

2003 Public Opinion Survey

Conducted by MultiQuest INC for the

Council on Alcohol & Drug Abuse

For Greater New Orleans

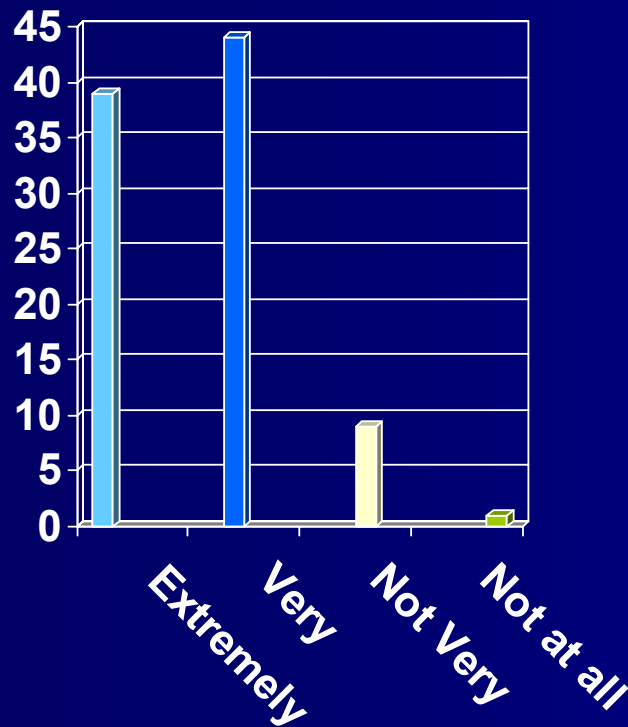
& the Louisiana Highway Safety

Commission

Methodology

- Total of 613 persons from Orleans, Jefferson, St. Bernard, Plaquemines, and St. Tammany Parishes were used.
- Sample utilized all active telephone exchanges, combining them with four random digits, making all numbers eligible.
- Survey concluded April 6th.
- Standard error factor of plus/minus 4%.

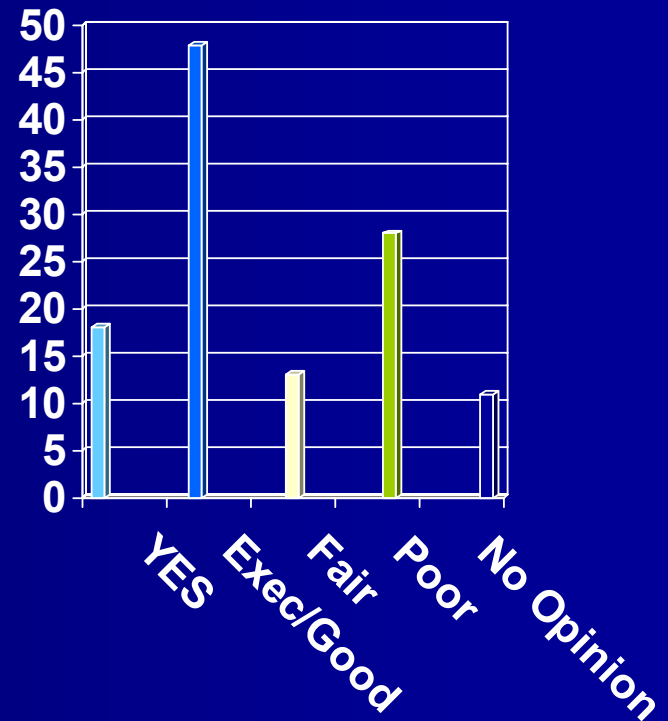
How serious of a problem is alcoholism and drug addiction in the New Orleans area?



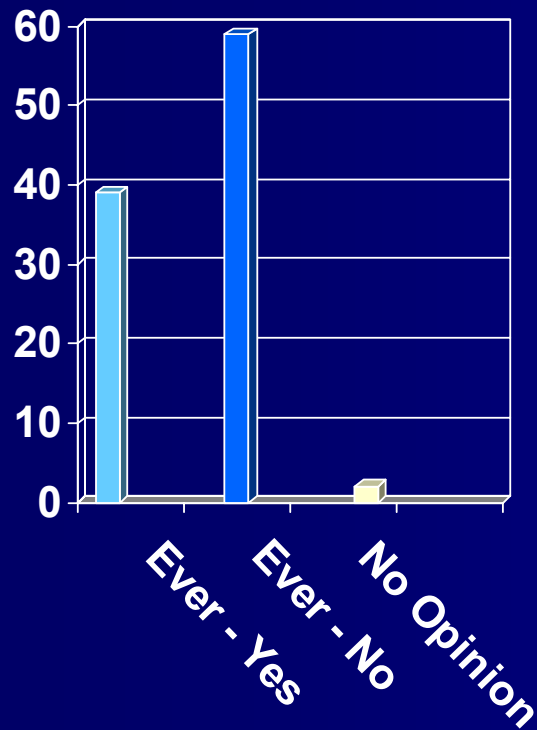
- The trend continues as seen in previous surveys.
- 83% perceive ADA as an extremely to very serious problem.
- In 2001 76% had the same opinion.
- An increase in public perception of problem.

Anyone in your family sought treatment and how would you rate quality of treatment here?

- Nearly one in five claimed to have had a family member seek TX for alcohol/drugs.
- Of those who sought TX, they rated quality of TX care as:
 - Excellent to Good: 48%
 - Fair: 13%
 - Poor: 27%

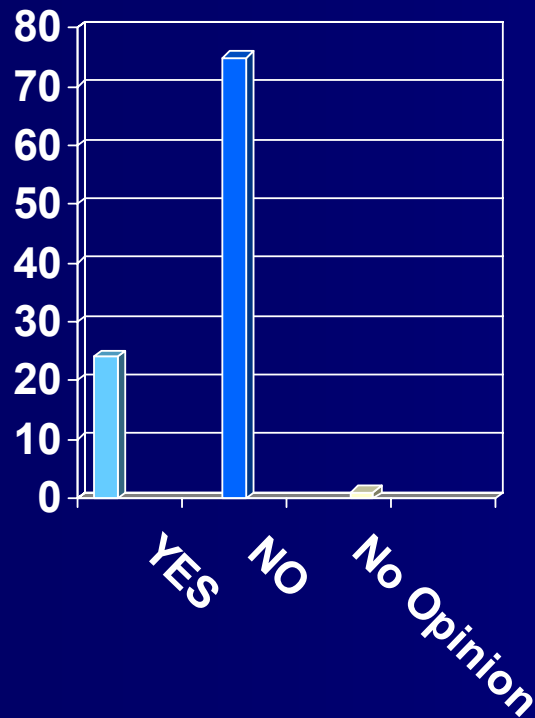


Binge Drinking Experiences Among Area Residents



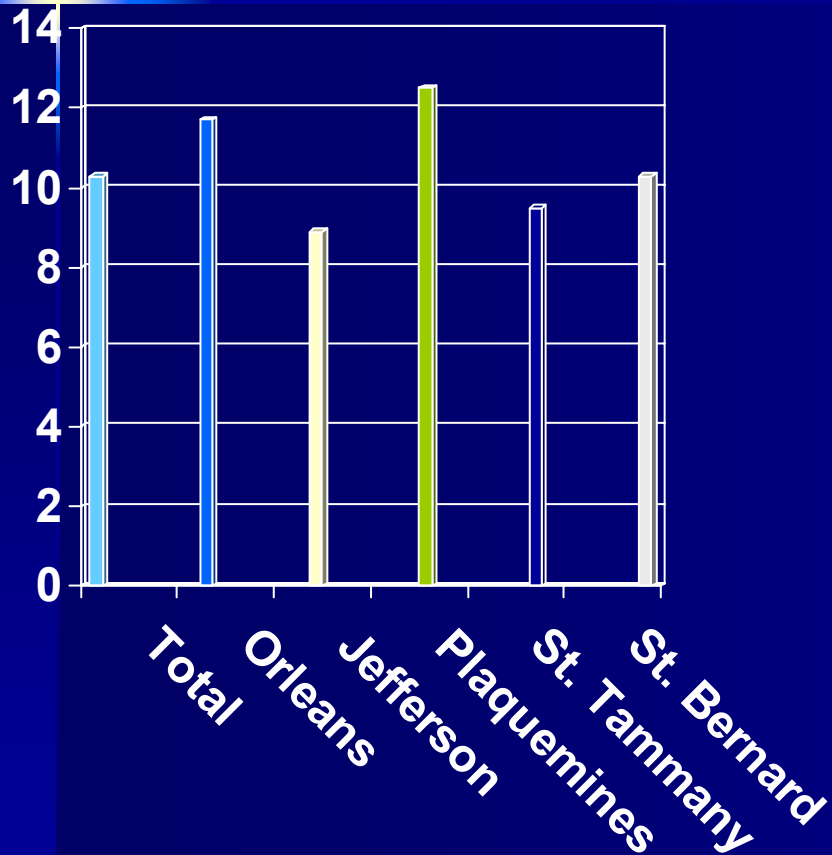
- Binge drinking was defined as having five or more drinks in one setting within 2 hours.
- 39% said they had binge drank.
- St. Bernard highest with 49%, and the more income you had the more likely you binge.
- Consistent across age groups 25 – 65, averaging about 42-43%.

Binge Drinking Within the Last 30 Days



- Nearly one in four (24%) admitted binge drinking in last 30 days.
- Orleans having the highest rate at 30%
- Age 25-35 having the highest of 41%
- And the poorest at 43%

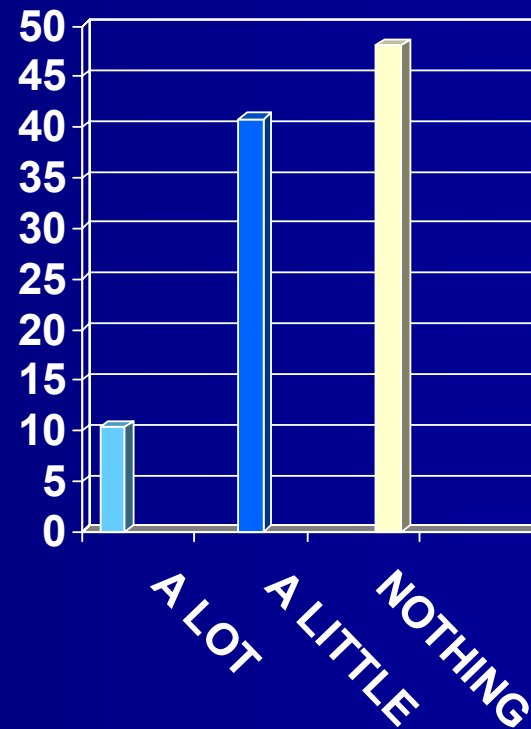
Incidence of admitted prescription abuse or addiction.



- Highest – Plaquemines at 12.5 %
- Lowest – Jefferson at 8.9 %
- Orleans – 11.7 %
- St. Tammany – 9.5 %
- St. Bernard – 10.3 %
- Highest age group: 45-55, which was 14%

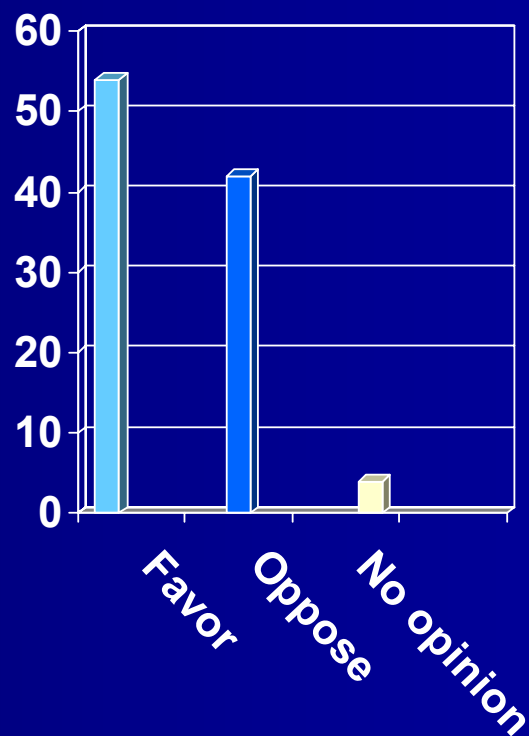
Knowledge About DWI Law Change in Louisiana

- Nearly half (48.1%) are unaware that LA's lowering the BAC for DWI.
- 41% say they know a little.
- 10% state they know a lot about the changes coming Sept. 30, 2003.

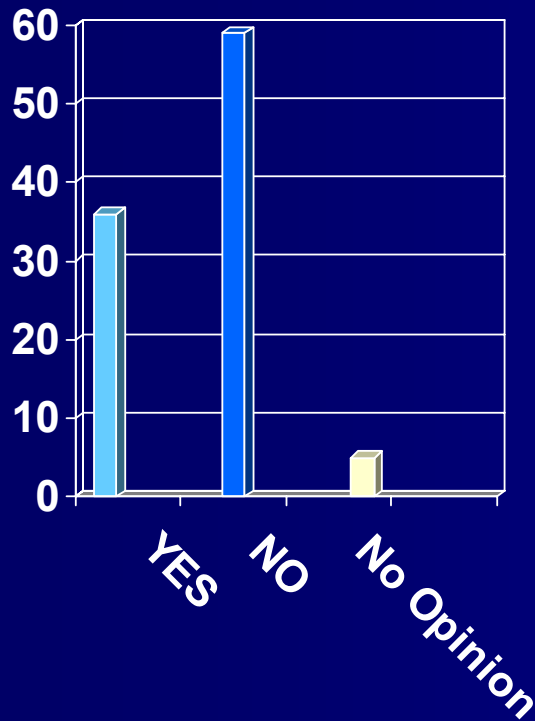


Favor or oppose extending open container law to cover ALL occupants in a car.

- A majority (54%) favor extending open container law to include all occupants.
- 42% oppose such a move.
- 4% had no opinion
- St. Bernard had the highest support at 64%
- Orleans had the lowest at 48%.
- Support increases with age and decreases with education.



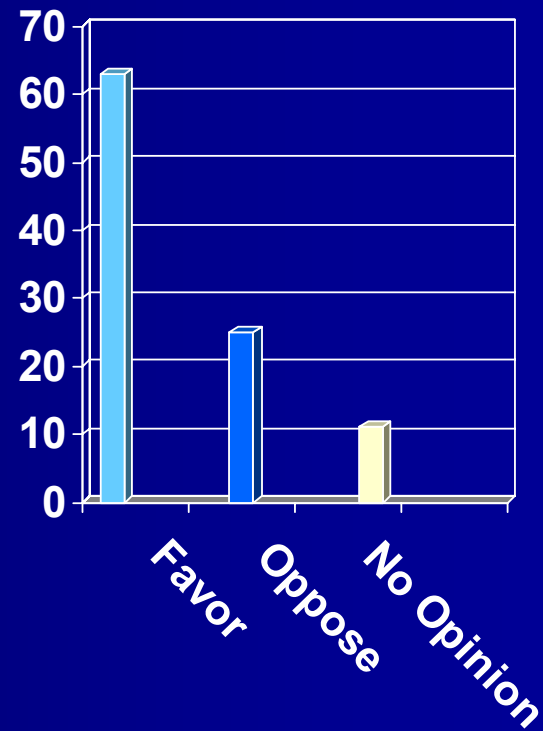
Should persons under 21 be allowed access to bars?



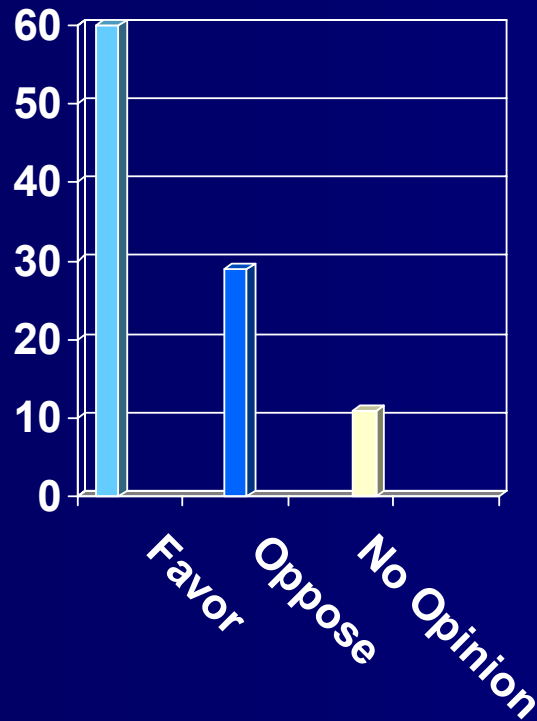
- Louisiana currently does not prohibit persons 18-20 from entering a bar even though such a person can not legally drink alcohol.
- 58% believe they should not be allowed in the bar.
- 36% disagree
- 6% had no opinion.

Do you Favor or Oppose lowering BAC to .05 for repeat DWI offenders?

- Currently, BAC is .10 for all citations.
- On 9/30/03 BAC will be lowered to .08
- 63% Favor lowering it more (to .05) for those who repeatedly drive DWI.
- 25% oppose such a move.



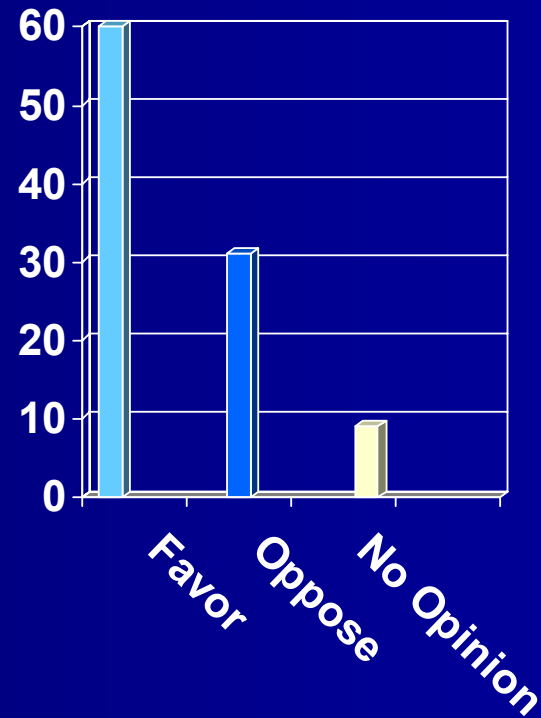
Favor or Oppose legal penalties for persons who refuse BAC test when officer believes it is warranted.



- Currently, many refuse to take a field sobriety or breath test because there is no criminal act in refusing it.
- Of those polled, 60% favor making it illegal to refuse.
- 25% oppose such a law.
- 11% had no opinion.

Legalization of Marijuana for Medical Purposes

- Whereas previous polls show a majority oppose legalizing marijuana
- This poll asked about use of marijuana for medical purposes as in two other states.
- 60% are in favor
- 31% are opposed
- 9% had no opinion



Sample of reasons for public opinions on use of marijuana for medical purposes:

■ PRO:

- Loved one with cancer
- Its not addictive
- Fewer side effects
- Glaucoma treatment
- It's a medicine like any other
- Controls nausea
- Generate tax revenue

■ CON:

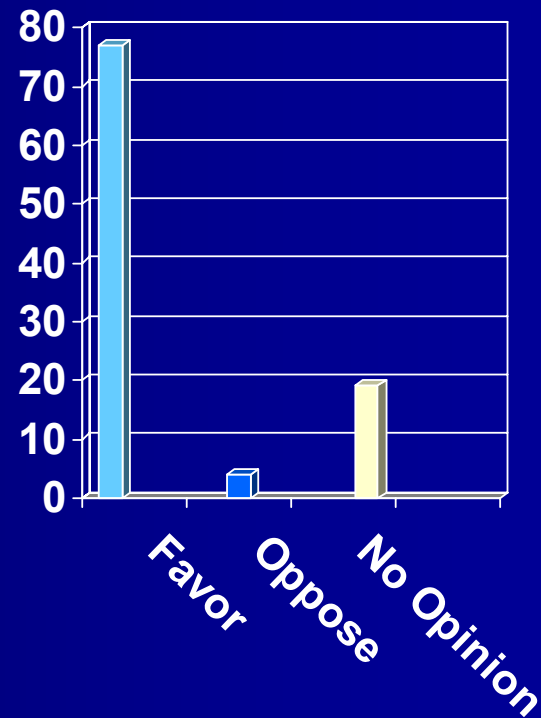
- Destroys mind and body
- Leads to stronger drugs
- Would become addicted
- First step to other drugs
- Just don't believe in it
- Doesn't cure anything
- Other options available

Do you Favor or Oppose **REQUIRING** Drug Education in Public Schools?



Favor or Oppose Reinstating helmet law for motorcycle riders in Louisiana?

- Since the motorcycle helmet law was repealed, the number of cycle deaths have more than doubled in the 40 months following enactment compared to prior to the law taking effect.
- Respondents overwhelmingly favor reinstating it – 77%



Public awareness of SASA and ROY

- CADA wanted to determine public awareness about two important programs it has administered in recent years.
- 21 % of respondents said they knew a little or a lot about SASA (in existence for 4 years).
- 11 % said they knew a little or a lot about ROY (in existence for about 18 months).

Some Conclusions

- Alcohol and other drug abuse and addiction are still seen as a major problem in our community.
- Binge drinking is not only a problem of the very young. Adult incidence (38%) and frequency of binge drinking (one in four respondents in last 30 days) underscores this.
- Prescription drug abuse seems to affect at least one in every ten families.
- Residents overwhelmingly favor:
 - Making DWI laws tougher on repeat offenders
 - Extending open container law to affect all persons riding in a car
 - Criminalizing refusal to submit to a sobriety or BAC test.
 - Making it illegal for person under 21 to enter a bar.
- YET, nearly half are unaware that the BAC in LA will be lowered this September.
- People want drug education to be required in schools.
- Most favor making medical use of marijuana available in Louisiana.
- Nearly one if five families have had someone seek treatment for alcohol or other drug abuse, and of those who did about half find the treatment quality in our area to be good to excellent.
- And finally, the folks in our region overwhelming favor reinstating the motorcycle helmet law believing it will save lives and reduce head injury.