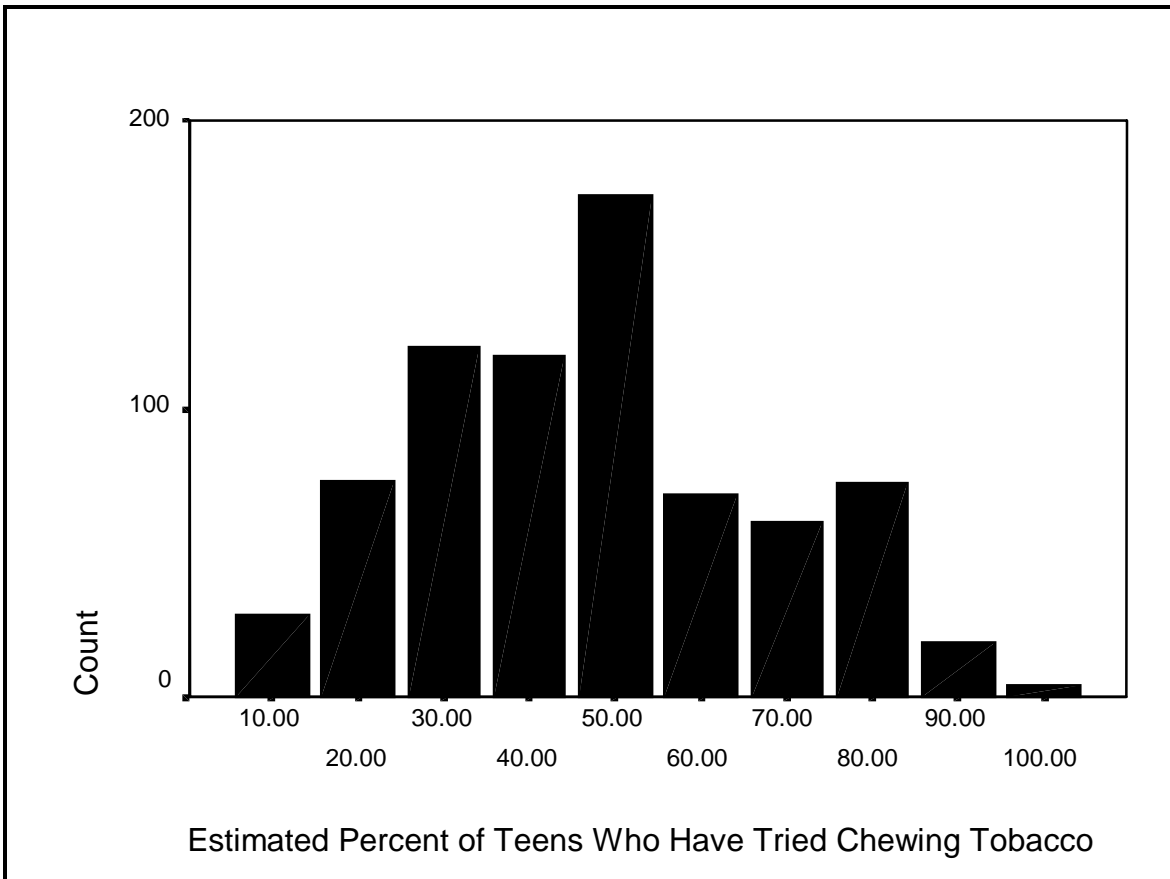


Sixty percent (60%) of parents surveyed said that their teen has NEVER, FOR CERTAIN, tried snuff or dip. Twenty-two percent (22%) of parents surveyed said that they DON'T THINK their teen had tried snuff or dip. Sixteen percent (16%) said that they were CERTAIN or SUSPECTED that their teen had tried snuff or dip. Two percent (2%) of parents surveyed said that they DIDN'T KNOW.

Q26 (CHEWSN): What is your best guess of the percent of teens in Montana who have ever tried chewing tobacco, snuff, or dip?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CHEWSN	744	10.00	100.00	47.4866	20.3006
Valid N (listwise)	744				



There was a wide range of predictions about the proportion of Montana teens that had tried chewing tobacco. The average was 47.5% with a standard deviation of over 20%. The minimum “guess” was 10% the highest 100%.

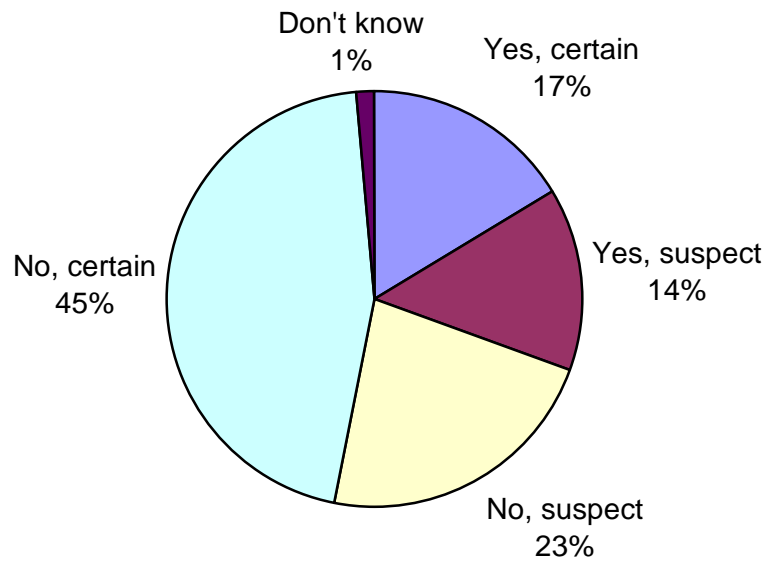
Q27 (CIG): My teenager has tried smoking cigarettes (ever in their life).

- 1=Yes, I'm certain
- 2=I suspect he/she has tried it
- 3=No, I don't think so
- 4=No, for certain
- 5=Don't know

CIG

		Frequency	Percent	Valid Percent
Valid	1.00	128	16.3	16.5
	2.00	109	13.9	14.1
	3.00	175	22.2	22.6
	4.00	352	44.7	45.4
	5.00	11	1.4	1.4
	Total	775	98.5	100.0
Missing	System	12	1.5	
Total		787	100.0	

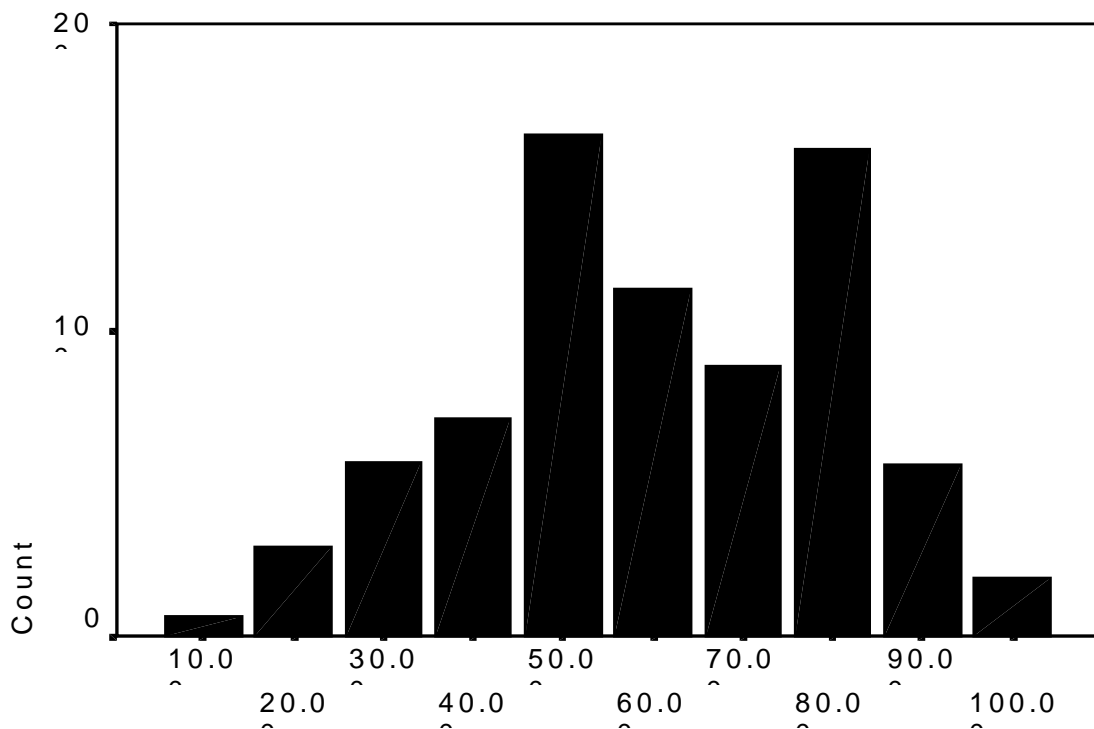
Figure 27 - Parent Respondent Knowledge of Whether or Not Their Teen Has Ever Tried Cigarettes



Sixty-eight percent (68%) of the parents surveyed were CERTAIN, or reasonably so, that their teen had never tried cigarettes. Thirty-one percent (31%) were CERTAIN or SUSPECTED that their teen had tried cigarettes. One percent did NOT KNOW.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CIGSN	762	10.00	100.00	60.3543	20.2028
Valid N (listwise)	762				



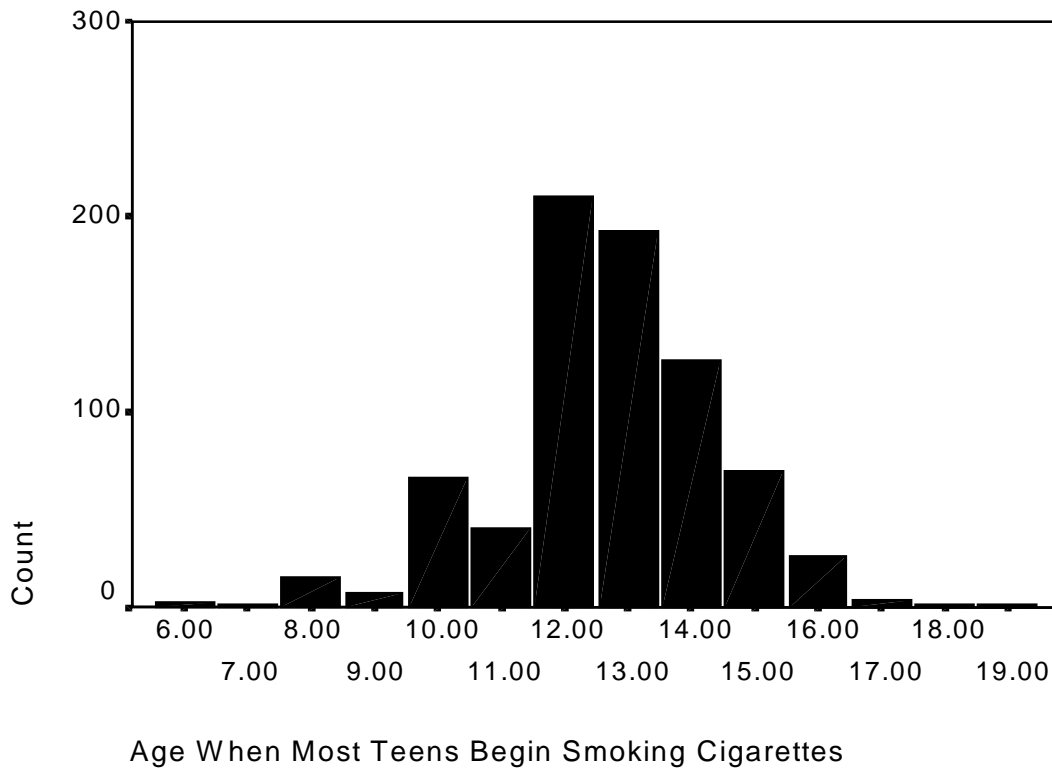
Percentage of Teens Who Have Ever Smoked Cigarettes

There was a wide range of predictions about the proportion of Montana teens that had tried cigarettes. The average was 60% with a standard deviation of near 20%. The minimum “guess” was 10% the highest 100%.

Q29 (CIGAGESN): What is your best guess of the age of most Montana teens when they start smoking cigarettes, if they are going to smoke?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CIGAGESN	761	6.00	19.00	12.6846	1.7299
Valid N (listwise)	761				

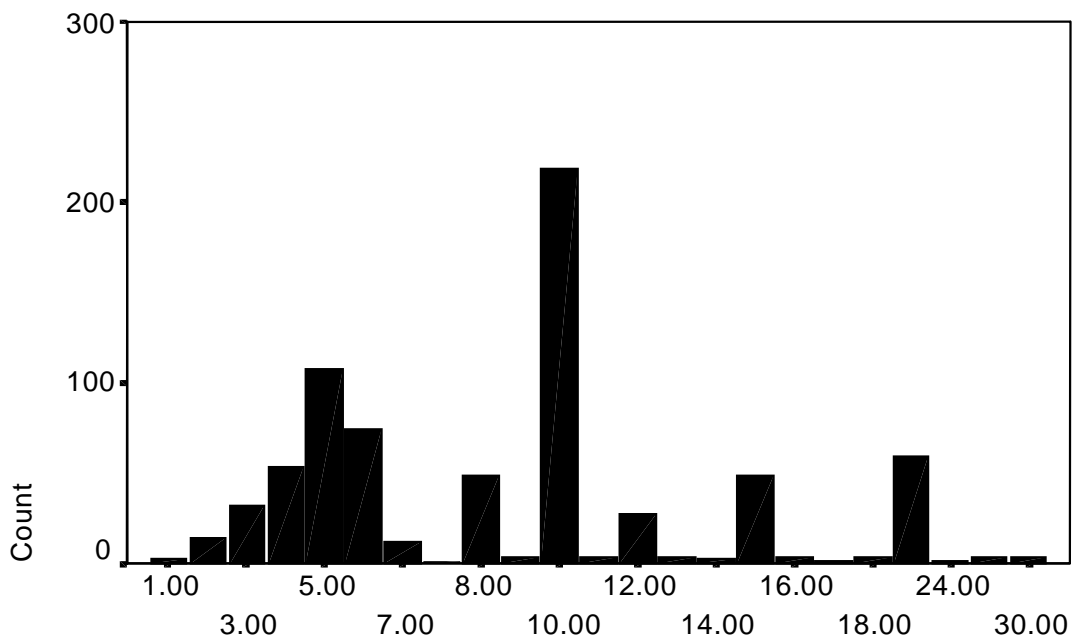


Montana parents believed that the average age that Montana teens would start smoking cigarettes if they were going to smoke was 12.7 years old. They chose 12 and 13 years old as the most likely ages.

Q30 (CIGNUMSN): What is your best guess of the number of cigarettes smoked each day by Montana teens that smoke?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CIGNUMSN	726	1.00	30.00	9.2679	5.0771
Valid N (listwise)	726				



Estimated Number of Cigarettes Smoked By Teens

Montana parents believed that the average number of cigarettes smoked by teenagers other than their own is 9.3, with 10 being the most reported quantity.

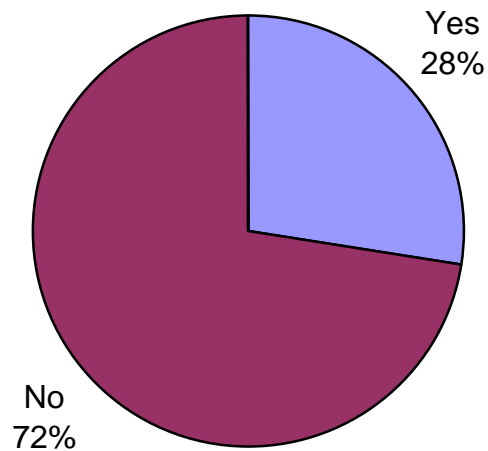
Q31 (TOBHOME): Is there anyone besides your teenager who smokes cigarettes or chews tobacco, snuff, or dip regularly in your household?

1=Yes

2=No

TOBHOME

		Frequency	Percent	Valid Percent
Valid	1.00	213	27.1	27.5
	2.00	561	71.3	72.5
	Total	774	98.3	100.0
Missing	System	13	1.7	
Total		787	100.0	



Montana parents of teens reported that in 28% of all homes someone other than their teen used tobacco; in 72% of homes, no one else used tobacco.

Q32 (TOB30DAYS): To the best of your knowledge, has your teen used tobacco during the past 30 days?

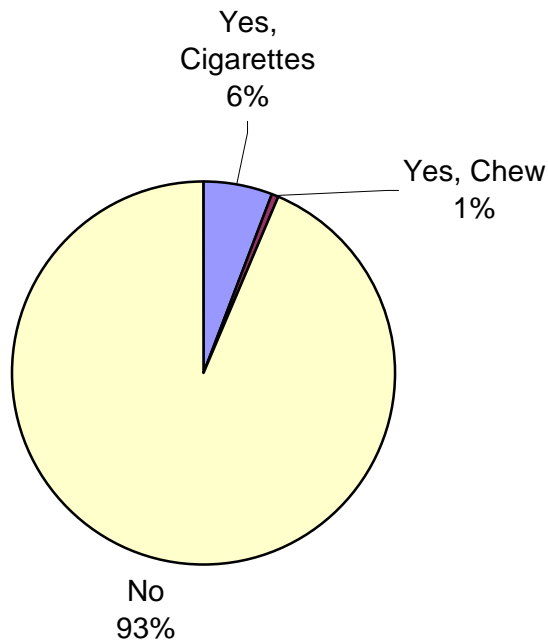
1=Yes, cigarettes

2=Yes, dip, snuff or chewing tobacco

3=No

TOB30DAYS

		Frequency	Percent	Valid Percent
Valid	1.00	41	5.2	5.8
	2.00	5	.6	.7
	3.00	662	84.1	93.5
	Total	708	90.0	100.0
Missing	System	79	10.0	
Total		787	100.0	

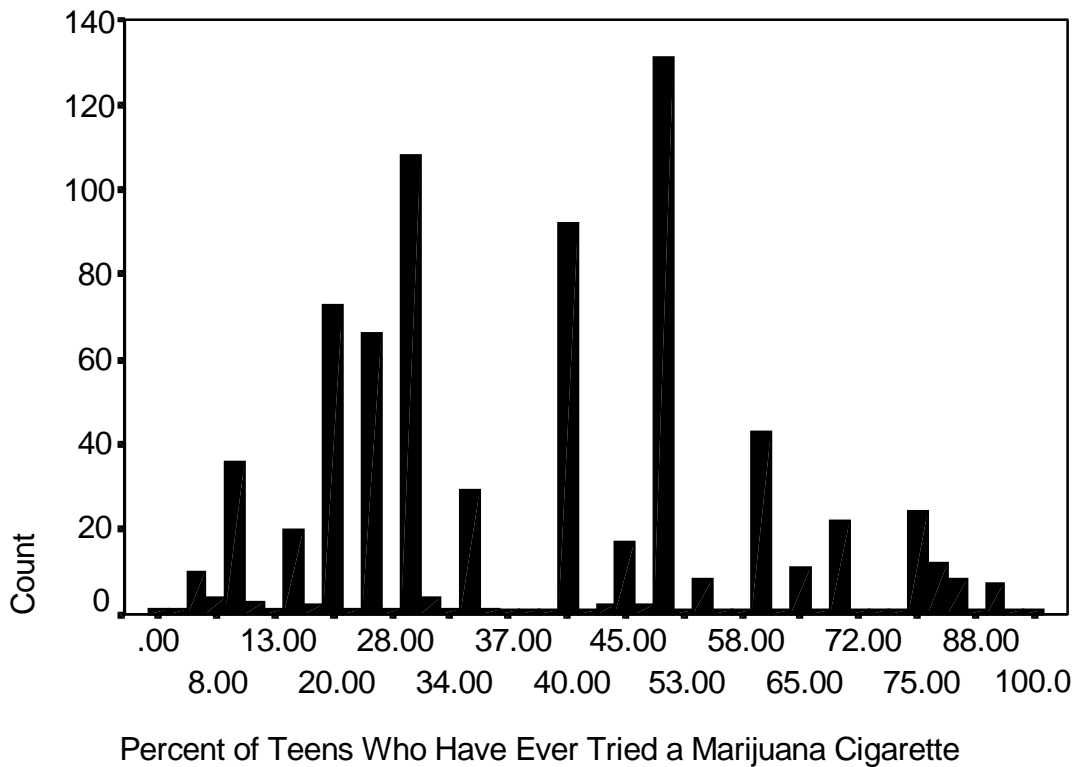


Ninety-three percent (93%) of the respondents believed that their teen had not used tobacco in the past 30 days, while only 6% believed that their teen had smoked cigarettes and 1% had chewed tobacco or snuff.

Q33 (MSN): What is your best guess of the percentage of teens in Montana who have tried a marijuana cigarette?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MSN	756	.00	100.00	39.5794	19.2675
Valid N (listwise)	756				

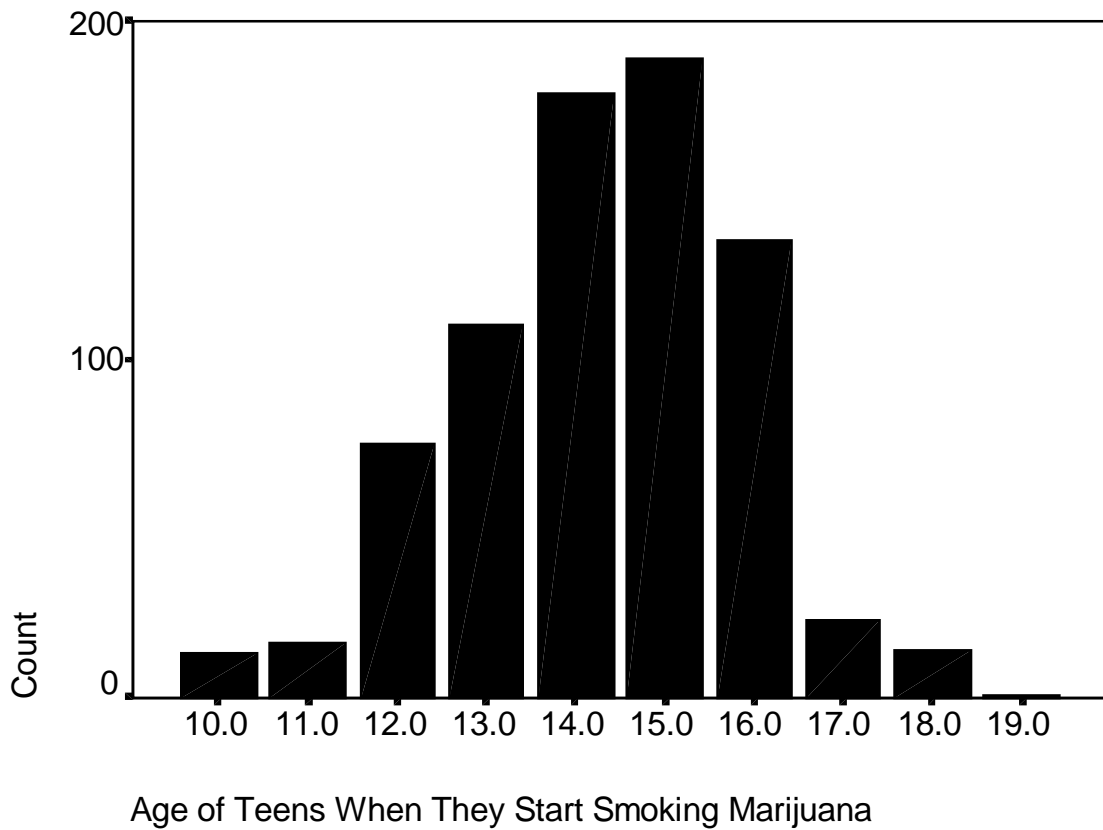


Montana parents of teens believed that around 40% of teens other than their own had tried a marijuana cigarette. However there was a wide range of guesses ranging from 0% to 100%.

Q34 (MAGESN): What is your best guess as to the age of most teens in Montana when they start smoking marijuana, if they are going to smoke it?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MAGESN	755	10.00	19.00	14.3033	1.5780
Valid N (listwise)	755				



Montana parents of teens believed that the average age of Montana teens that start smoking marijuana is 14.3 years of age, with most parents saying that they think teens start at age 14, 15 or 16.

Q35 (BINGEZER, BINGE 1 OR 2, BINGE 3+): During the past two weeks, what is your best guess at the percentage of Montana teens between the ages of 12 through 18 who have had five or more drinks of alcohol in a row?

___% **Zero times.** (Percent of teens who did not drink 5 or more drinks in a row.)

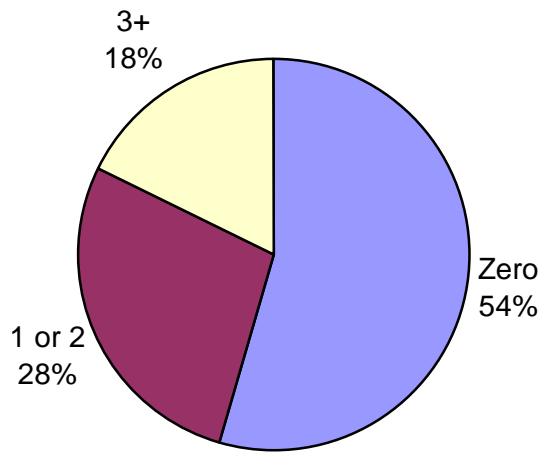
___% **1 or 2 times.** (Percent of teens who 1 or 2 times had 5 or more drinks in a row.)

___% **3 or more times.** (Percent of teens who 3 or more times had 5 or more drinks in a row.)

Note: This question was not on the pilot questionnaires.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BINGEZERO	602	.00	99.00	55.1179	23.6749
BINGE 1 OR 2	619	.00	95.00	26.8309	15.7941
BINGE 3+	604	.00	90.00	18.1460	14.8098
Valid N (listwise)	600				



Montana parents thought that 55% of typical teens had not drunk heavily during the past two weeks. They thought that 28% had drunk heavily one or two times and 18% of all teens had drunk heavily more than three times.

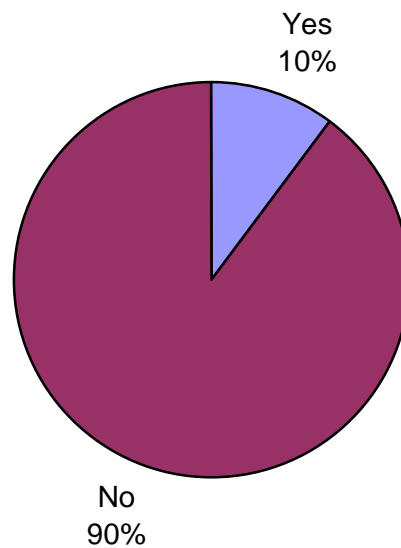
Q36: To the best of your knowledge, has your teen used alcohol during the past 30 days?

1=Yes

2=No

AL30DAYS

		Frequency	Percent	Valid Percent
Valid	1.00	72	9.1	10.2
	2.00	631	80.2	89.8
	Total	703	89.3	100.0
Missing	System	84	10.7	
Total		787	100.0	



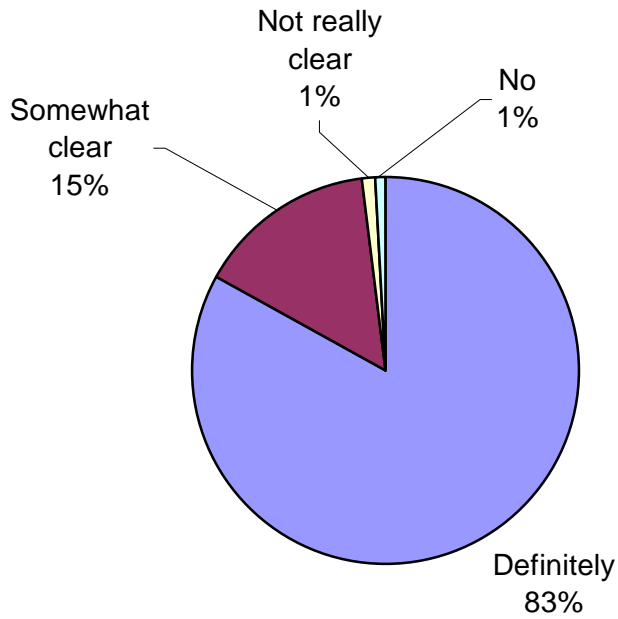
Ninety percent of the respondents reported that their teens did not drink during the past month. Ten percent of the parents reported that their teen had consumed alcohol.

Q37 (RULES): Your family has clear rules.

- 1=Definitely
- 2=Somewhat clear
- 3=Not really clear
- 4=No

RULES

		Frequency	Percent	Valid Percent
Valid	1.00	638	81.1	83.2
	2.00	114	14.5	14.9
	3.00	9	1.1	1.2
	4.00	6	.8	.8
	Total	767	97.5	100.0
Missing	System	20	2.5	
Total		787	100.0	



Eighty-three percent (83%) of respondents believed their family definitely had clear rules, 15% reported that their family's rules were somewhat clear, 1% said that their rules were not very clear, and 1% thought that their family did not have clear rules.

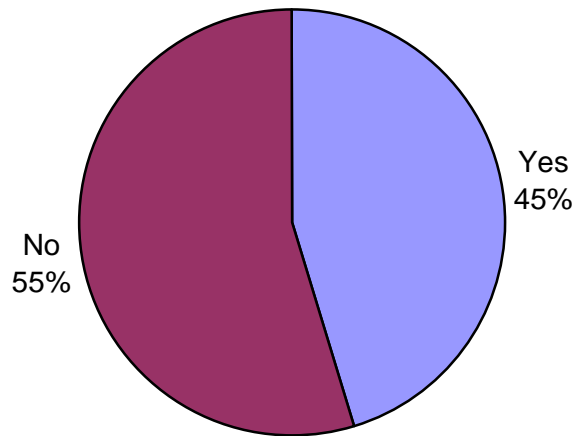
Q38 (LICENSE): Does your teenager have a driver's license?

1=Yes

2=No

LICENSE

		Frequency	Percent	Valid Percent
Valid	1.00	348	44.2	45.2
	2.00	422	53.6	54.8
	Total	770	97.8	100.0
Missing	System	17	2.2	
Total		787	100.0	



Forty-five percent (45%) of respondent's teens did have a driver's license, while 55% did not.

Q39 (CAR): If he/she does have a full license, does he/she have access to a car?

1=Yes, unlimited access; he/she can take a car any time he/she wants.

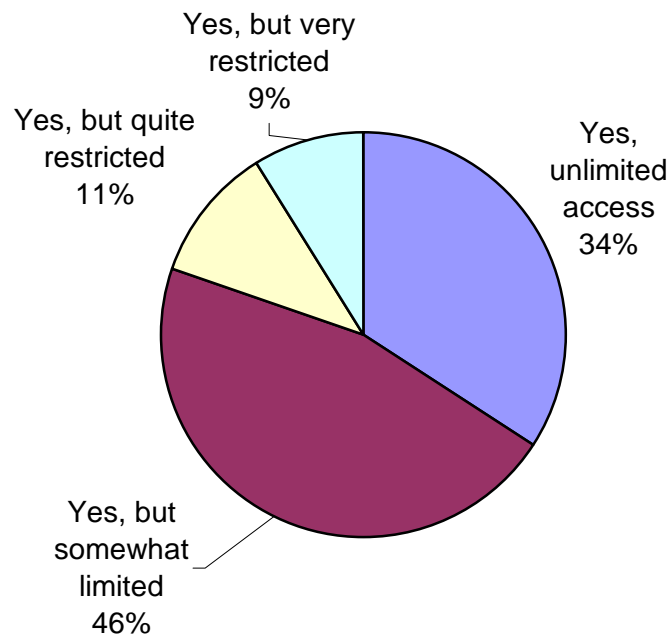
2=Yes, but somewhat limited; he/she must ask but permission is usually granted.

3=Yes, but quite restricted; only about half of his/her requests are granted, mostly to drive to school and run family errands but rarely for his/her own personal use.

4=Yes, but very restricted; he/she only drives a couple of times each week.

CAR

		Frequency	Percent	Valid Percent
Valid	1.00	122	15.5	34.2
	2.00	165	21.0	46.2
	3.00	38	4.8	10.6
	4.00	32	4.1	9.0
	Total	357	45.4	100.0
Missing	System	430	54.6	
Total		787	100.0	



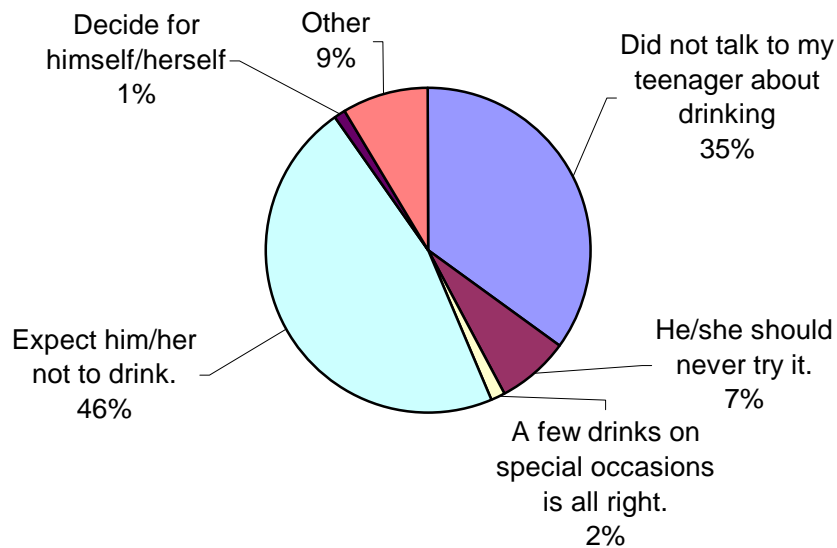
Thirty-four percent (34%) of respondents said that their teen had unlimited access to a car, 46% had access, but somewhat limited, 11% had access but quite restricted, and 9% had very limited access.

Q40 (ARULES): During the past 30 days have you talked to your teenager about rules regarding his/her drinking? Which of the following statements best characterizes your discussion with your teenager? (circle one)

- 1=I did not talk to my teenager about drinking during the past 30 days.
- 2=I told my teenager that drinking is always bad and he/she should never try it.
- 3=I told my teenager that a few drinks, on special occasions is all right.
- 4=I told my teenager about the risks of underage drinking and that I expect him/her not to drink.
- 5=I told my teenager that he/she will have to decide for himself/herself how much to drink.
- 6=Other_____

ARULES

		Frequency	Percent	Valid Percent
Valid	1.00	267	33.9	34.9
	2.00	55	7.0	7.2
	3.00	12	1.5	1.6
	4.00	355	45.1	46.5
	5.00	10	1.3	1.3
	6.00	65	8.3	8.5
	Total	764	97.1	100.0
Missing	System	23	2.9	
Total		787	100.0	



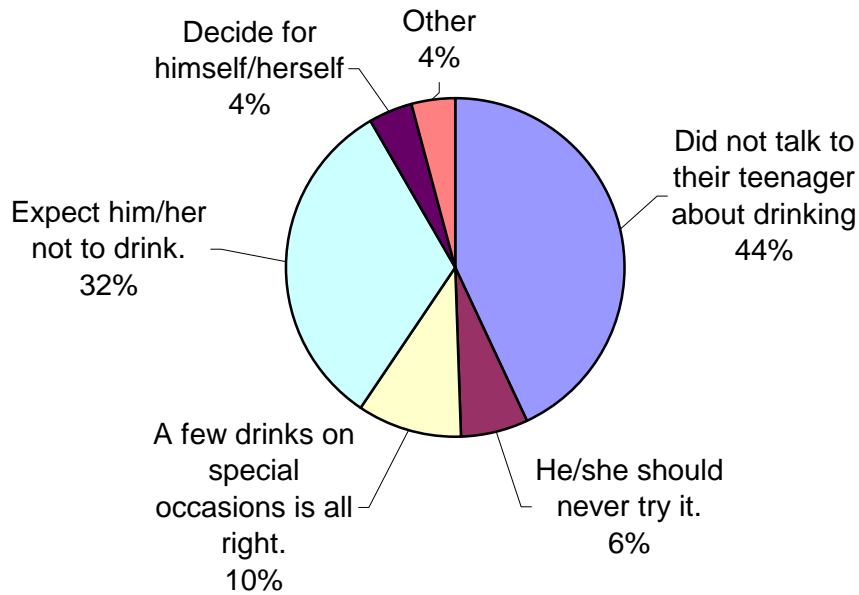
Thirty five percent (35%) of all Montana parents did not talk to their teens during the past month about drinking. Forty-six percent (45%) of the parents talked about alcohol and expected their teens to not drink. Seven percent (7%) told their teens to never try drinking. One percent (1%) each told their teens to decide for themselves or a drink on special occasions is all right. Nine percent (9%) chose to write in other rules.

Q41 (ARULESSN): During the past 30 days do you think that Montana parents talked to their teenagers (ages 12 through 18) about rules regarding their teens' drinking? Which of the following statements best characterizes typical Montana parents' discussion with their teenagers? (circle one)

- 1=They did not talk to their teenager about drinking during the past 30 days.
- 2=They told their teenager that drinking is always bad and he/she should never try it.
- 3=They told their teenager that a few drinks, on special occasions is all right.
- 4=They told their teenager about the risks of underage drinking and that they expect him/her not to drink.
- 5=They told their teenager that he/she will have to decide for himself/herself how much to drink.
- 6=Other_____

ARULESSN

		Frequency	Percent	Valid Percent
Valid	1.00	319	40.5	43.2
	2.00	46	5.8	6.2
	3.00	74	9.4	10.0
	4.00	239	30.4	32.3
	5.00	30	3.8	4.1
	6.00	31	3.9	4.2
	Total	739	93.9	100.0
Missing	System	48	6.1	
Total		787	100.0	



Forty-four percent (44%) of Montana parents thought that typical parents did not talk to their teens during the past month about drinking. Thirty-two percent (32%) thought typical parents told their teens about risks and expectations of not drinking; 6% thought typical parents told their teens to never try drinking and 4% believed that parents told their teens to decide for themselves. Ten percent (10%) believed typical parents told their teens that a drink on special occasions is all right. Four percent (4%) chose to write about other rules.

Q42 (D&D): During the past 30 days if he/she drove, how many times did your teenager drive a car or other vehicle when he/she had been drinking alcohol? (Your best guess.)

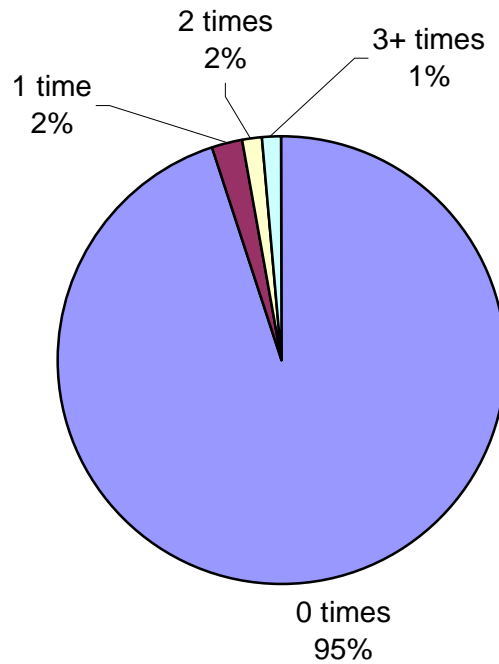
1=once

2=twice

3=three or more

D&D

		Frequency	Percent	Valid Percent
Valid	.00	525	66.7	95.1
	1.00	11	1.4	2.0
	2.00	9	1.1	1.6
	3.00	7	.9	1.3
	Total	552	70.1	100.0
Missing	System	235	29.9	
Total		787	100.0	

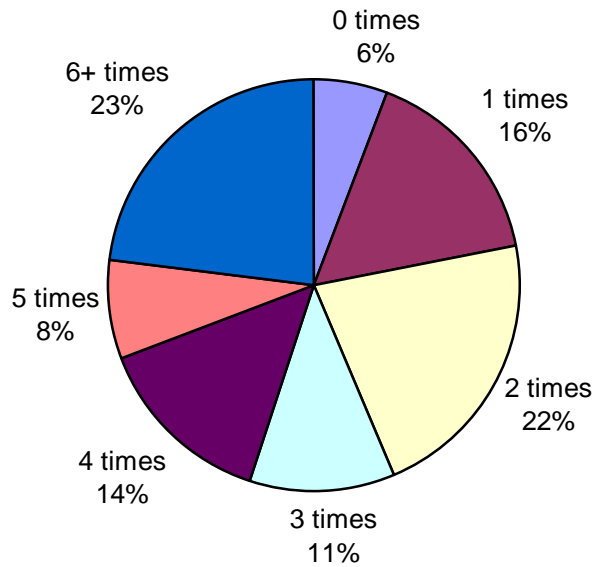


The vast majority of Montana parents (95%) believe that their teen did not drive after drinking during the past month.

Q43 (D&DSN): What is your best guess as to the number of times during the last 30 days that typical Montana teenagers drove a car or other vehicle when they had been drinking alcohol?

D&DSN

		Frequency	Percent	Valid Percent
Valid	.00	40	5.1	5.9
	1.00	107	13.6	15.9
	2.00	147	18.7	21.8
	3.00	76	9.7	11.3
	4.00	95	12.1	14.1
	5.00	53	6.7	7.9
	6.00	155	19.7	23.0
	Total	673	85.5	100.0
Missing	System	114	14.5	
Total		787	100.0	

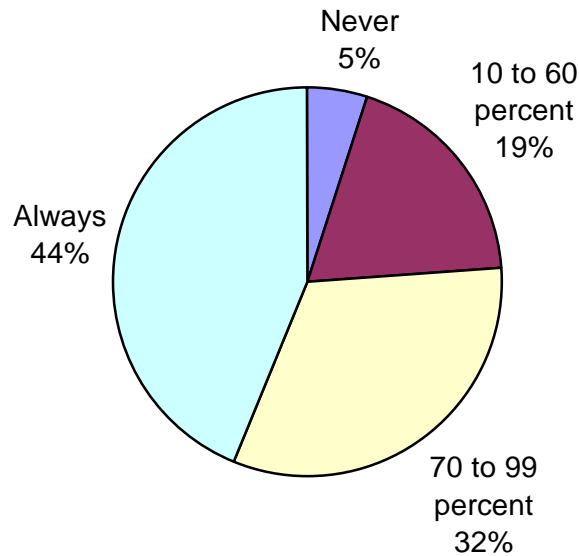


Only six percent (6%) of Montana parents thought that typical Montana teenagers never drank and drove during the last month. Thirty-eight percent (38%) thought typical teens had been drinking and then drove 1 or 2 times. Another 25% thought that typical teenagers had driven after drinking 3 or 4 times. And 31% thought that teens had driven after drinking 5 or more times during the last 30 days.

Q44 (BELT): If he/she drove or rode in a car driven by someone else, what percentage of the time did your teenager wear a seatbelt during the past 30 days? (Your best guess)

BELT

		Frequency	Percent	Valid Percent
Valid	.00	39	5.0	5.1
	10.00	32	4.1	4.2
	20.00	17	2.2	2.2
	30.00	16	2.0	2.1
	40.00	12	1.5	1.6
	50.00	55	7.0	7.2
	60.00	10	1.3	1.3
	70.00	14	1.8	1.8
	75.00	29	3.7	3.8
	80.00	42	5.3	5.5
	90.00	85	10.8	11.2
	95.00	46	5.8	6.0
	99.00	30	3.8	3.9
	100.00	334	42.4	43.9
	Total	761	96.7	100.0
Missing	System	26	3.3	
Total		787	100.0	

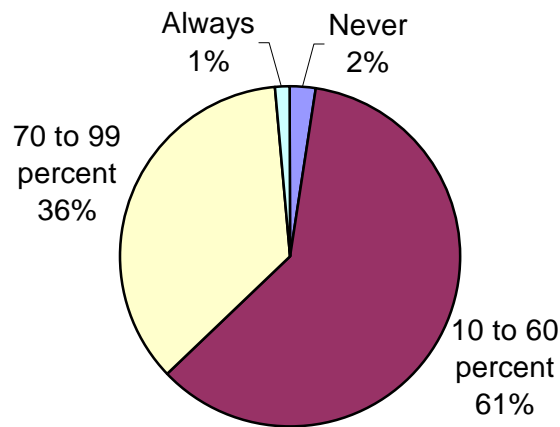


Forty-four percent (44%) of Montana parents believed that their teens wore seatbelts 100% of the time when driving and riding with others during the last month. Thirty-two percent (32%) thought that their child wore a belt between 70 and 99% of the time. Nineteen percent (19%) thought that their teen wore a seat belt between 10 and 60% of the time. Five percent (5%) thought that their child never wore a belt while driving or riding with others.

Q45 (BELTSN): What percentage of time did typical Montana teenagers wear seatbelts when they drive or ride in a car driven by someone else during the past 30 days? (Your best guess.)

BELTSN

		Frequency	Percent	Valid Percent
Valid	.00	18	2.3	2.4
	10.00	38	4.8	5.1
	20.00	38	4.8	5.1
	30.00	44	5.6	5.9
	40.00	42	5.3	5.6
	50.00	223	28.3	29.9
	60.00	65	8.3	8.7
	70.00	51	6.5	6.8
	75.00	102	13.0	13.7
	80.00	68	8.6	9.1
	90.00	41	5.2	5.5
	99.00	6	.8	.8
	100.00	11	1.4	1.5
	Total	747	94.9	100.0
Missing	System	40	5.1	
Total		787	100.0	



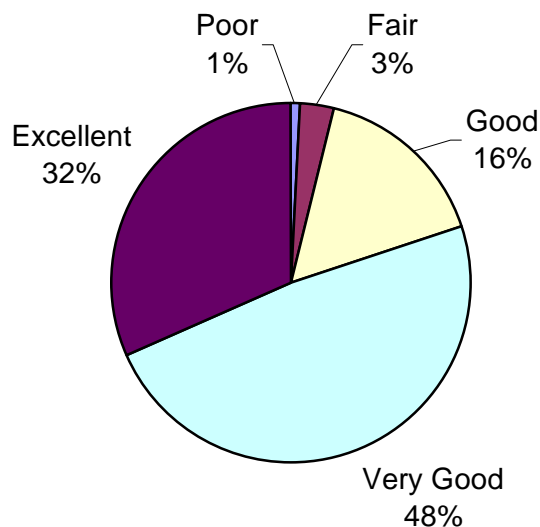
One percent (1%) of Montana parents believed that typical teens wore seatbelts 100% of the time when driving and riding with others during the last month. Thirty-six percent (36%) thought that typical teens wore a belt between 70 and 99% of the time. Sixty-one percent (61%) said that typical teens wore a seat belt between 10 and 60% of the time. Two percent (2%) thought that typical teens never wore a belt while driving or riding with others.

Q46: My relationship with my teen is.

- 0=Poor
- 1=Fair
- 2=Good
- 3=Very good
- 4=Excellent

RELATE

		Frequency	Percent	Valid Percent
Valid	.00	6	.8	.8
	1.00	25	3.2	3.2
	2.00	123	15.6	15.9
	3.00	374	47.5	48.3
	4.00	246	31.3	31.8
	Total	774	98.3	100.0
Missing	System	13	1.7	
Total		787	100.0	



The largest group, 48% of parents surveyed, said that their relationship with their teen was VERY GOOD. Thirty-two percent (32%) said that their relationship with their teen was EXCELLENT. Sixteen percent (16%) reported that their relationship with their teen was GOOD. Three percent (3%) of parents surveyed said that their relationship with their teen was FAIR. Only 1% of parents surveyed said that their relationship with their teen was POOR.

Q47 (RELATESN): What kind of relationship does the typical Montana parent have with his/her teen from age 12 through 18? (Your best guess)

0=Poor

1=Fair

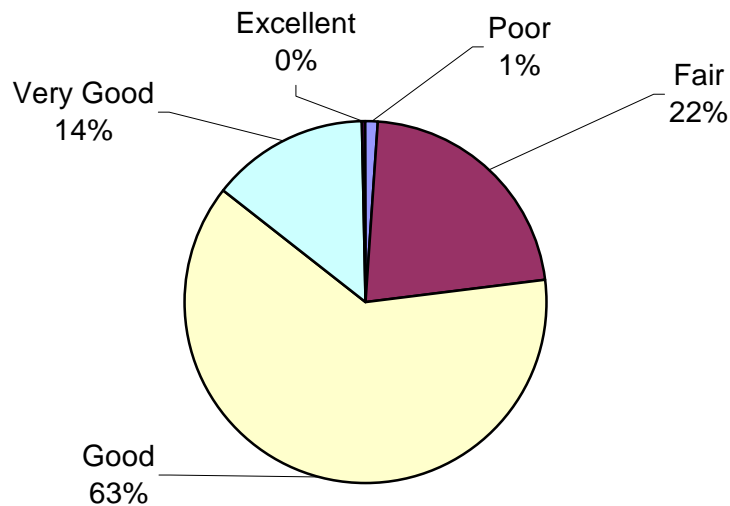
2=Good

3=Very good

4=Excellent

RELATESN

		Frequency	Percent	Valid Percent
Valid	.00	9	1.1	1.2
	1.00	167	21.2	21.7
	2.00	480	61.0	62.5
	3.00	109	13.9	14.2
	4.00	3	.4	.4
	Total	768	97.6	100.0
Missing	System	19	2.4	
Total		787	100.0	



A majority, 63% of parents surveyed, thought that the typical Montana parent had a GOOD relationship with his/her teen. Fourteen percent (14%) of parents surveyed thought that the typical Montana parent had a VERY GOOD relationship with his/her teen. Twenty-two percent (22%) thought that the typical Montana parent had a FAIR relationship with his/her teen. One percent (1%) of parents surveyed thought that the typical Montana parent had a POOR relationship with his/her teen. Less than one percent (<1%) of parents surveyed thought that the typical Montana parent had an EXCELLENT relationship with his/her teen.

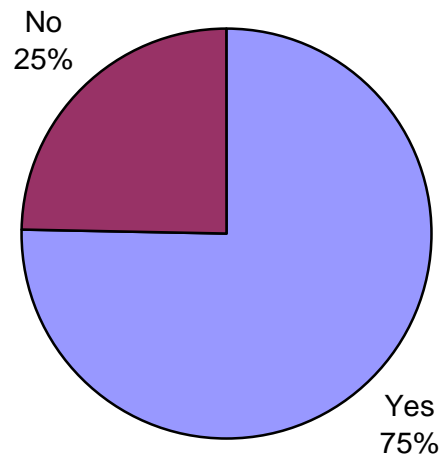
Q48 (USERUL): During the past three months, I discussed family rules about alcohol and drug non-use with my teenagers.

1=Yes

2=No

USERUL

		Frequency	Percent	Valid Percent
Valid	1.00	581	73.8	75.2
	2.00	192	24.4	24.8
	Total	773	98.2	100.0
Missing	System	14	1.8	
Total		787	100.0	

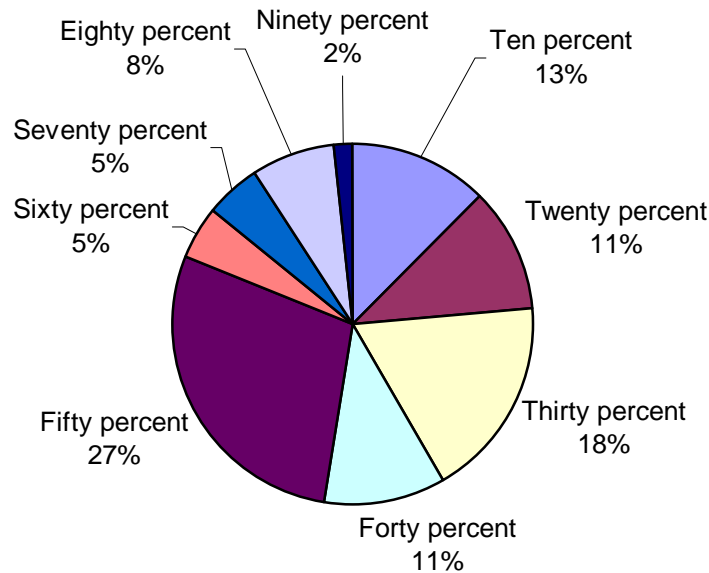


A majority, 75% of parents surveyed, said “YES”, they had discussed family rules about alcohol and drug non-use with their teenagers. Twenty-five percent (25%) said “NO”, they had not discussed family rules about alcohol and drug non-use with their teenagers.

Q49 (USERULSN): During the past three months, what percentage of typical Montana parents do you think discussed family rules about alcohol and drug non-use with their teenager between the ages of 12 through 18? (Your best guess)

USERULSN

		Frequency	Percent	Valid Percent
Valid	10.00	94	11.9	12.6
	20.00	81	10.3	10.9
	30.00	134	17.0	18.0
	40.00	82	10.4	11.0
	50.00	212	26.9	28.5
	60.00	36	4.6	4.8
	70.00	36	4.6	4.8
	80.00	57	7.2	7.7
	90.00	12	1.5	1.6
	Total	744	94.5	100.0
Missing	System	43	5.5	
Total		787	100.0	



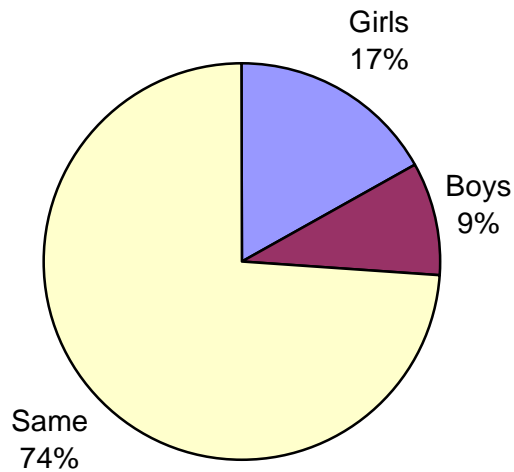
There was a wide range of responses to the perception of the percentage of the typical Montana parents who discussed family rules with their teens. Forty-two percent (42%) of the respondents thought that between 10 and 30% of typical Montana parents discussed alcohol and drug non-use with their teenagers during the last 3 months. Forty-three percent (43%) thought that between 40 and 60% of typical parents had discussed non-use with their teens. Fifteen percent (15%) thought that between 70 and 90% of all parents had these discussions.

Q50 (TALK): In general, do you think it is easier to talk to teenage girls or boys about the dangers of tobacco, alcohol and/or illegal drugs?

- 1 GIRLS ARE EASIER
- 2 BOYS ARE EASIER
- 3 NO DIFFERENCE

TALK

		Frequency	Percent	Valid Percent
Valid	1.00	130	16.5	16.9
	2.00	70	8.9	9.1
	3.00	570	72.4	74.0
	Total	770	97.8	100.0
Missing	System	17	2.2	
Total		787	100.0	



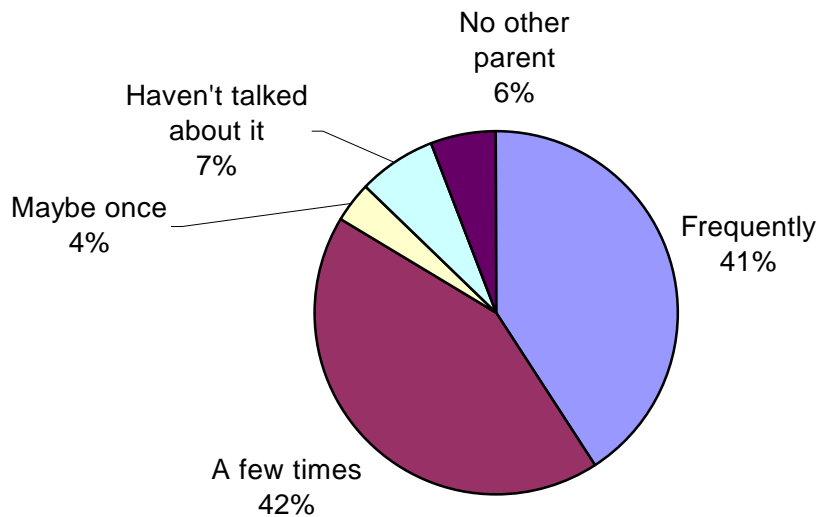
When asked if teenage boys or teenage girls are easier to talk to about the consequences and hazards of drug use, the respondents chose girls 17% of the time and boys 9%. However the vast majority (74%) said that there were no differences between the two.

Q51 (SPOUSE): My teen’s parent and I have discussed strategies for helping our child understand and avoid the risks of alcohol, tobacco, and other drug use. If you do not have another “parent” actively helping you raise your teen, circle #5.

- 1=Frequently
- 2=A few times
- 3=Maybe once
- 4=Haven’t really talked about it
- 5=There is no other active parent for my teen

SPOUSE

		Frequency	Percent	Valid Percent
Valid	1.00	313	39.8	40.8
	2.00	330	41.9	43.0
	3.00	27	3.4	3.5
	4.00	53	6.7	6.9
	5.00	45	5.7	5.9
	Total	768	97.6	100.0
Missing	System	19	2.4	
Total		787	100.0	



Six percent (6%) of the respondents said that there was no other parent helping raise their child. Forty-one percent (41%) of the respondents reported that they have discussed FREQUENTLY with their spouse strategies for helping their child understand and avoid the risks of alcohol, tobacco, and other drug use. Forty-two percent (42%) reported that they had talked A FEW TIMES with their spouse. Four percent (4%) reported that they had talked with their spouse MAYBE ONCE. Seven percent (7%) reported that they HAVEN’T TALKED ABOUT IT with their spouse.

Q52 (AGREE): If the other parent of my teen filled out this questionnaire separately, our answers would agree.

1=Never

2=Some of the time

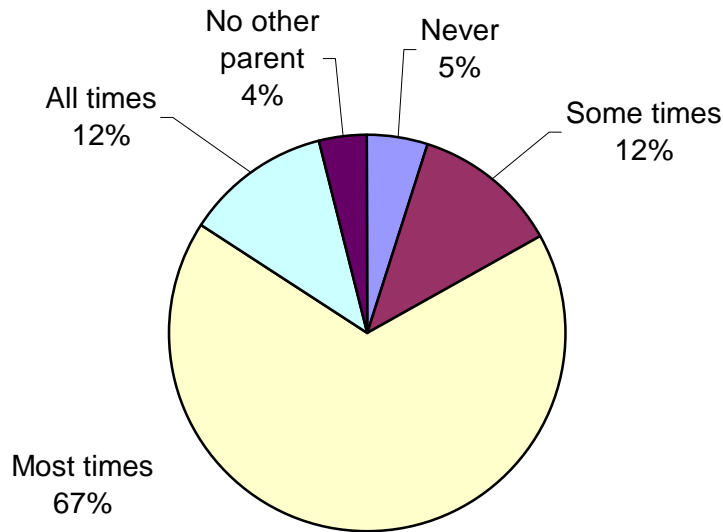
3=Most of the time

4=All of the time

5=There is no other active parent for my teen

AGREE

		Frequency	Percent	Valid Percent
Valid	1.00	38	4.8	4.9
	2.00	93	11.8	12.0
	3.00	518	65.8	67.1
	4.00	94	11.9	12.2
	5.00	29	3.7	3.8
	Total	772	98.1	100.0
Missing	System	15	1.9	
Total		787	100.0	



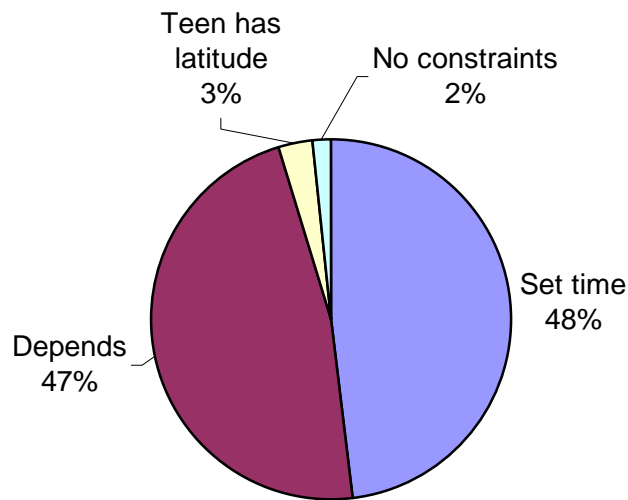
Four percent (4%) of respondents reported that there was no other active parent for their teen. Five percent (5%) of the parents said that their spouse would NEVER agree with their answers. Twelve percent (12%) said that their spouse would agree with them SOME of the time. Sixty-seven percent (67%) said that their spouse would agree with them MOST of the time, while 12% said that they would be in complete agreement.

Q53 (CURFEW): Which one (only one) of the following statements best describes how you set a time for your teenager to return home (curfews)?

1. I have a set time.
2. I set it each night.
3. My teen has lots of latitude.
4. I have no time constraints.

CURFEW

		Frequency	Percent	Valid Percent
Valid	1.00	355	45.1	48.2
	2.00	348	44.2	47.2
	3.00	22	2.8	3.0
	4.00	12	1.5	1.6
	Total	737	93.6	100.0
Missing	System	50	6.4	
Total		787	100.0	



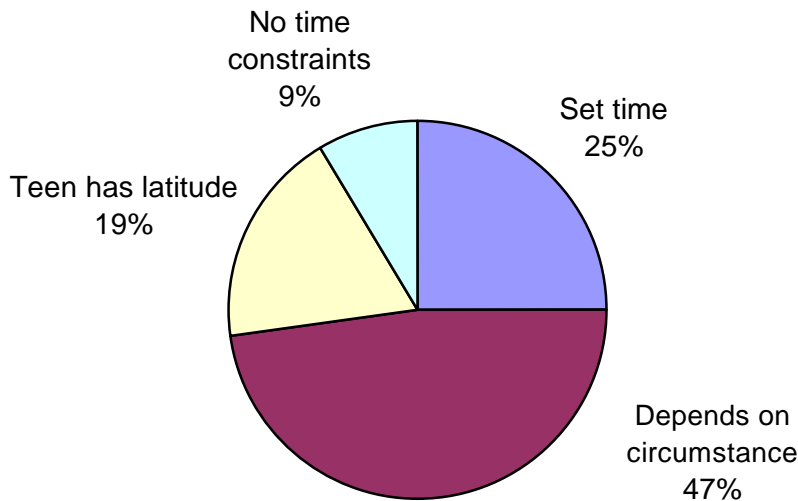
Forty-eight percent (48%) of respondents reported that they set their teen’s curfew **DEPENDING ON THE CIRCUMSTANCES**. Forty-eight percent (48%) reported that they have **SET TIMES** for their teen’s curfews. Two percent (2%) reported that their **TEEN HAS LATITUDE** with regard to his/her curfew. Two percent (2%) said that they set no time restraints on their teen’s curfew.

Q54 (CERFEWSN): Which one (only one) of the following statements do you think best describes how other typical Montana parents of teens from age 12 through 18 set times for their teenager to return home (curfews)?

1. They have a set time.
2. They set it each night, depending on circumstances.
3. Their teen has lots of latitude.
4. They have no time constraints.

CURFEWSN

		Frequency	Percent	Valid Percent
Valid	1.00	170	21.6	24.9
	2.00	326	41.4	47.8
	3.00	127	16.1	18.6
	4.00	59	7.5	8.7
	Total	682	86.7	100.0
Missing	System	105	13.3	
Total		787	100.0	



Forty-seven percent (47%) of the respondents thought the parents of typical Montana teenagers set their teen’s curfew **DEPENDING ON THE CIRCUMSTANCES**. Nineteen percent (19%) of respondents thought that other typical Montana teens **HAVE LATITUDE** over their curfew. One quarter (25%) of the respondents thought that typical Montana parents have **SET CURFEW TIMES** for their teens. Nine percent (9%) believed typical Montana teens have no curfew constraints.

Survey Demographics

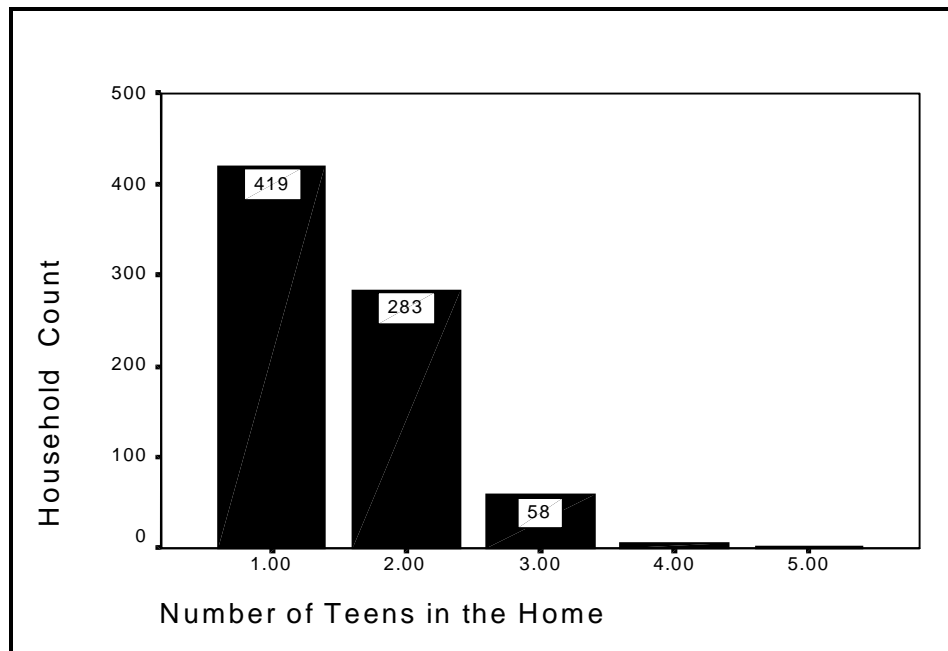
Number of teenagers 12 through 17 in the home (NUMCHILD).

NUMCHILD

		Frequency	Percent	Valid Percent
Valid	1.00	419	53.2	54.6
	2.00	283	36.0	36.9
	3.00	58	7.4	7.6
	4.00	6	.8	.8
	5.00	1	.1	.1
	Total	767	97.5	100.0
Missing	System	20	2.5	
	Total	787	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
NUMCHILD	767	1.00	5.00	1.5489	.6797
Valid N (listwise)	767				



53% of the teenagers were the only teens age 12-17 in their home. 36% had one other teen sibling. 11% had two or more teen siblings.

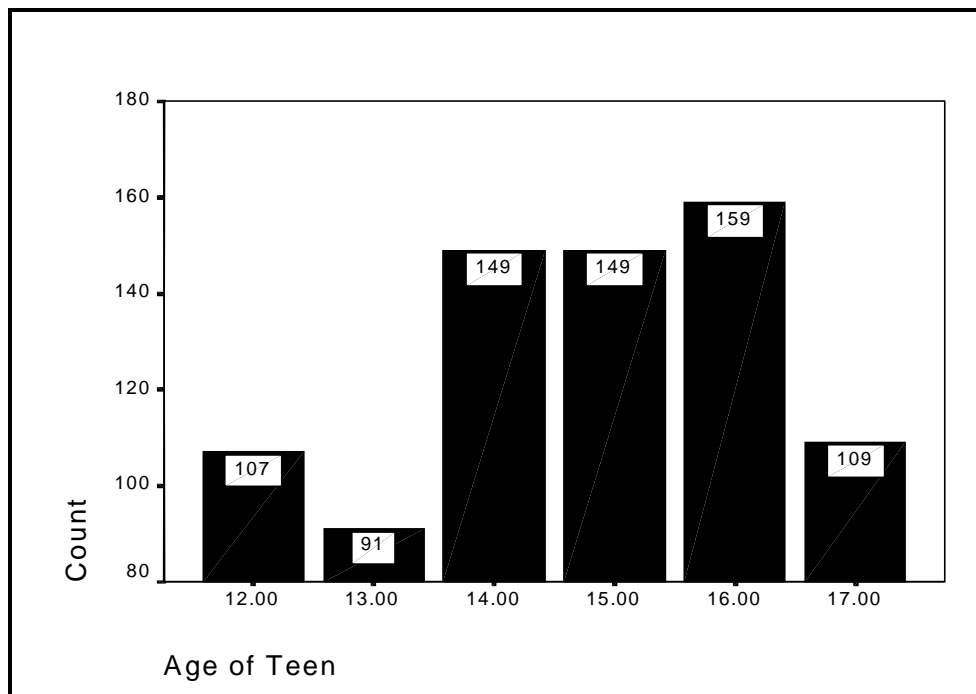
Age of teenager used to complete survey (AGE).

AGE

		Frequency	Percent	Valid Percent
Valid	12.00	107	13.6	14.0
	13.00	91	11.6	11.9
	14.00	149	18.9	19.5
	15.00	149	18.9	19.5
	16.00	159	20.2	20.8
	17.00	109	13.9	14.3
	Total	764	97.1	100.0
Missing	System	23	2.9	
Total		787	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AGE	764	12.00	17.00	14.6401	1.6077
Valid N (listwise)	764				

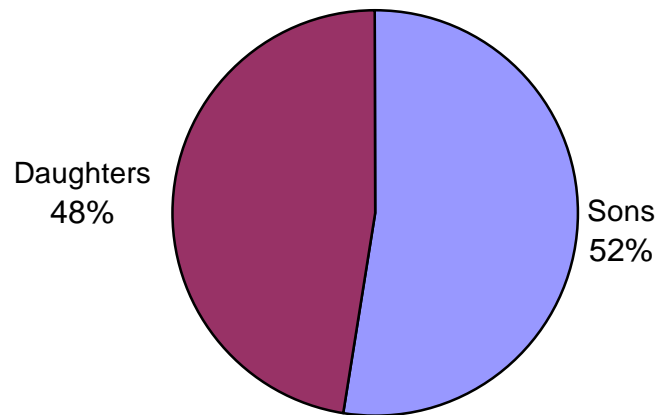


The average age of the teenager the parent was thinking of as they completed the questionnaire was 14.6 years old. Approximately 60% of the teens were 14, 15 or 16 years old.

Gender of teenager in questionnaire (KIDGEND).

KIDGEND

		Frequency	Percent	Valid Percent
Valid	B	402	51.1	52.5
	G	364	46.3	47.5
	Total	766	97.3	100.0
Missing		21	2.7	
Total		787	100.0	



Parents thinking about a teenage daughter completed 48% of the questionnaires. Approximately 52% were thinking about sons.

How do you best describe yourself (RACE)?

H=Hispanic

I=American Indian

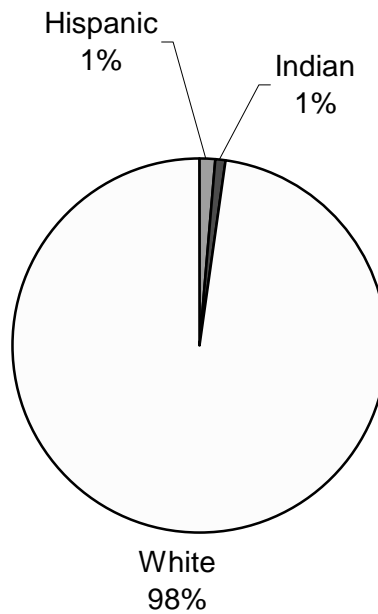
B=Black American

H=Hawaiian

W=White

RACE

		Frequency	Percent	Valid Percent
Valid	H	10	1.3	1.3
	I	7	.9	.9
	W	744	94.5	97.8
	Total	761	96.7	100.0
Missing		26	3.3	
Total		787	100.0	



Ninety-eight percent (98%) of the parents reported they were White. One percent (1%) selected American Indian and 1% of the respondents selected Hispanic, Latino, or Spanish origin or descent.

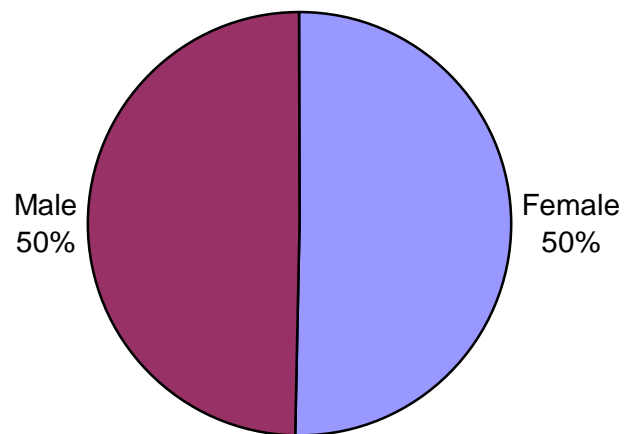
Parent Gender (PGENDER)

F=Female

M=Male

PGENDER

		Frequency	Percent	Valid Percent
Valid	F	375	47.6	50.4
	M	369	46.9	49.6
	Total	744	94.5	100.0
Missing		43	5.5	
Total		787	100.0	



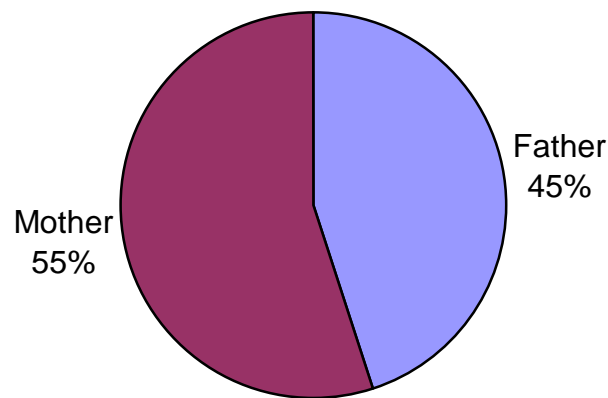
Exactly half (50%) of respondents reported they were MALE and half (50%) reported that they were FEMALE.

Parent gender of those who were mailed questionnaires (PAREN): F=Father, M=Mother

PAREN

		Frequency	Percent	Valid Percent
Valid	F	352	44.7	44.9
	M	432	54.9	55.1
	Total	784	99.6	100.0
Missing		3	.4	
	Total	787	100.0	

Figure 60 - Distribution of Parent Respondents by Gender



50% of the questionnaires were addressed to fathers and 50% to mothers. Instructions were provided that he or she should be the one to complete the questionnaire, unless it was impossible. If this was the case, the other parent was instructed to complete it. Of all returned questionnaires, 55% were addressed to mothers; 45% to fathers.

Survey Development Reference Key	
PNA	Draft Montana Prevention Needs Assessment (1/3/2000)
YRBS	1997 Montana Youth Risk Behavior Survey
CASA	Back to School 1999 Paper, The national Center on Addiction and Substance Abuse – Columbia University
New Tobacco Study	“SECTION Cigarette Use and Cessation” questions from Dr. Jeff Linkenbach
MSU	New questions developed for this survey by authors
sn	Perceived social norm question

Survey Question & Classification Matrix		
Variable/Concept	Question Number	Stem/Source
Alcohol Use	1 6 18 23 35 36 49 sn	PNA 115A, CASA 4 CASA 8 PNA 122 CASA 21 PNA 75 YRBS Q38 MSU 48, PNA 124
Norms for Drinking/Drinking and Driving	23 24 40 41 sn 42 43 sn	CASA 21 CASA 22 MSU MSU 40 YRBS Q11 MSU 42, YRBS Q11
Norms Related to Alcohol Binging	35 sn	PNA 75
Norms Related to Tobacco	2 25 26 sn 27 28 sn 29 sn 30 sn 31 32	PNA 115B, CASA 5 PNA 76 MSU 25, PNA 76 PNA 79 MSU 27, PNA 79 PNA 31B PNA 81 New Tobacco Study YRBS Q28 AND Q34

Survey Question & Classification MATRIX

Variable/Concept	Question Number	Stem/Source
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Norms Related to Marijuana	3 8 33 sn 34 sn	PNA 115C CASA 6 PNA 57 PNA 31 A
Parental Supervision/Monitoring	4 5 sn 11 12 sn 13 14 sn 15 16 17 sn 18 19 20 sn 21 22 sn 23 24 35 37 39 40 53 54 sn	MSU MSU 4 PNA 119, CASA 40 and 41 MSU 11, PNA 119 PNA 138 MSU 13, PNA 138 PNA 121, PNA 136, CASA 43 MSU 16, PNA 136 PNA 122 PNA 136 MSU 19, PNA 126 PNA 133 MSU 21, PNA 133 CASA 22 CASA 22 PNA 75 PNA 117 MSU MSU MSU MSU 53
Perception of Influence/Responsibility	6 7 8 9 10 sn	CASA 8 CASA 8 CASA 8 CASA 10 MSU 9, CASA 10
Monitoring of Homework	16	CASA 43
Rules for Driving	38 39 42 43 sn 44 45 sn	MSU MSU YRBS Q11 MSU 42, YRBS Q11 YRBS Q5 MSU 44, YRBS Q5
Parent-Teen Communication	44 45sn 46 47sn 48	CASA 27 MSU 44, CASA 27 PNA 124, CASA 27 MSU 46, PNA 124 CASA 17, PNA 124
Parent-Parent Communication	49sn 50 51 52	MSU 48, PNA 124 MSU, CASA 17 MSU MSU

Cover Letter Accompanying Survey Instrument

January 31, 2000

Dear Montana Parent,

We need your help. As you know, parents play an important role in guiding their teens away from the use of alcohol, marijuana and tobacco. But no one knows exactly how and to what extent.

If we have that knowledge, we can design advertising campaigns to show what is working in Montana homes and share that knowledge with everyone. We also can give the information to Montana high school teachers to help teens make healthy choices.

This survey will help get us there.

You have been selected randomly to complete the survey (this makes the results scientifically accurate).

Please look at the questionnaire to see if the father or mother of the teen should complete it. It's important that the parent indicated complete the survey. If he or she cannot, please go ahead and complete it yourself.

You are not asked to sign the survey. Your answers are completely confidential.

Thank you for giving us a few minutes of your time. Your answers are very important! Please return your completed questionnaire in the enclosed postage-paid envelope.

If you have questions, please call 406/994-6197 or 406/994-7873.

Sincerely,

Dr. Shannon Taylor
College of Business
Montana State University
Bozeman, MT 59717

Dr. Jeff Linkenbach
Dept. of Health and Human Development
Montana State University
Bozeman, MT 59717

Follow-Up Letter to Initial Survey Non-Responders

Monday, March 27, 2000

Dear Montana Parent,

Within the last two weeks you received a questionnaire from us. If you have already completed the questionnaire and returned it, we say, "Thank You."

If you have not completed it, please take time now to do so. It is very important that we receive as many completed questionnaires as possible so that what we learn about parents and their teenagers is valid.

If you are not a parent of a teenager from 12 through 17, do not fill out the questionnaire and accept our gratitude for taking the time to read this follow-up letter.

*There was a mistake on the address labels on the original questionnaire mailed to you earlier. The first line read: "To the parents of." This was a major error on our part. The questionnaire is directed to you, or the other parent of your teenager. **Not to your parents!***

Please accept our apologies for any confusion and inconvenience this error may have caused you. If you are a parent of a teenager between 12 through 17, we want you to complete our questionnaire. If you have misplaced the original questionnaire and would like another one mailed to you, please call my Research Assistant, Mitzi Griffin, at 406-994-3399, and she will mail one to you immediately.

Thank you again for helping us with this important research designed to understand how we can help our teenagers make healthy choices about alcohol, tobacco and drugs.

Sincerely,

Dr. Shannon Taylor
College of Business
Montana State University - Bozeman

**Montana Parents Survey
Montana State University - Bozeman**

Dear **Father** of a Teenager from 12 through 17 years of age,

It is important that if this questionnaire is addressed to the **father**, he is the parent to complete it. If it is addressed to the **mother**, she is the one to complete it. There are no right or wrong answers to these questions; we really just want to learn your opinions and experiences. Thank you, in advance, for completing and returning this survey as quickly as possible.

How many children ages 12-17 do you have? _____

Ages of boys: _____, _____, _____, _____

Ages of girls: _____, _____, _____, _____

If you have one teenager, think of him/her as you answer the following questions. If you have more than one, think of your **oldest** teenager (age 12 through 17) as you answer the following questions.

Please **CIRCLE** your answers. *Where the question asks your perception of what typical parents of other teens do, please answer in terms of parents of teenagers about the same age as yours in your area.*

*For questions 1-5, please use one of the following responses and **CIRCLE** the appropriate number for your answer.*

- 0 = NOT CONCERNED AT ALL
- 1 = ONLY A LITTLE CONCERNED
- 2 = VERY CONCERNED
- 3 = EXTREMELY CONCERNED

- 1. Suppose you found out your teenager was drinking alcohol regularly, how concerned would you be? 0 1 2 3
- 2. Suppose you found out your teenager smoked cigarettes regularly, how concerned would you be? 0 1 2 3
- 3. Suppose you found out your teenager smoked marijuana regularly, how concerned would you be? 0 1 2 3
- 4. Suppose you found out that your teenager had skipped school one or two times during this semester, how concerned would you be? 0 1 2 3
- 5. If the parents of a typical Montana teenager found out he/she skipped school one or two times during this semester, I think they would be 0 1 2 3

*For questions 6, 7, and 8, please use one of the following responses and **CIRCLE** the appropriate number for your answer.*

- 0 = THE TEEN THEMSELVES
- 1 = THE TEEN'S PARENTS

- 2 = THE TEEN'S FRIENDS
- 3 = OLDER TREND-SETTING YOUNG ADULTS
- 4 = OUR CULTURE, IN GENERAL
- 5 = DON'T KNOW

- 6. Who do you think is most responsible for a teen starting to drink alcohol?..... 0 1 2 3 4 5
- 7. Who do you think is most responsible for a teen starting to smoke cigarettes? 0 1 2 3 4 5
- 8. Who do you think is most responsible for a teen starting to smoke marijuana? 0 1 2 3 4 5

*For questions 9-10, please use one of the following responses and **CIRCLE** the appropriate number for your answer.*

- 0 = NO INFLUENCE
- 1 = VERY LITTLE INFLUENCE
- 2 = SOME INFLUENCE
- 3 = GREAT INFLUENCE

- 9. Do you think that you have influence over your teen's decision whether or not to drink alcohol, smoke cigarettes and/or use marijuana?..... 0 1 2 3
- 10. How much influence do you think typical Montana parents have over their teens' decision whether or not to drink alcohol, smoke cigarettes and/or use marijuana?..... 0 1 2 3

*For questions 11-22, please use one of the following responses and **CIRCLE** the appropriate number for your answer.*

- 0 = SELDOM/NEVER
- 1 = SOMETIMES
- 2 = USUALLY
- 3 = ALWAYS

- 11. When my teen is not home, I or the other parent know where he/she is and who he/she is with 0 1 2 3
- 12. I think typical Montana parents know where their teens are and who they are with when not home. 0 1 2 3
- 13. I know when my teen does not come home on time 0 1 2 3
- 14. I think typical Montana parents know when their teens do not come home on time..... 0 1 2 3
- 15. My teen calls if he/she is going to be late getting home. 0 1 2 3
- 16. I monitor my teen's homework and generally know that it's getting done..... 0 1 2 3
- 17. I think the parents of a typical Montana teenager generally know if their teen is getting his/her homework done..... 0 1 2 3
- 18. I would know if my teen drank beer, wine or liquor without my permission... 0 1 2 3

19. If my teen skipped school, I would know about it 0 1 2 3
20. If the typical Montana teenager skipped school, I think his/her parents would know about it..... 0 1 2 3
21. When your teen has a serious problem, how often does he/she discuss it with you?..... 0 1 2 3
22. When the typical Montana teen has a serious problem, how often do you think he/she discusses it with his/her parents?..... 0 1 2 3
23. Some parents of teenagers believe that if they let their teen and their teen's friends drink in their home, it will prevent them from doing unsafe things like driving under the influence. Other parents believe that letting teens drink in their home sends the wrong message about alcohol. Which of these two views comes closer to your own? If parents let teens drink in their home it:
1. Will help reduce risky behavior such as preventing drinking and driving.
 2. Sends the wrong message, parents should not allow their teens to drink at home.
24. Do you allow your teen to drink in your home with you or other adults, even if it is a small glass of wine or beer with dinner?
- 1 YES, REGULARLY
 - 2 YES, OCCASIONALLY
 - 3 NEVER
25. My teenager has tried chewing tobacco, snuff or dip (ever in their life).
- 1 YES, I'M CERTAIN
 - 2 I SUSPECT HE/SHE HAS TRIED IT
 - 3 NO, I DON'T THINK SO
 - 4 NO, FOR CERTAIN
 - 5 DON'T KNOW
26. What is your best guess of the percent of teens in Montana between the ages 12 through 18 who have ever tried chewing tobacco, snuff, or dip?
_____ %
27. My teenager has tried smoking cigarettes (ever in their life).
- 1 YES, I'M CERTAIN
 - 2 I SUSPECT HE/SHE HAS TRIED IT
 - 3 NO, I DON'T THINK SO
 - 4 NO, FOR CERTAIN
 - 5 DON'T KNOW
28. What is your best guess of the percentage of teens in Montana between the ages 12 through 18 who have ever smoked cigarettes?
_____ %
29. What is your best guess of the age of Montana teens when they first smoked a cigarette (even just a puff), if they did smoke?
_____ Years old
30. My best guess of the number of cigarettes smoked each day by Montana teens who smoke is:
_____ Cigarettes per day

31. Besides your teenager (who may or may not smoke or chew), is there anyone who smokes cigarettes or chews tobacco, snuff, or dip regularly in your household?
- 1 YES
 - 2 NO
32. To the best of your knowledge, has your teen used tobacco during the past 30 days?
- 1 YES, cigarettes
 - 2 YES, dip, snuff or chewing tobacco
 - 3 NO
33. What is your best guess of the percentage of teens in Montana between the ages 12 through 18 years old who have ever tried a marijuana cigarette?
- _____ %
34. What is your best guess as to the age of most teens in Montana when they start smoking marijuana, if they are going to smoke it?
- _____ Years old
35. During the past two weeks, what is your best guess at the percentage of Montana teens between the ages of 12 through 18 who have had five or more drinks of alcohol in a row?
- _____ % **Zero times.** (Percent of teens who did not drink 5 or more drinks in a row.)
- _____ % **1 or 2 times.** (Percent of teens who 1 or 2 times had 5 or more drinks in a row.)
- _____ % **3 or more times.** (Percent of teens who 3 or more times had 5 or more drinks in a row.)
- 100% Total
36. To the best of your knowledge, has your teen used alcohol during the past 30 days?
- 1 YES
 - 2 NO
37. Your family has clear rules.
- 1 DEFINITELY
 - 2 SOMEWHAT CLEAR
 - 3 NOT REALLY CLEAR
 - 4 NO
38. Does your teenager have a driver's license?
- 1 YES
 - 2 NO, skip question #39
39. If he/she does have a full license, does he/she have access to a car? (circle one)
- 1 Yes, unlimited access; he/she can take a car any time he/she wants.
 - 2 Yes, but somewhat limited; he/she must ask, but permission is usually granted.
 - 3 Yes, but quite restricted; only about half of his/her requests are granted, mostly to drive to school and run family errands but rarely for his/her own personal use.
 - 4 Yes, but very restricted; he/she only drives a couple of times each week.
40. During the past 30 days have you talked to your teenager about rules regarding his/her drinking? Which of the following statements best characterizes your discussion with your teenager? (circle one)
- 1 I did not talk with my teenager about drinking during the past 30 days.
 - 2 I told my teenager that drinking is always bad and that he/she should never try it.
 - 3 I told my teenager that a few drinks, on special occasions, is all right.
 - 4 I told my teenager about the risks of underage drinking and that I expect him/her not to drink.
 - 5 I told my teenager that they will have to decide for themselves how much to drink.
 - 6 Other _____

41. During the past 30 days do you think that Montana parents talked to their teenagers (ages 12 through 18) about rules regarding their teens' drinking? Which of the following statements best characterizes typical Montana parents' discussion with their teenagers? (circle one)
- 1 They did not talk to their teen about drinking during the past 30 days.
 - 2 They told their teenager that drinking is always bad and he/she should never try it.
 - 3 They told their teenager that a few drinks, on special occasions, is all right.
 - 4 They told their teenager about the risks of underage drinking and that they expect him/her not to drink.
 - 5 They told their teenager that he/she will have to decide for himself/herself how much to drink.
 - 6 Other _____
42. During the past 30 days if he/she drove, how many times did your teenager drive a car or other vehicle when he/she had been drinking alcohol? (Your best guess.)
 _____ Number of times driving after drinking
43. What is your best guess as to the number of times during the last 30 days typical Montana teenagers (between 12 through 18) drove a car or other vehicle when they had been drinking alcohol?
 _____ Number of times driving after drinking
44. If he/she drove or rode in a car driven by someone else, what percentage of the time did your teenager wear a seatbelt during the past 30 days? (Your best guess.)
 _____ %
45. What percentage of time did typical Montana teenagers wear seatbelts when they drove or rode in a car driven by someone else during the past 30 days? (Your best guess.)
 _____ %

*For questions 46 and 47, please use one of the following responses and **CIRCLE** the appropriate number for your answer.*

- 0 = POOR
- 1 = FAIR
- 2 = GOOD
- 3 = VERY GOOD
- 4 = EXCELLENT

46. My relationship with my teen is..... 0 1 2 3 4
47. What kind of relationship does the typical Montana parent have with his/her teen from age 12 through 18? (Your best guess.) 0 1 2 3 4
48. During the past three months, I discussed family rules about alcohol and drug non-use with my teenagers.
- 1 YES
 - 2 NO
49. During the past three months, what percentage of typical Montana parents do you think discussed family rules about alcohol and drug non-use with their teenager between the ages of 12 through 18? (Your best guess.)
 _____ %

50. In general, do you think it is easier to talk to teenage girls or boys about the dangers of tobacco, alcohol and/or illegal drugs?
- 1 GIRLS ARE EASIER
 - 2 BOYS ARE EASIER
 - 3 NO DIFFERENCE
51. My teen's other parent and I have discussed strategies for helping our child understand and avoid the risks of alcohol, tobacco and other drug use. If you do not have another "parent" actively helping you raise your teen, circle #5.
- 1 FREQUENTLY
 - 2 A FEW TIMES
 - 3 MAYBE ONCE
 - 4 HAVEN'T REALLY TALKED ABOUT IT
 - 5 THERE IS NO OTHER ACTIVE PARENT FOR MY TEEN
52. If the other parent of my teen filled out this questionnaire separately, our answers would agree.
- 1 NEVER
 - 2 SOME OF THE TIME
 - 3 MOST OF THE TIME
 - 4 ALL OF THE TIME
 - 5 THERE IS NO OTHER ACTIVE PARENT FOR MY TEEN
53. Which one (only one) of the following statements best describes how you set times for your teenager to return home (curfews)?
- 1 I have a set time. It is approximately _____ PM/AM on weekdays and approximately _____ PM/AM on weekends.
 - 2 I set it each evening he/she goes out, depending on the circumstances, but usually I set it at approximately _____ PM/AM on weekdays and approximately _____ PM/AM on weekends.
 - 3 My teenager has lots of latitude with a time to return home, but I will begin to track them down at approximately _____ PM/AM on weekdays and approximately _____ PM/AM on weekends.
 - 4 I set no time constraints on my teenager in regard to curfew. He/she returns home when they choose.
54. Which one (only one) of the following statements best describes how other typical Montana parents of teens from age 12 through 18 set times for their teenager to return home (curfews)?
- 1 They have a set time. It is approximately _____ PM/AM on weekdays and approximately _____ PM/AM on weekends.
 - 2 They set it each evening he/she goes out, depending on the circumstances, but usually they set it at approximately _____ PM/AM on weekdays and approximately _____ PM/AM on weekends
 - 3 Their teenager has lots of latitude with a time to return home, but they will begin to track him/her down at _____ PM/AM on weekdays and approximately _____ PM/AM on weekends.
 - 4 They set no time constraints on their teenager in regard to curfew. He/she returns home when they choose.
55. How do you best describe yourself?
- 1 Hispanic, Latino, or Spanish origin or descent
 - 2 American Indian or Alaska Native
 - 3 Black or African American
 - 4 Native Hawaiian or other Pacific Islander
 - 5 White
56. Male Female (Circle one)

57. Your age: _____ Years

This concludes the questionnaire. Thank you very much for completing it. Please place it in the postage paid return envelope and drop it in the mail. If you have lost the envelope, please mail the questionnaire to:

Dr. Shannon Taylor
College of Business
Montana State University
Bozeman, MT 59717

Your individual questionnaire will be held in strict confidence. However, if you would like a copy of the Executive Summary when the research is complete, please provide the following:

Name

Address

City

State and Zip

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