



# **The Partnership Attitude Tracking Study (PATS)**

Teens 2007 Report

Released August 4, 2008

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## MISSION

The Partnership for a Drug-Free America is a nonprofit organization that unites parents, renowned scientists and communications professionals to help families raise healthy children. Best known for its research-based national public education programs, the Partnership motivates and equips parents to prevent their children from using drugs and alcohol, and to find help and treatment for family and friends in trouble.

## THE PARTNERSHIP FOR A DRUG-FREE AMERICA® TODAY

Now in its 21st year, the Partnership helps parents and caregivers effectively address drug and alcohol abuse with their children. The centerpiece of this effort is an online resource center at [drugfree.org](http://drugfree.org), featuring interactive tools that translate the latest science and research on teen behavior, addiction and treatment into easy to understand tips and tools. At [drugfree.org](http://drugfree.org), parents can connect with each other, tap into expert advice for children of all ages, and find the support they want and need to raise healthy families.

Adding depth to its work on the national level, the Partnership's alliance and affiliate program supports the organization's mission at the local level. Working with state and city governments and local drug prevention organizations, the Partnership provides guidance, on-site technical assistance and creative materials necessary to shape anti-substance abuse education campaigns tailored to the needs and activities of any state or city. To carry out its mission, the Partnership depends on donations and support from individuals, corporations, foundations and the government, while its media campaigns rely on donated media time and space. For more information on the Partnership for a Drug-Free America and its programs, visit the Partnership's Web site at [drugfree.org](http://drugfree.org).

The Partnership is one of only 13 organizations worldwide to receive the prestigious Discovery Health Medical Honors award for extraordinary contributions to world health. The Better Business Bureau's Wise Giving Alliance Charity Seal Program officially certified the Partnership for complying with their 20 rigorous charity standards. And, *The New York Times* said the Partnership is, "one of the most effective drug-prevention organizations in the U.S."

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## **THE PARTNERSHIP ATTITUDE TRACKING STUDY**

The Partnership Attitude Tracking Study (PATS) is the Partnership's unique research contribution to the field of substance abuse prevention. An annual study that tracks the elaborate and complex attitudes consumers have about illegal drugs, PATS allows us to understand what our target audiences think and feel about various drugs. This consumer-focused, consumer-based research is the largest drug-related attitudinal tracking study in the country. No other organization in the country – commercial, nonprofit or governmental – has the rich insights into consumers and drugs that PATS has captured. The insights gleaned from this study help us develop advertising designed to “unsell” drugs to America's youth.

PATS consists of two nationally projectable samples – a teen sample for students in grades 7 through 12, and a parent sample. The 2007 PATS is the 20th wave of this research conducted since 1987. Prior to 1993, these studies were conducted by interviews in public locations. Since the 1993 study, PATS has been conducted in schools and in homes.

Since 1993 The Roper Public Affairs Division of GfK Custom Research North America, a leading market research company, has conducted the studies for the Partnership's teen survey. In the 2007 PATS teens' study, 6,511 adolescents nationwide were surveyed. The margin of error for the sample is +/-1.6 percent.

Significant differences on charts and graphs in this report are indicated only for 2007 results versus 1998 and 2005, unless otherwise noted. Significant differences versus 2005 are noted with an asterisk (\*) and versus 1998 with a plus sign (+). The 1998 survey represents a benchmark for monitoring the Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign. Data for 2006 have been excluded.

## **QUESTIONNAIRE DEVELOPMENT**

The Roper Public Affairs Division of GfK Custom Research North America developed the questionnaires for the Partnership Teen Attitude Tracking Study in cooperation with the Partnership for a Drug-Free America®.

## **SELF-REPORTED DATA**

PATS is based on self-reported data which represents the dominant methodology used in the marketplace. Many academic and government institutions use self-reporting data when researching sensitive issues, e.g., Centers for Disease Control (Youth-At-Risk Surveys), University of Michigan (Monitoring the Future Study), and the U.S. Department of Health and Human Services (National Survey on Drug Use and Health).

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## EXECUTIVE SUMMARY

The 2007 Partnership Attitude Tracking Study shows tremendous positive movement in attitudes and behavior related to substance abuse among 7th through 12th grade students. After years of increasing adolescent drug use seen in the mid 90's, the trend continues to reverse. However, it is disturbing that prescription and over-the-counter medicine abuse have not shown similar declines.

Marijuana: Between 2005 and 2007 there were significant improvements in teens' attitudes about marijuana and the use of marijuana. Trial use of marijuana, past year use and past 30 days use continue to be significantly below the levels recorded in 1998. In fact, marijuana trial use and past year use are at the lowest point since 1993.

Methamphetamine: Teen perceptions of risk in trying methamphetamine or using it regularly have steadily increased over the last several years and are significantly higher than in 1998. In addition, trial use and past year use were significantly lower in 2007 compared to 2005.

Ecstasy: Teen perception of great risk in trying Ecstasy once or twice increased significantly between 2001 and 2005. However, in 2007 there was a significant decrease in the perception of great risk in trying once or twice and regular use vs. 2005. Positive findings included the significant decrease in friends' use and perceived availability of Ecstasy from 2001 to 2007. Compared to 2005, measures of Ecstasy use remained fairly stable.

Cocaine/Crack: Teens' perception of great risk in trying or regularly using cocaine or crack and use of these drugs remained stable

Inhalants: From 2005 to 2007 teens reporting *sniffing or huffing things to get high can cause brain damage* and *sniffing or huffing things to get high can kill you* remained stable as did trial and use.

Alcohol and Cigarettes: Over the last decade there has been a significant decrease in alcohol and cigarette use among teens.

Prescription Medicine Abuse: Abuse of prescription medications remains less common than marijuana but more prevalent than other drugs with the exception of inhalant abuse. In 2007 4.4 million teens reported they had abused a prescription medicine at some time in their lives. The safety aspect of abusing prescription drugs is clearly not well assessed by many teens. About four in 10 perceived prescription drugs used without a prescription to be safer than street drugs.

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## EXECUTIVE SUMMARY (continued)

Over-the-Counter Cough Medicine Abuse: In 2007, 45 percent of teens believed taking cough medicines to get high is risky -- the same as in 2005. Actual use of cough medicine to get high remained stable (10 percent in 2005 and in 2007).

Adolescents' Reasons for Drug Use: In 2007 teens were significantly more likely to think that kids use drugs *to help with pressures and stress of school* (73 percent) than they were to see use as a means *to have fun* (26 percent). Interestingly, the Partnership's research with parents found that only 7 percent thought that the primary reason why a teen might use drugs is *to deal with stress*. This research also suggests that there are differences between boys' perceived reasons for adolescent drug use and girls' reasons.

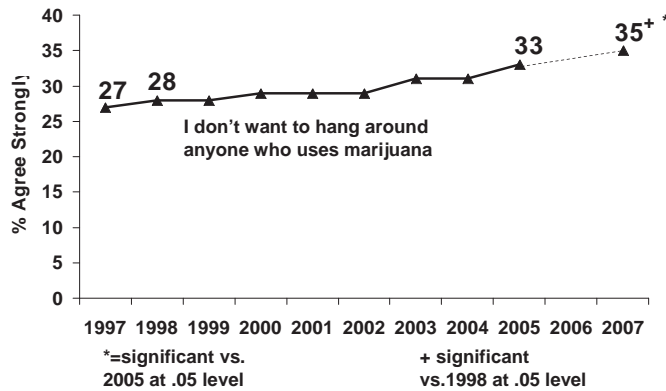
# THE PARTNERSHIP ATTITUDE TRACKING STUDY: TRENDS IN ADOLESCENT DRUG USE

## MARIJUANA

Between 2005 and 2007 there were significant improvements in teens' attitudes about marijuana and the use of marijuana. The biggest gains were in attitudes related to social acceptability of marijuana use. Marijuana use is becoming less pervasive and less socially acceptable among teens. Teens were significantly more likely in 2007 to agree strongly (35 percent) that they *don't want to hang around anyone who uses marijuana* than they were in 2005 (33 percent). (Chart 1)

Chart 1

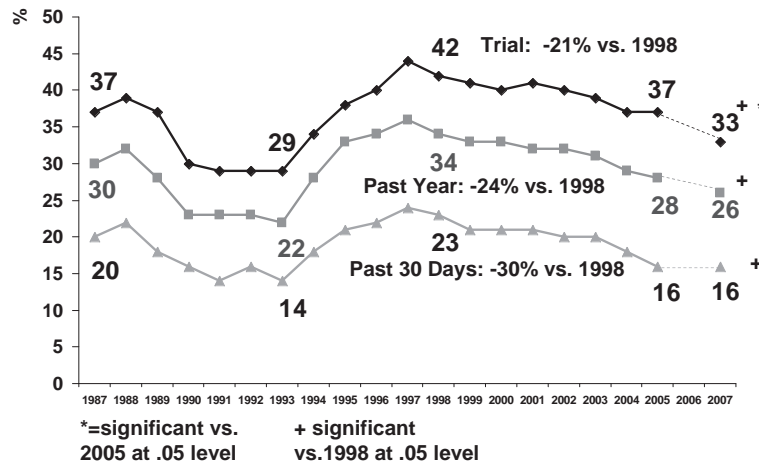
### Social Disapproval



Trial use of marijuana, past year use and past 30 days use continued to be significantly below the levels recorded in 1998. In fact, marijuana trial use and past year use are at the lowest point since 1993. (Chart 2)

Chart 2

### Marijuana Trial and Past Year Use: Lowest Point Since 1993

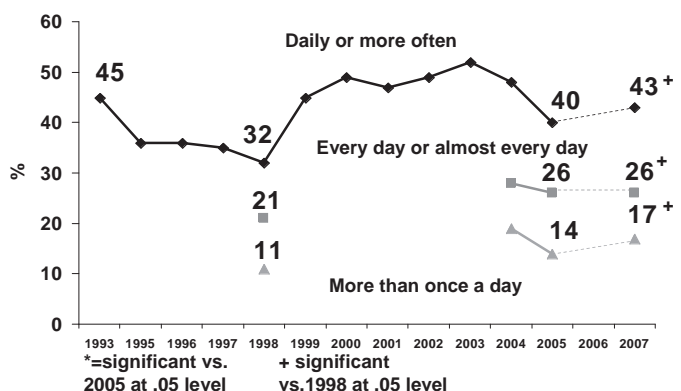


## NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

The National Youth Anti-Drug Media Campaign began in July 1998 and primarily focused on reducing adolescent marijuana use. Data from the 1998 PATS survey were collected prior to the launch of the Campaign and serve as a benchmark for monitoring its effect. From 2005 to 2007 the level of teens reporting frequent exposure (measured as seeing or hearing anti-drug advertising almost everyday or more) was stable (40 and 43 percent respectively). However, teens reporting seeing the ads more than once a day significantly increased vs. 2005 (14 percent in 2005, 17 percent in 2007). (Chart 3)

Chart 3

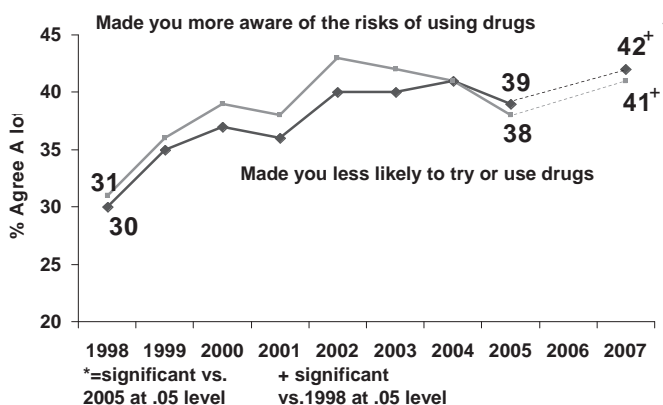
### See/hear anti-drug commercials



Overall, teens were more likely to rate anti-drug messages as efficacious – i.e. that the ads made them more aware of the risks and made them less likely to use – than they were in 1998. (Chart 4)

Chart 4

### Effects of Anti-Drug Messages

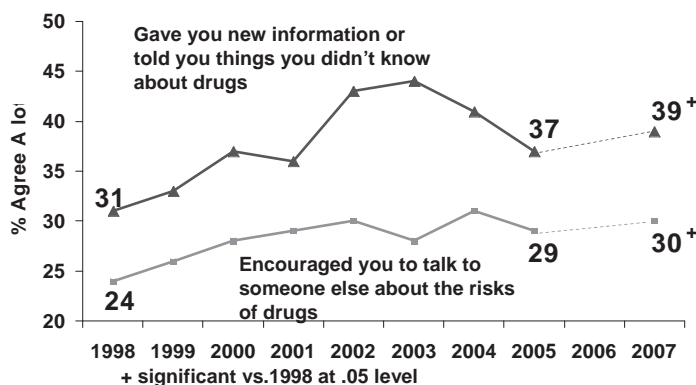


## NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN (continued)

Compared to 2005 significantly more teens said these commercials had *given them new information or told them things they didn't know* and had *encouraged them to talk with someone about the risks of using drugs*. (Chart 5)

Chart 5

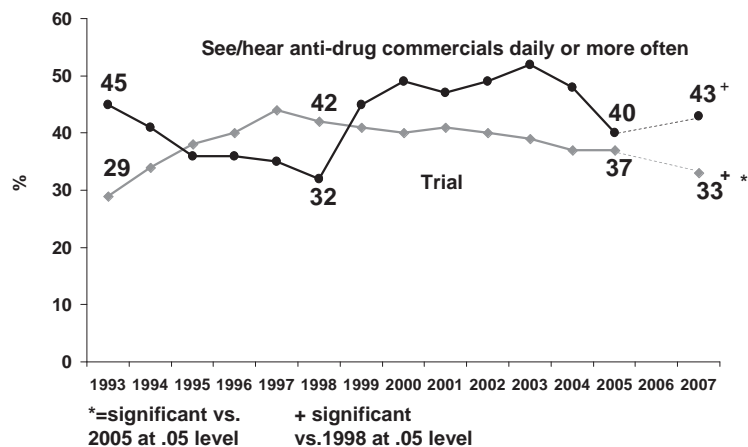
### Effects of Anti-Drug Messages



There is a positive relationship between frequency of exposure to the anti-drug messages and marijuana use. As frequency increases, reported lifetime trial use of marijuana decreases. (Chart 6)

Chart 6

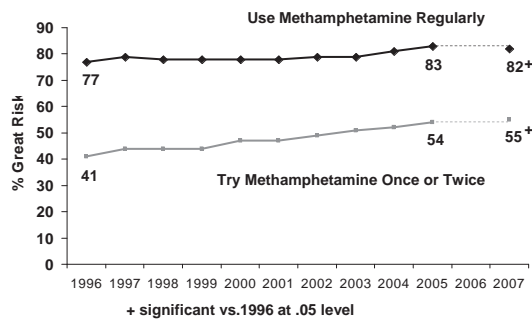
### Exposure to Ads Positively Correlated to Marijuana Lifetime Use



# METHAMPHETAMINE

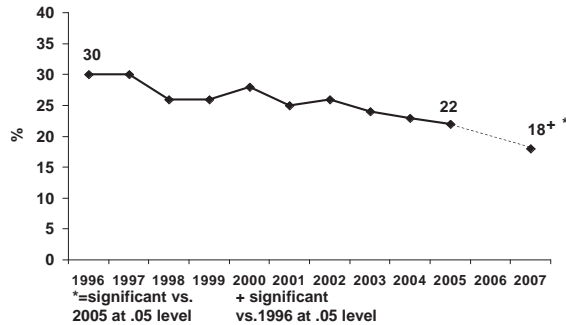
Teen perceptions of risk in trying methamphetamine or using it regularly have steadily increased over the last several years and are significantly higher than in 1998. (Chart 7)

Chart 7  
**Methamphetamine: Overall Risks of Use**



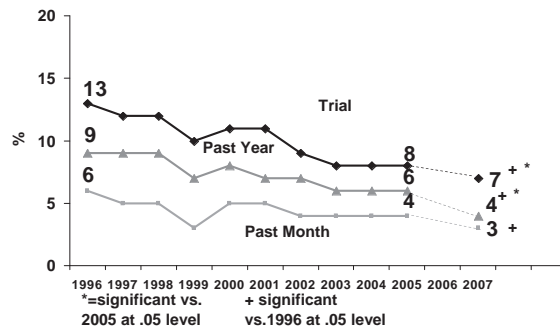
Friends' use of methamphetamine in 2007 (18 percent) was significantly lower than in 2005 (22 percent). (Chart 8)

Chart 8  
**Methamphetamine: Friends' Use**



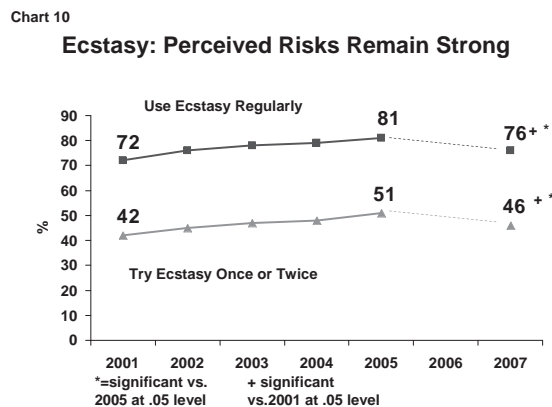
In addition trial use and past year use were significantly lower in 2007 compared to 2005. (Chart 9)

Chart 9  
**Methamphetamine Use**

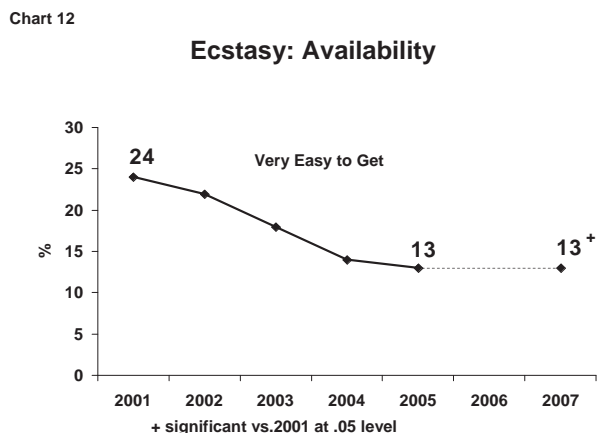
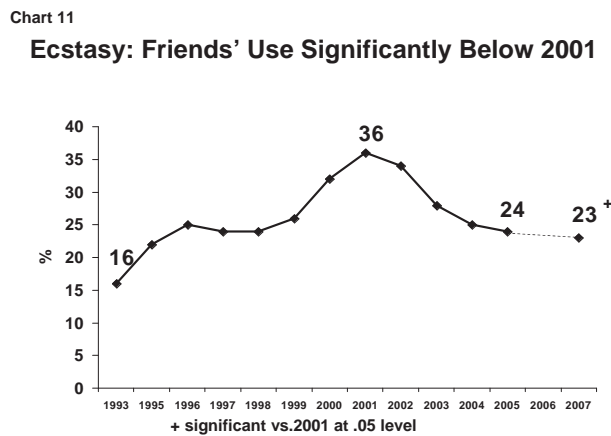


# ECSTASY

Teen perception of *great risk* in trying Ecstasy once or twice increased significantly between 2001 (42 percent) and 2005 (51 percent.) However, in 2007 there was a significant decrease in the perception of *great risk in trying once or twice* and also *in regular use* vs. 2005. (Chart 10)



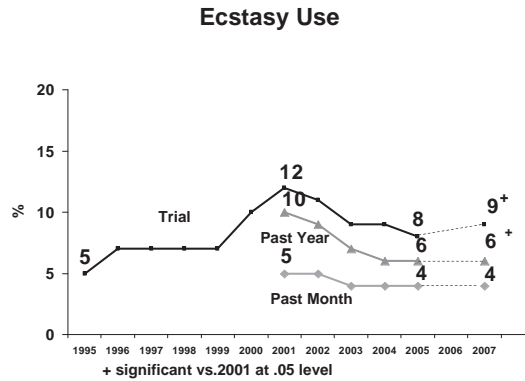
Positive indications are the decrease in perceived friends' use from 36 percent in 2005 to 23 percent in 2007 (Chart 11) and the decrease in perceived availability from 24 percent in 2001 reporting the drug as *very easy to get* to 13 percent in 2007. (Chart 12)



## ECSTASY (continued)

Compared to 2005 measures of Ecstasy use remained fairly stable. (Chart 13)

Chart 13



## COCAINE/CRACK

Teens' perception of *great risk in trying or regularly using cocaine or crack* (Chart 14) and use of these two drugs remained stable. (Chart 15)

Chart 14

**Cocaine/Crack: Perception of Risks Remains Strong**

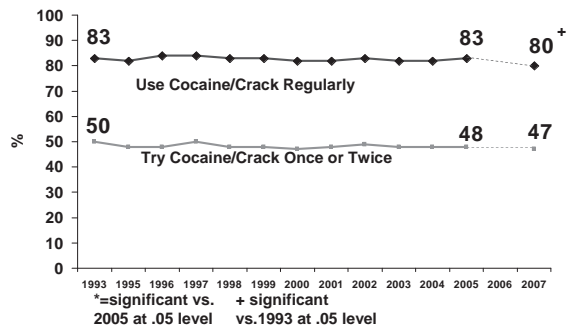
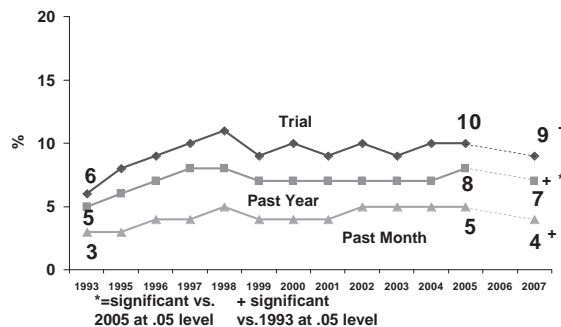


Chart 15

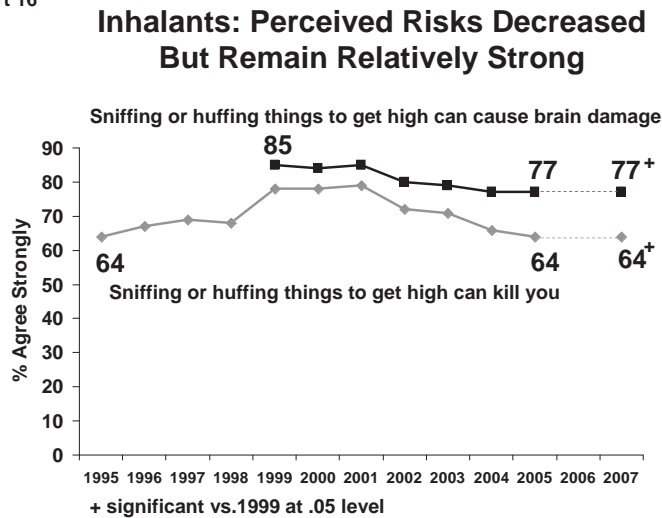
**Cocaine/Crack Use Rose After 1993 But Then Remained Stable**



# INHALANTS

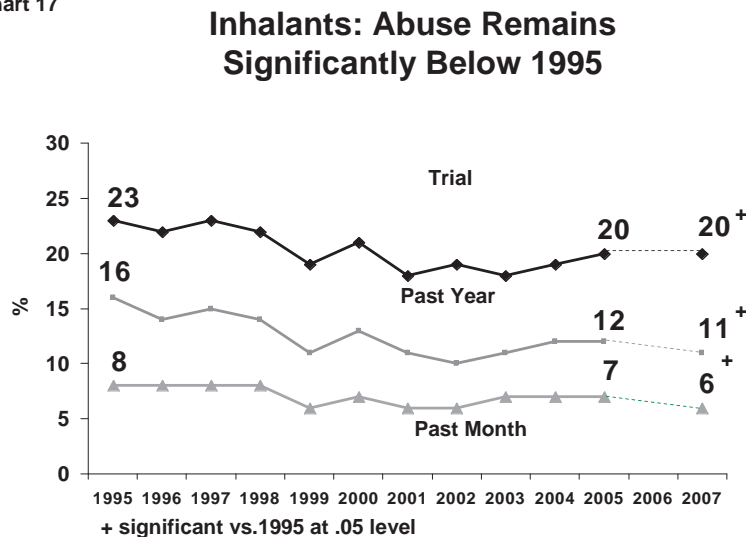
From 2001 to 2005 there was a significant decrease in the perception of risk in inhalant abuse. (Chart 16)

Chart 16



However, from 2005 to 2007 teens reporting *sniffing or huffing things to get high can cause brain damage* and *sniffing or huffing things to get high can kill you* remained stable as did trial and use. (Chart 17)

Chart 17

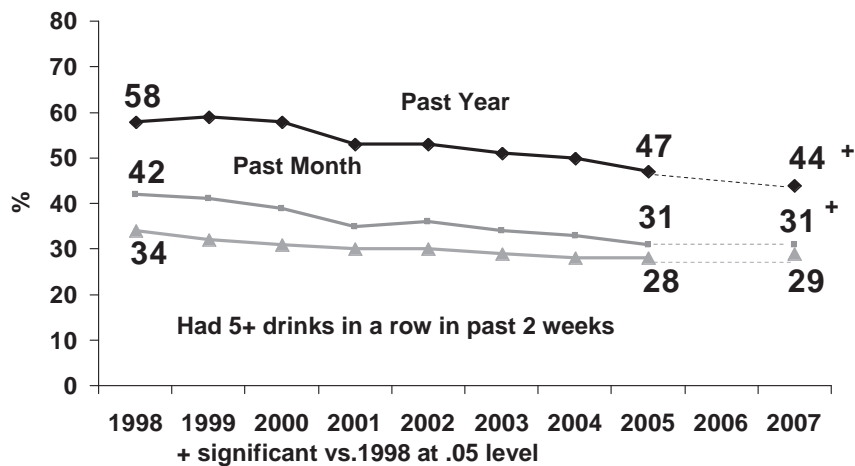


## ALCOHOL AND CIGARETTES

Over the past decade past month alcohol use among teens has significantly decreased from 42 percent in 1998 to 31 percent in 2007. (Chart 18)

Chart 18

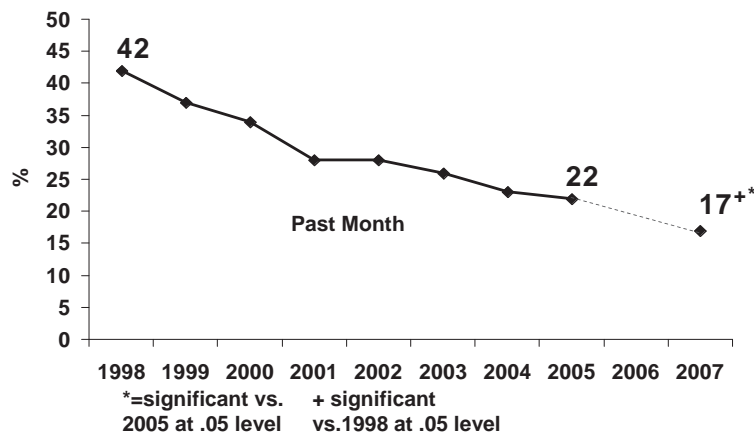
### Alcohol Use



Over the past decade past month cigarette use among teens has significantly decreased from 42 percent in 1998 to 17 percent in 2007. (Chart 19)

Chart 19

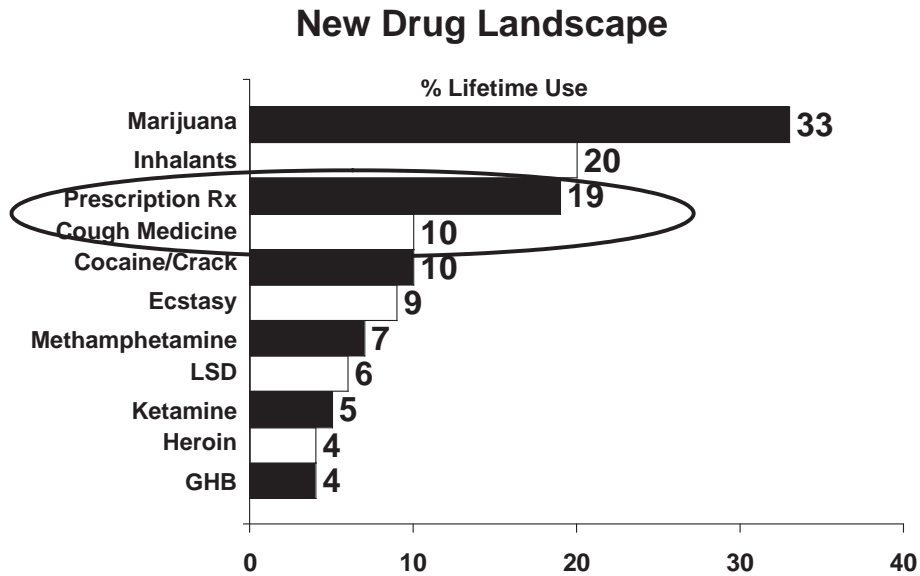
### Cigarette Use



## PRESCRIPTION MEDICINE ABUSE

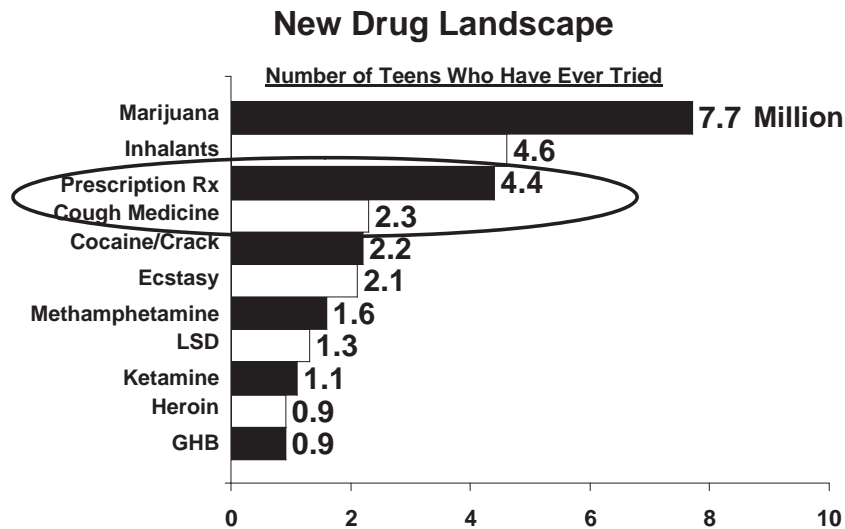
Abuse of prescription medications remains less common than marijuana but more prevalent than other drugs with the exception of inhalants. (Chart 20)

Chart 20



In 2007, 4.7 million teens had abused a prescription medicine at some point in their lives. (Chart 21)

Chart 21



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## PRESCRIPTION MEDICINE ABUSE (continued)

The safety aspect of abusing prescription drugs is clearly not well assessed by many teens. About four out of 10 teens agreed that *prescription drugs are safer to use than street drugs*. (Chart 22)

Chart 22

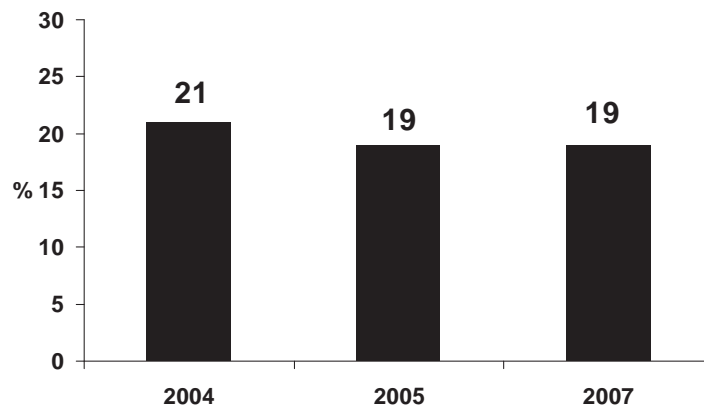
### Prescription Drug Abuse: Attitudes

% Agree strongly/somewhat	2005	2007
Using prescription drugs without a prescription is much safer to use than illegal drugs	40	41

Lifetime trial did not change from the 2005 reported level. Roughly one in five teens has abused a prescription medicine. (Chart 23)

Chart 23

### Lifetime Any Prescription Drug Abuse



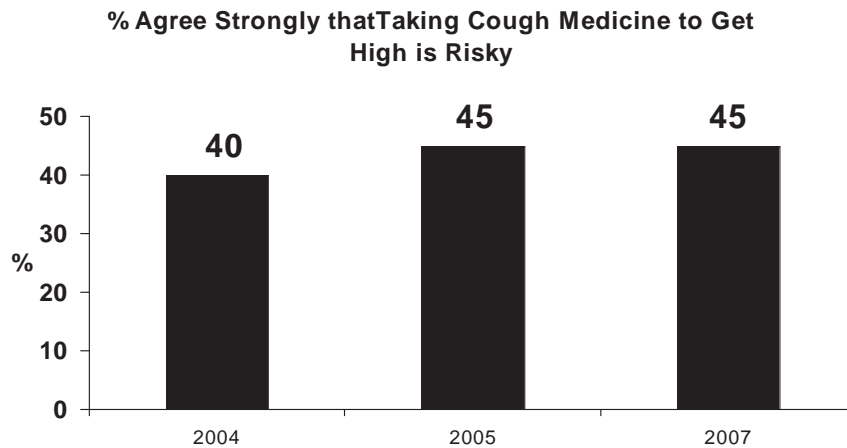
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## OVER-THE-COUNTER COUGH MEDICINE ABUSE

By 2007, 45 percent of teens believed *taking cough medicines to get high is risky* -- the same as in 2005. (Chart 24)

Chart 24

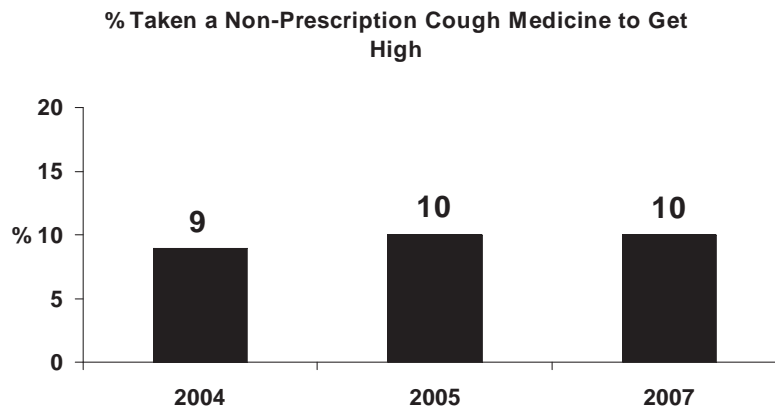
### OTC Cough Medicine Abuse – Perception of Risk



Actual use of cough medicine to get high remained stable (10 percent in 2005 and in 2007). (Chart 25)

Chart 25

### OTC Cough Medicine Abuse



## ADOLESCENTS' REASONS FOR DRUG USE

One of the many areas of investigation in the PATS teen survey is adolescents' perceived reasons or benefits of using drugs. The survey question is *Listed below are reasons for using drugs. Whether or not you use drugs, we'd like your opinions. For each statement, please put an 'X' in the box which best describes how much you agree or disagree that it is a reason why kids use drugs.* Options are *agree strongly, agree somewhat, disagree somewhat, disagree strongly.* The results are given for those who agree strongly or agree somewhat for a total agreement. Except for one statement on marijuana, specific drugs or alcohol are not identified. The question does not distinguish between trial or regular use.

In previous years, PATS included the following perceived reasons for using drugs: *kids use drugs to look cool, drug users feel adventurous, marijuana helps you relax, being high feels good, drugs help you forget your troubles, drugs help you relax socially, drugs help kids when they're having a hard time, drugs are fun, and parties are more fun.*

From 1998 to 2005 the research indicated that there were changes in teens' perceived benefits of possible drug use. Agreement with *drug users feel adventurous, drugs help you relax socially, drugs are fun, and parties are more fun with drugs* significantly decreased vs. 1998. (Charts 26 and 27)

Chart 26

**Reasons for Using Drugs  
(Among Teens in Grades 7-12)**

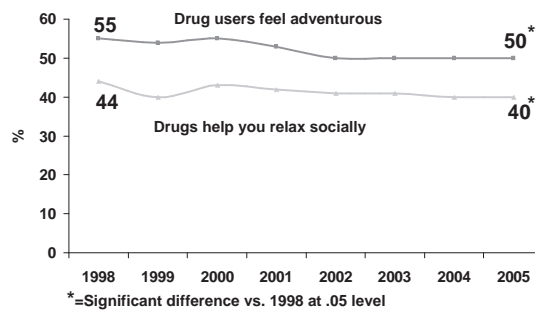


Chart 27

**Reasons for Using Drugs  
(Among Teens in Grades 7-12)**

% Agree Strongly/ Somewhat	1998	1999	2000	2001	2002	2003	2004	2005
<b>Drugs are fun</b>	33	30	32	32	30	30	29	28*
<b>Parties are more fun with drugs</b>	33	30	32	32	29	29	28	29*

\*=Significant difference vs. 1998 at .05 level

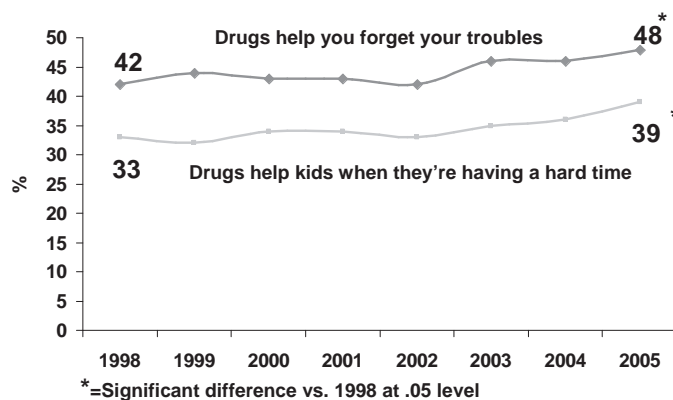
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## ADOLESCENTS' REASONS FOR DRUG USE (continued)

On the other hand, agreement with *drugs help you forget your troubles* and *drugs help kids when they're having a hard time* significantly increased 2005 versus 1998. (Chart 28)

Chart 28

### Reasons for Using Drugs (Among Teens in Grades 7-12)



Recent Partnership qualitative and quantitative research studies have explored the “reasons” for adolescent drug use and have identified three main motivators for teen abuse of drugs.

One is the experience of *getting high, feeling adventurous, and having fun*.

The second includes purposeful reasons centered on regulating their lives, *to deal with the pressures and stress of school, to help them feel better about themselves, to help kids deal with problems at home, to relax, to improve their athletic performance, to help you lose weight, to improve their physical appearance, and to help them study better*.

The third is to establish an identity *to look cool*.

In 2007 the Partnership augmented the list of perceived reasons in its Partnership Attitude Tracking Study (PATS) to provide more information about the perceived self-regulating reasons for using drugs; therefore, a ranking of the reasons by agreement is only available for the 2007 data.

## LEADING REASON FOR USING DRUGS

In 2007 teens were significantly more likely to think that *kids use drugs to help with pressures and stress of school* (73 percent) than they were to see use as a means *to have fun* (26 percent). (Chart 29)

Chart 29 Reasons For Using Drugs - Ranking

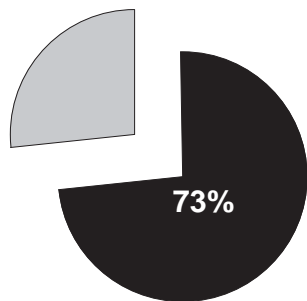
% Agree Strongly/Somewhat	2007
Kids use drugs to deal with the pressures and stress of school	73 ←
Kids use drugs to help them feel better about themselves	65
Kids use drugs to look cool	65
Drugs help kids deal with problems at home	55
Kids use drugs to improve their athletic performance	54
Drug users feel adventurous	48
Marijuana helps you relax	43
Drugs help you lose weight	43
Drugs help you forget your troubles	43
Kids use drugs to improve their physical appearance	43
Being high feels good	40
Drugs help you relax socially	35
Drugs help kids when they're having a hard time	34
Parties are more fun with drugs	26
Drugs are fun	26 ←
Kids use drugs to help them study better	20

Interestingly, the Partnership's research with parents found that only 7 percent thought that the primary reason why a teen might use drugs is to deal with stress. (Chart 30)

Chart 30

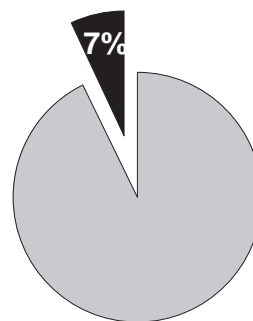
## Parental Disconnect

Teens



#1 Reason teens say teens use drugs: 73% agree it is to deal with the pressures and stress of school

Parents



7% of parents say that the primary reason why a teen might use drugs is to deal with stress

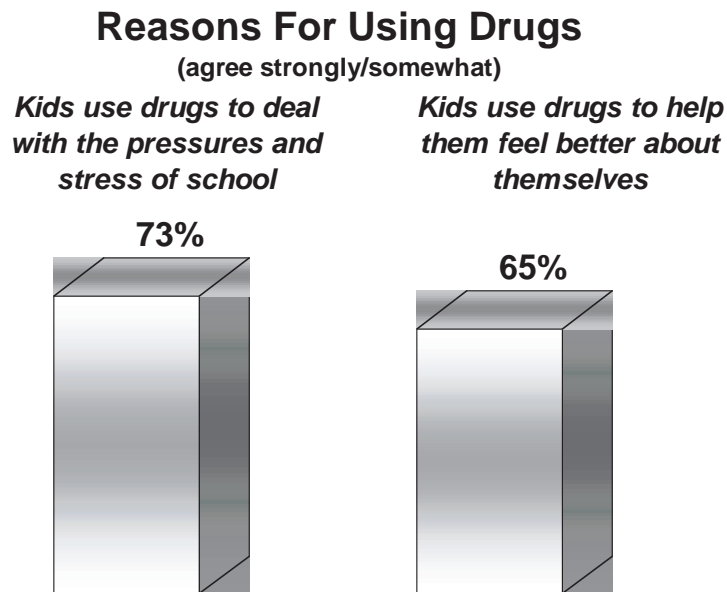
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## SELF-REGULATING REASONS FOR USING DRUGS

According to teens, the top two leading reasons for using drugs are: *to deal with the pressures and stress of school* and *to help kids feel better about themselves*.

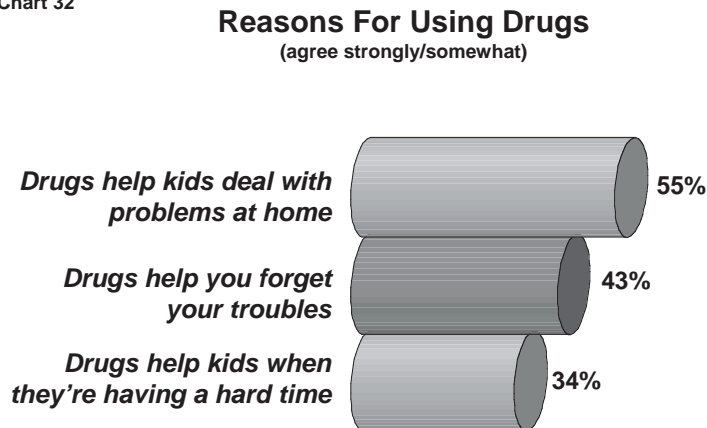
Seven out of 10 (73 percent) agree with the statement on *pressures and stress of school* and almost two-thirds (65 percent) agree with *kids use drugs to feel better about themselves* as reasons for teen drug use. (Chart 31)

Chart 31



Over half (55 percent) of teens agree that *drugs help kids deal with problems at home*, four out of ten (43 percent) agree that *drugs help you forget your troubles* and a third (34 percent) agree that *drugs help kids when they're having a hard time*. (Chart 32)

Chart 32

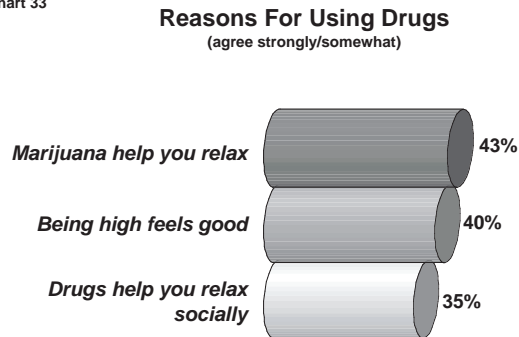


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## SELF-REGULATING REASONS FOR USING DRUGS (continued)

Four out of ten teens (40 percent) agree that *being high feels good* and about a third (35 percent) agree that *drugs help you relax socially*; however, a higher percentage (43 percent) agree that *marijuana helps you relax*. (Chart 33)

Chart 33



Teens also perceive benefits of body regulation from drug use. Half (54 percent) agree that *kids use drugs to improve their athletic performance* and four out of 10 (43 percent) agree with the statements *drugs help you lose weight* and *kids use drugs to improve their physical appearance*. (Chart 34)

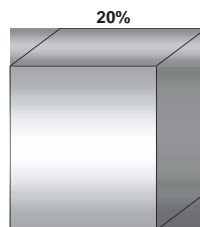
Chart 34



Using *drugs to help you study* is less likely to be perceived as a reason for use; only one in five (20 percent) agree with this reason. (Chart 35)

Chart 35

**Kids Use Drugs to Help Them Study Better**  
(agree strongly/somewhat)



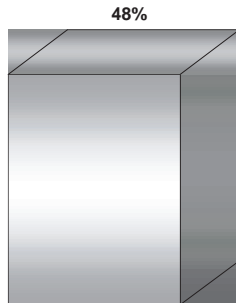
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## REASONS RELATED TO GETTING HIGH: ADVENTURE, FUN

About half of teens (48 percent) agree that *drug users feel adventurous*. (Chart 36)

Chart 36

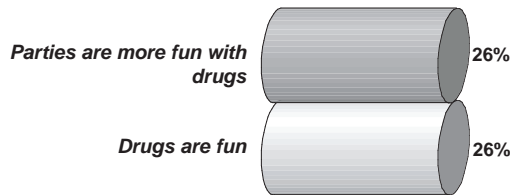
### ***Drug Users Feel Adventurous*** (agree strongly/somewhat)



For teens the perceived benefits of using drugs to have fun are significantly lower than the self-regulating reasons. A little over a quarter (26 percent) agrees that *parties are more fun with drugs* and *drugs are fun*. (Chart 37)

Chart 37

### **Reasons For Using Drugs** (agree strongly/somewhat)

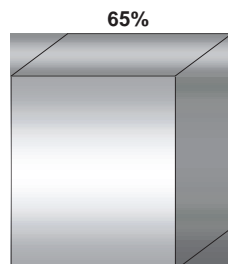


## SELF-IDENTIFICATION REASONS

Almost two-thirds (65 percent) of teens agree that using drugs helps establish a reputation of *being cool*. (Chart 38)

Chart 38

### ***Kids Use Drugs To Look Cool*** (agree strongly/somewhat)



## GENDER DIFFERENCES

There are several reasons for using drugs that boys and girls see eye to eye on: *drug users feel adventurous*, (Chart 39) *drugs help you forget your troubles*, (Chart 40) *drugs help kids when they're having a hard time*, (Chart 41) and *kids use drugs to improve their athletic performance*. (Chart 42)

Chart 39

### Drug Users Feel Adventurous (agree strongly/somewhat)

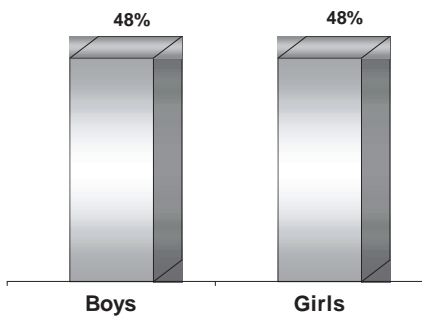


Chart 40

### Drugs Help You Forget Your Troubles (agree strongly/somewhat)

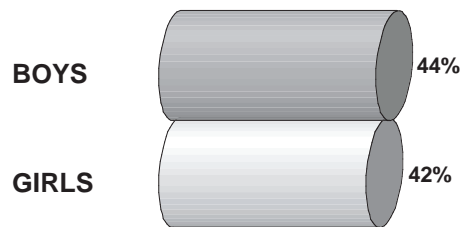


Chart 41

### Drugs Help Kids When They're Having a Hard Time (agree strongly/somewhat)

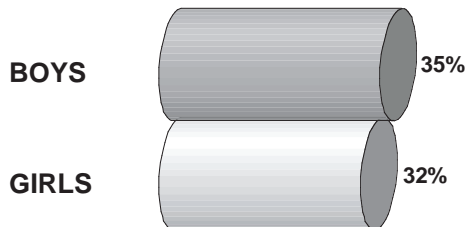
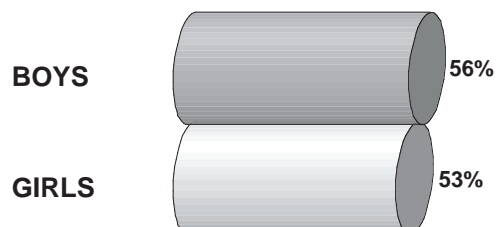


Chart 42

### Kids Use Drugs to Improve their Athletic Performance (agree strongly/somewhat)



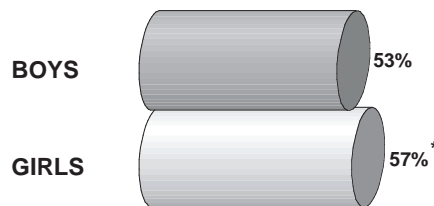
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## GENDER DIFFERENCES (continued)

There are difference between boys and girls on several of the perceived reasons for using drugs. Girls are significantly more likely (57 percent) than boys (53 percent) to agree that *drugs help kids deal with problems at home*, (Chart 43) *kids use drugs to deal with the pressures and stress of school*, (Girls 78 percent, boys 70 percent) (Chart 44) and *kids use drugs to help them feel better about themselves*. (Girls 70 percent, boys 62 percent) (Chart 45)

Chart 43

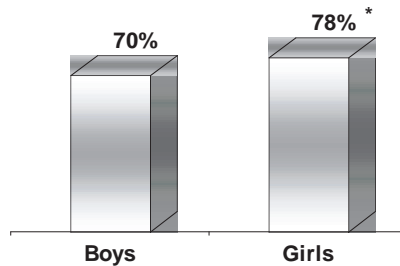
### ***Drugs Help Kids Deal with Problems at Home*** (agree strongly/somewhat)



\*=Significant difference at .05 level

Chart 44

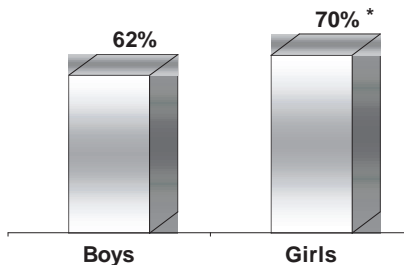
### ***Kids Use Drugs to Deal with the Pressures and Stress of School*** (agree strongly/somewhat)



\*=Significant difference at .05 level

Chart 45

### ***Kids Use Drugs to Help Them Feel Better about Themselves*** (agree strongly/somewhat)



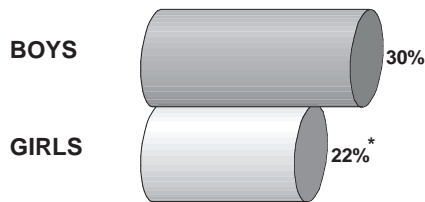
\*=Significant difference at .05 level

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## GENDER DIFFERENCES (continued)

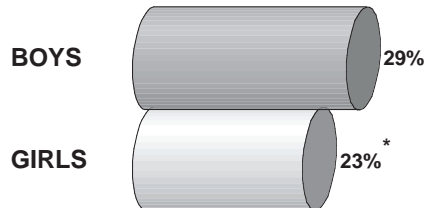
Conversely, boys are significantly more likely to agree that *parties are more fun with drugs*, (30 percent) than are girls (22 percent) (Chart 46) *drugs are fun*, (Boys 29 percent, girls 23 percent) (Chart 47) *being high feels good*, (Boys 44 percent, girls 36 percent) (Chart 48)

Chart 46 **Parties are More Fun with Drugs**  
(agree strongly/somewhat)



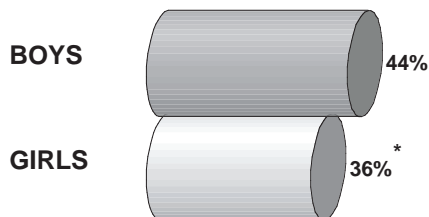
\*=Significant difference at .05 level

Chart 47 **Drugs are Fun**  
(agree strongly/somewhat)



\*=Significant difference at .05 level

Chart 48 **Being High Feels Good**  
(agree strongly/somewhat)



\*=Significant difference at .05 level

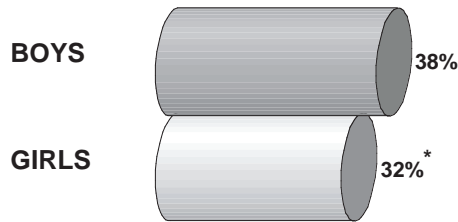
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## GENDER DIFFERENCES (continued)

*drugs help you relax socially*, (Boys 38 percent, girls 32 percent) (Chart 49) *marijuana helps you relax*, (Boys 47 percent, girls 39 percent) (Chart 50) and *kids use drugs to help them study better* (Boys 22 percent, girls 18 percent). (Chart 51)

Chart 49

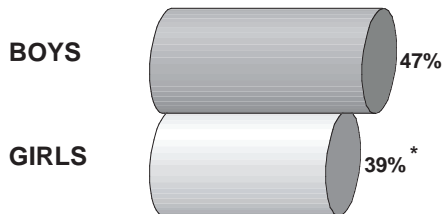
### Drugs Help You Relax Socially (agree strongly/somewhat)



\*=Significant difference at .05 level

Chart 50

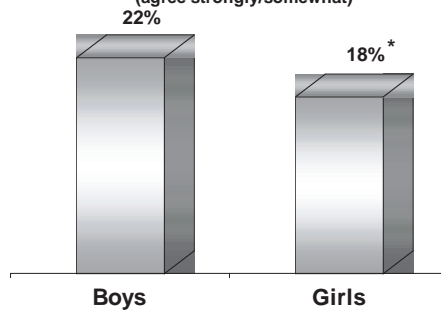
### Marijuana Helps You Relax (agree strongly/somewhat)



\*=Significant difference at .05 level

Chart 51

### Kids Use Drugs to Help Them Study Better (agree strongly/somewhat)

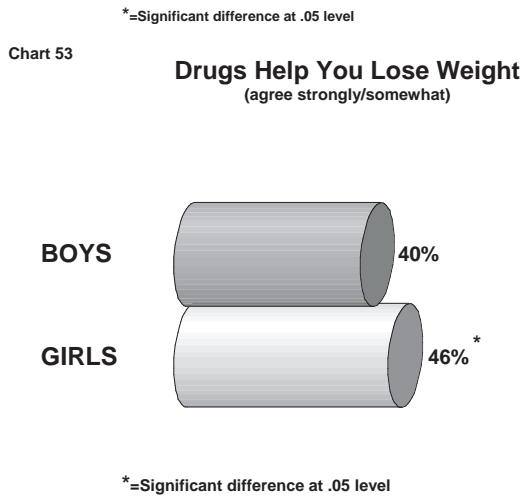


\*=Significant difference at .05 level

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## GENDER DIFFERENCES (continued)

Both boys and girls perceive benefits in using drugs to regulate their bodies: boys are significantly more likely (46 percent) than girls (40 percent) to agree that *kids use drugs to improve their physical appearances*, (Chart 52) while, girls are significantly more likely (46 percent) than boys (40 percent) to agree that *drugs help you lose weight*. (Chart 53)



Girls are significantly more likely (68 percent) than boys (63 percent) to agree that *kids use drugs to look cool*. (Chart 54)

