

MONTANA METH PROJECT

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For Immediate Release

New Montana Meth Project Survey Shows Increased Awareness of Meth Risks

Study also reveals dramatic increase in frequency of parental discussions about Meth

Missoula, Montana—April 19, 2006—The Montana Meth Project today released the results of its second *Montana Meth Use & Attitudes Survey*. The new statewide study revealed that teens, young adults, and parents are increasingly becoming aware of the specific, negative consequences associated with Meth. The survey results also showed a significant increase in the frequency of dialogue between parents and teens regarding Meth in the last six months.

The *Montana Meth Use & Attitudes Survey* is conducted periodically by the Montana Meth Project to track attitudes and behaviors related to methamphetamine in Montana.

The initial baseline survey was conducted in August 2005 prior to any advertising by the Montana Meth Project. The second survey was conducted statewide in March 2006 following its first ad campaign. The survey included over 1,460 respondents across four key groups in the state—teens (12-17); young adults (18-24); parents of teens; and Native American teens (12-17).

The latest survey revealed teens and young adults are now more aware of the specific, negative effects associated with first-time Meth use than they were in August 2005. The data showed shifts in the perception of both benefits and risks as much as 30% in the past eight months. Significant increases in risk perception were reported in over half of the risk areas measured.

The data also showed that a significant reduction in certain perceived benefits of Meth. The most dramatic changes were seen as teens disagreed that the drug makes you more attractive, more popular, and happier, which changed by at least 14 percentage points.

The results indicated a dramatic rise in communication between parents and teens about Meth over the last eight months. 85 percent of teens and 98 percent of parents reported a significant increase in the number of conversations about Meth. According to half of the parents surveyed, the Project's TV commercials prompted these discussions.

“The Meth Project is a large-scale experiment in prevention,” said Tom Siebel, Chairman, the Montana Meth Project. “The data suggests that the experiment is achieving the desired effect. The ads are impactful. They are credible. They are perceived of as important. The Meth Project is beginning to change attitudes. We are encouraged by the initial market results.”

More respondents mentioned information from TV commercials, radio, billboards, and posters as 'highly' valuable sources of information about Meth. Television has seen the most dramatic growth, rising from 28% to 47% for teens and from 22% to 40% for young adults. TV

commercials, radio, and billboards are all becoming more important in conveying Meth prevention messages.

The second *Montana Use & Attitudes Survey* was conducted from February 8 through March 24, 2006, by Millward Brown, a nationally recognized survey research organization. This consumer-focused, market research is the largest Meth-related attitudinal tracking study in the state. The survey group consists of over 1,460 respondents with a margin of error of +/-5 percent and statistical testing determined at the 95% confidence level.

About the Montana Meth Project

The Montana Meth Project is a not-for-profit organization headquartered in Missoula, Montana. The Montana Meth Project implements a range of advertising and community action programs to reduce methamphetamine use among Montana teens. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information visit, www.montanameth.org.

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