

Actual and Misperceived Norms for Tobacco, Alcohol, and Other Drug Use in New Jersey High Schools

**A Summary Report of Initial Survey Results
from the 2006 Survey of Student Norms**

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Narrative about Results Presented in Charts

This report provides a visual quantitative summary of initial results from the Survey of Student Norms administered to New Jersey high school students as part of a social norms intervention project conducted by the Rowan University Center for Addiction Studies funded by the New Jersey Department of Education. The survey was developed and anonymously administered to students as a web-based instrument by the Alcohol Education Project of Hobart and William Smith Colleges. Surveys were conducted in the fall of 2006 in seven traditional public high schools and two alternative schools. Results are reported here for the seven traditional high schools. Schools are labeled here by letters only to maintain the privacy of schools in this study.

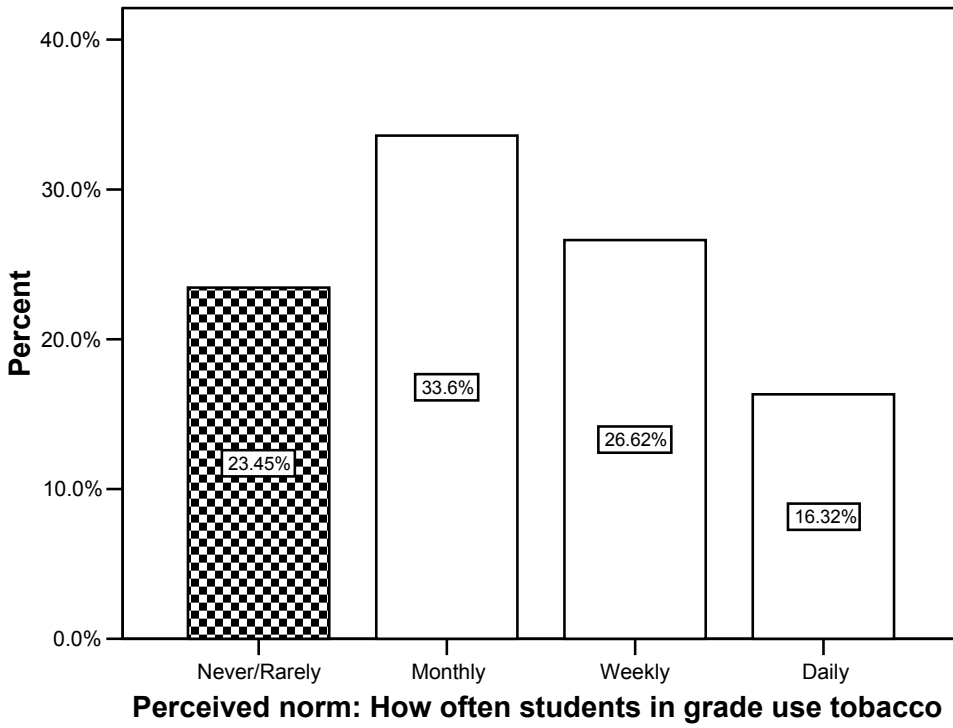
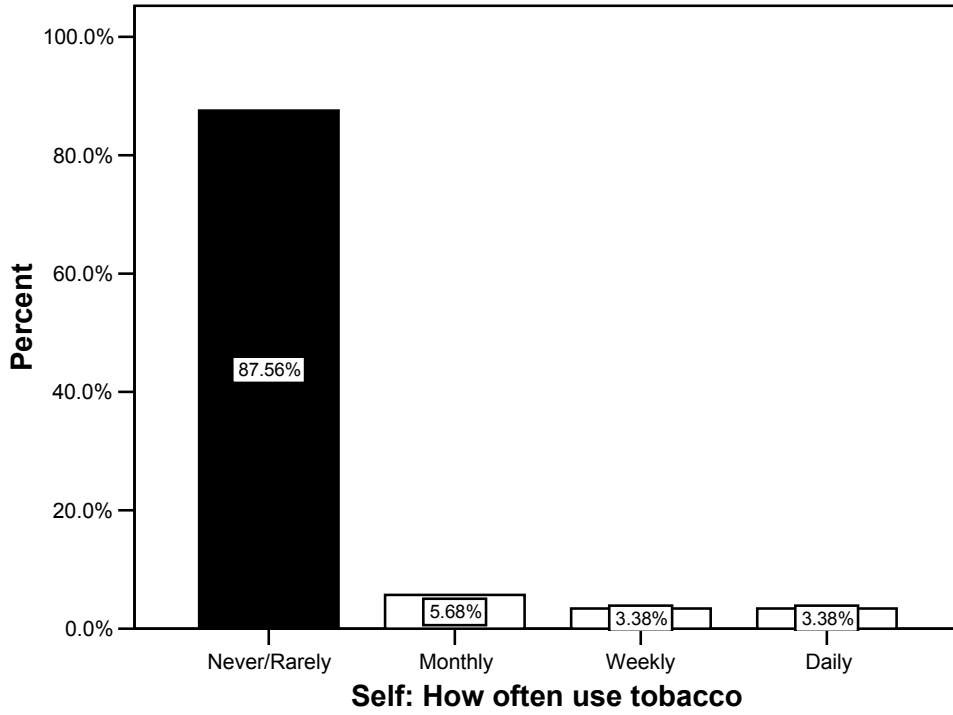
The survey includes many questions about personal attitudes and behaviors concerning tobacco, alcohol and other drugs as well as questions asking students about their perceptions of peer norms. The following pages of charts provide a summary of results drawn from questions focusing specifically on the frequency of personal use and the perceived frequency of use by other students in the same grade at one's school.

For each substance, the distribution of the frequency of personal use is displayed with the actual norm—the category representing the majority of respondents—indicated by the solid black bar on the chart. The distribution of perceived norms—what each student believes is the most typical frequency of use among students in his or her grade—is the second chart presented for each substance at each school. Here the percent of students holding accurate perceptions of the peer norm is indicated by the checkered bar on the chart.

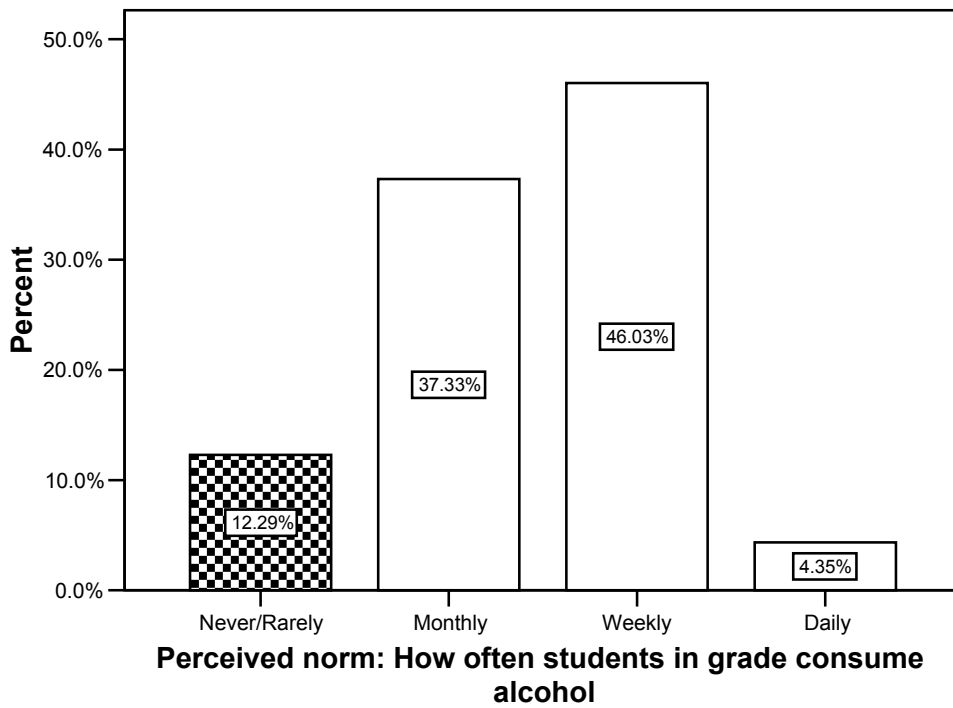
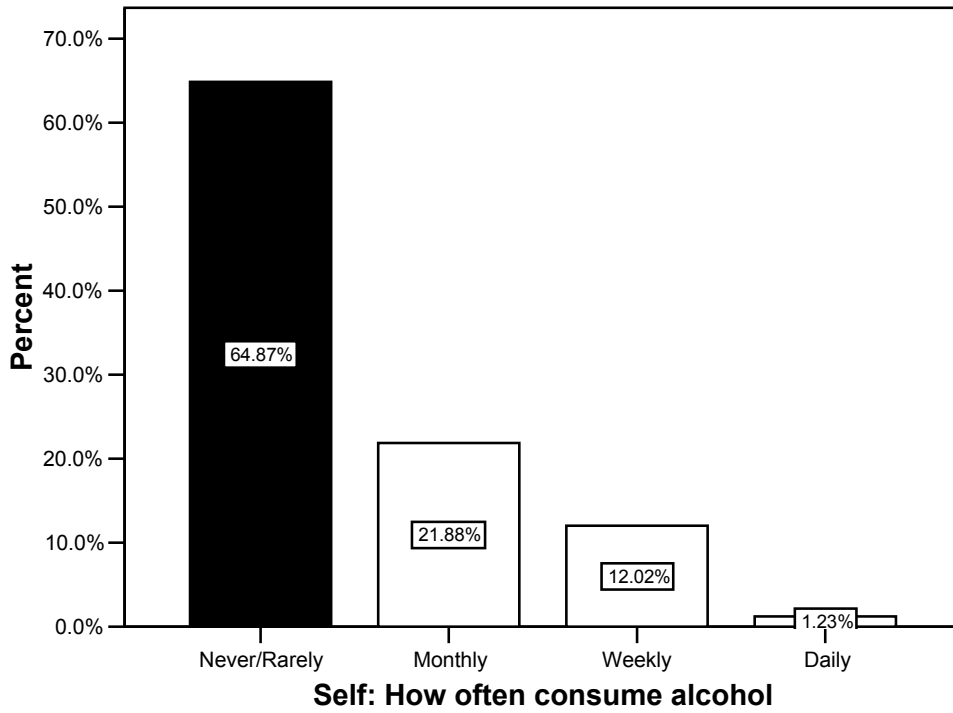
Clearly the norm at each school is never or rarely using tobacco, alcohol, marijuana, and other drugs with a minority of students using monthly, weekly, and daily. The problem of tobacco, alcohol, marijuana, and other drug use is significant at each school, but importantly, monthly or more frequent use is not the majority behavior. In contrast, the majority of students misperceive the peer norm to be much more frequent use than is the reality for tobacco, alcohol, and marijuana at each school. Monthly or more frequent use of other illicit drugs is also erroneously perceived to be the norm by a significant minority of students at the schools surveyed.

Many others questions included in the survey (not reported in the charts) about students' attitudes and behaviors regarding tobacco, alcohol and other drugs provide data about actual student norms as well as norms for parental regulations. In each instance where a parallel question was asked about the perceived norm among peers, a similar discrepancy or marked misperception was confirmed.

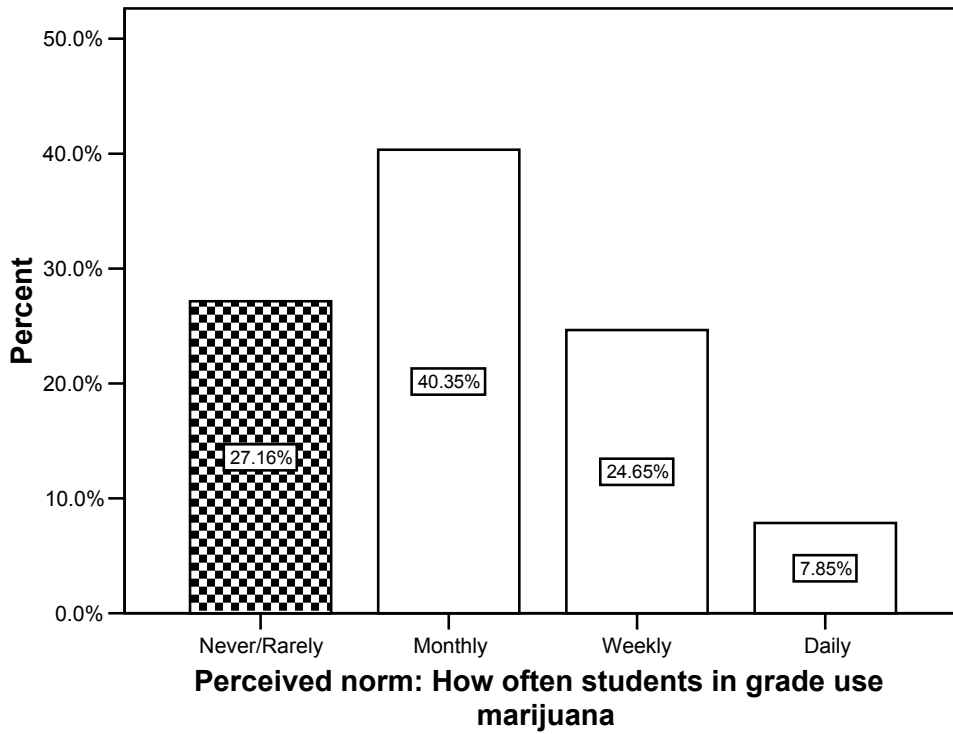
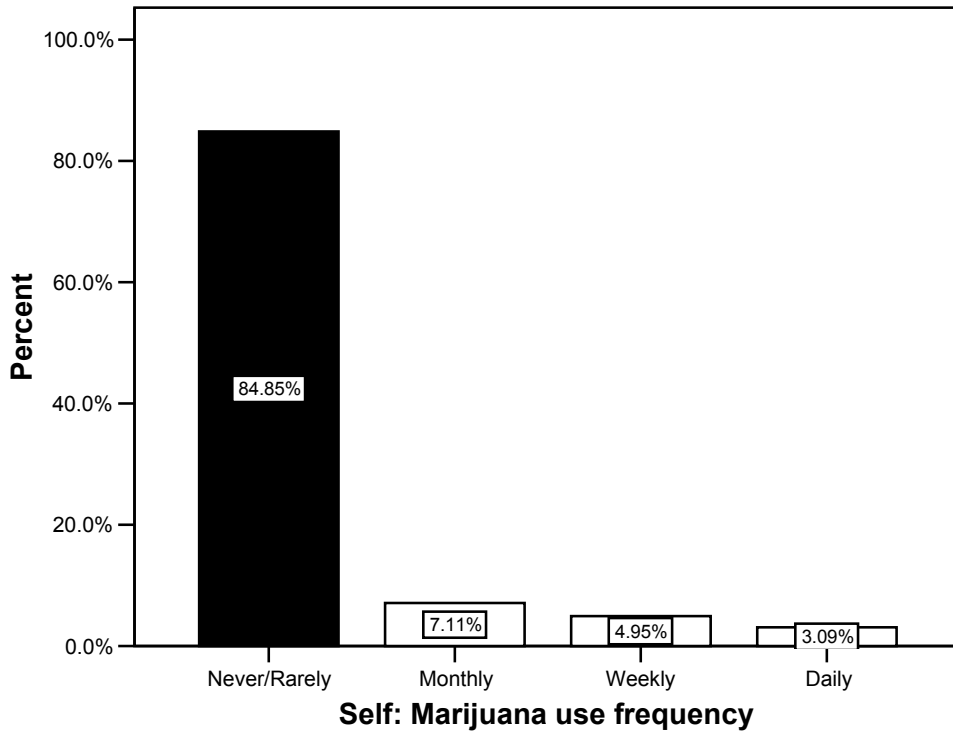
Tobacco Use - School A



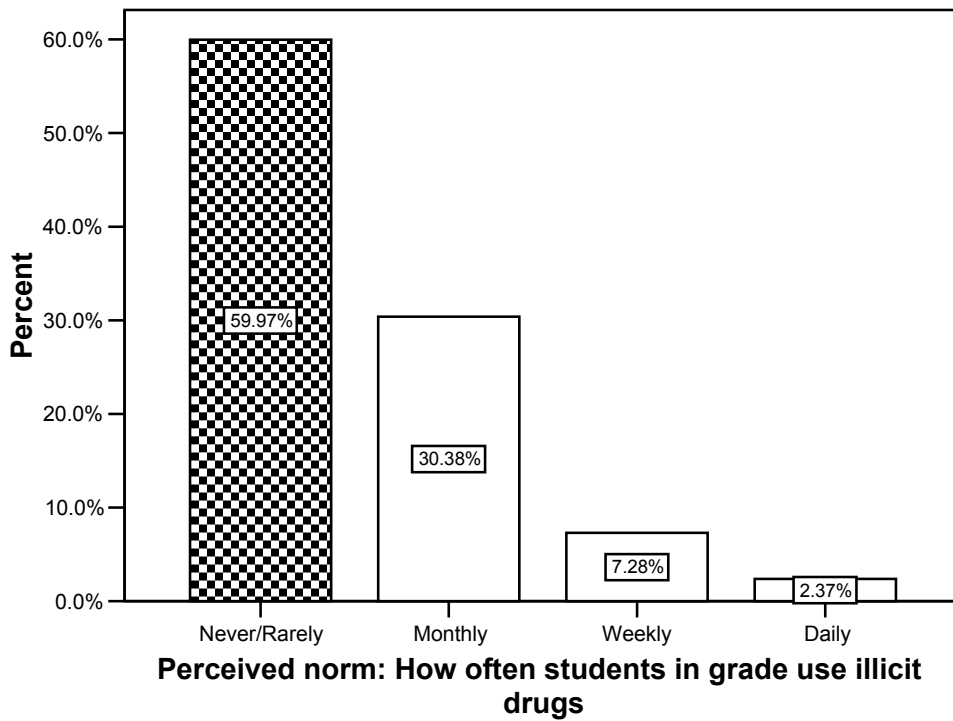
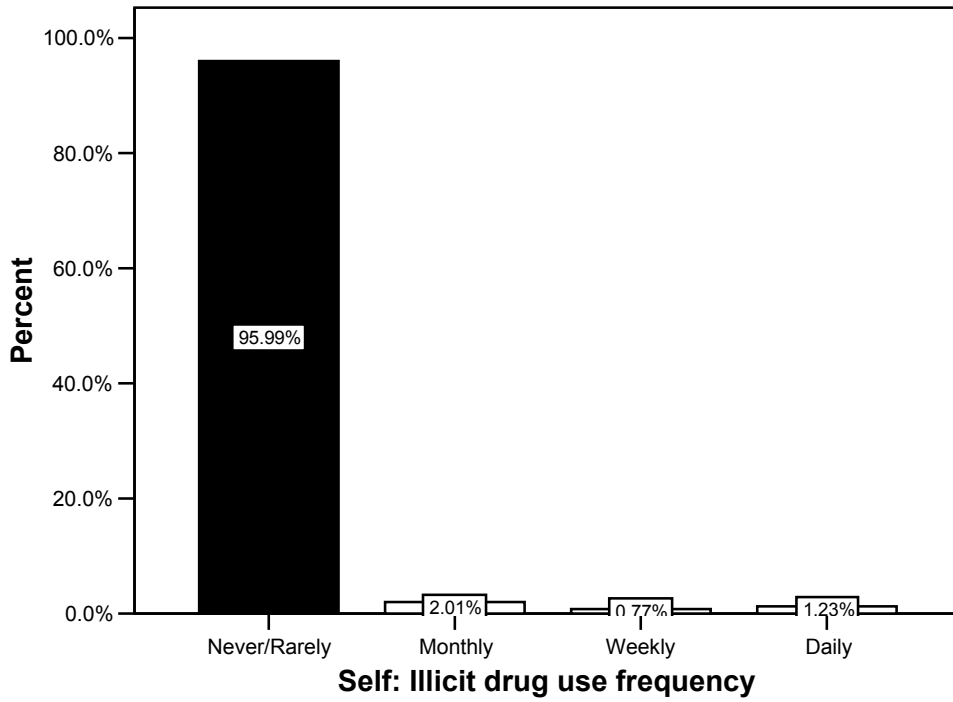
Alcohol Use - School A



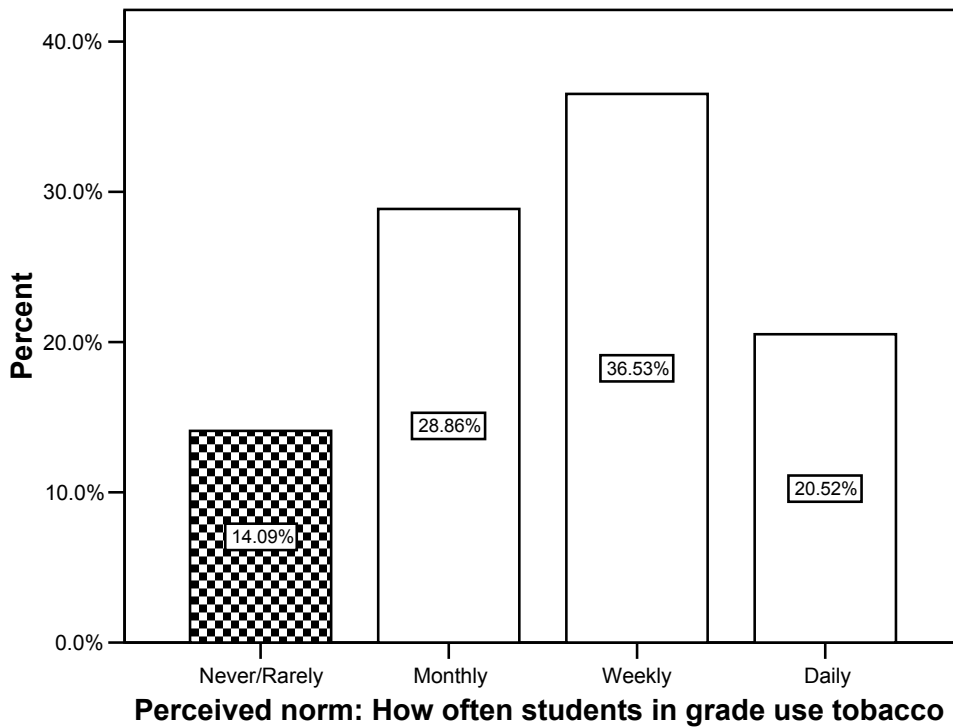
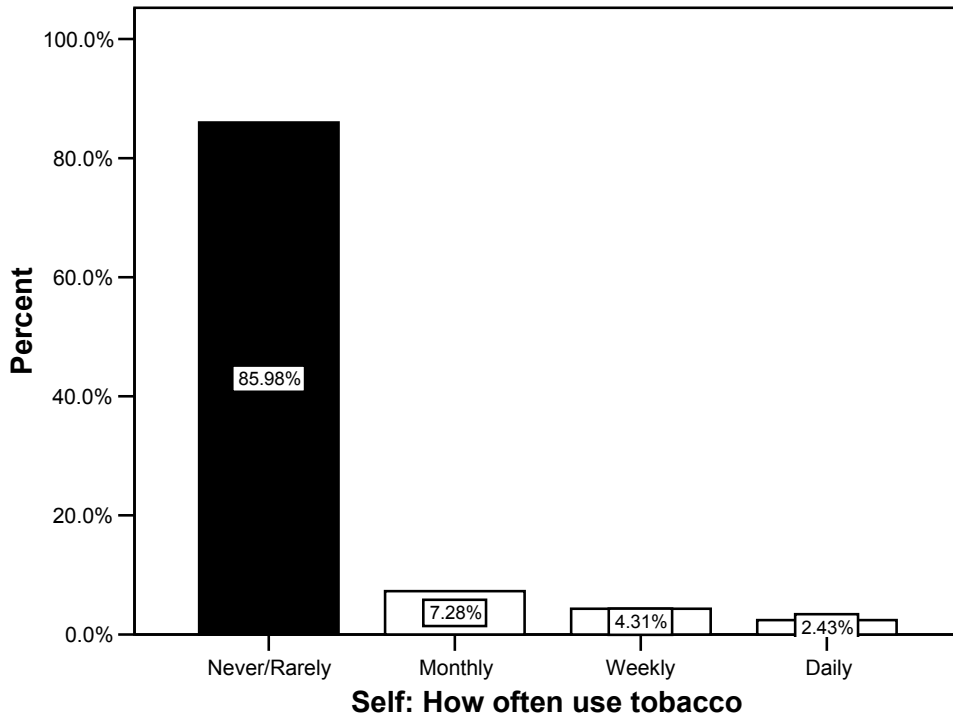
Marijuana Use - School A



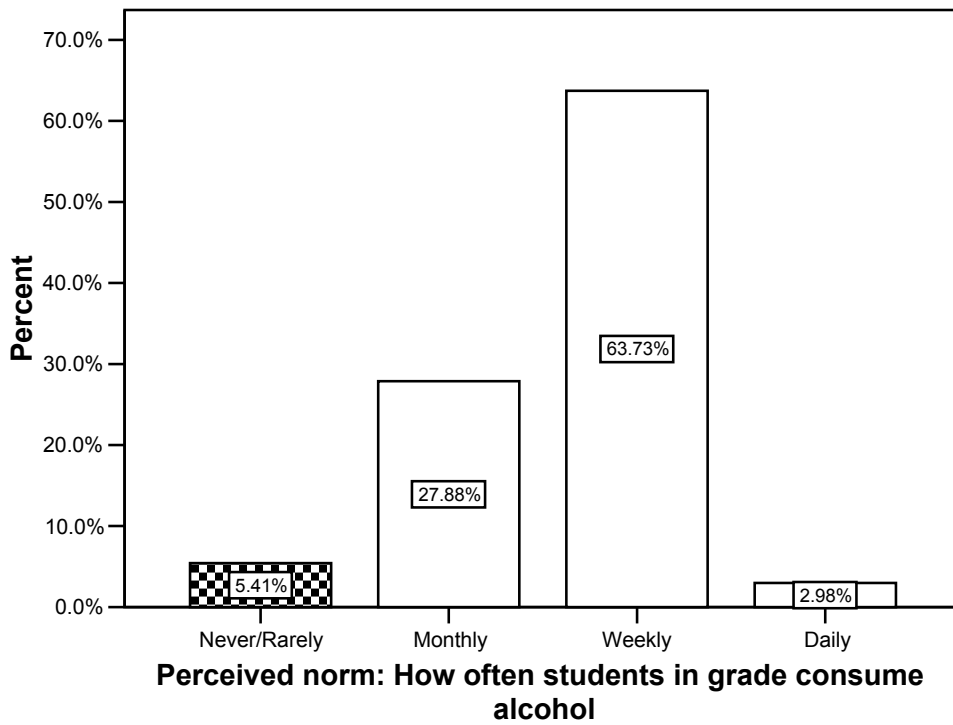
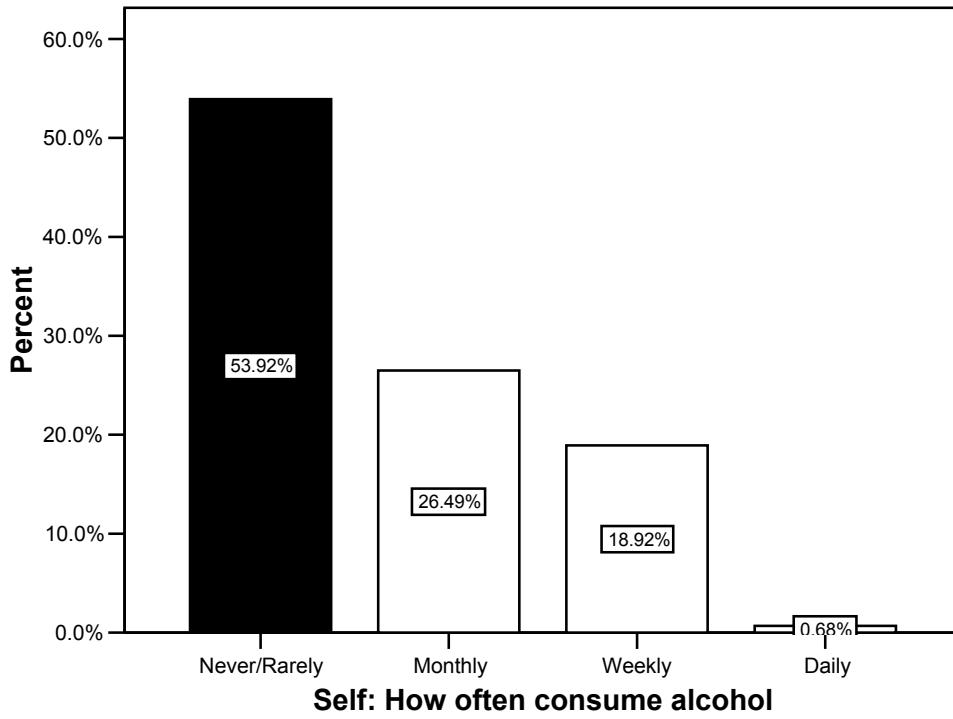
Other Illicit Drug Use - School A



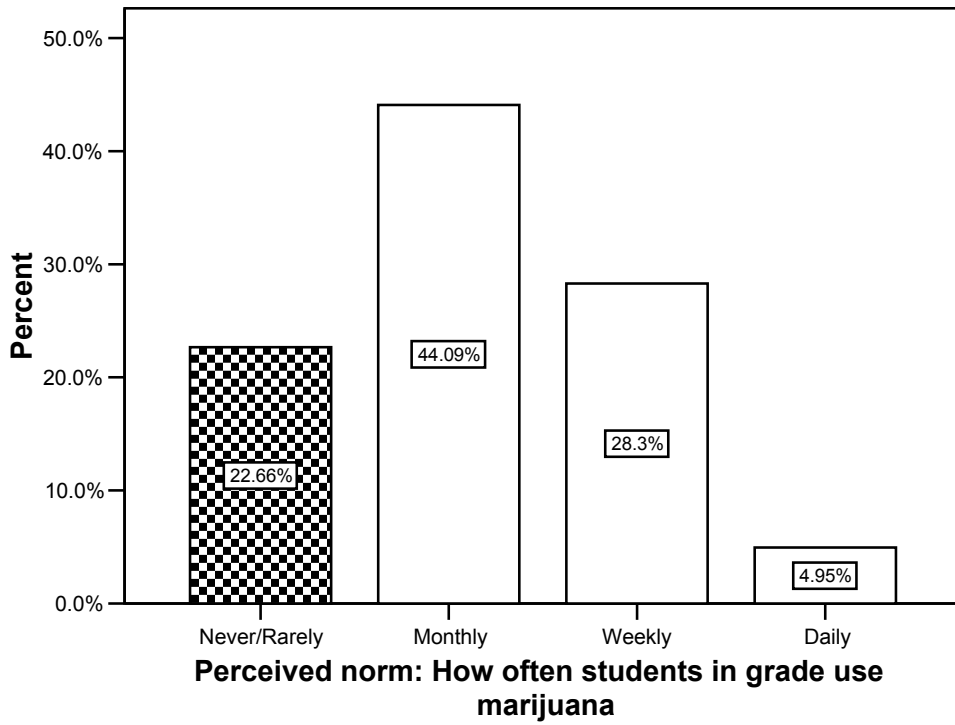
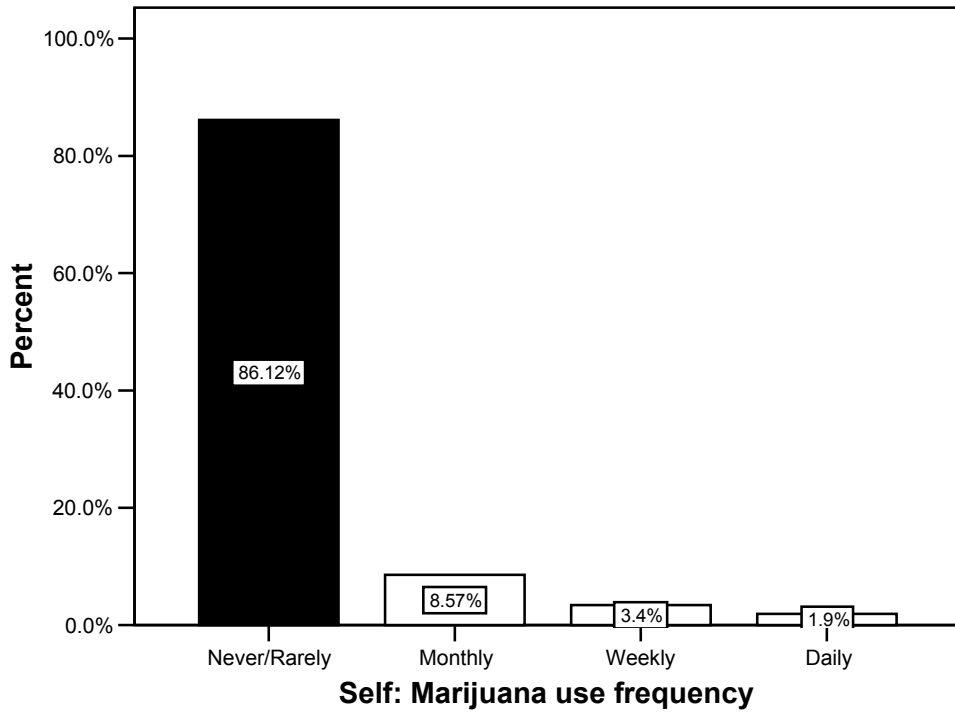
Tobacco Use - School B



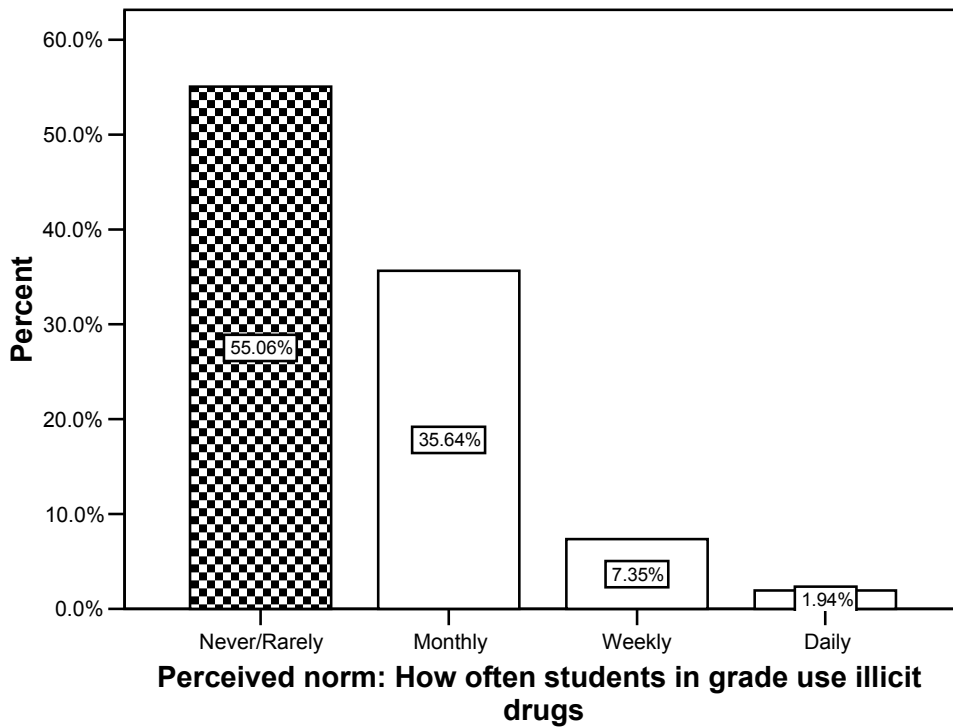
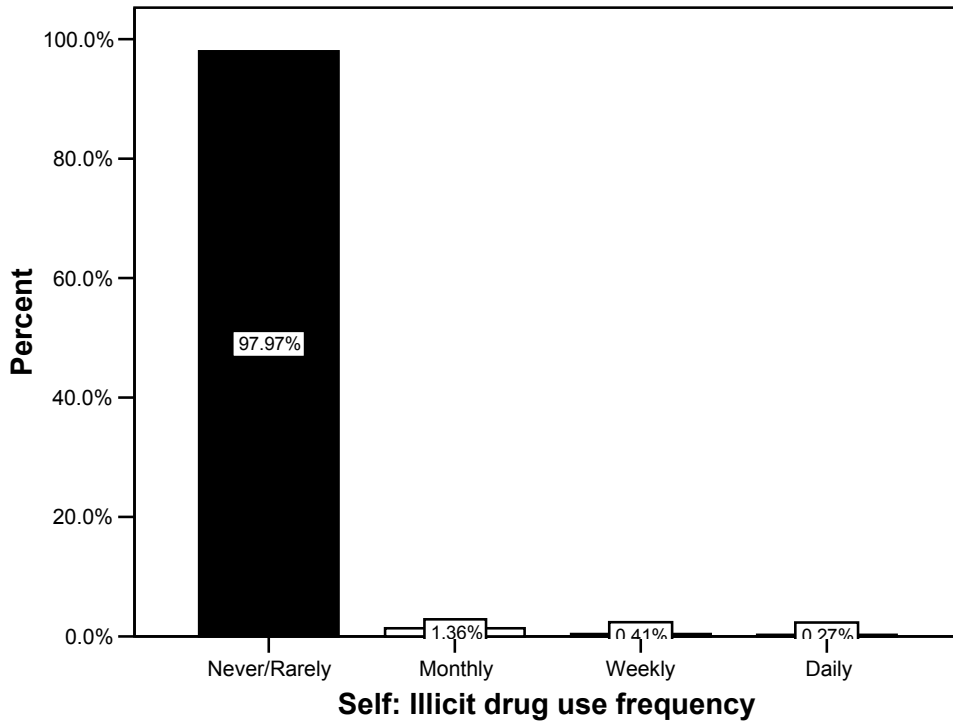
Alcohol Use - School B



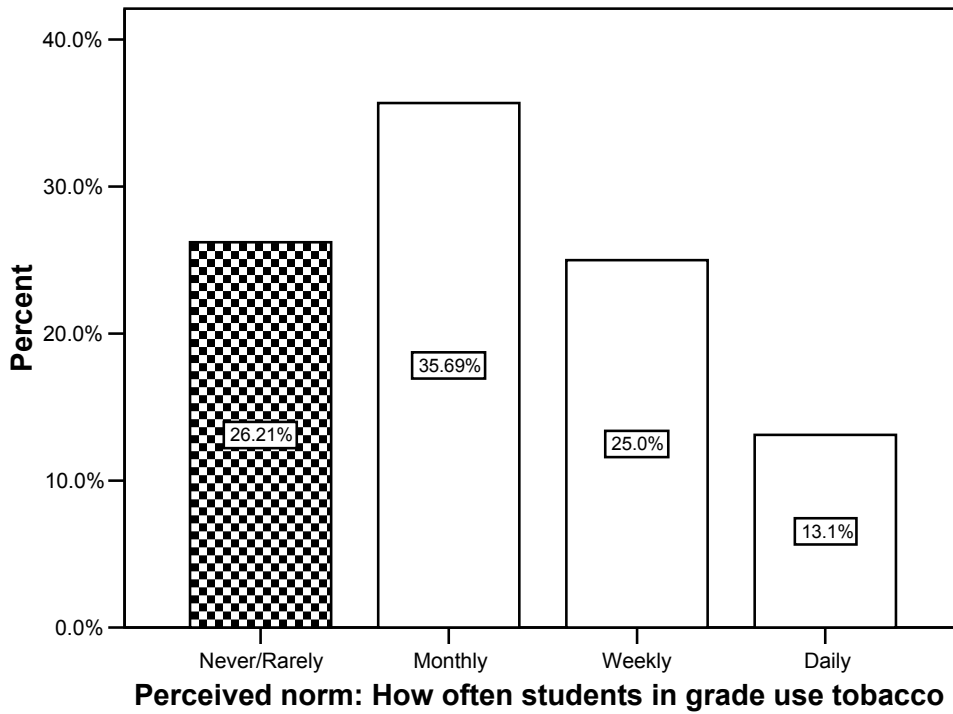
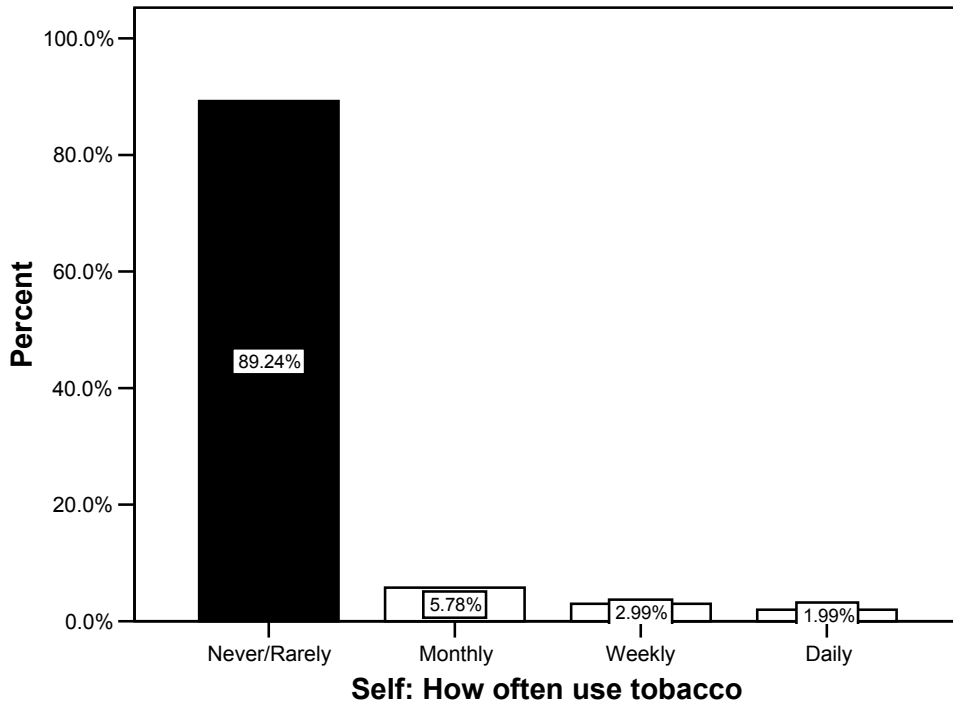
Marijuana Use - School B



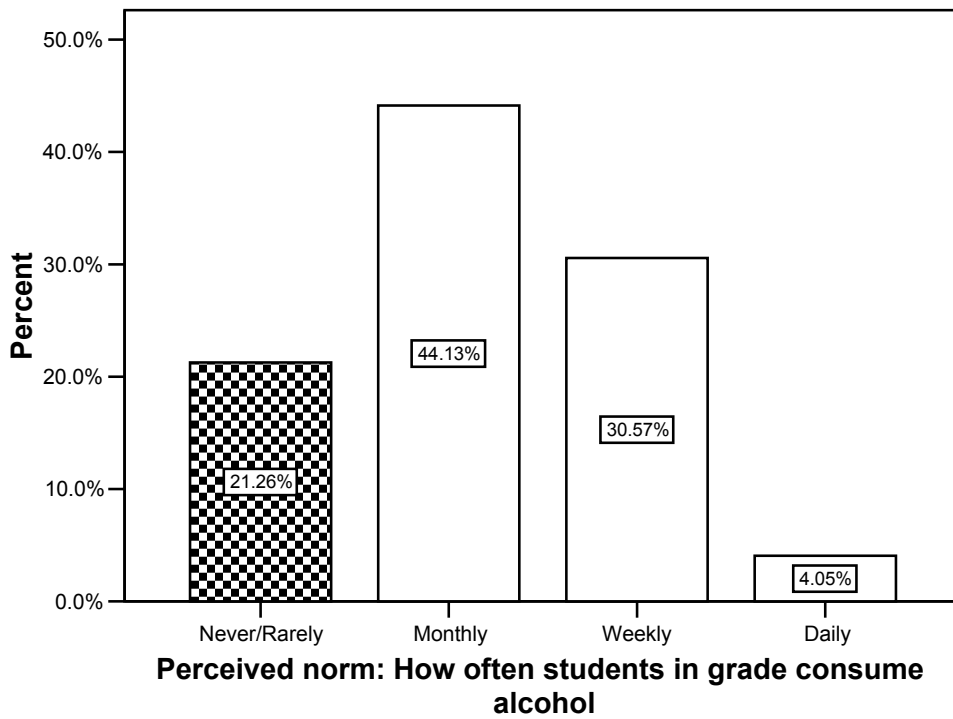
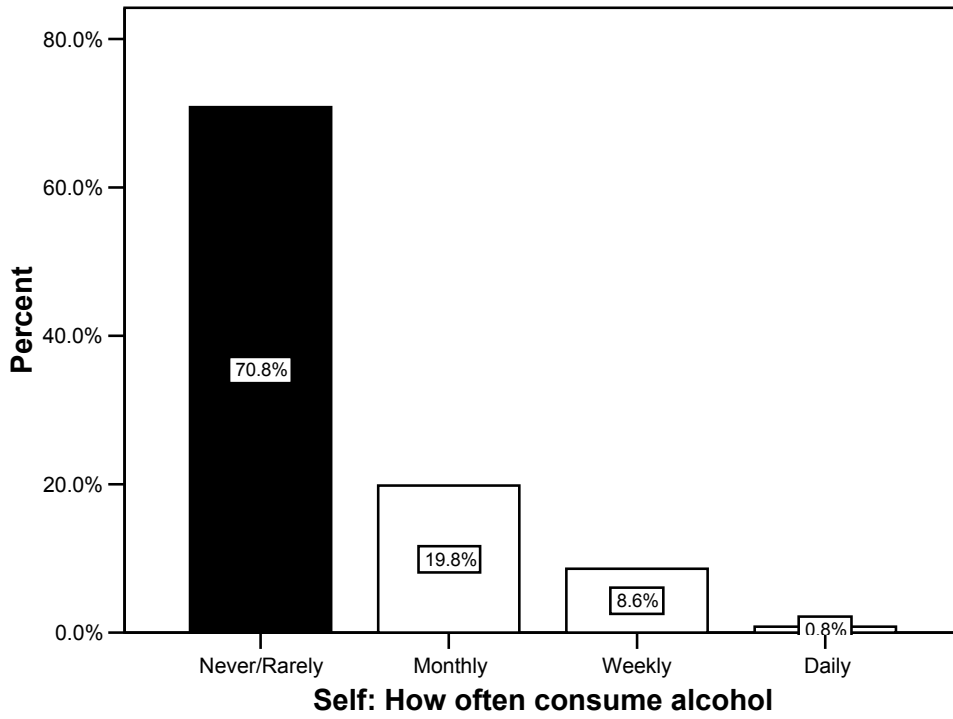
Other Illicit Drug Use - School B



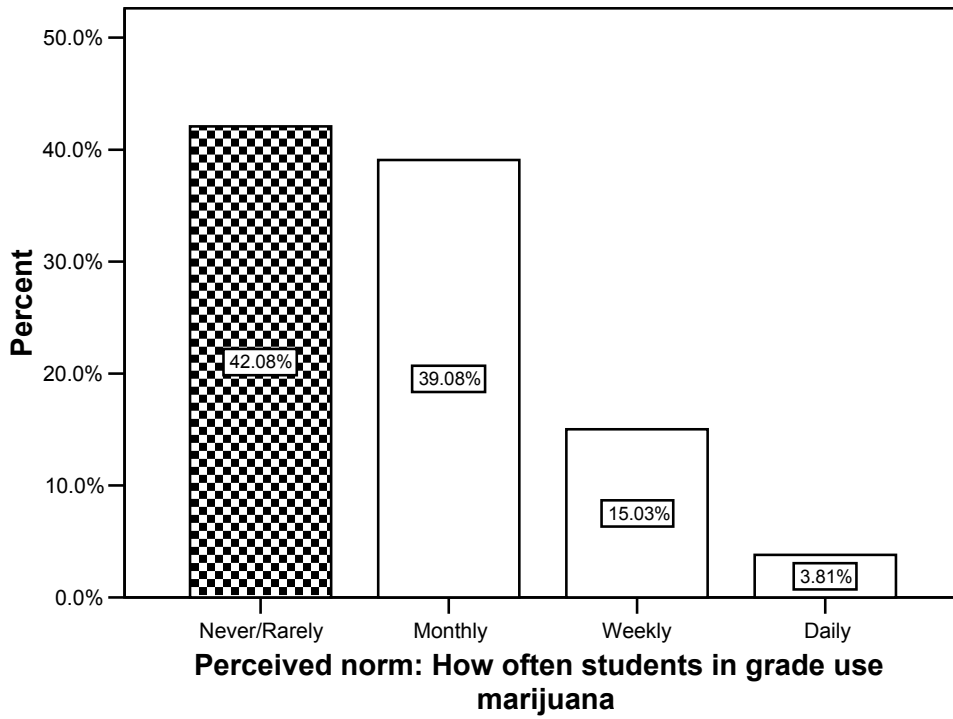
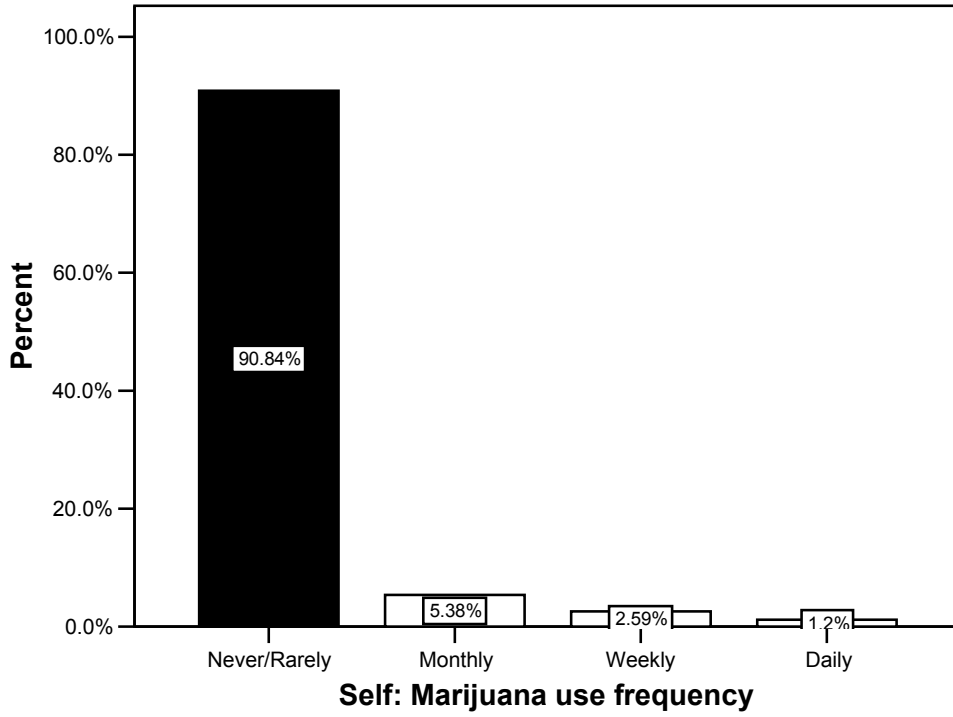
Tobacco Use - School C



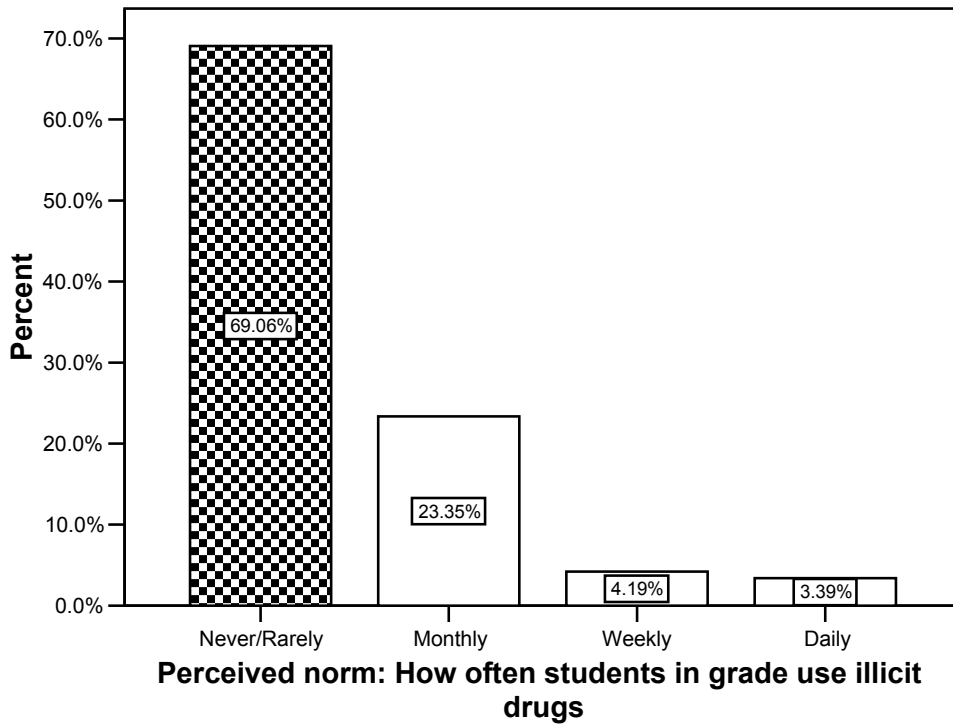
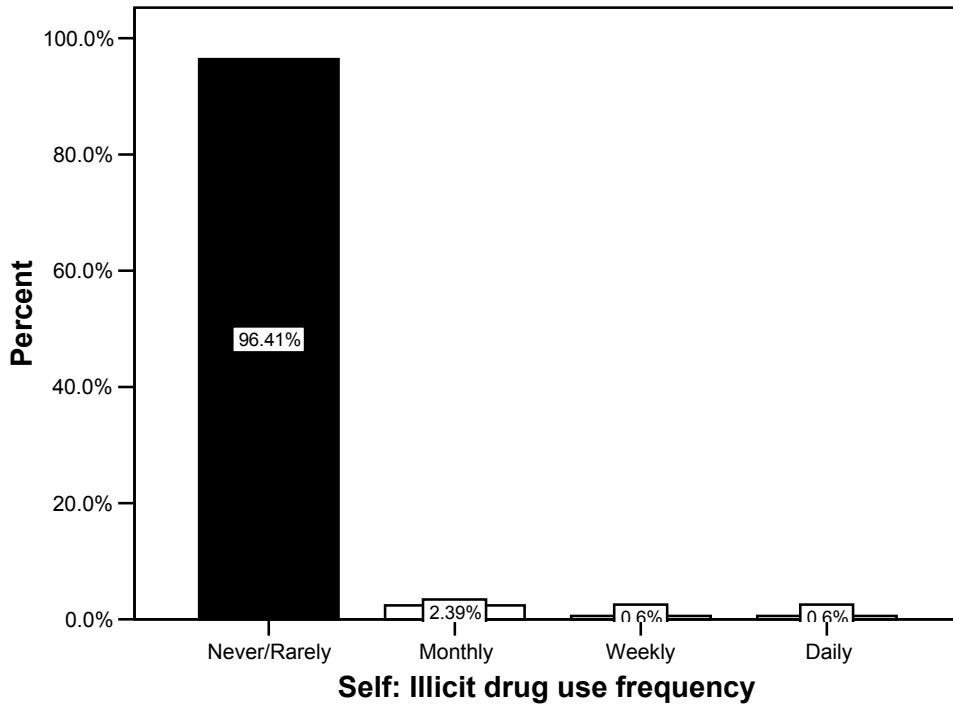
Alcohol Use - School C



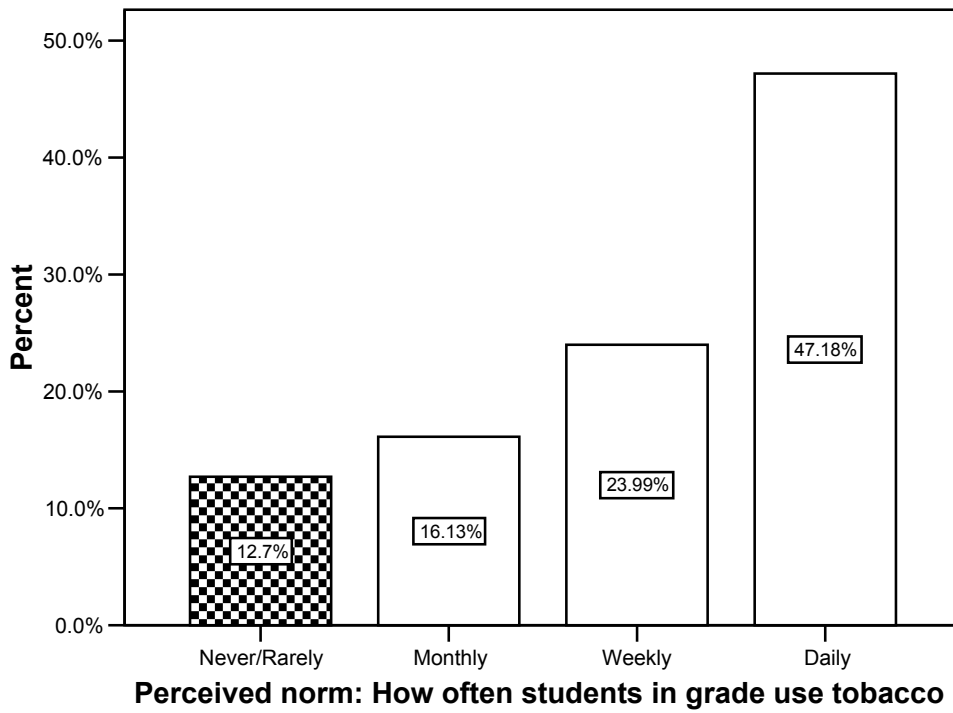
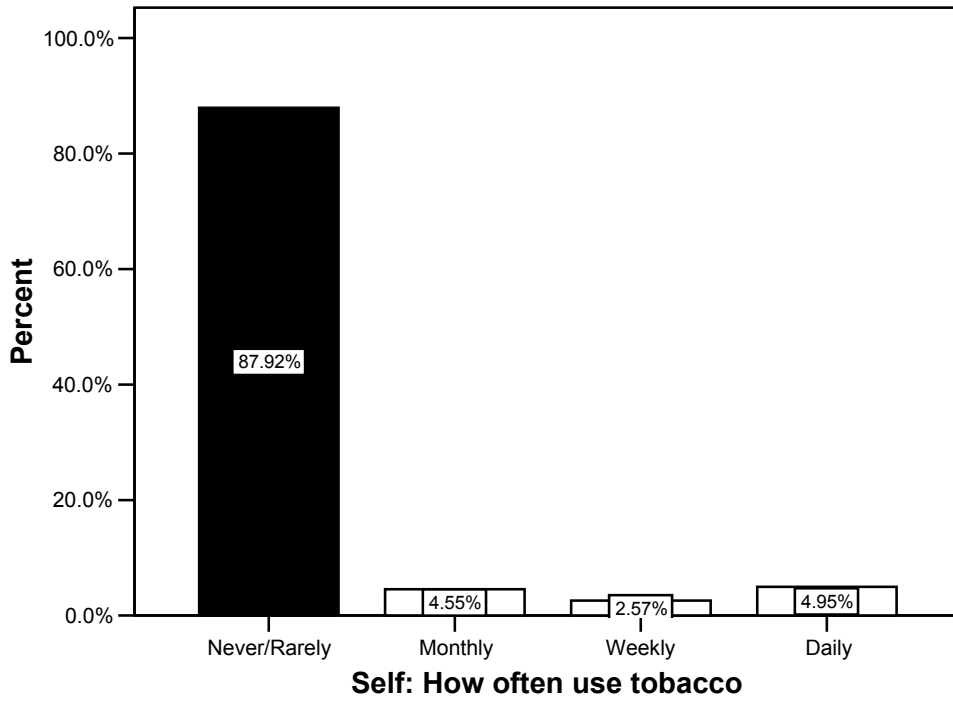
Marijuana Use - School C



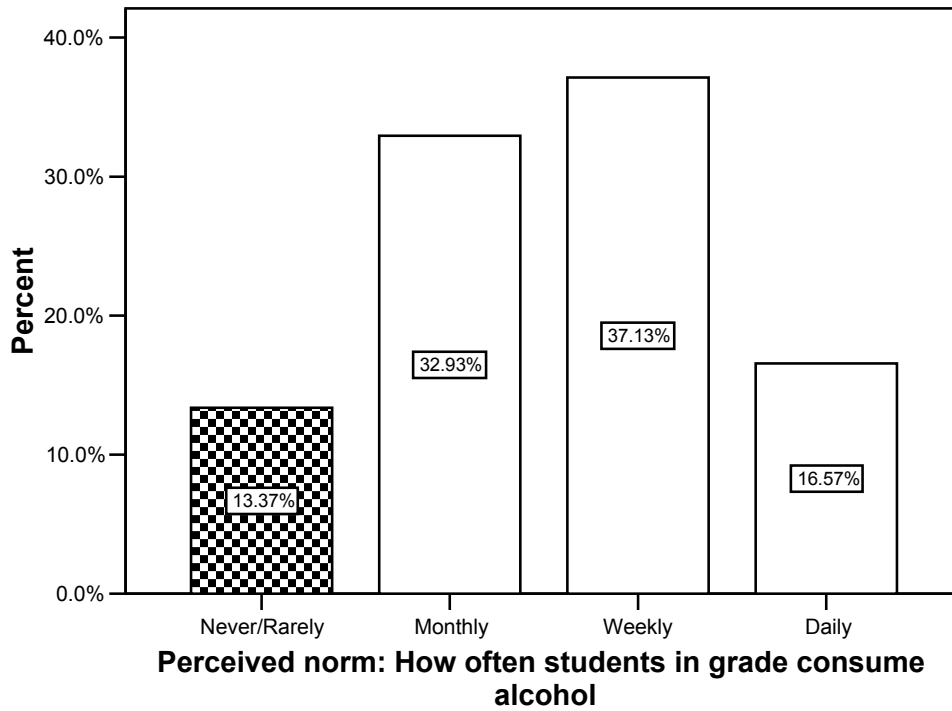
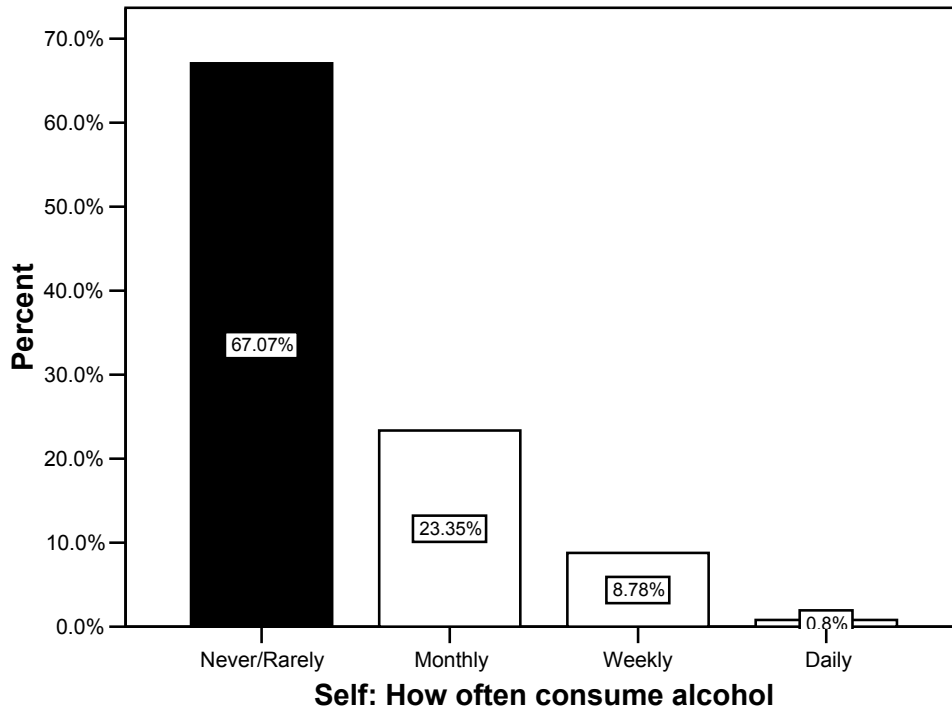
Other Illicit Drug Use - School C



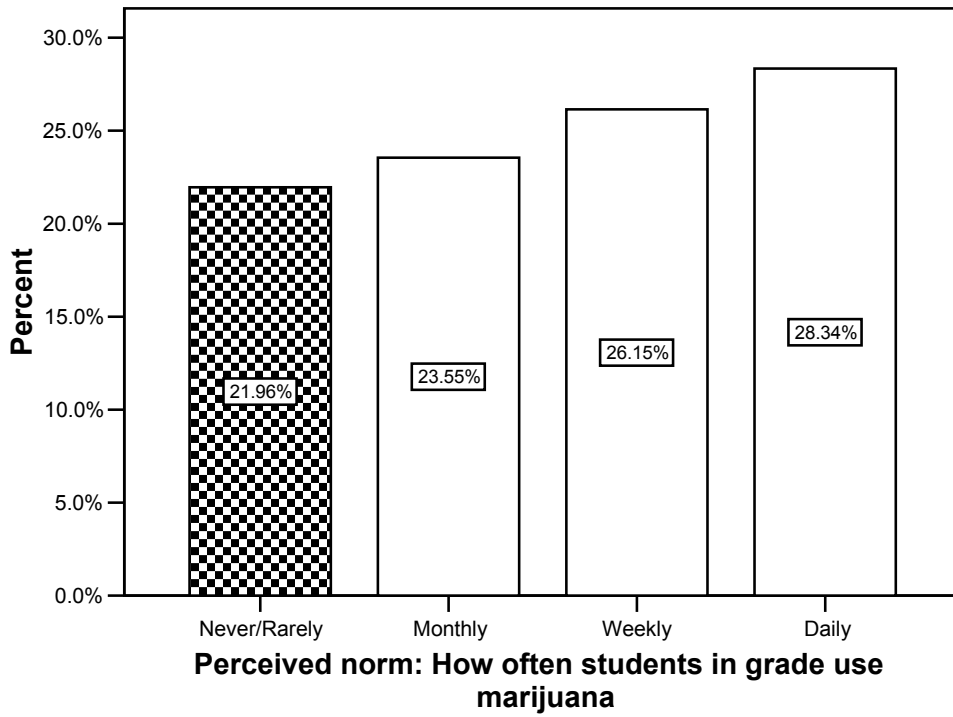
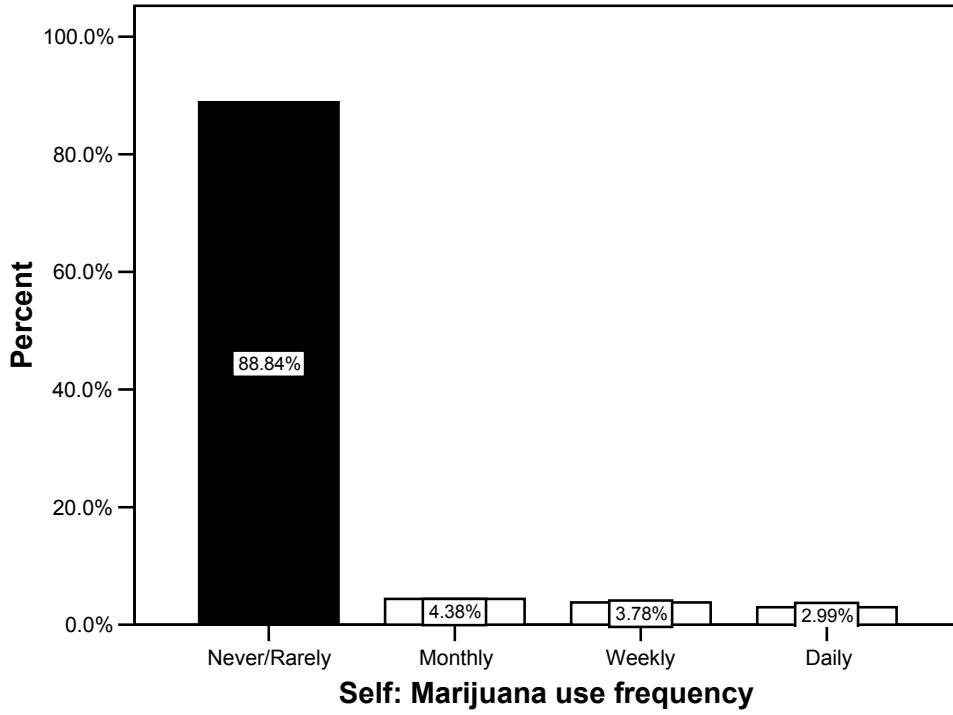
Tobacco Use - School D



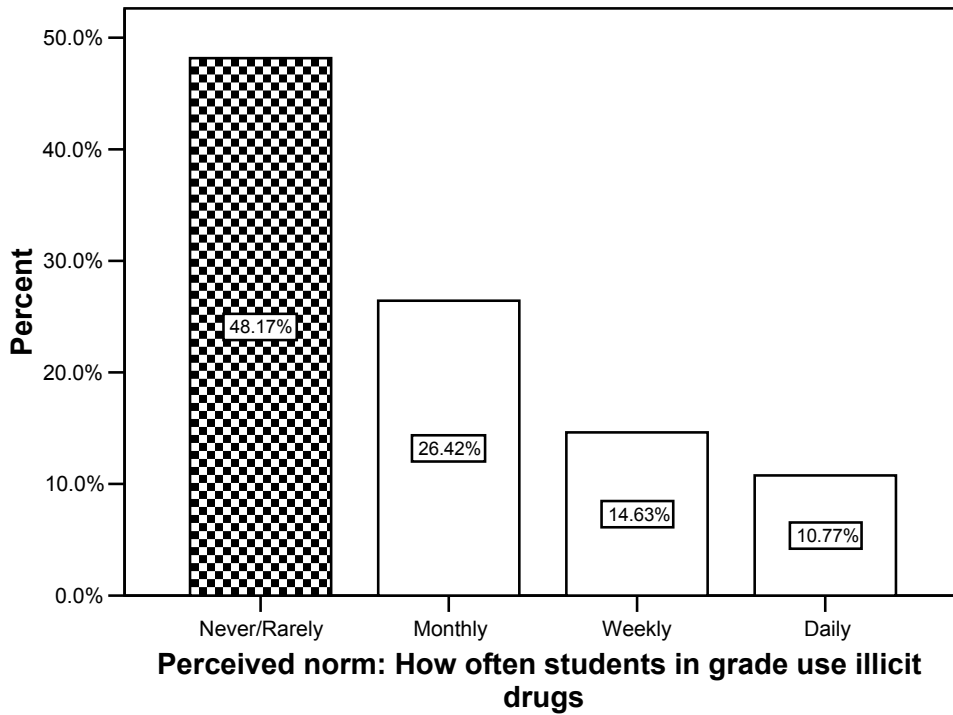
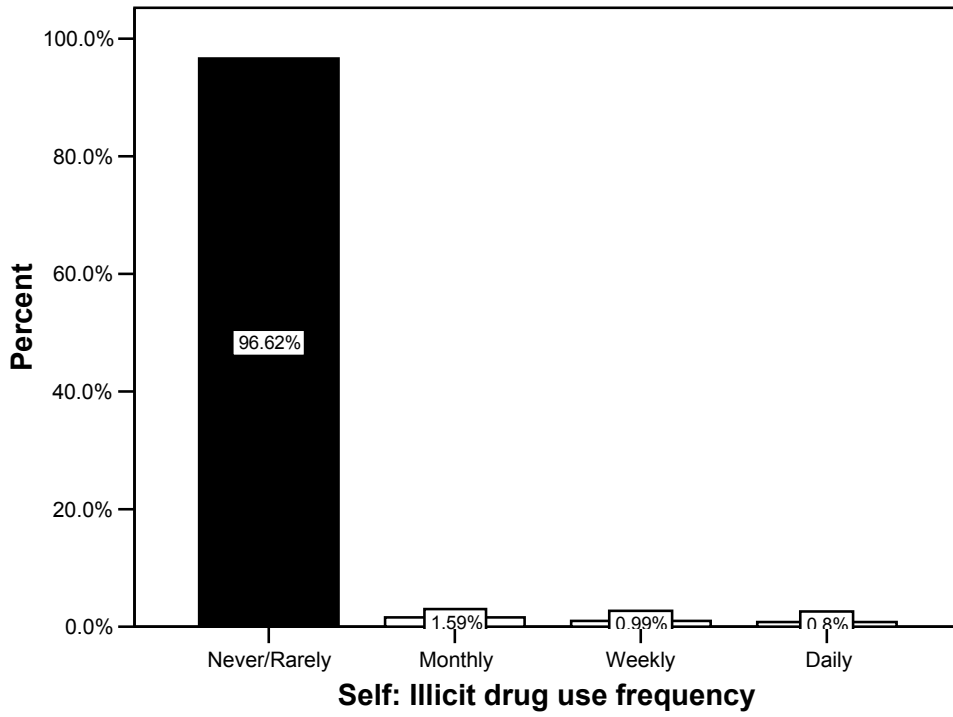
Alcohol Use - School D



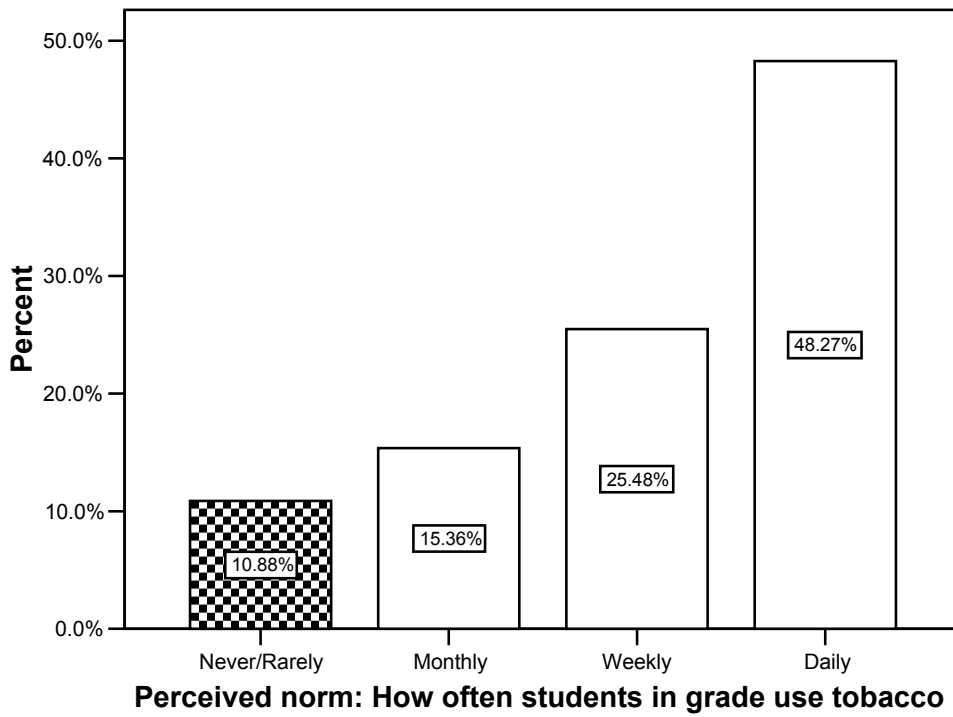
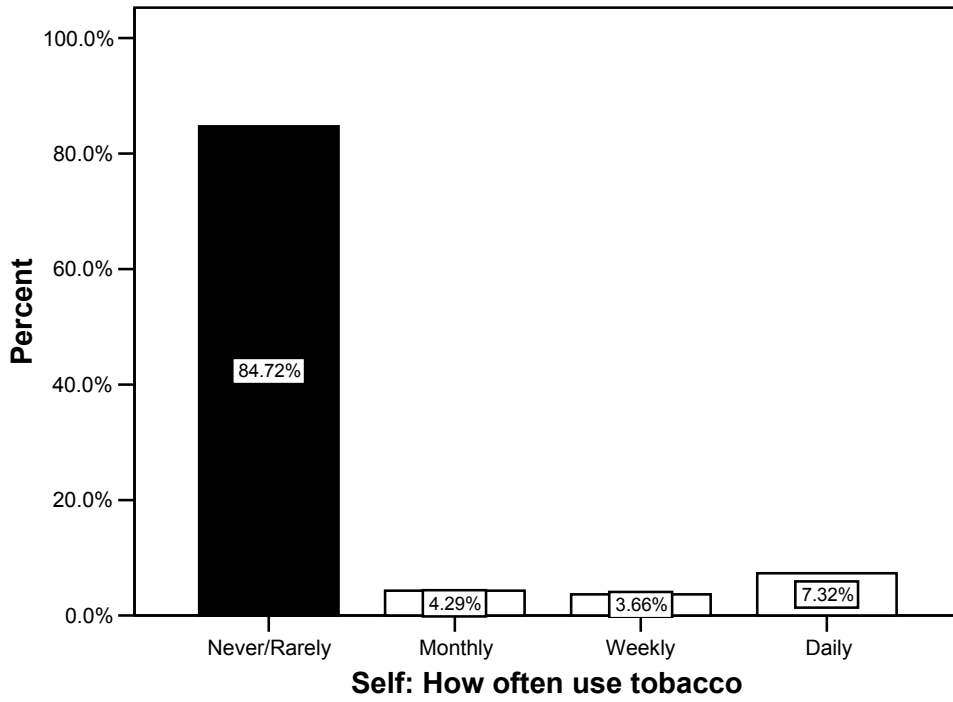
Marijuana Use - School D



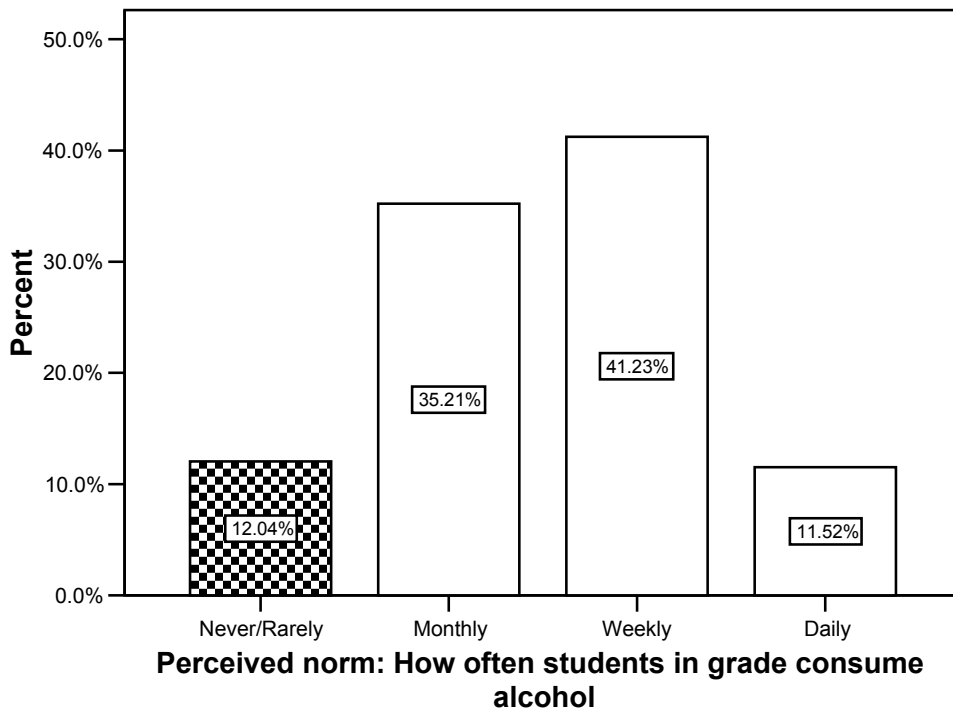
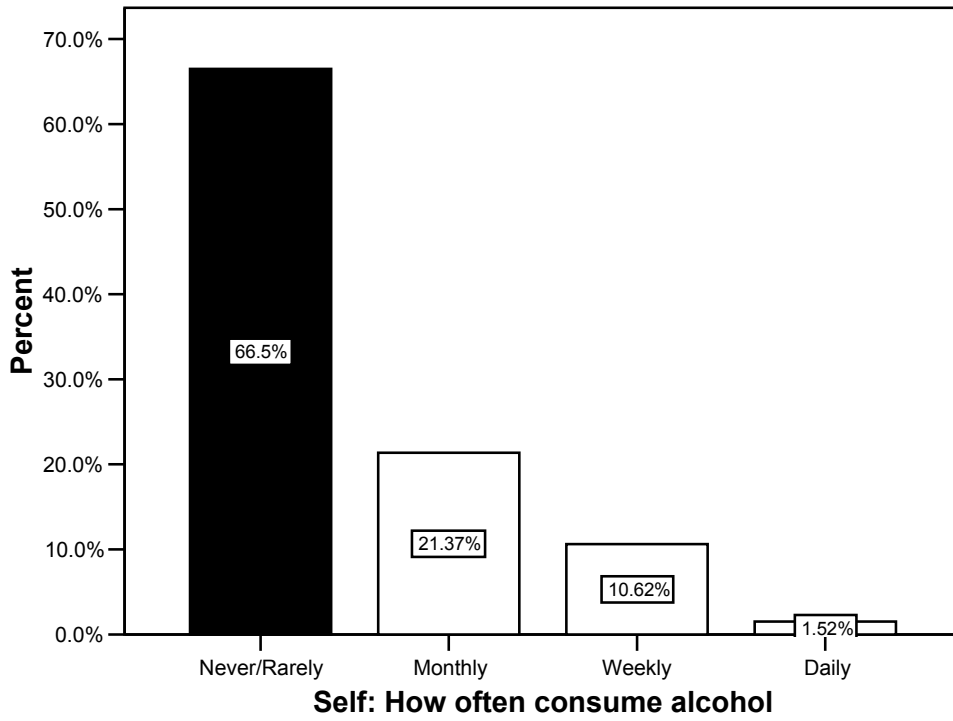
Other Illicit Drug Use - School D



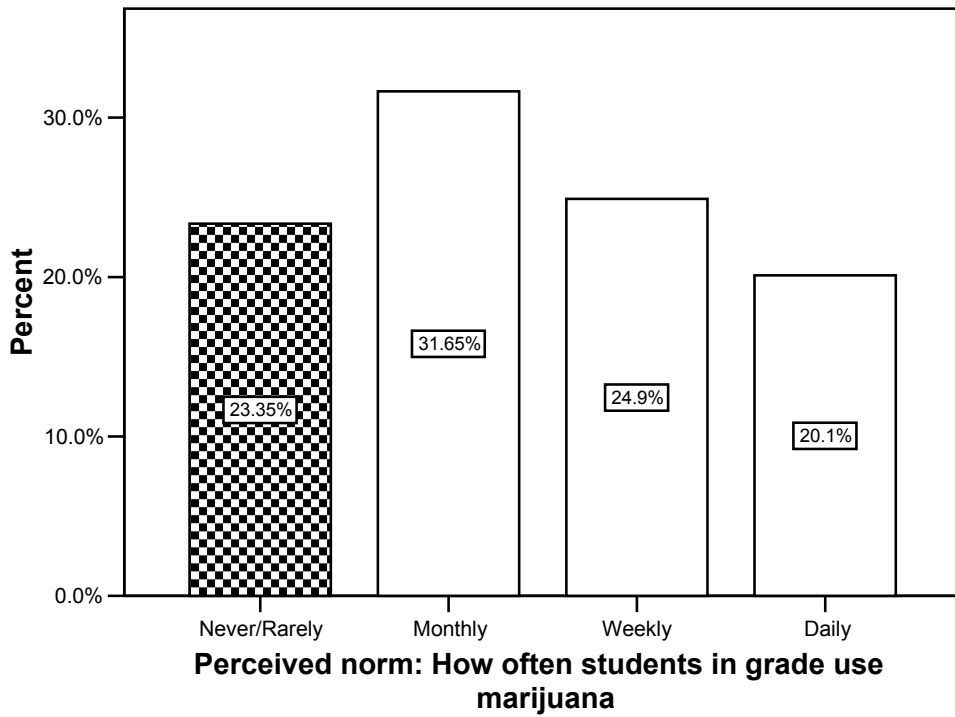
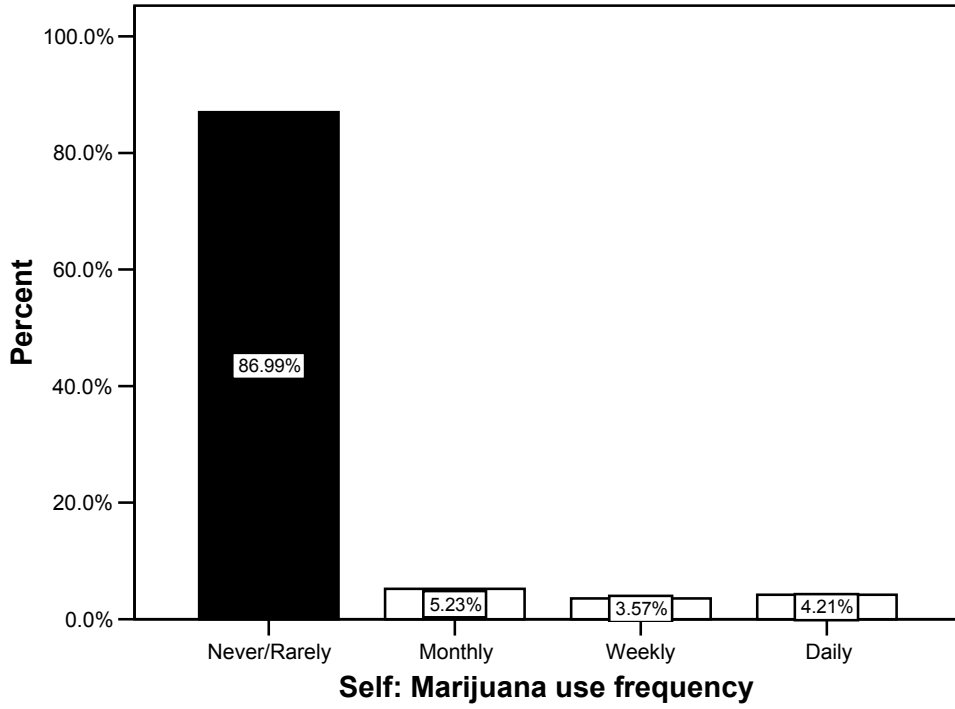
Tobacco Use - School E



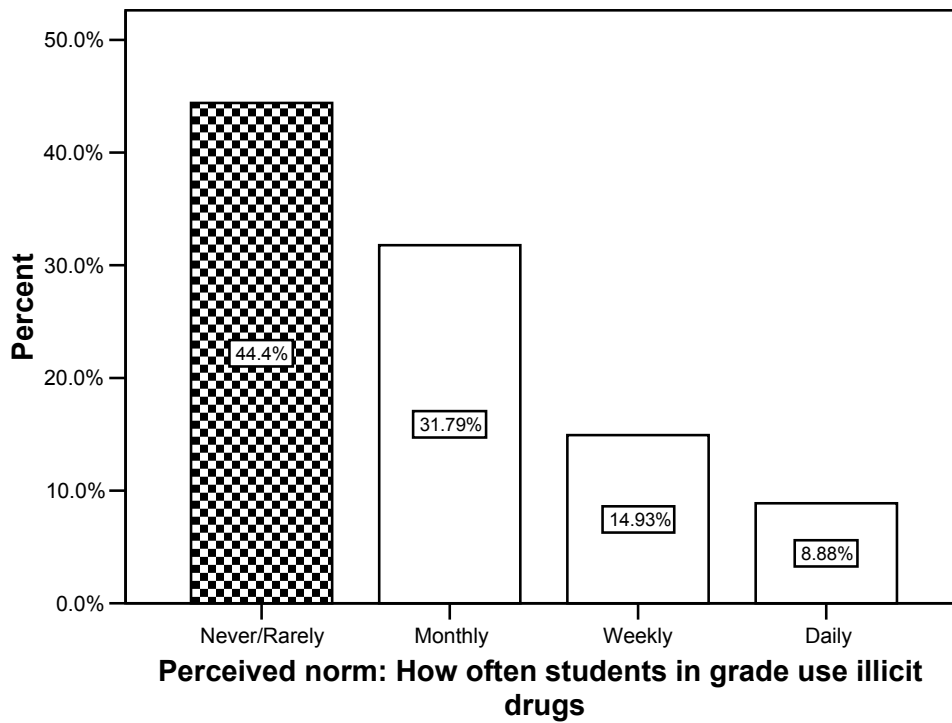
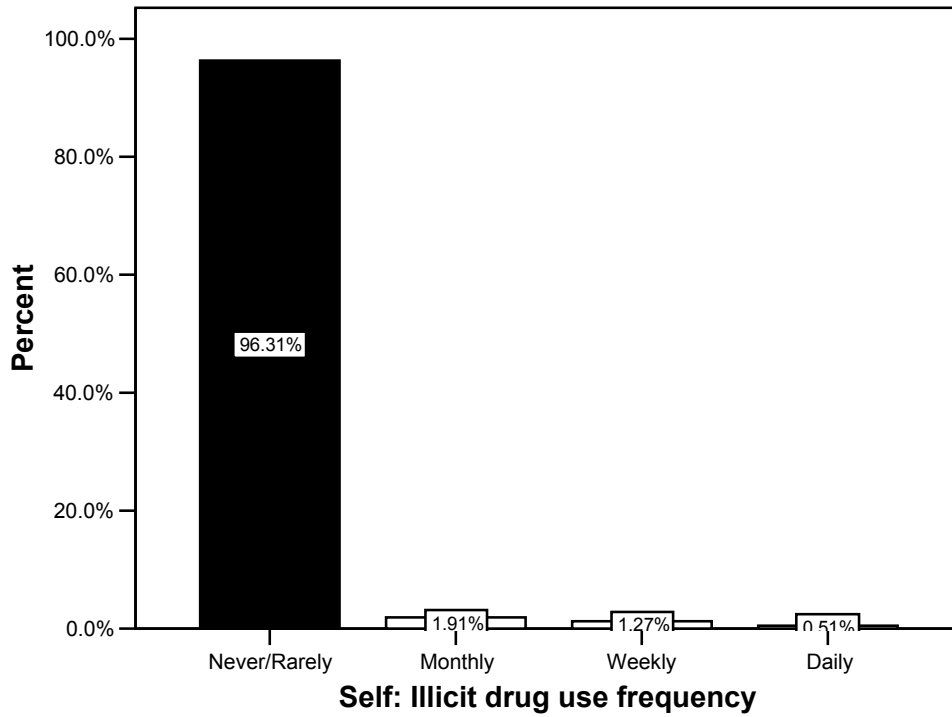
Alcohol Use - School E



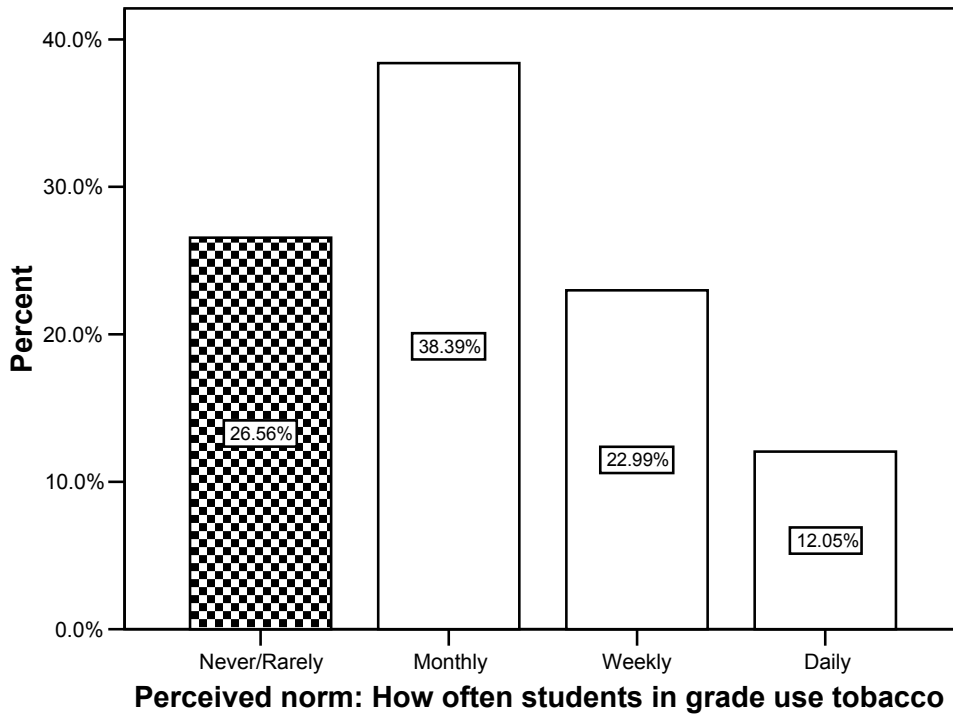
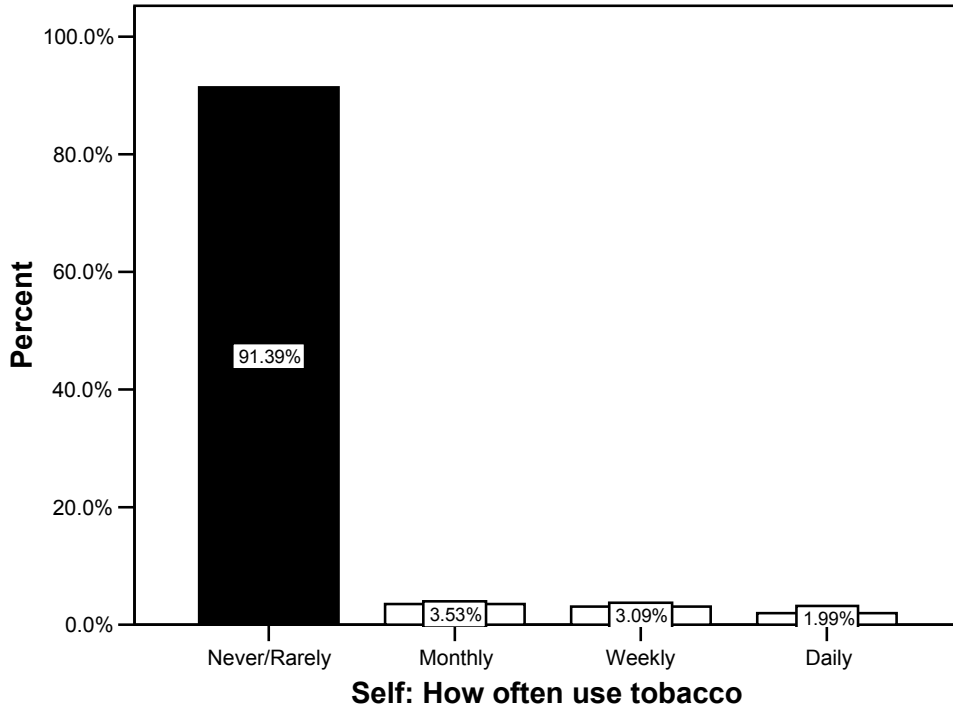
Marijuana Use - School E



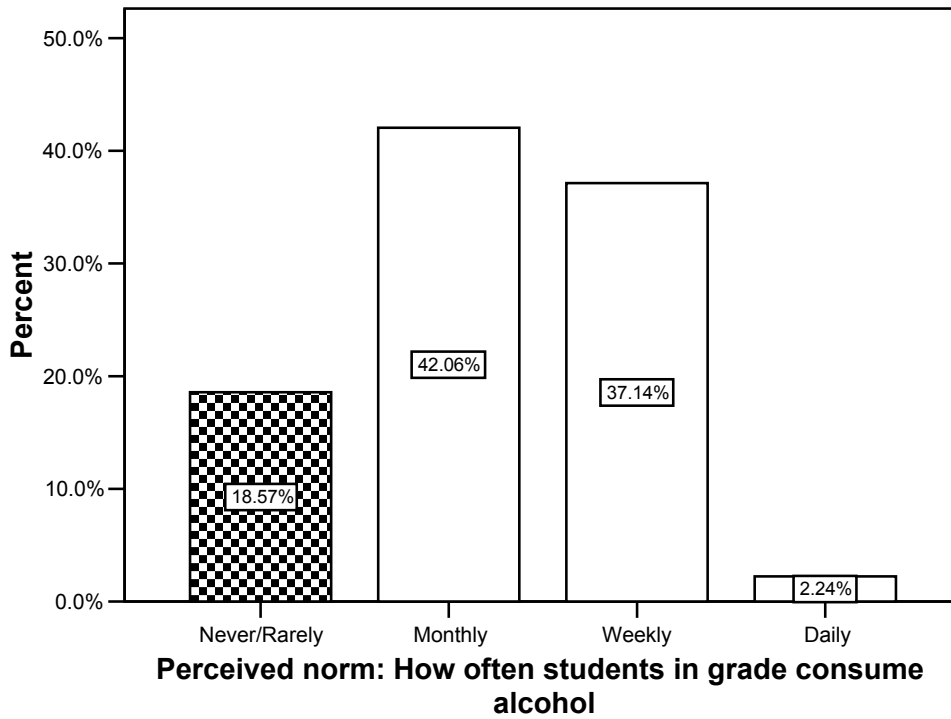
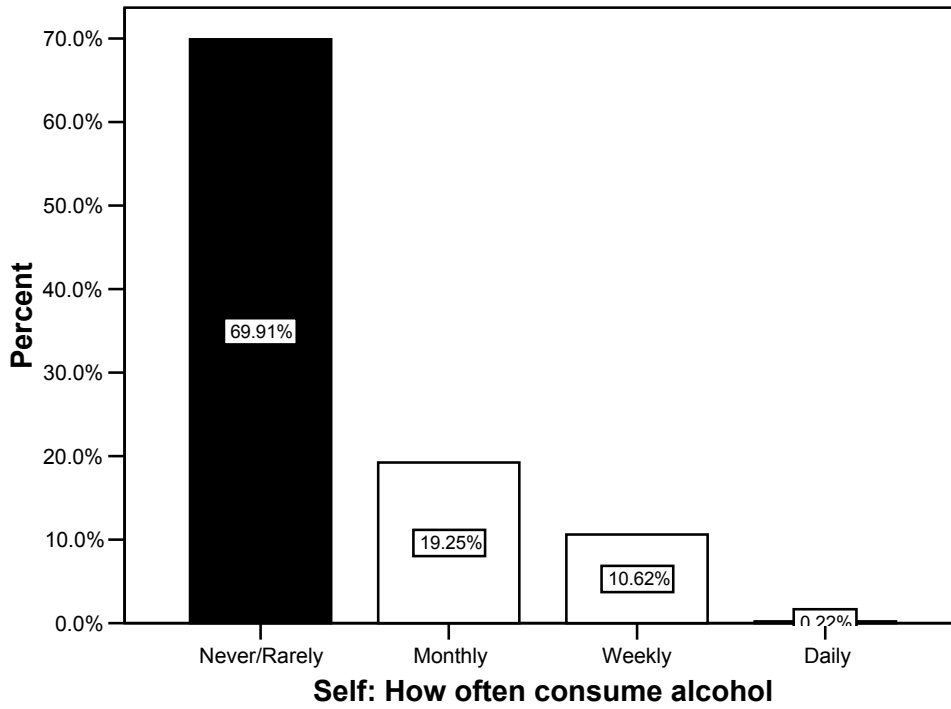
Other Illicit Drug Use - School E



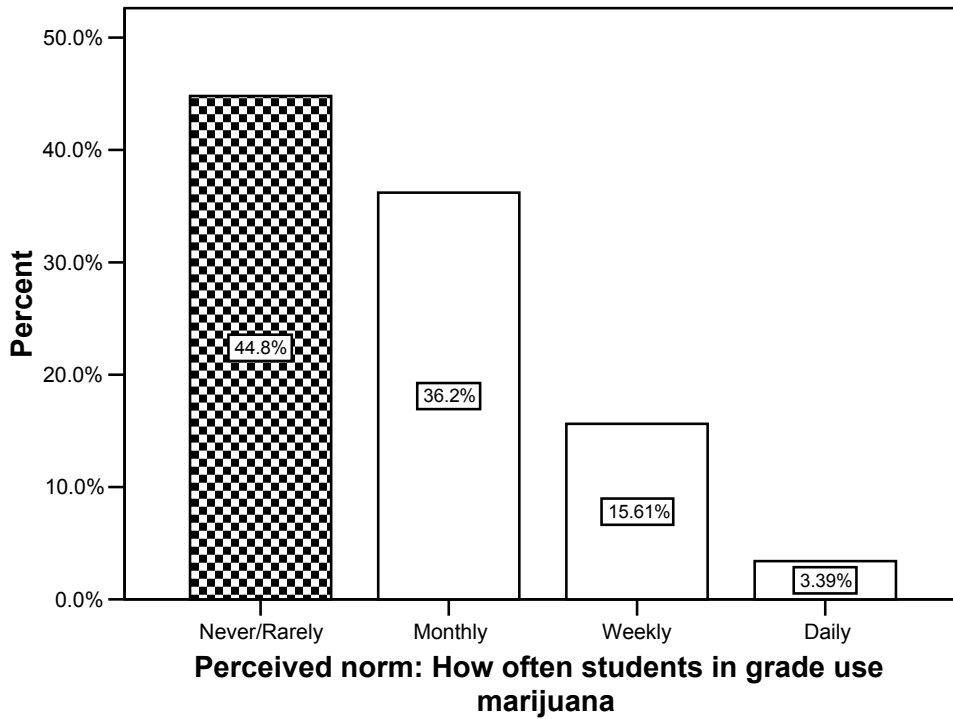
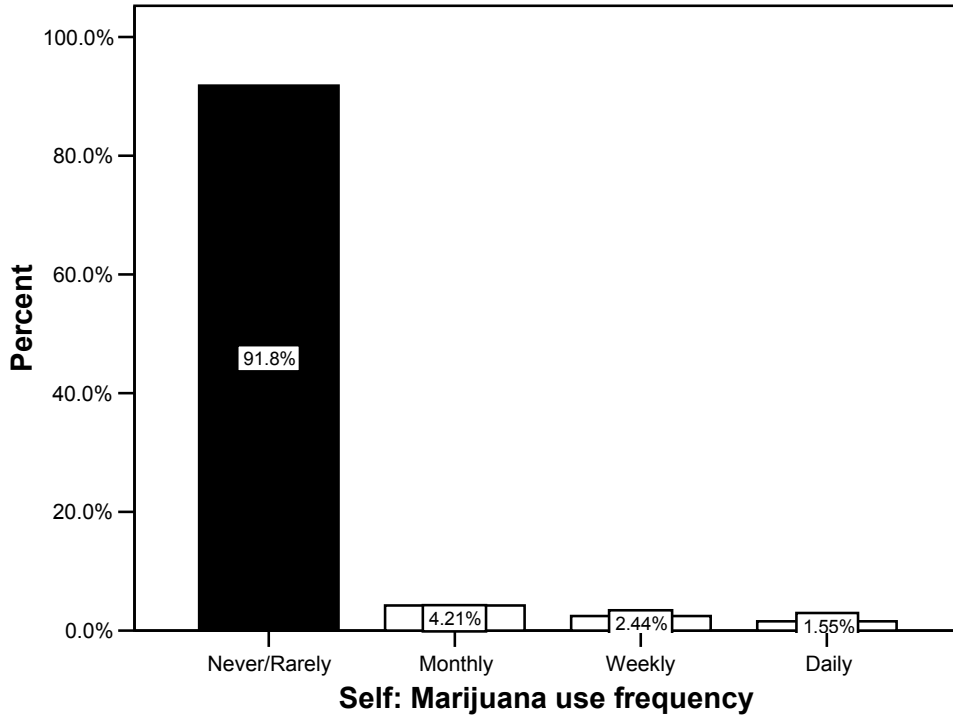
Tobacco Use - School F



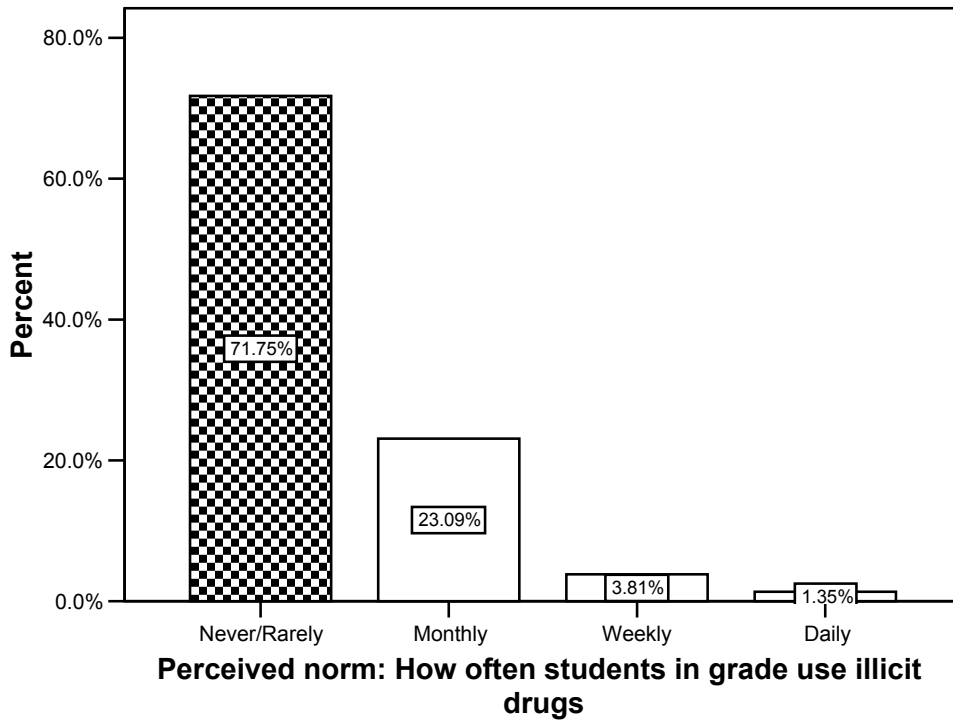
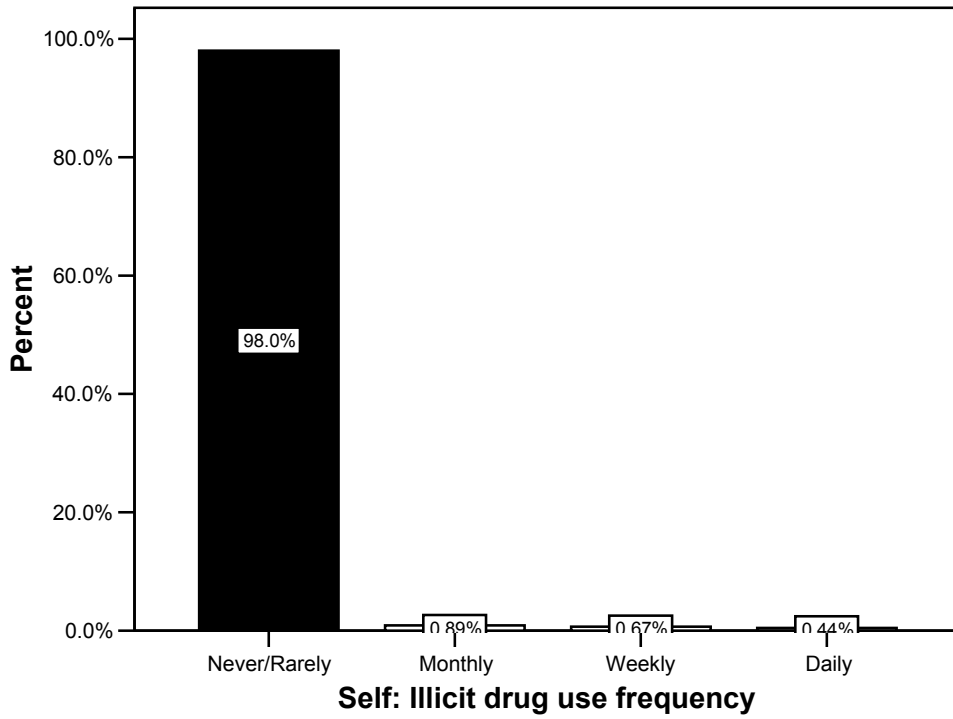
Alcohol Use - School F



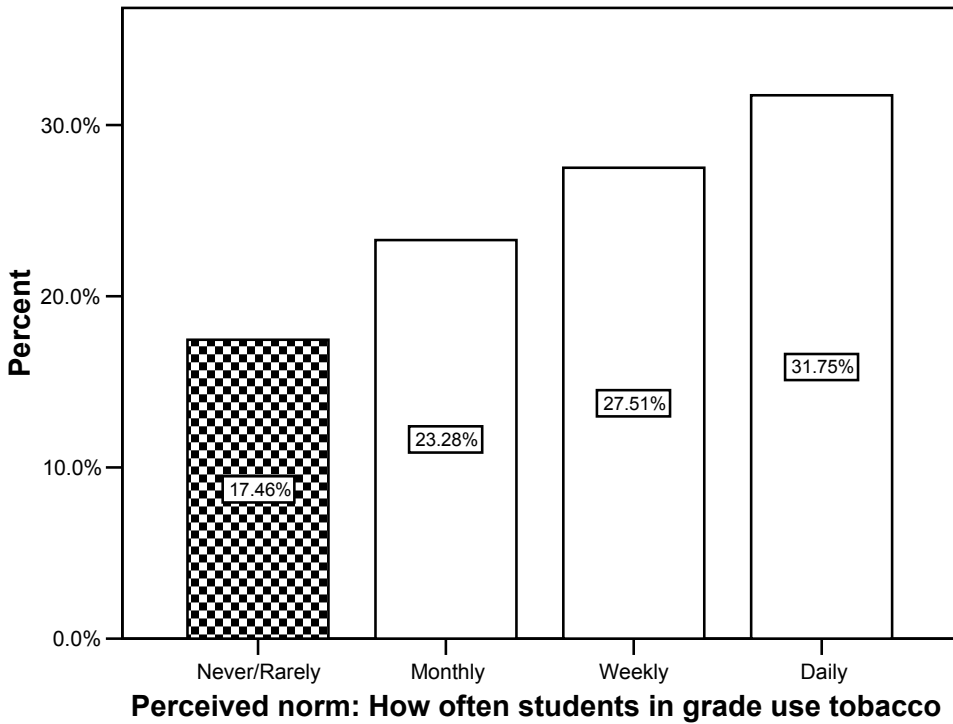
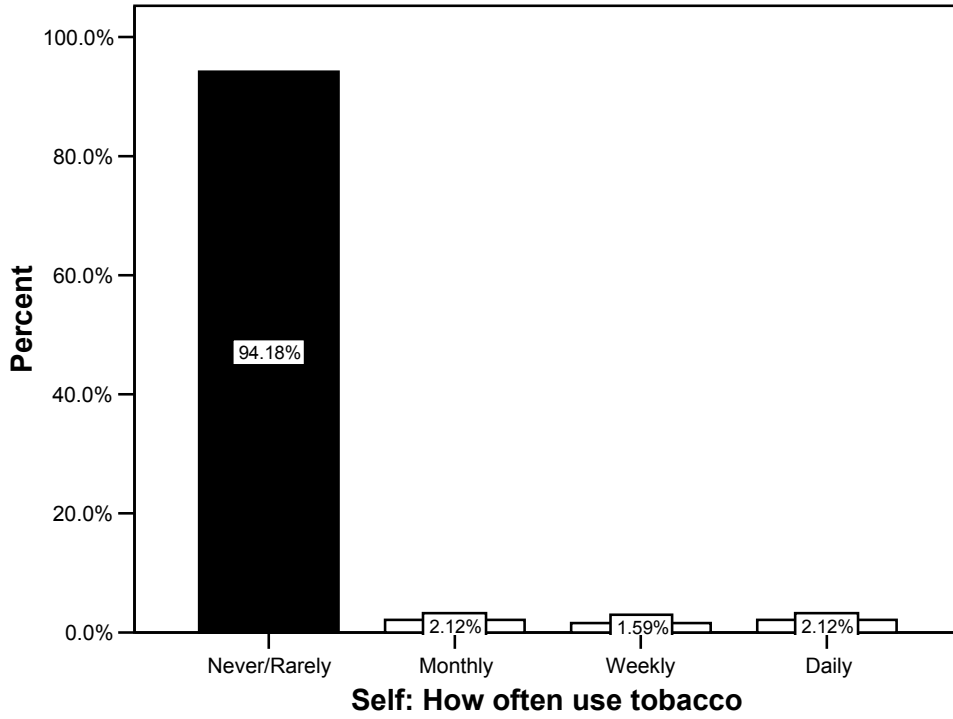
Marijuana Use - School F



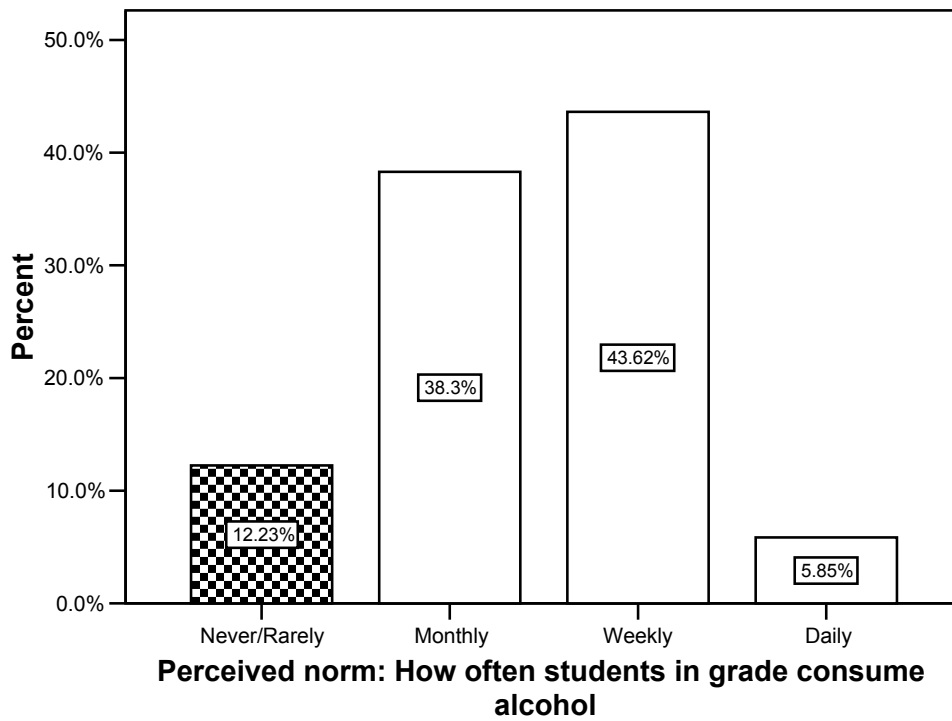
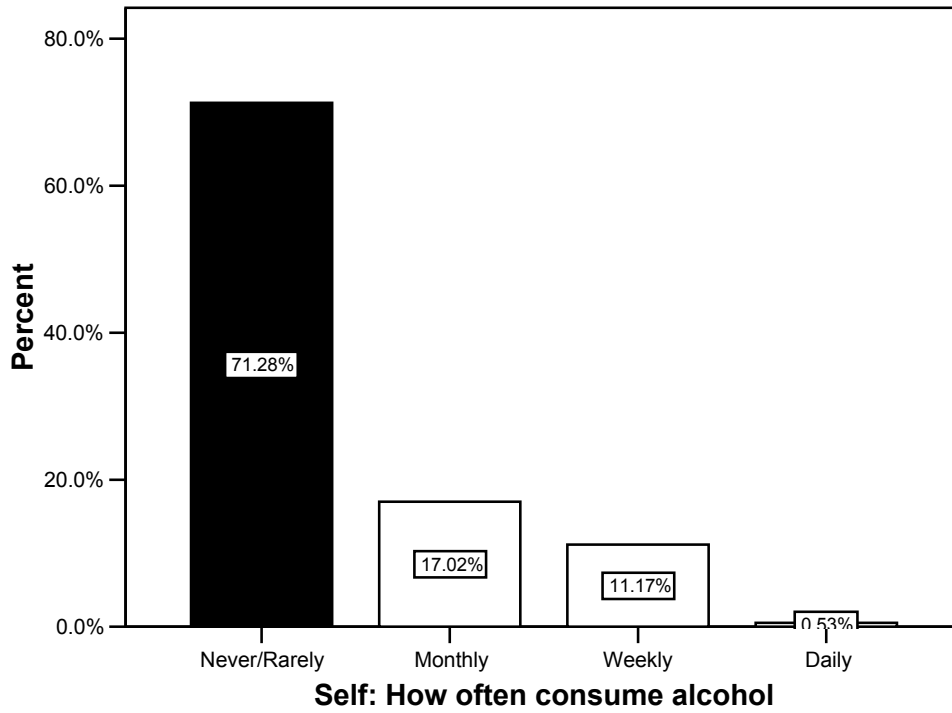
Other Illicit Drug Use - School F



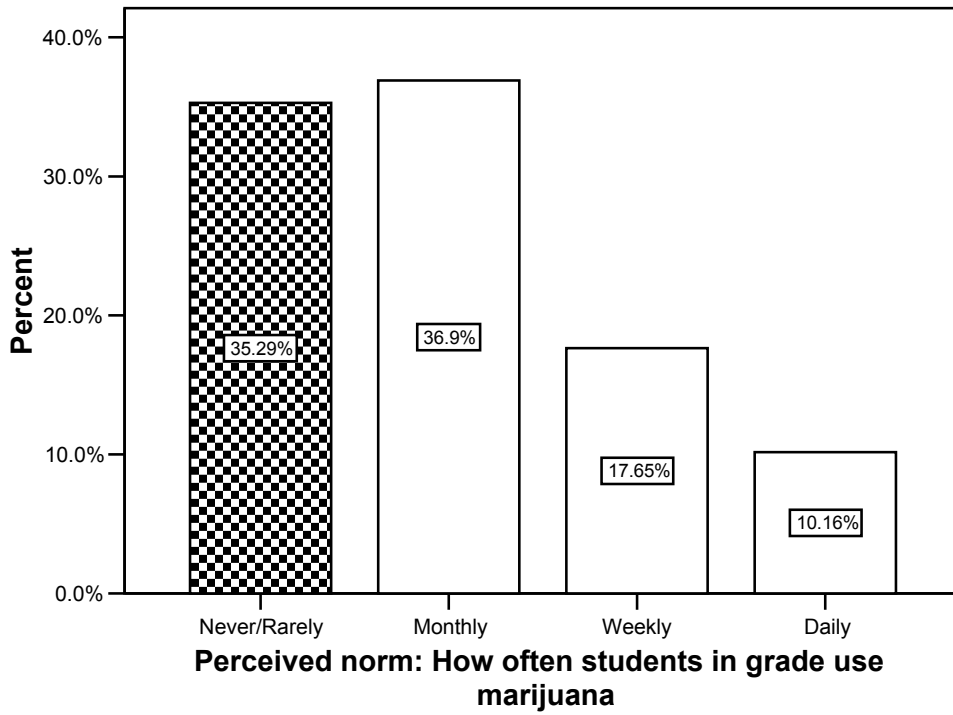
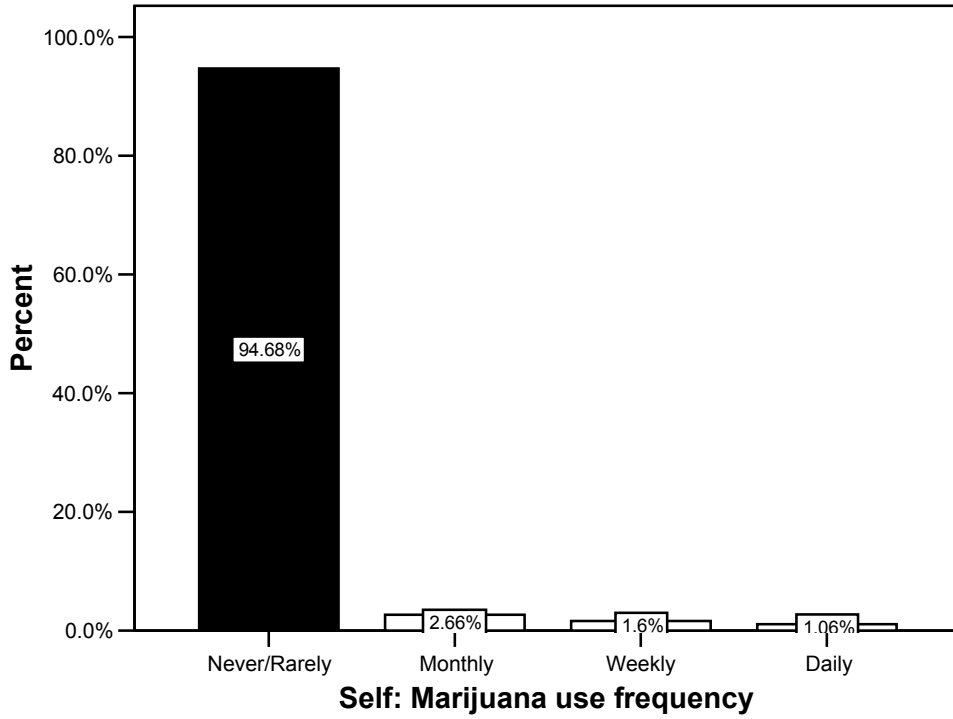
Tobacco Use - School G



Alcohol Use - School G



Marijuana Use - School G



Other Illicit Drug Use - School G

