

## DMX POLL FINDINGS

These are the findings of the Teen Substance Abuse survey conducted among High School Teachers and Police. The sample is nationally representative of each audience. The data was collected August 18-30, 2010. All interviews were conducted by telephone, with police interviewed at police stations and teachers interviewed both at school and at home. 200 interviews were conducted among each audience, with a sampling error margin of +/- 6.9% within each group. The overall sample size is 400, with an error margin of +/- 4.9% on the combined sample.

Pollster: [Fabrizio McLaughlin and Associates](#)

The key findings from this research are:

- When it comes to the substances that pose the greatest negative impact on teens, Police and H.S. Teachers primarily identify pot and alcohol, followed by meth and cocaine. Over-the-counter (OTC) cough and cold medicines are not on their top-of-mind radar, cited by just 1% of respondents in the open-ended question:**

<i><b>When you think of substance abuse, which substances do you see as having the greatest negative impact on teens?</b></i>	<b>Police</b>	<b>H.S. Teachers</b>
Alcohol//beer	51%	70%
Marijuana//pot	69%	51%
Prescription drugs//prescription pills	27%	15%
Methamphetamine//crystal methamphetamine	28%	9%
Cocaine//coke//crack	22%	8%
Heroin	12%	3%
Ecstasy	6%	5%
Cigarettes//tobacco	3%	6%
Drugs//all of them (General)	1%	7%
Oxycontin	2%	2%
Narcotics//illegal narcotics	3%	1%
Inhalants//spray can fumes	3%	-
Over the counter medicine//non prescription medication	1%	2%
<b>Cough//Medicines//Cold Medicines//DXM</b>	<b>-</b>	<b>1%</b>
Other	1%	-
Nothing	-	1%

- While most Police and H.S. Teachers see pot, alcohol, and cigarettes as a ‘very significant’ problem in their communities, relatively few say the same about OTC cough and cold medicine:

<b>% say ‘Very Significant Problem”</b>	<b>Police</b>	<b>H.S. Teachers</b>
Alcohol	83%	66%
Pot	74%	54%
Cigarettes	54%	46%
Prescription drugs	49%	27%
<b>OTC cough and cold medicine</b>	<b>15%</b>	<b>11%</b>

- Similarly, alcohol, pot, prescription drugs, meth, cocaine and cigarettes are cited among the top three substances that pose the most serious problems to teens. By comparison, hardly any select OTC cough and cold medicine as one of the top three most serious problem substances to teens:

<b>% Selecting as Most/2<sup>nd</sup> Most/3<sup>rd</sup> Most Serious Problem Substance</b>	<b>Police</b>	<b>H.S. Teachers</b>
Alcohol	82%	88%
Pot	76%	75%
Prescription drugs	41%	27%
Meth	32%	22%
Cigarettes	14%	36%
Cocaine/Crack	27%	15%
Ecstasy	5%	9%
<b>OTC cough and cold medicine</b>	<b>5%</b>	<b>8%</b>
Heroin	6%	3%
Inhalants	5%	3%
Other	2%	4%
Don’t Know	3%	6%

- By a margin of nearly 2 to 1, Police and H.S. Teachers support education efforts more than reduced accessibility as a means to address abuse of OTC cough and cold medicines:

<b><i>Thinking about over-the-counter cough and cold medication, which do you think should be the greater priority when addressing the abuse of over-the-counter cough and cold medicine by teens... (ROTATE)</i></b>	Police	H.S. Teachers
Educating teens and parents of the health risks of abusing cough and cold medicine to get high	64%	62%
Making cough and cold medicine less accessible to teens in stores	35%	36%

- Opinions are divided as to whether stricter controls are need on the sale of OTC cough and cold medicine. About half of Police and H.S. Teacher’s believe no restrictions are needed. Among the half that do, most suggest an age restriction to purchase. Very few call for requiring a prescription for OTC cough and cold medicine:

<b><i>Do you believe that over-the-counter cough and cold medicines require stricter controls in how they are sold?</i></b>	Police	H.S. Teachers
No	46%	49%
Yes	51%	47%
<i>(IF YES) In your view, what type of control should be placed on how cough and cold medicines are sold? (ASK OPEN-ENDED) *</i>		
* 18 or older to purchase//require identification	28%	28%
* Put behind counter//limit amount	22%	20%
* Make prescription drug//require doctor prescription	8%	6%

Percentages base on full 200 sample for each survey audience.

\* Multiple response allowed for open-ended question asked of those saying “yes – stricter controls.”