



# Stellar Trust “Unselling” P in New Zealand

## Research Findings

2 August 2010

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# Introduction

## ❑ Objectives

- Measured current attitudes and behaviour towards P
- Provided a benchmark measure of usage and attitudes that can be tracked

## ❑ Methodology

- Online survey of n=1,000 New Zealanders aged 18 years or more
- Weighted to be representative
- Margin of error of plus or minus 3.1%

## ❑ Some questions included from UMR's omnibus survey

- n=750 New Zealanders aged 18 years or more

# Overview

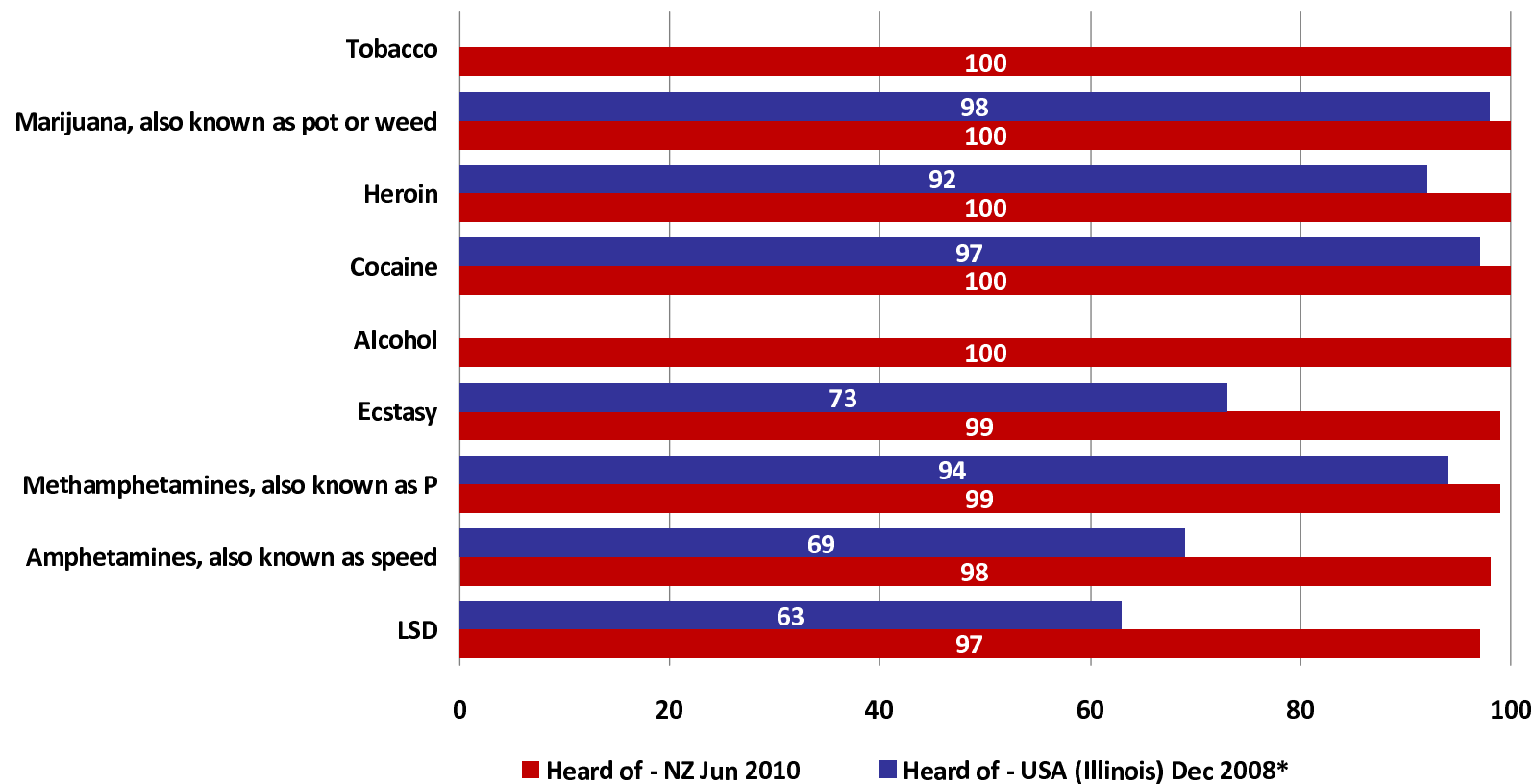


- ❑ High awareness and concern regarding P among adult New Zealanders
  - Key link with rising crime, violence
- ❑ Strong support for further actions to combat P
  - Mainly in area of tougher policing, sentencing
  - But also education
- ❑ Readily accessible (only second to Marijuana)
- ❑ Risk factors moderately well known
  - Young New Zealanders only slightly lower
  - Awareness similar to Montana youth across many risk factors (figures from 2008 survey and after programme has been running three years) but some room to improve
- ❑ Key issue with – younger New Zealanders (indicative of a problem with youth), Maori, mid/high socio, North Island (Auckland, upper/mid North Island, Wellington)

# Perceptions of P

# Awareness

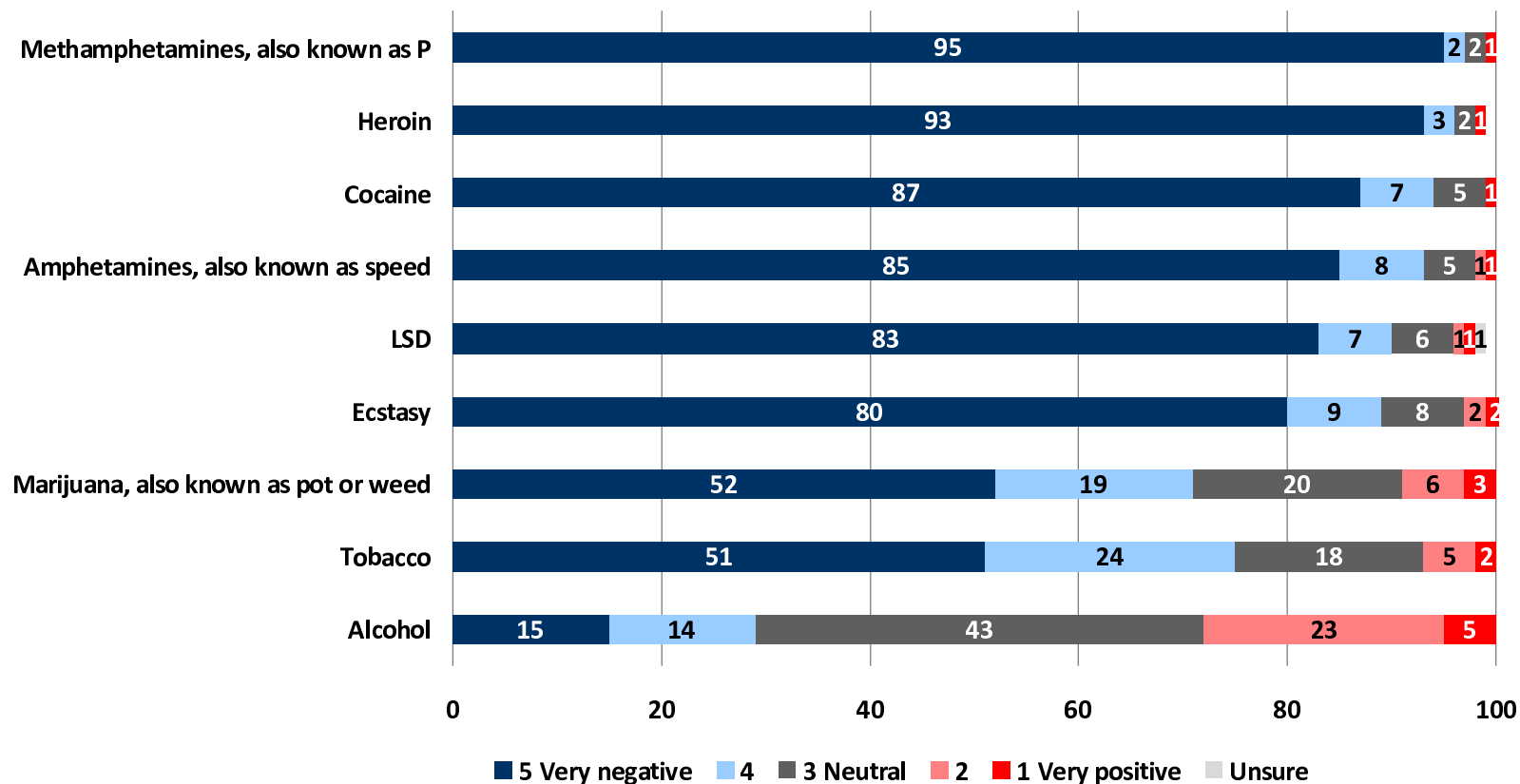
Which of the following have you heard of?



\* Illinois Meth Survey; n=1,301 aged 12-17 years

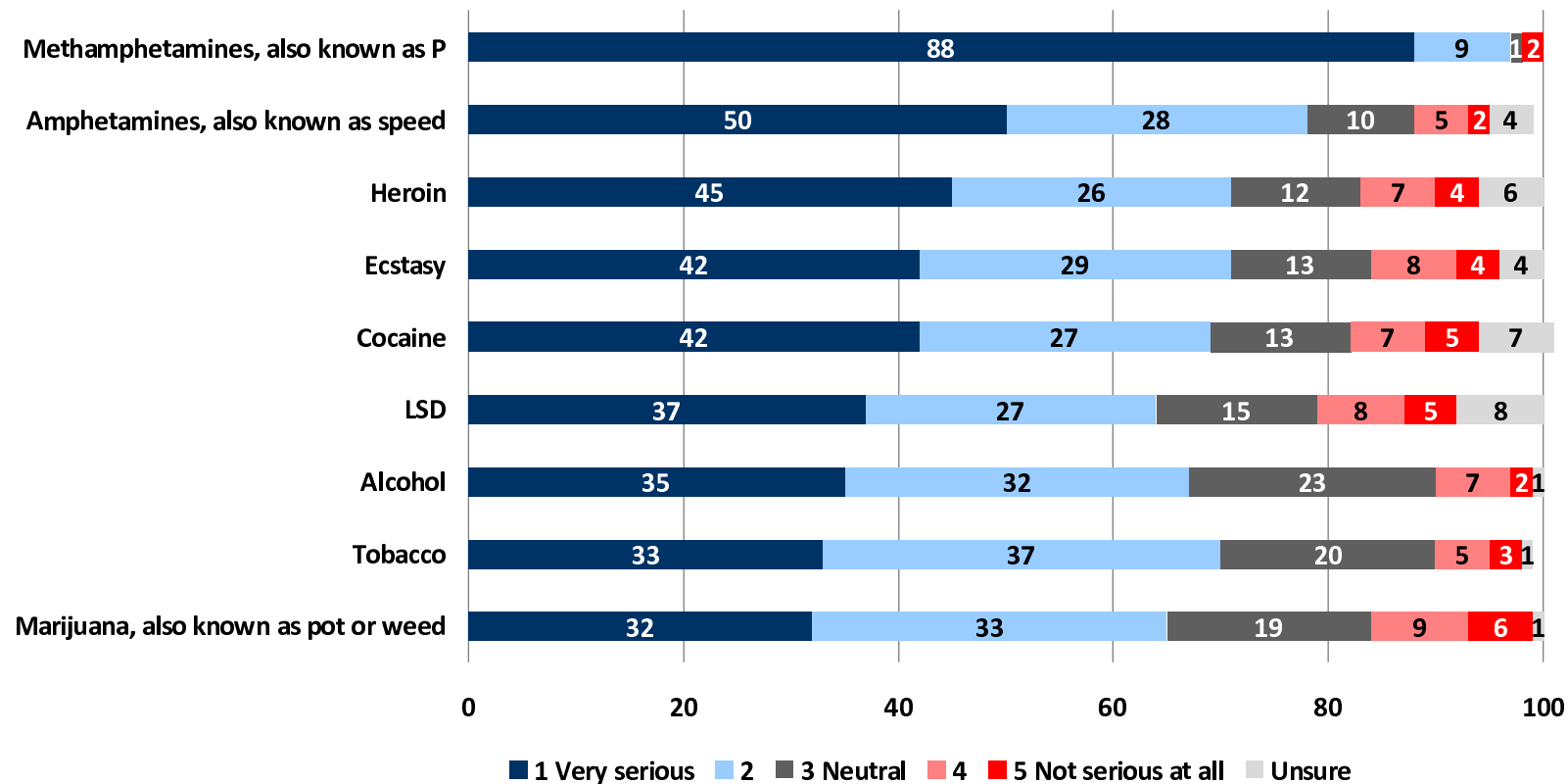
# Opinion of drug use

Which of the following best describes your attitude towards each of the following?



# Important issue for New Zealand

Please indicate how serious an issue the use of the following are for New Zealand.



# Knowledge of P

## What do you know about P?

	Base (N=)	%
Addictive	457	46.0
Lead users to violent behaviour, paranoia, personality changes, damages brain	415	41.8
Dangerous, lethal, bad	207	20.8
Ruins lives, families and those around them, destroys communities	148	14.9
Source of violent crimes, P-addicts commit crimes to feed their habit, increases crimes for both sellers and users	116	11.6
Huge social/economic problem, growing problem, major problem for country	86	8.6
P labs dangerous and ruins properties	61	6.1
Destroys body, appearance, health	51	5.1
Easy to manufacture, easily obtainable ingredients to manufacture	50	5.0
Gangs involved in manufacture, distribution, profit	39	3.9
In the news	38	3.8
Derived from cold tablets/pseudoephedrine	36	3.6
Know very little	31	3.1
P-addicts commit crimes to feed their habit	28	2.8
Stay awake for days	25	2.5
It's expensive	25	2.5

Base: Those aware of P; multiple response. n=994

# Key concerns

## Key concerns about P...

	Base (n=)	%
It's addictiveness	195	20.1
Associated with violence and violent crime, amount of violent crime it leads to from users and dealers	174	17.9
Makes people crazy, changes personality, abnormal behaviour	145	14.9
Destruction of lives	141	14.5
Dominated by gang involvement, gang income, criminal activity associated with it	139	14.3
Too many youths have access to it, damage to young people, keeping children safe, impact on the vulnerable in society	133	13.7
Too readily available, very widespread	130	13.4
The cost on society, destroys productive lives, negative effect and cost on community	104	10.7
Negative effect on families, wrecks homes	99	10.2
Increase in crime	75	7.7
Addictions leads to crime to fuel habit	72	7.4
Dangers in manufacturing in P labs, public safety, Exposure of innocent people to the toxic manufacture of P	63	6.5
How easy it is to produce, availability of ingredients	55	5.7
Danger to innocent people in society, victim of crime, public	42	4.3
The danger of it, it's not taken seriously, people wanting to try despite well advertised negative products, need education	28	2.8

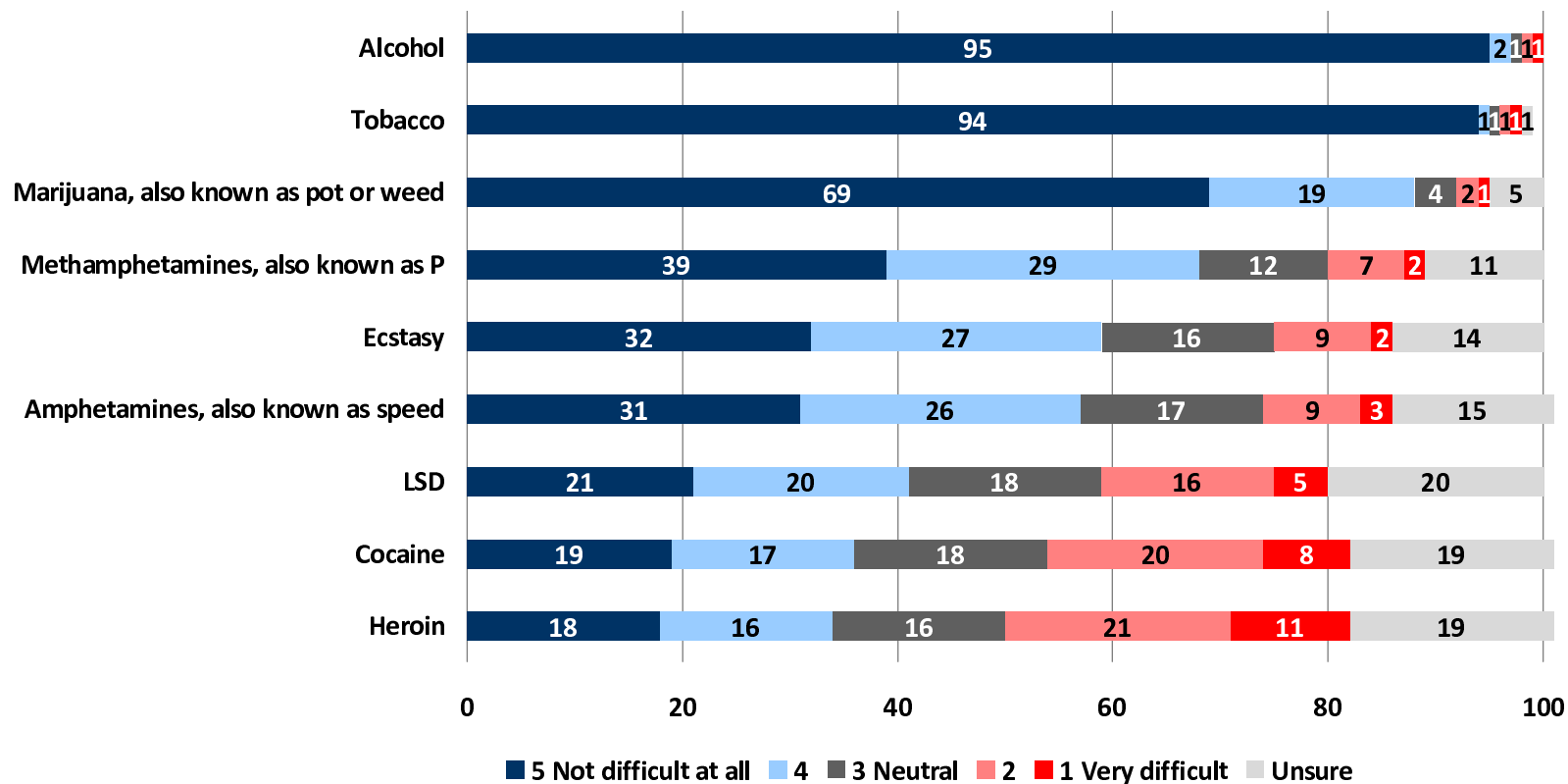
Base: Those who see P use as an issue; multiple response. n=971

STELLAR TRUST  
 RISE ABOVE P

# Availability

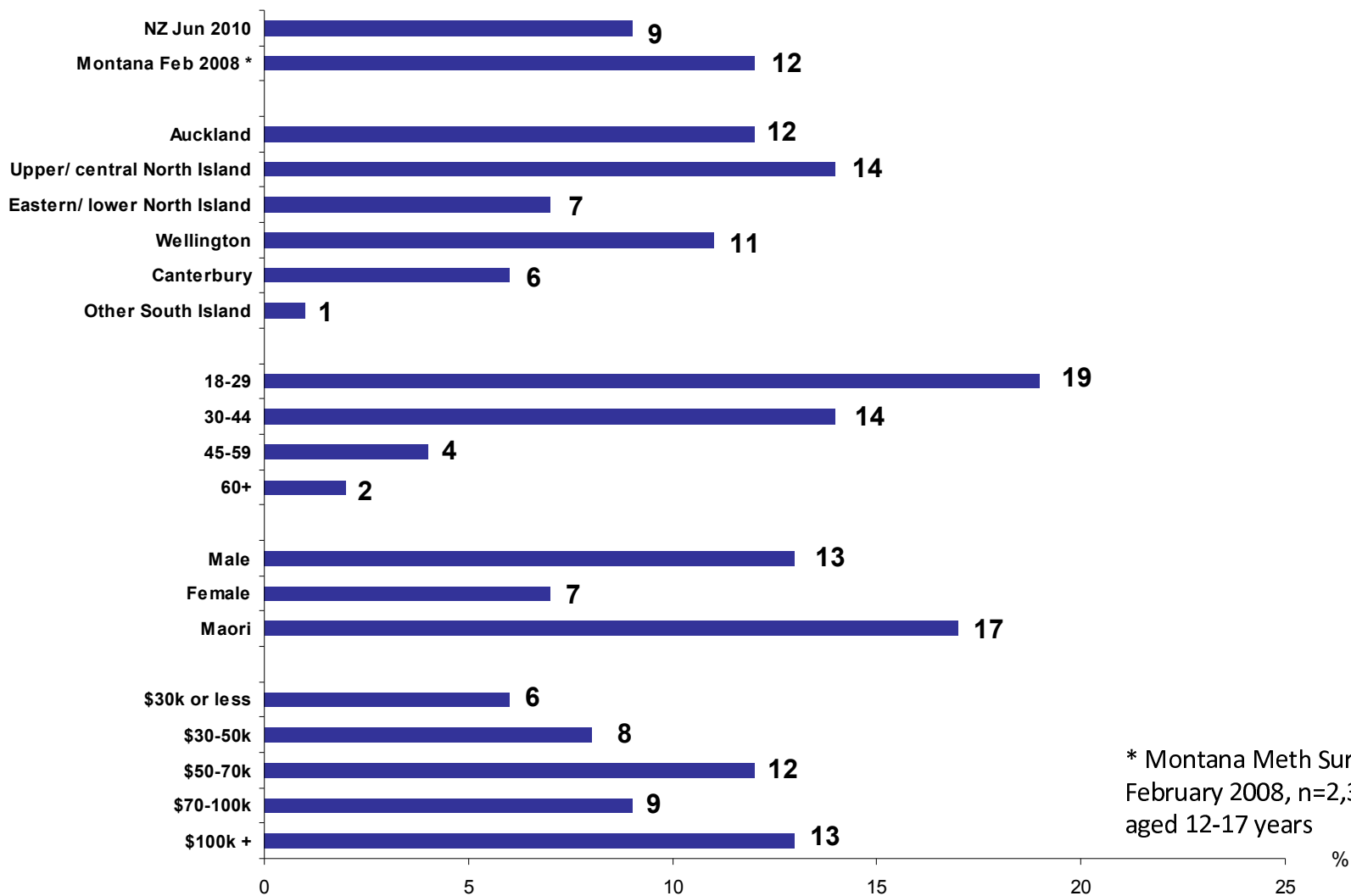


Please indicate how difficult, or easy, do you think it would be for New Zealanders to get each of the following:



# Personally offered P – ‘Yes’

*Have you ever been offered P?*



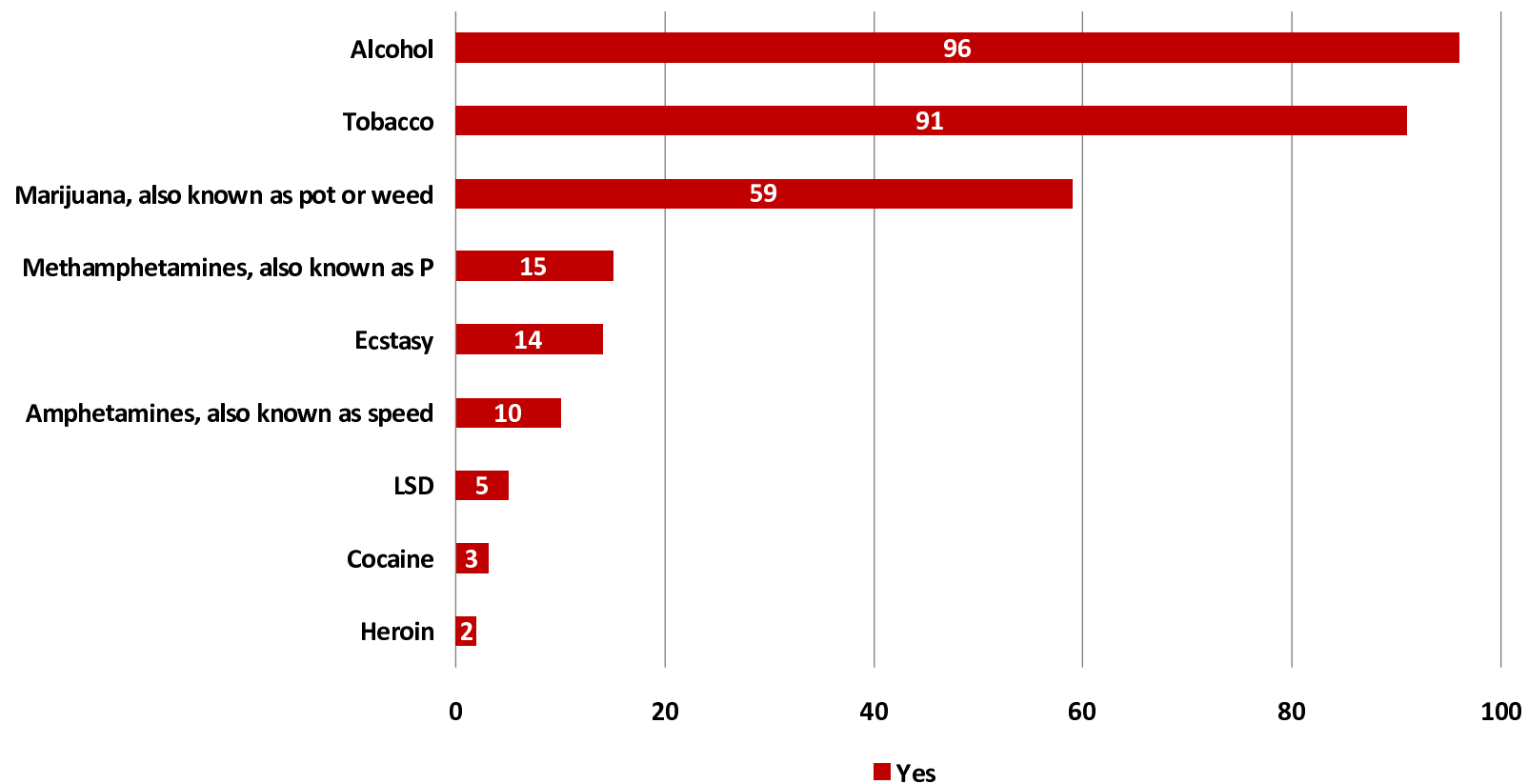
\* Montana Meth Survey; February 2008, n=2,334 aged 12-17 years

# Usage



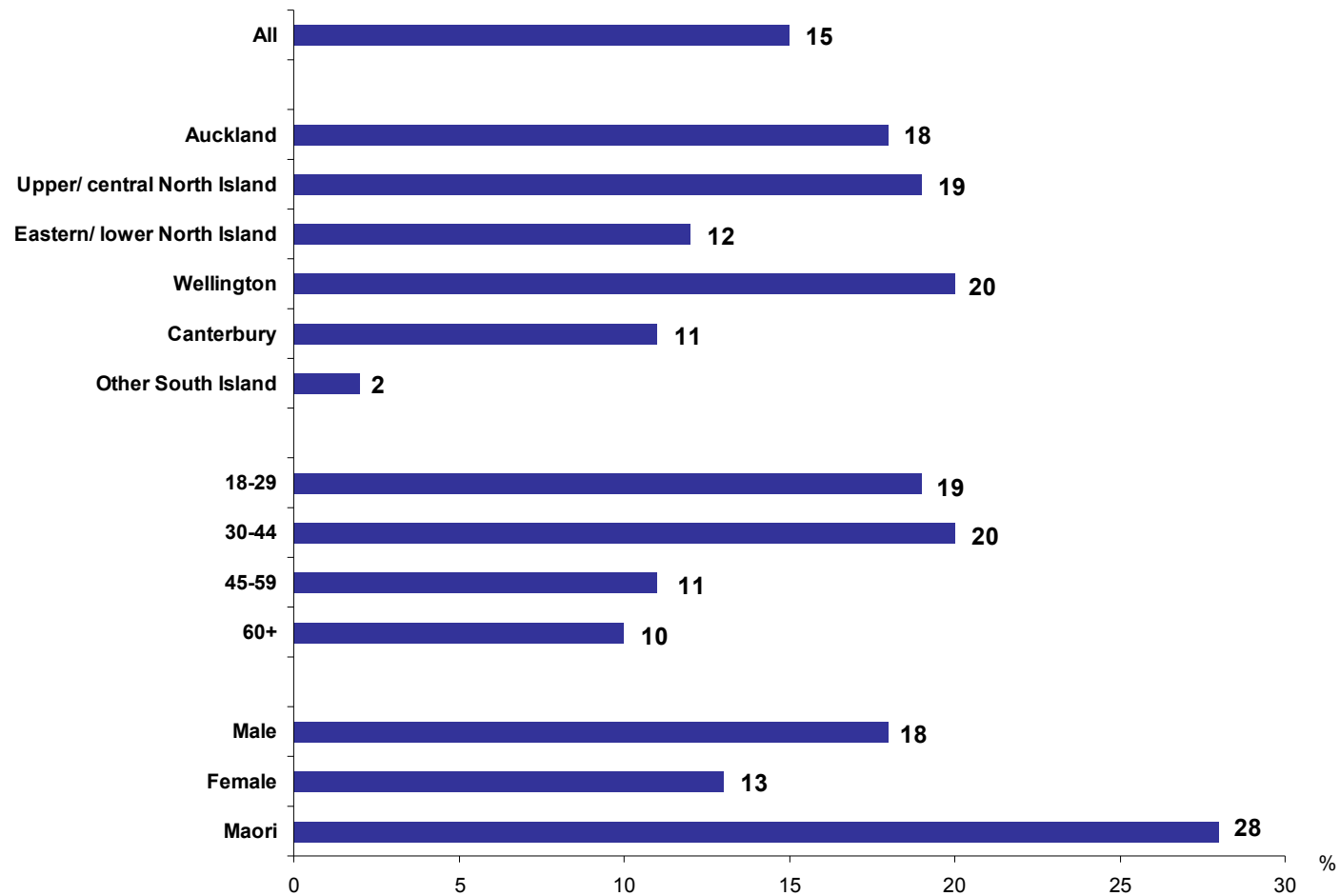
# Peer and family usage

*Do you know anyone that regularly uses any of the following?*



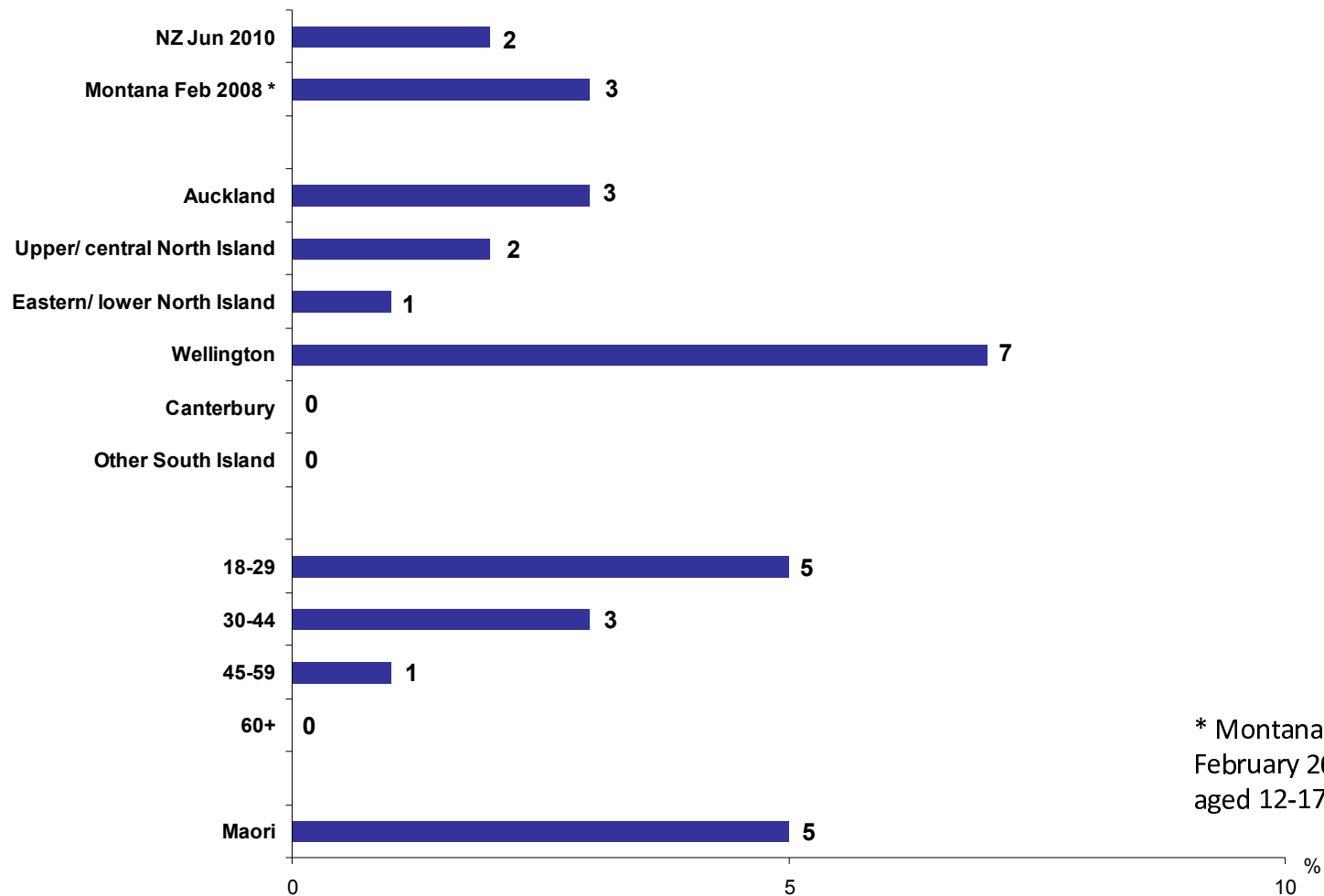
# Seen others use P - 'Yes'

*Have you ever seen anyone use P?*

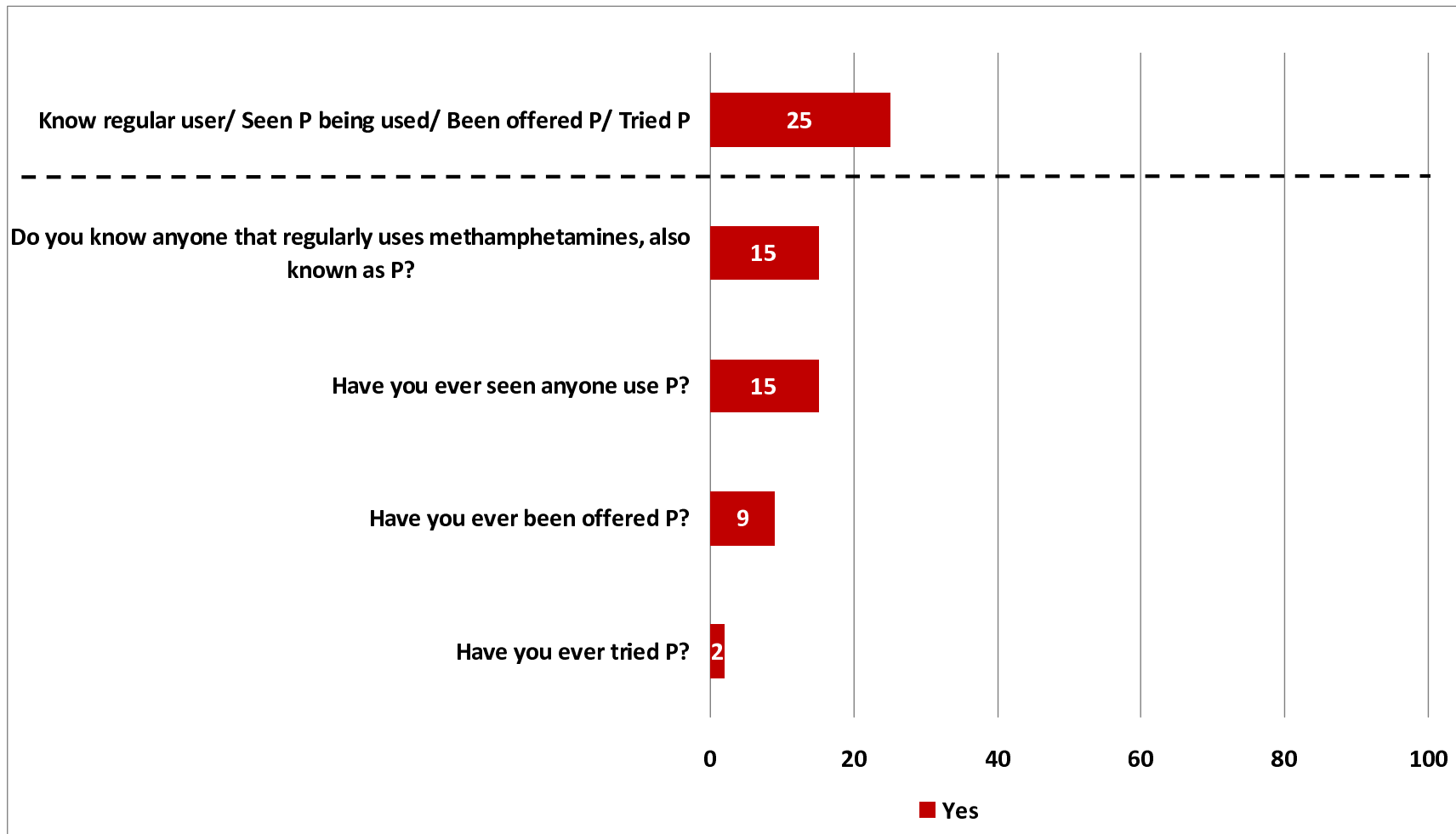


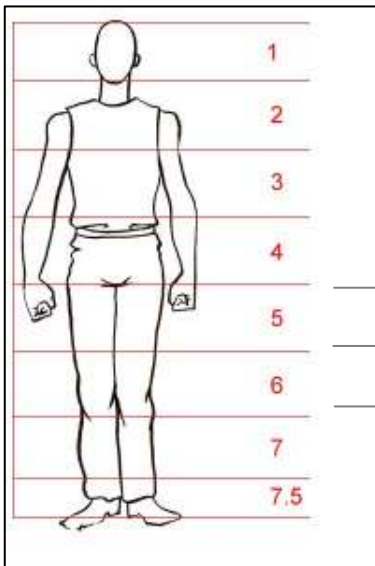
# Personal usage

*Have you ever tried P?*



\* Montana Meth Survey; February 2008, n=2,334 aged 12-17 years





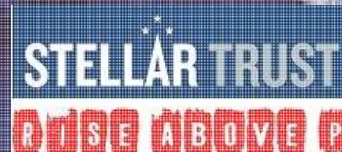
Know regular user:  
Average NZer—region, gender, age, income, occupation

Offered P:  
Male, younger, Auckland, Upper/ middle North Island, mid & high income, dependent children, single or defacto

Seen P used:  
Male, slightly younger, Auckland, Upper/ middle North Island, Wellington, high income, dependent children, single, divorced, defacto

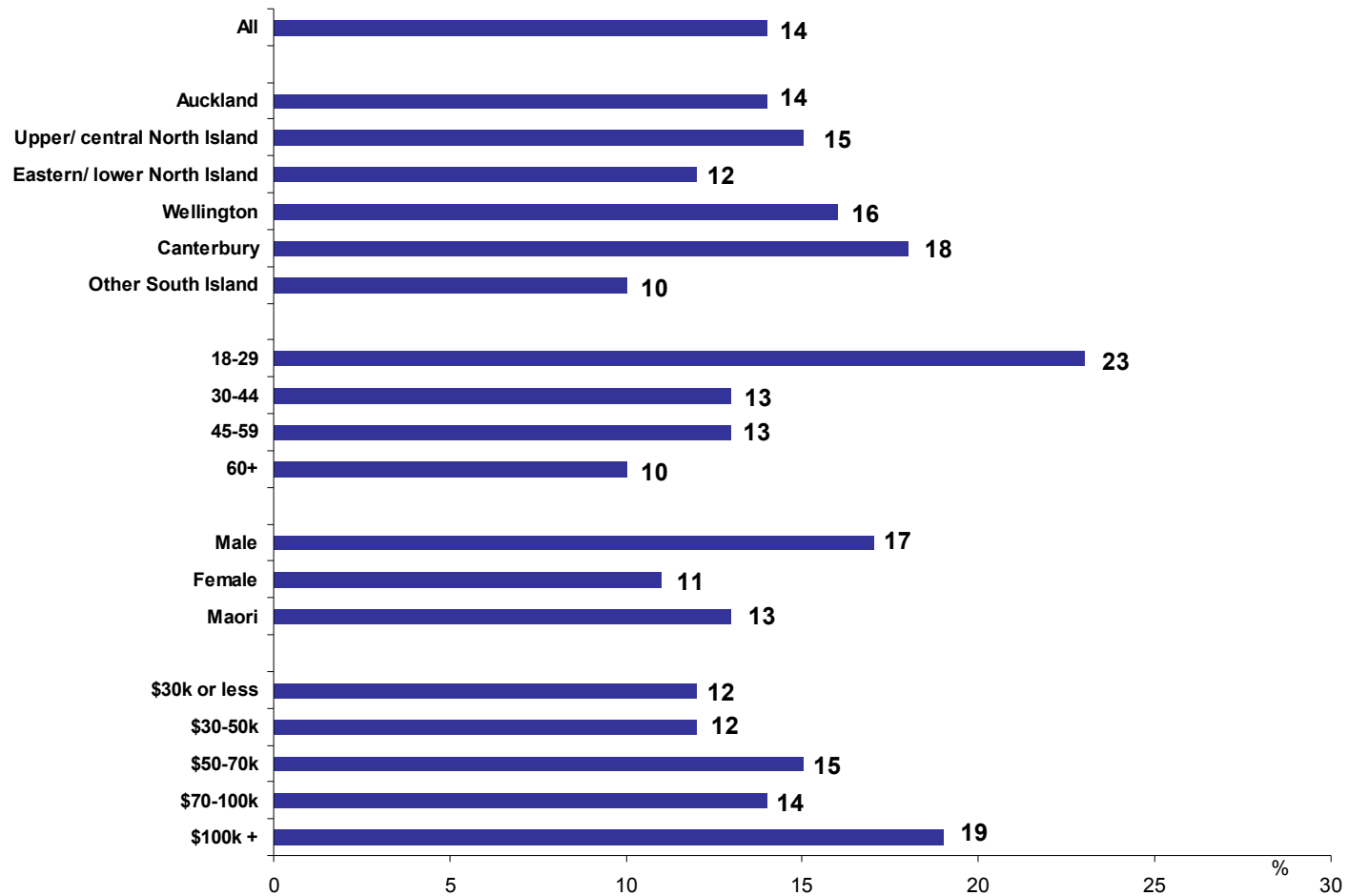
User:  
Male, much younger (43% 18-29, 45% 30-44), Auckland, Wellington, mid income (\$50-70k), professional, service, sales, dependent children, single, defacto

# Combating P Use



# Enough done to combat P – ‘Yes’

*Do you think enough is being done to combat the use of P in New Zealand?*



# Actions to combat P

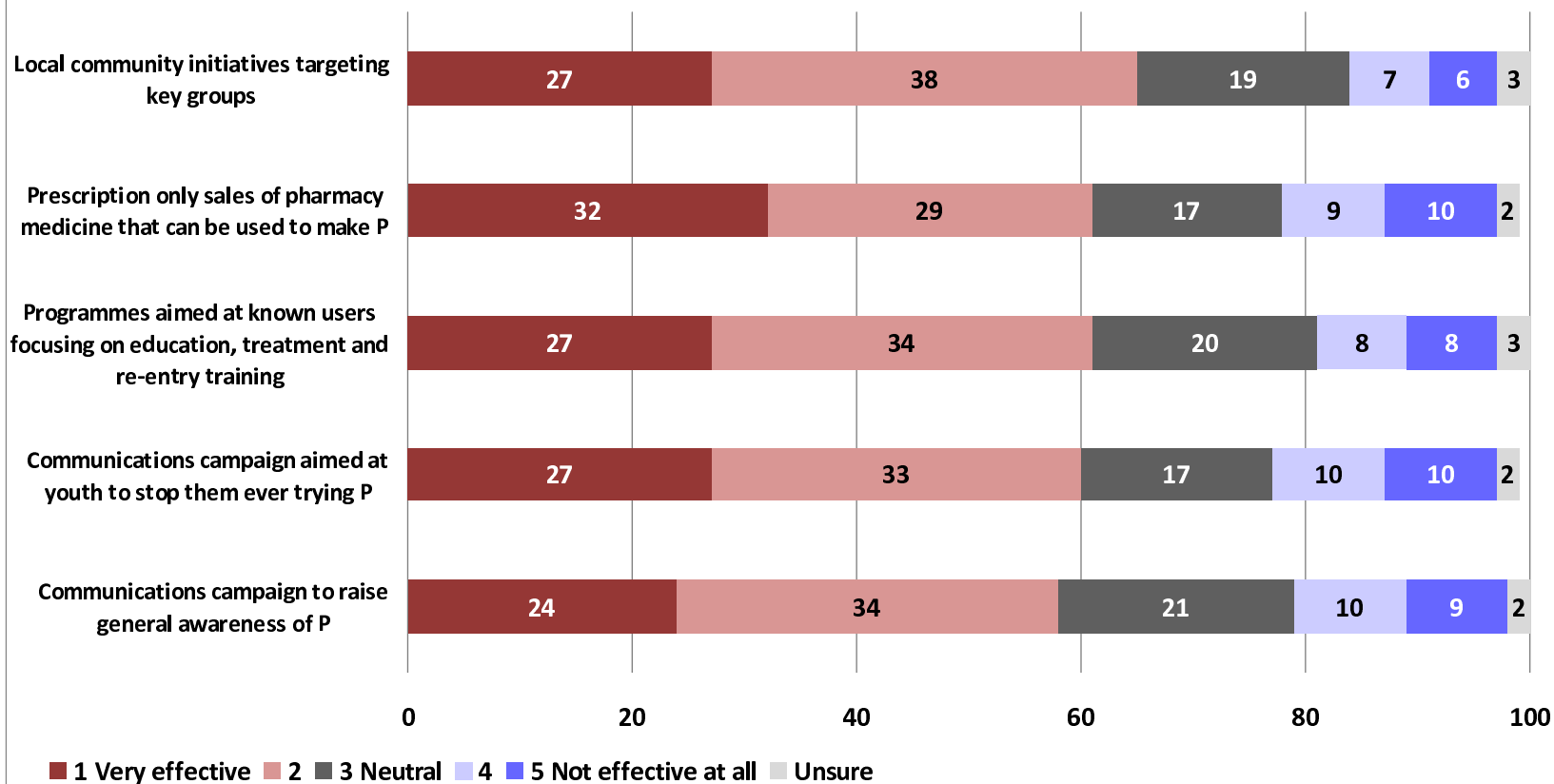
What should be done to combat use of P?

	Base (n=)	%
Tougher sentences for dealers and users, capital punishment, death sentence, zero tolerance	290	42.8
Education in general across the board, through media, preventative education in schools	146	21.6
Increase resources for Police	85	12.5
Increase border control of the imported ingredients, more customs officers	63	9.3
Stronger Police presence, Police to concentrate on this issue, forget Police resources for marijuana and focus on P	60	8.8
Crack down on gangs	55	8.2
Make it harder to get ingredients for P	52	7.7
Funding into rehab, mandatory treatment, support for families	49	7.3
Crack down on P labs, crack down on dealers	41	6.0
More police power to search, seize property, assets	36	5.3
Need alternative for people initially to have purpose, jobs, keeping busy, positive attitude, address problem of user	20	3.0
Tighter controls at chemists, removal off shelves	17	2.6
Community to take P issue more seriously	17	2.6

Base: Those who don't think there is enough being done to combat use of P; multiple response. n=677

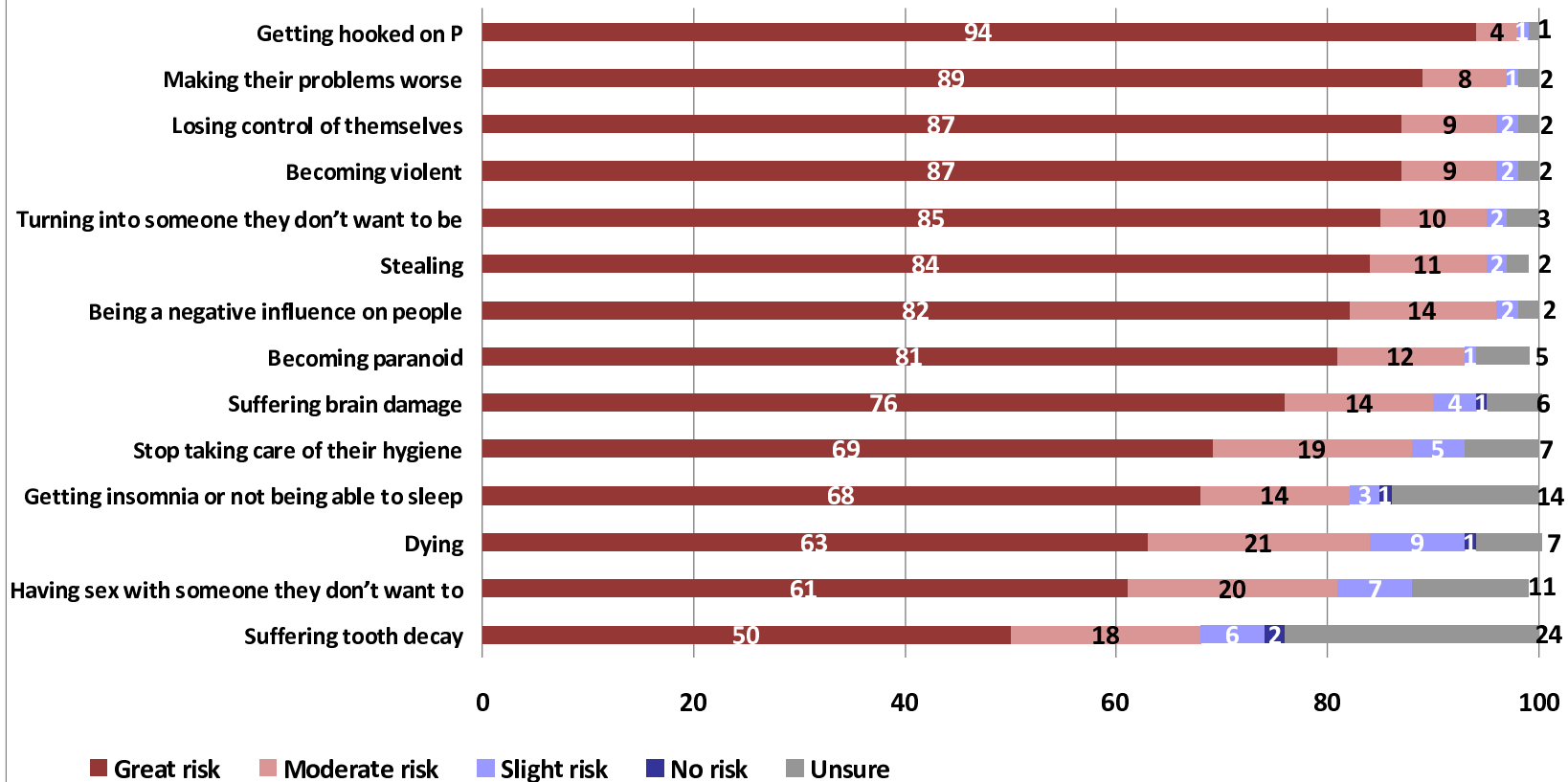
# Effectiveness of initiatives

Please indicate how effective you think each of the following would be to combat P:



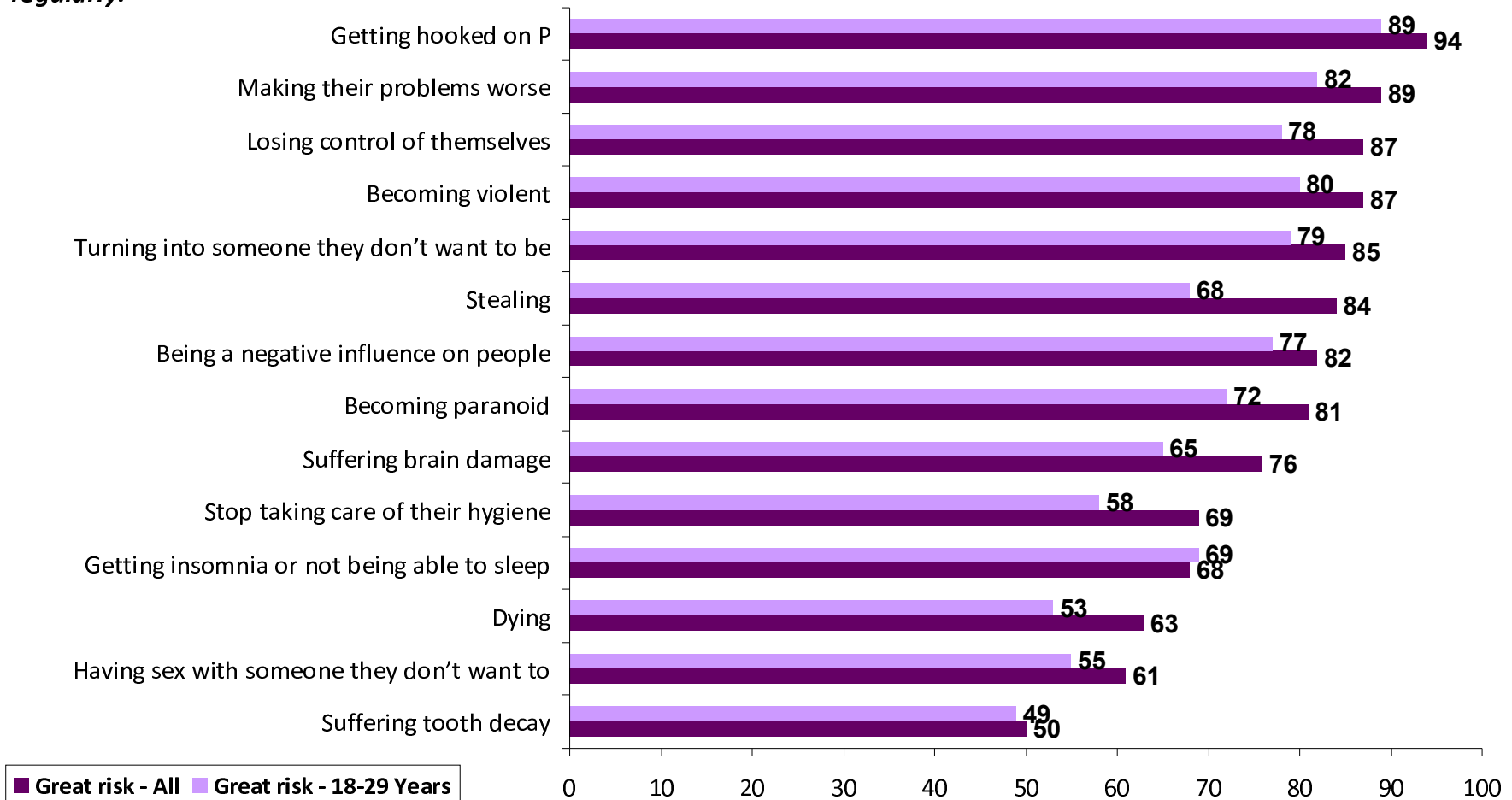
# Risk of using P

Please indicate how much risk you think there is that each of the following would happen to someone who uses P regularly?



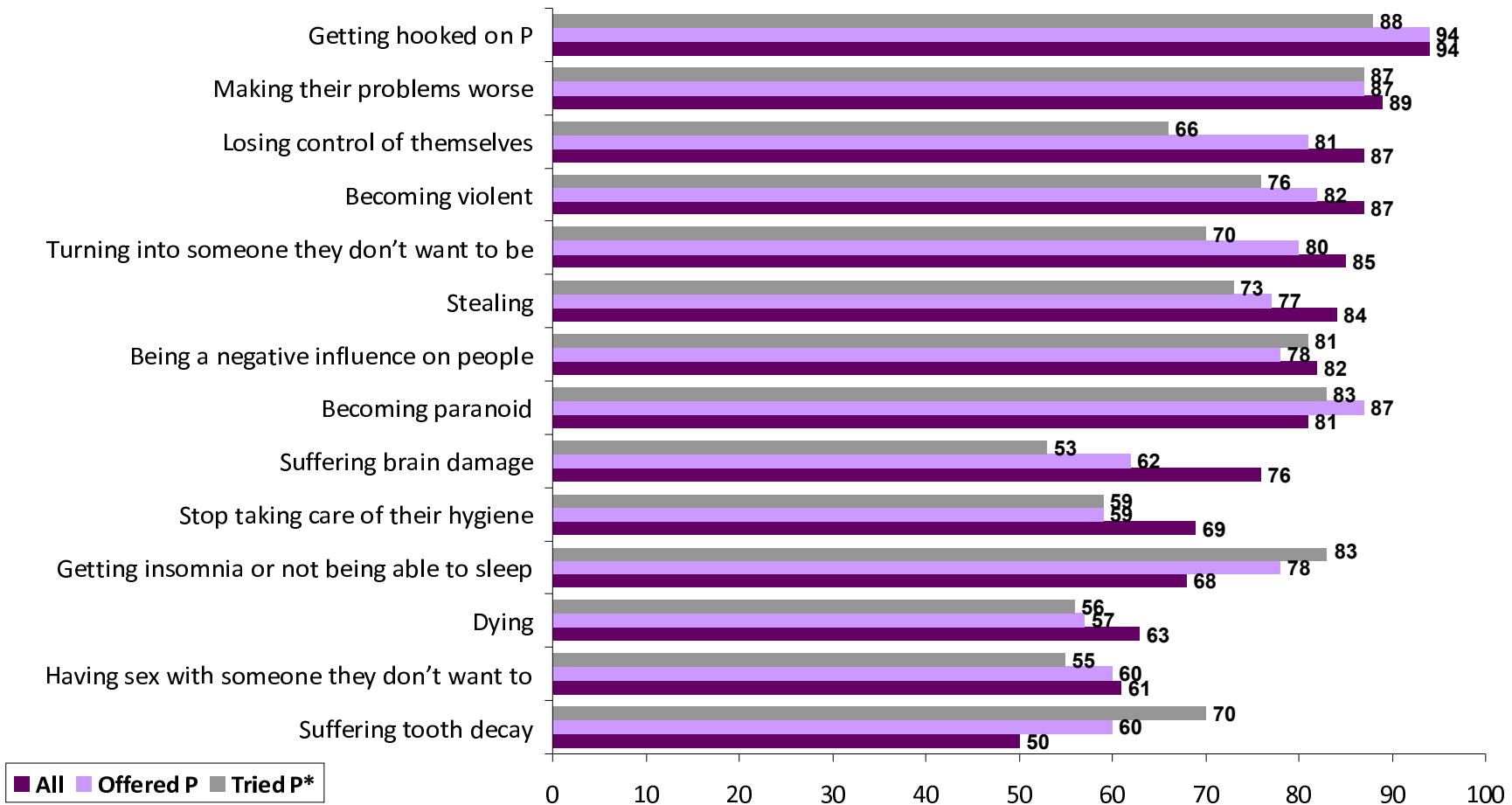
# Risk of using P – Young NZers 'Great risk'

*Please indicate how much risk you think there is that each of the following would happen to someone who uses P regularly?*



# Risk of using P – Users/ Offered 'Great risk'

*Please indicate how much risk you think there is that each of the following would happen to someone who uses P regularly?*

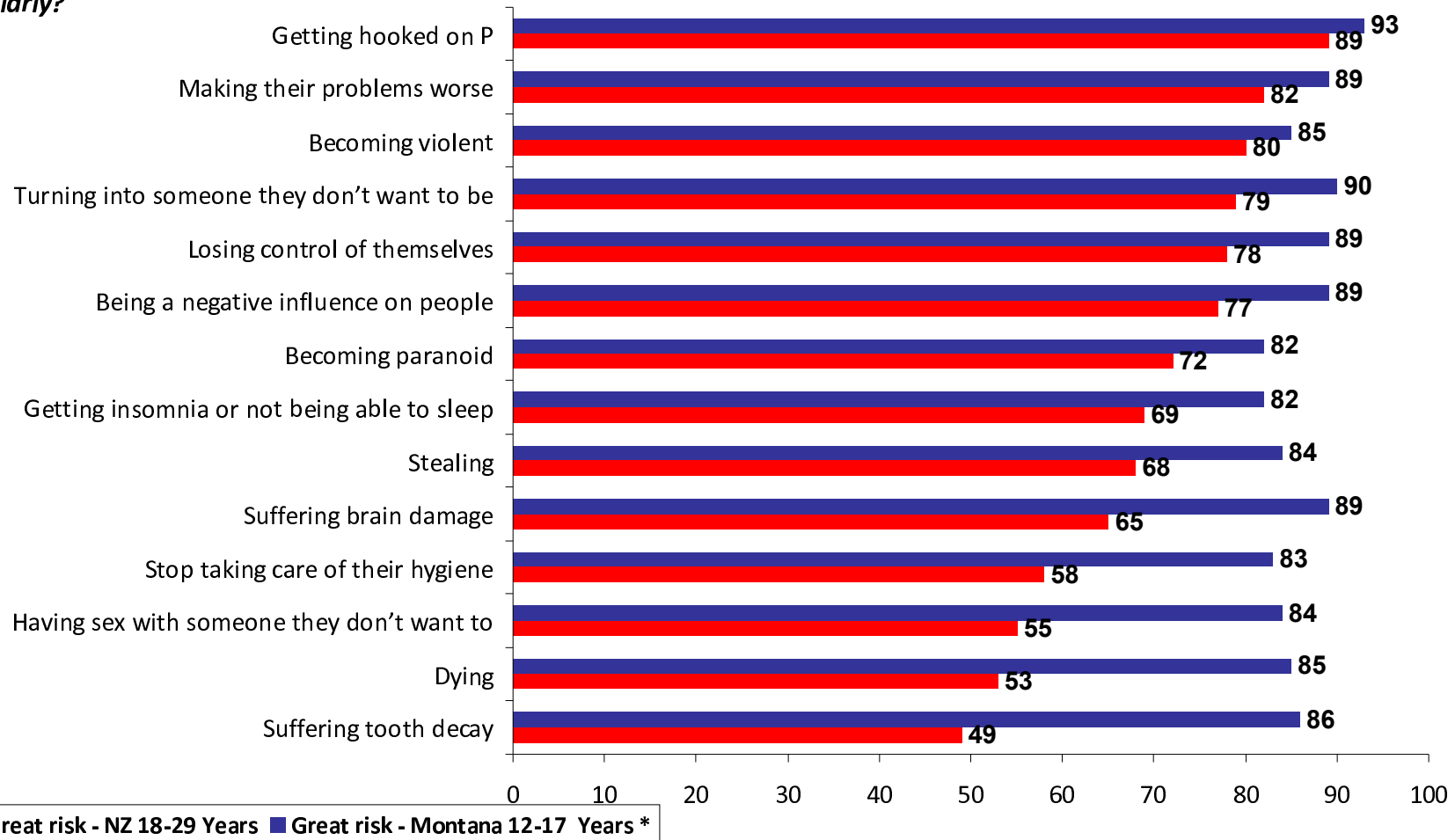


\* Small sub-sample n=23



# Risk of using P – USA comparison ‘Great risk’

*Please indicate how much risk you think there is that each of the following would happen to someone who uses P regularly?*



# Possible next steps

- ❑ Expert advice/ literature review
  - Explore best avenues for combating P
- ❑ Ex-users
  - What worked, what cut through
- ❑ More in-depth understanding
  - Follow-up groups with participants in the quantitative survey – understand exposure to P, develop attitudinal profiles, explore likely impact of an ad campaign and other initiatives
    - Offered P/ Seen P being used
    - Know a regular user
    - Younger audience – not used, seen, or know regular user
  - Youth (12-17) year olds

The End

