



The public and drugs

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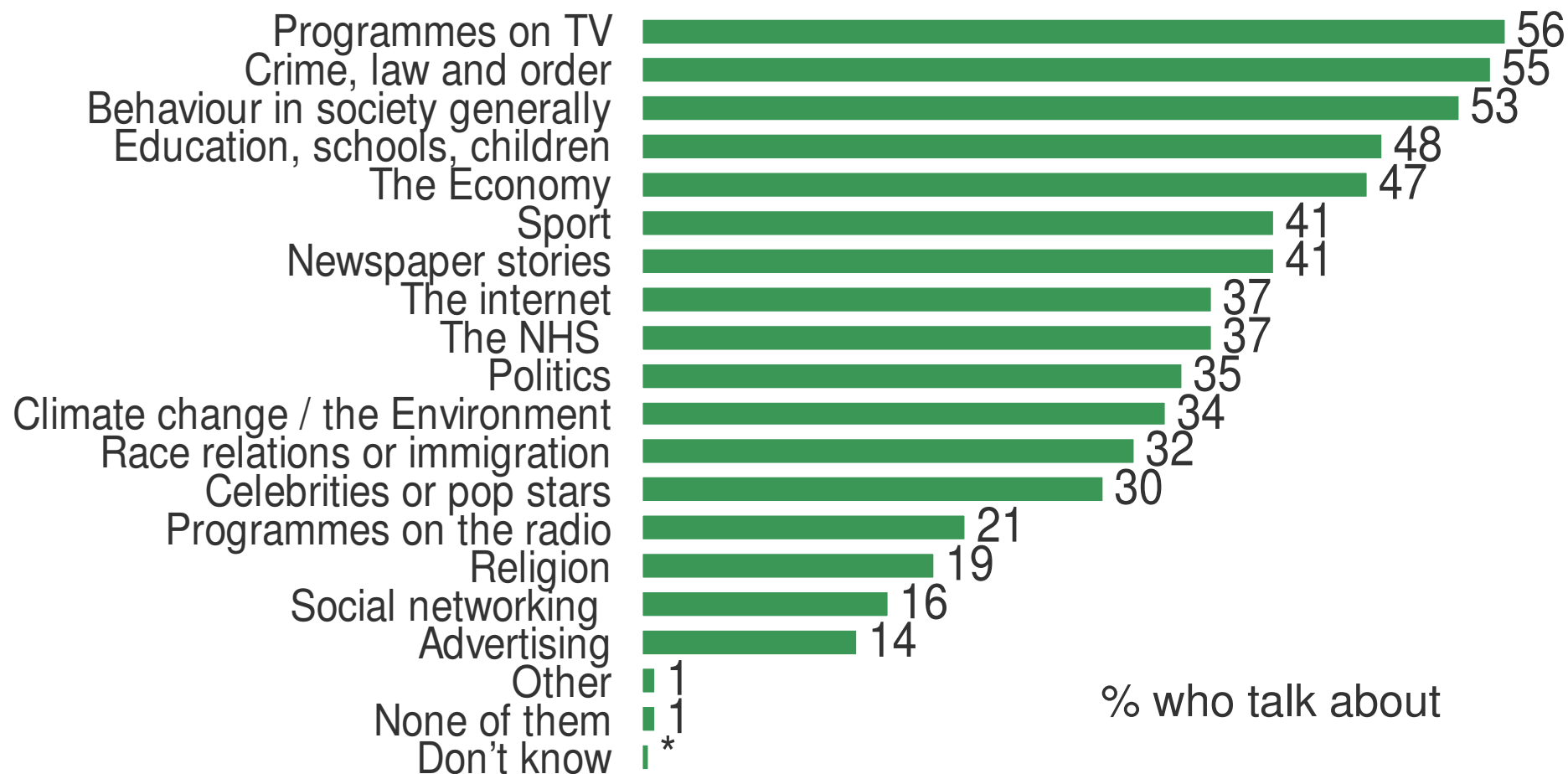
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Ipsos MORI



What have we been talking about in 2009?

Which, if any, of these things do you often talk about with other people nowadays?

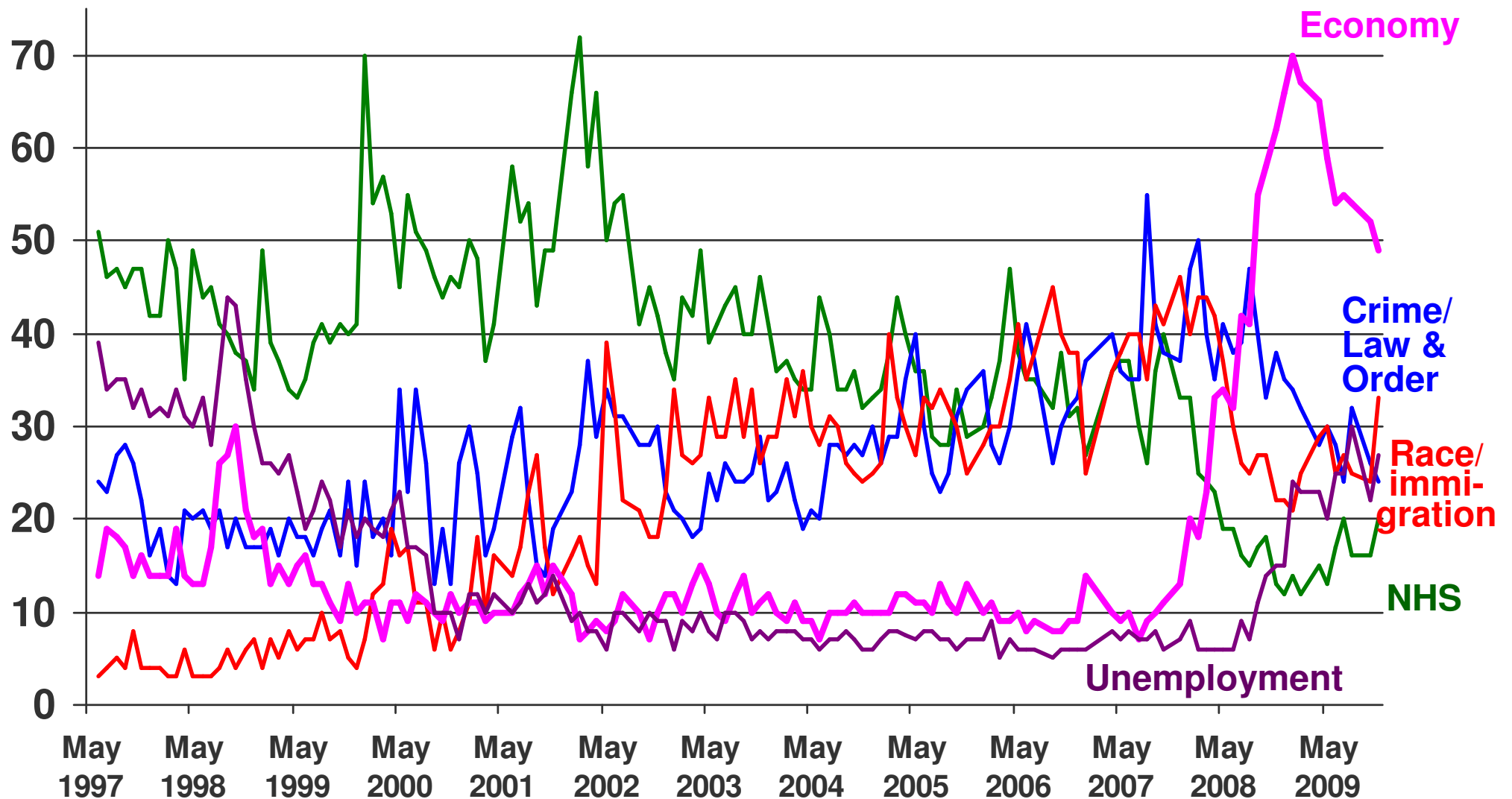


Base: 2,206 UK adults aged 16+, 7-25 March 2009

Source: Ipsos MORI/BBC Trust

Issues Facing Britain: Long Term Trends

What do you see as the most/other important issues facing Britain today?

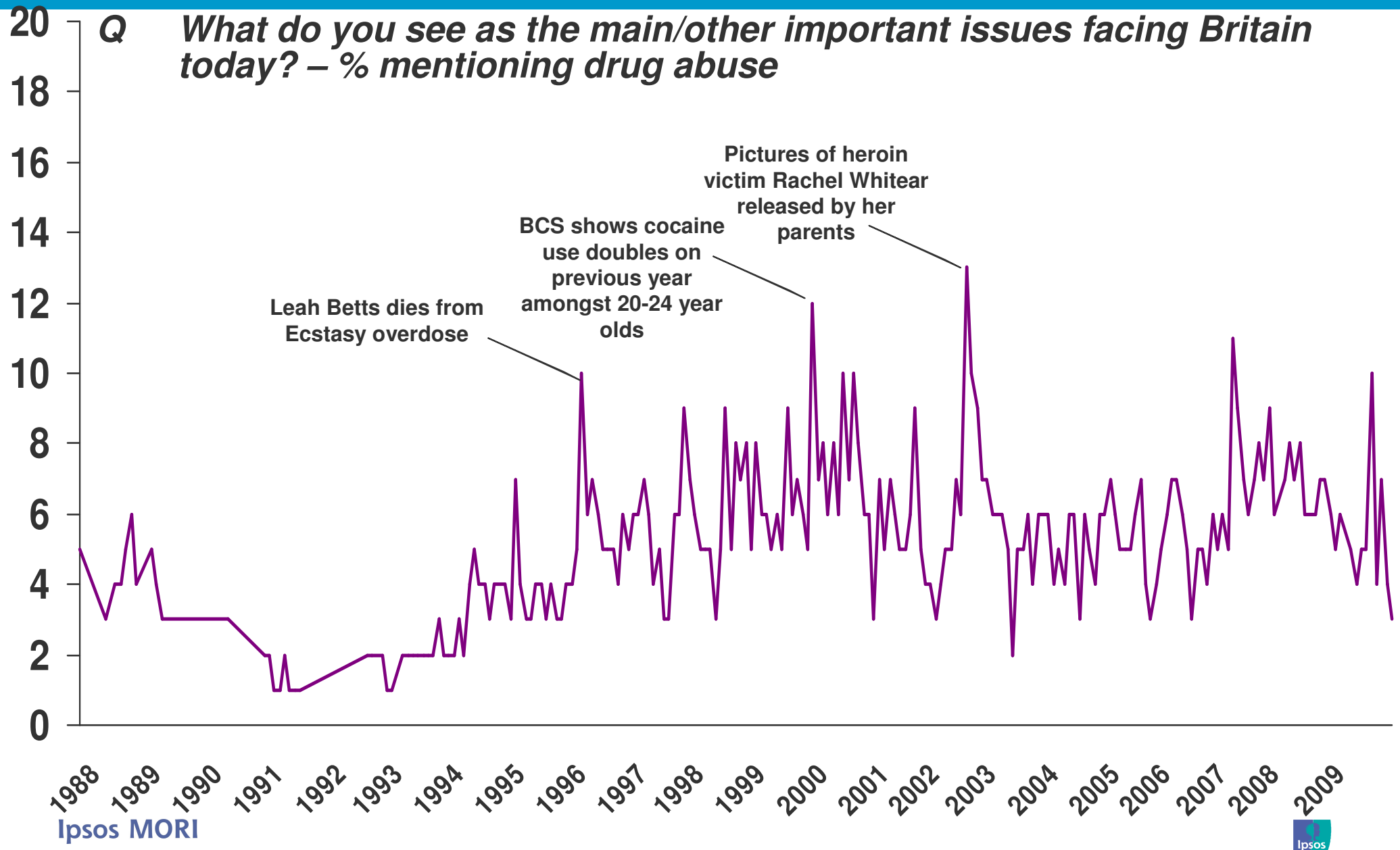


Ipsos MORI Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

Source: Ipsos MORI Issues Index

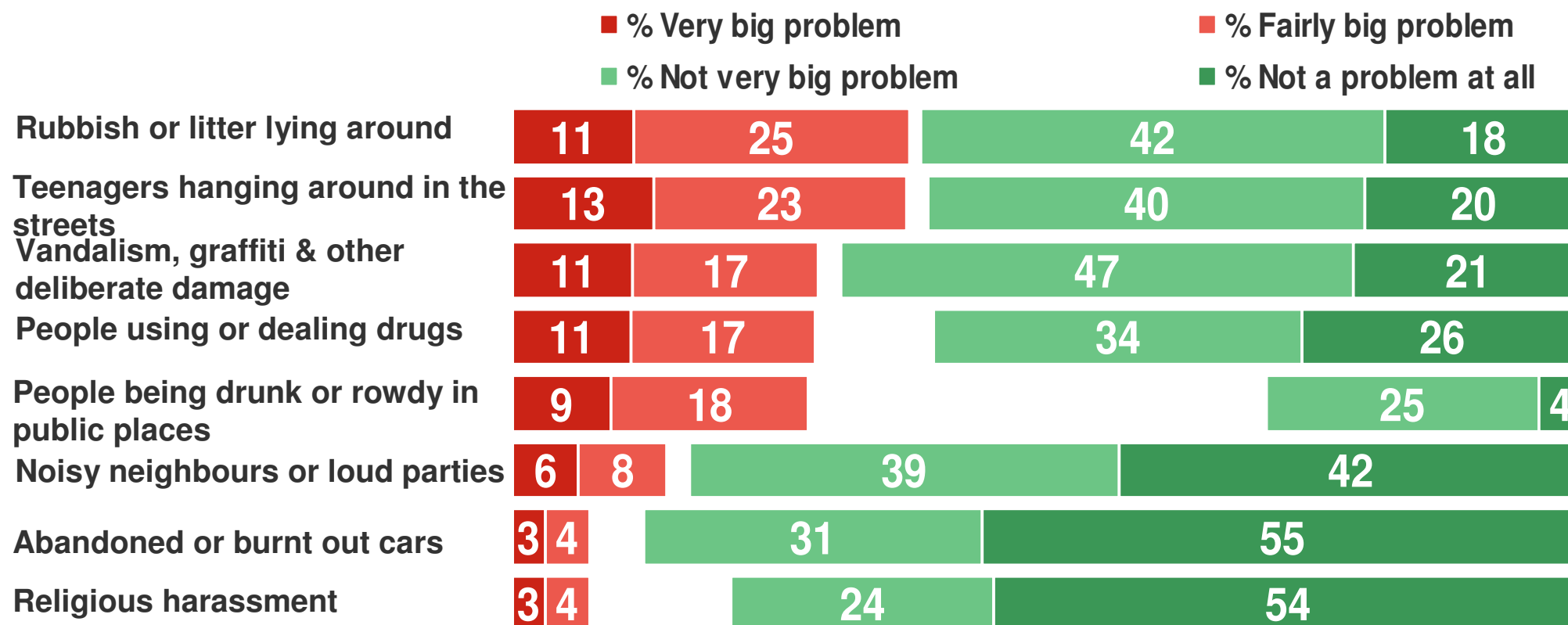


It's the young we worry about...



Concern about drugs in context...

Please state how much of a problem each of the following is in your local area

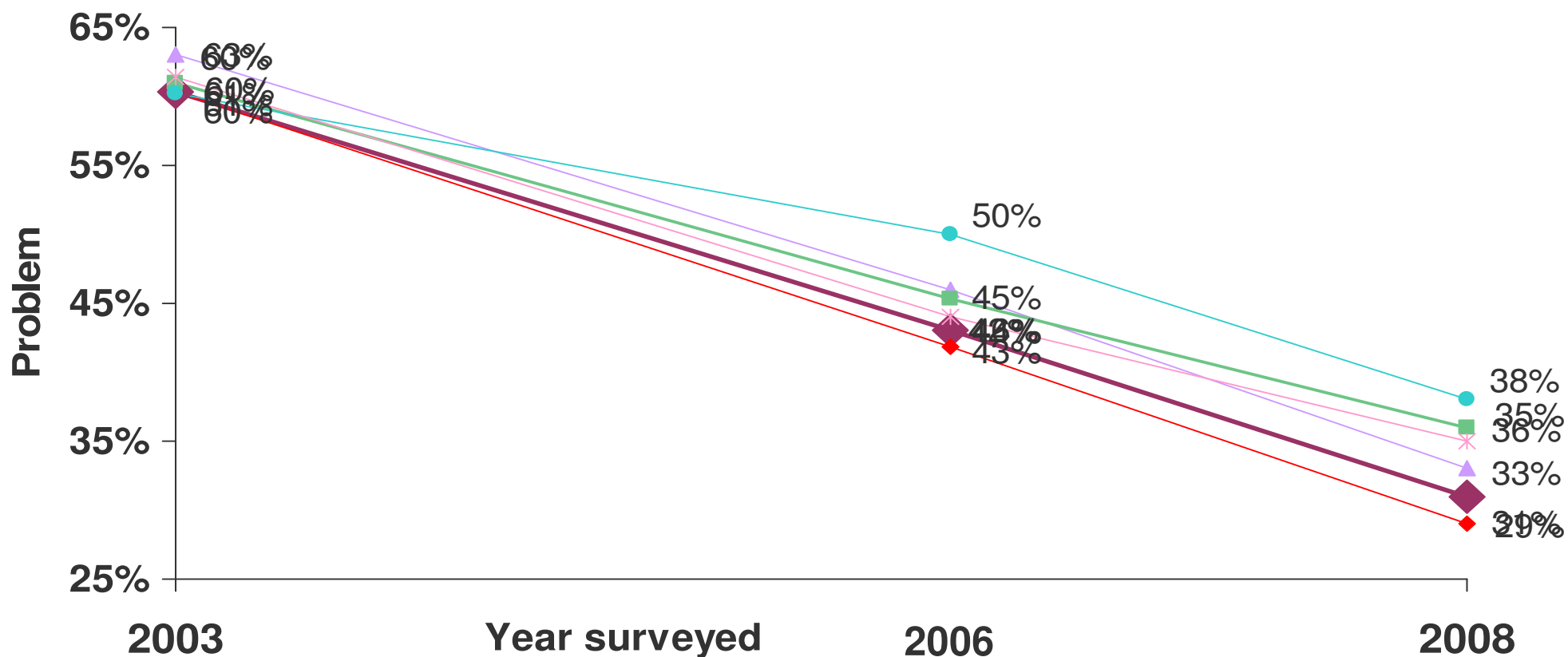


Source: Ipsos MORI Real Trends, self-completion and online. Base: 2,019 British adults 16+, 9th May – 5th June 2008

Some evidence of a fall in concern locally....

Q Thinking about this local area, how much of a problem do you think each of the following are... People using or dealing drugs?

◆ Average ◆ District ▲ Mets & Unitaries ■ LB ● Inner London ✱ Outer London

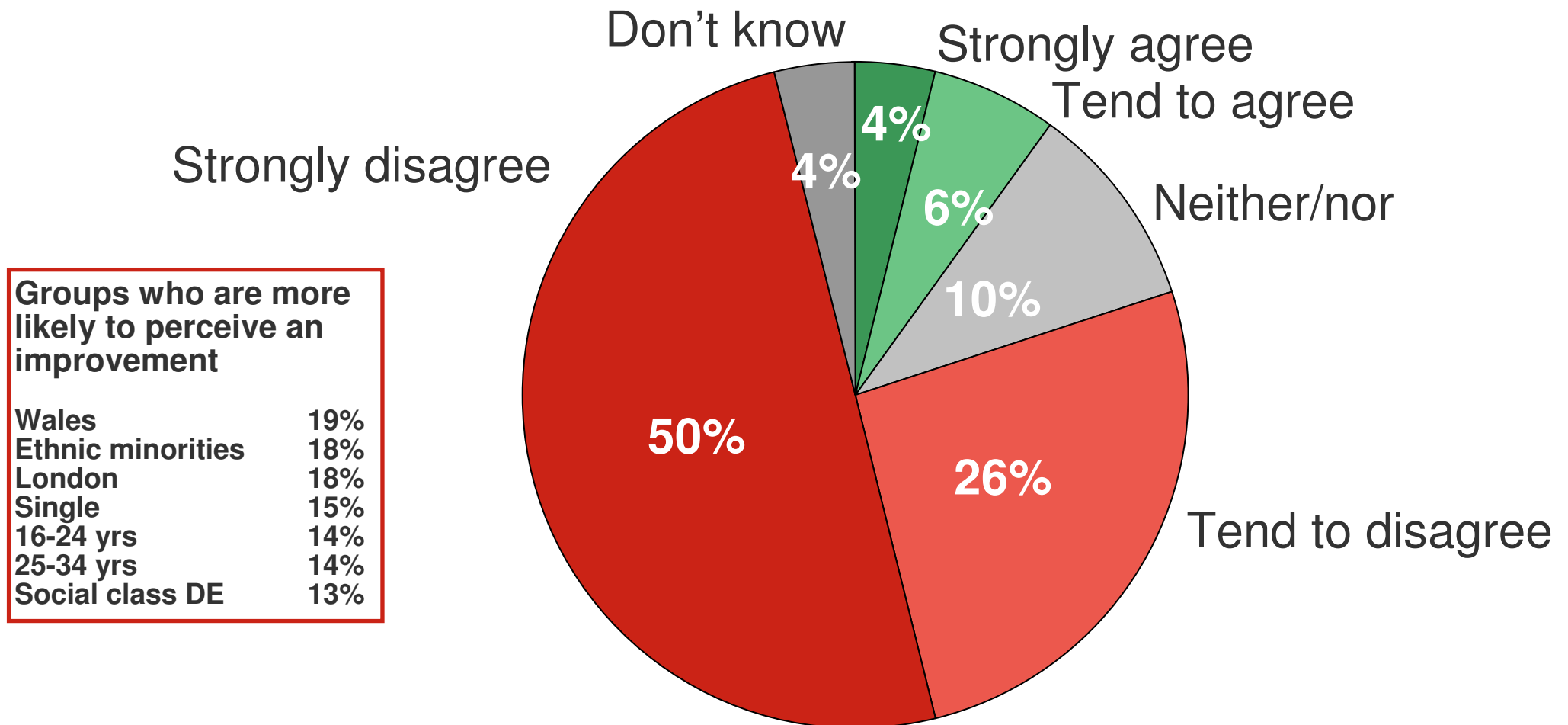


Base: Place Survey 2008/09 (352 local authorities), BVPI 2006 and 2003 (387 local authorities)

Source: Ipsos MORI

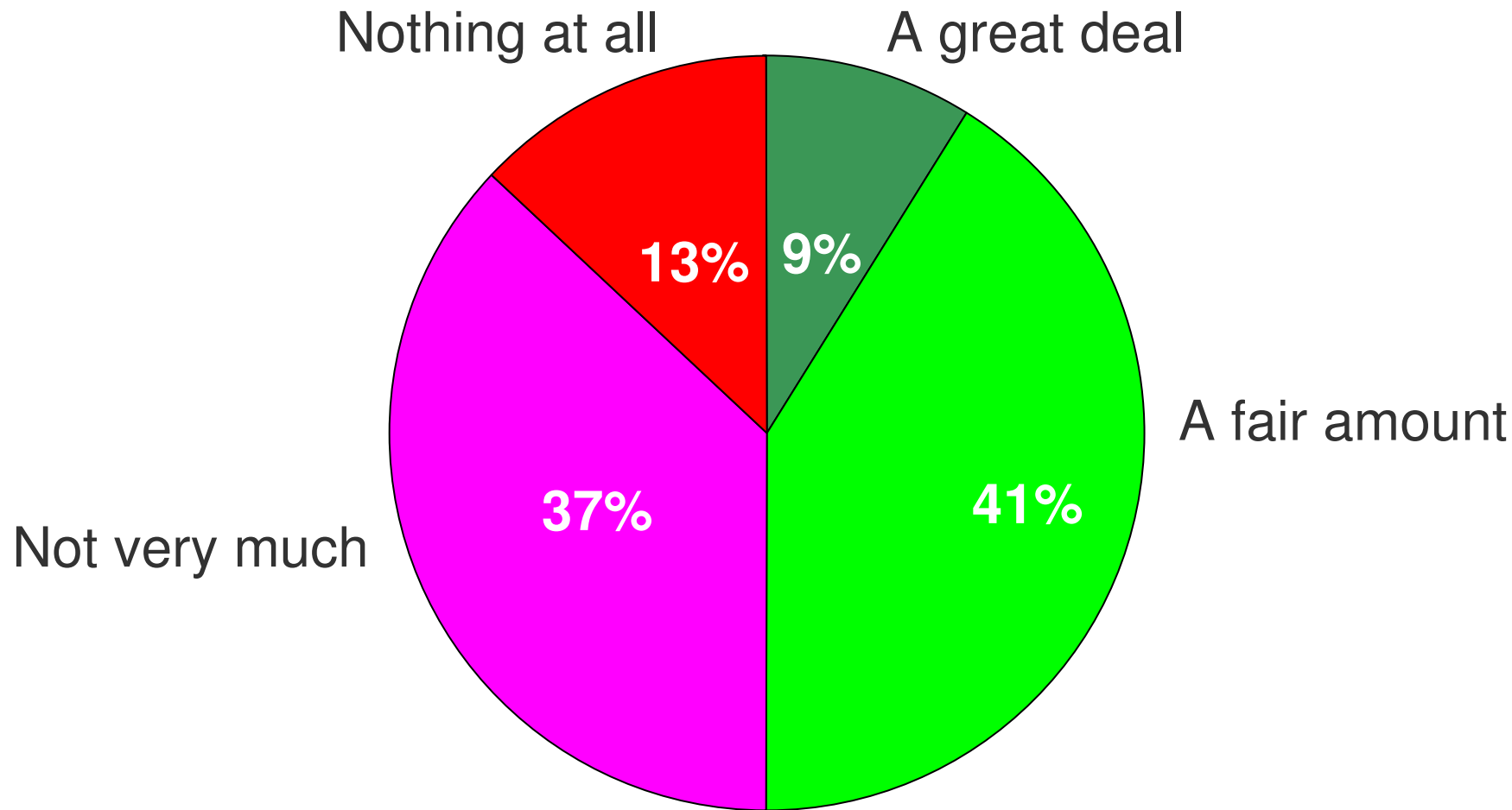
However, the public are not perceiving an improvement

Illegal drugs are less of a problem now than ten years ago



Half of the public know little – one in ten

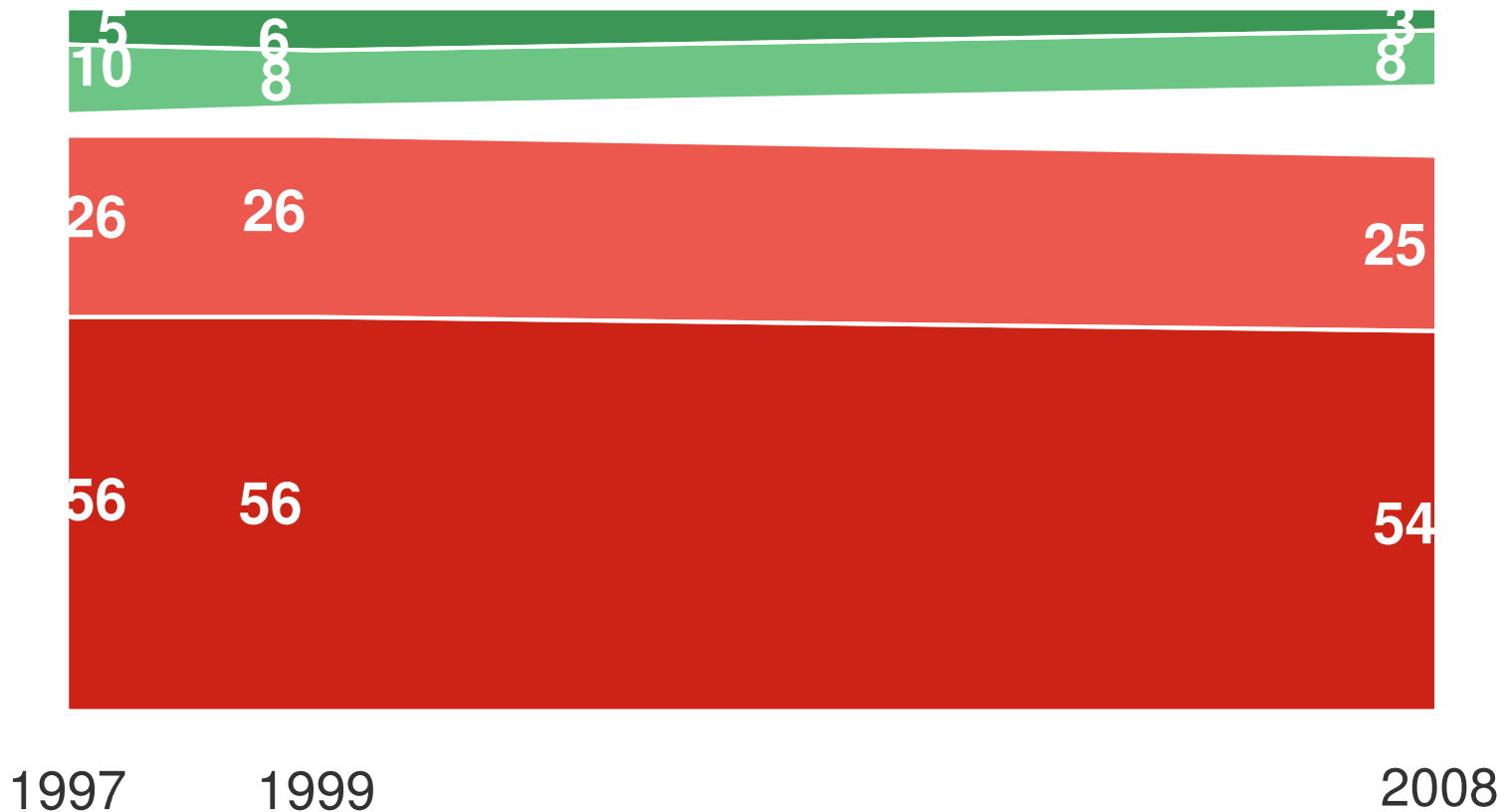
How much would you say you know about illegal drugs?



Little change in longer term attitudes

Everyone should try banned drugs at least once in their lives

■ % Strongly disagree ■ % Tend to disagree ■ % Tend to agree ■ % Strongly agree

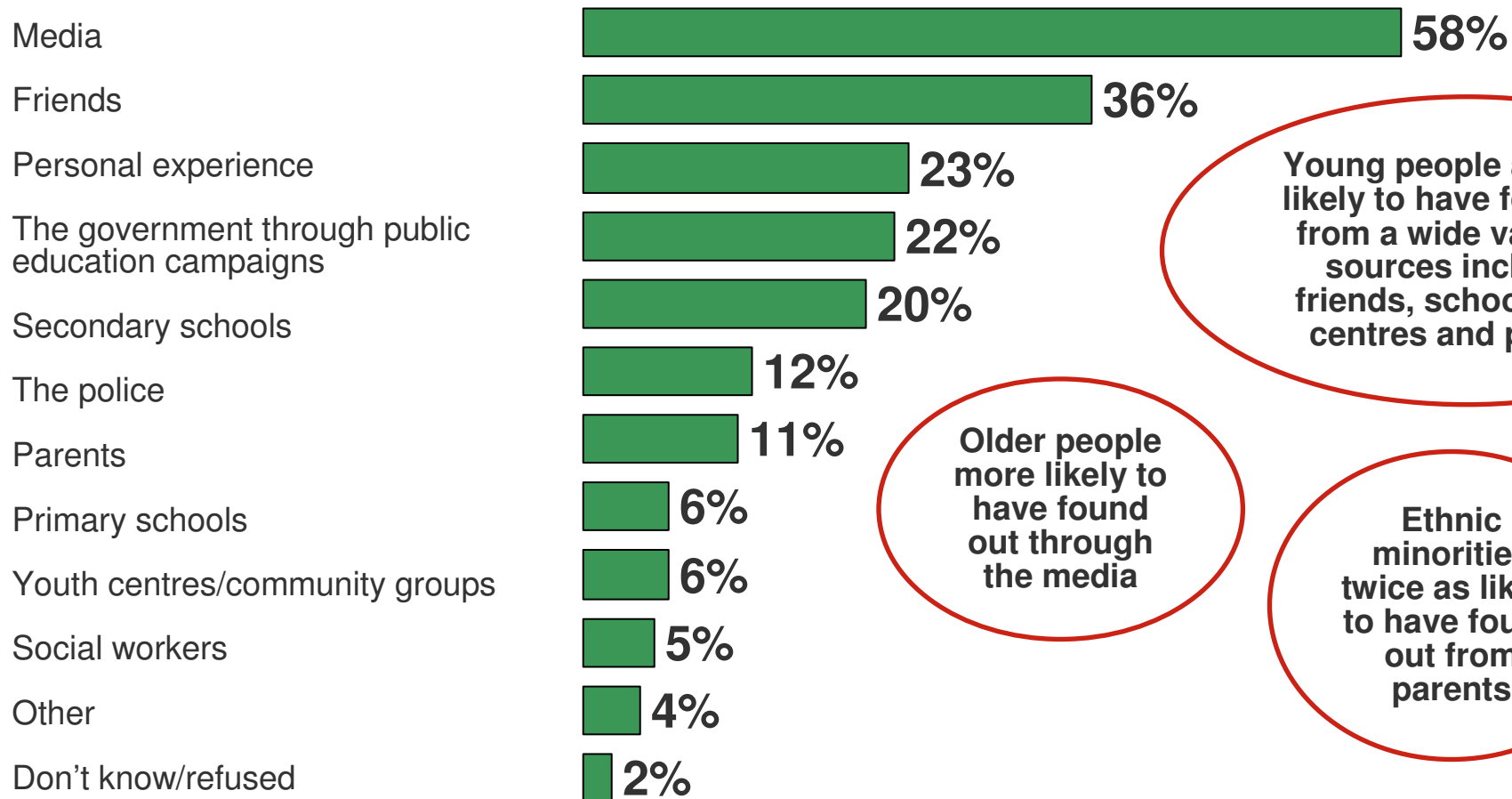


Base: 2,019 British adults, 9 May-5 June 2008

How do we make up our minds about them?

Most find out through the media, from friends and through personal experience

Q *You said you know at least something about illegal drugs, how did you find out about them?*



Young people are more likely to have found out from a wide variety of sources including friends, school, youth centres and parents

Older people more likely to have found out through the media

Ethnic minorities twice as likely to have found out from parents

What about younger people?

- Friends and school play a prominent role



It's mostly through your mates, and people your own age at school. School's (playground) where you pick up the most useful information

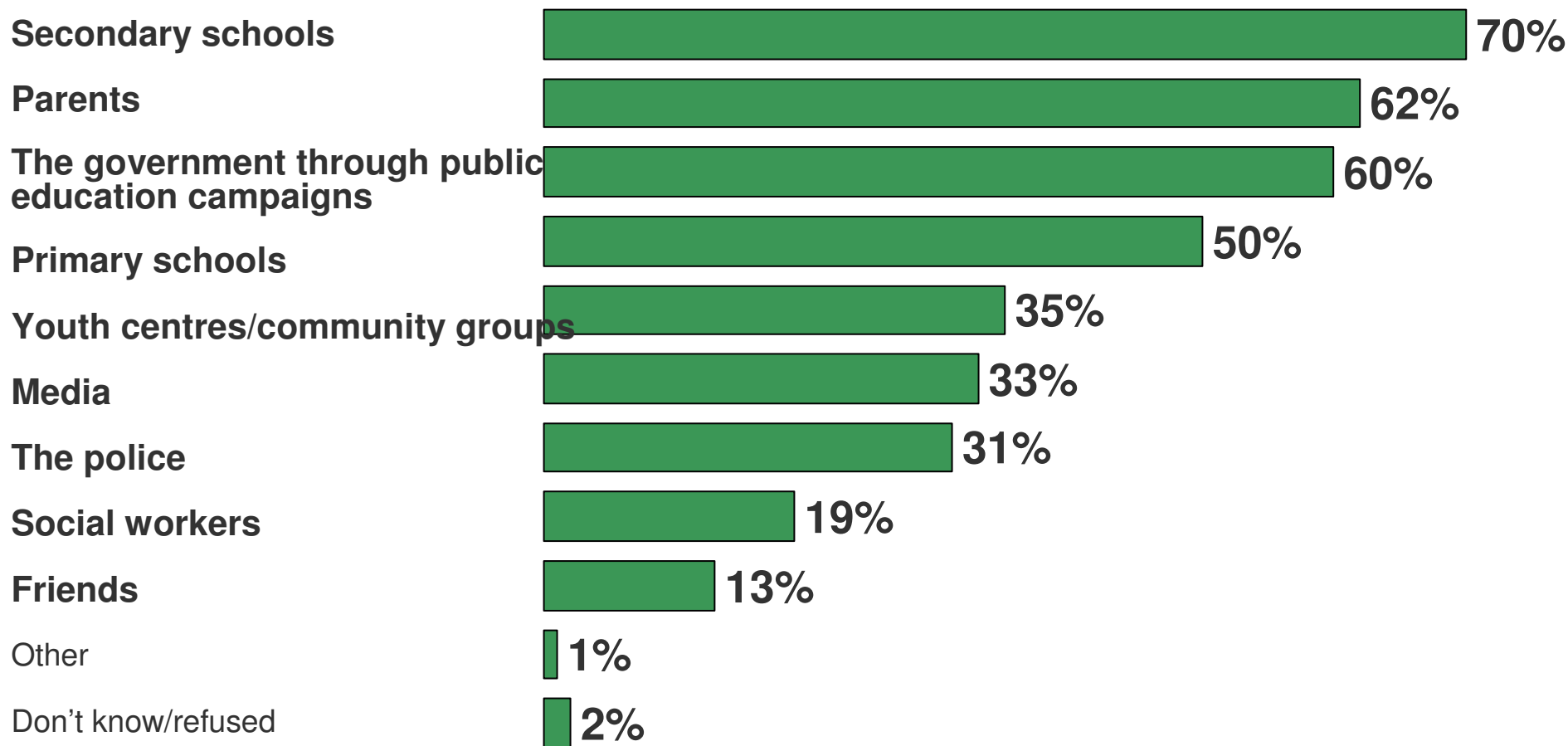


Young person

**And what would
work in
communicating?**

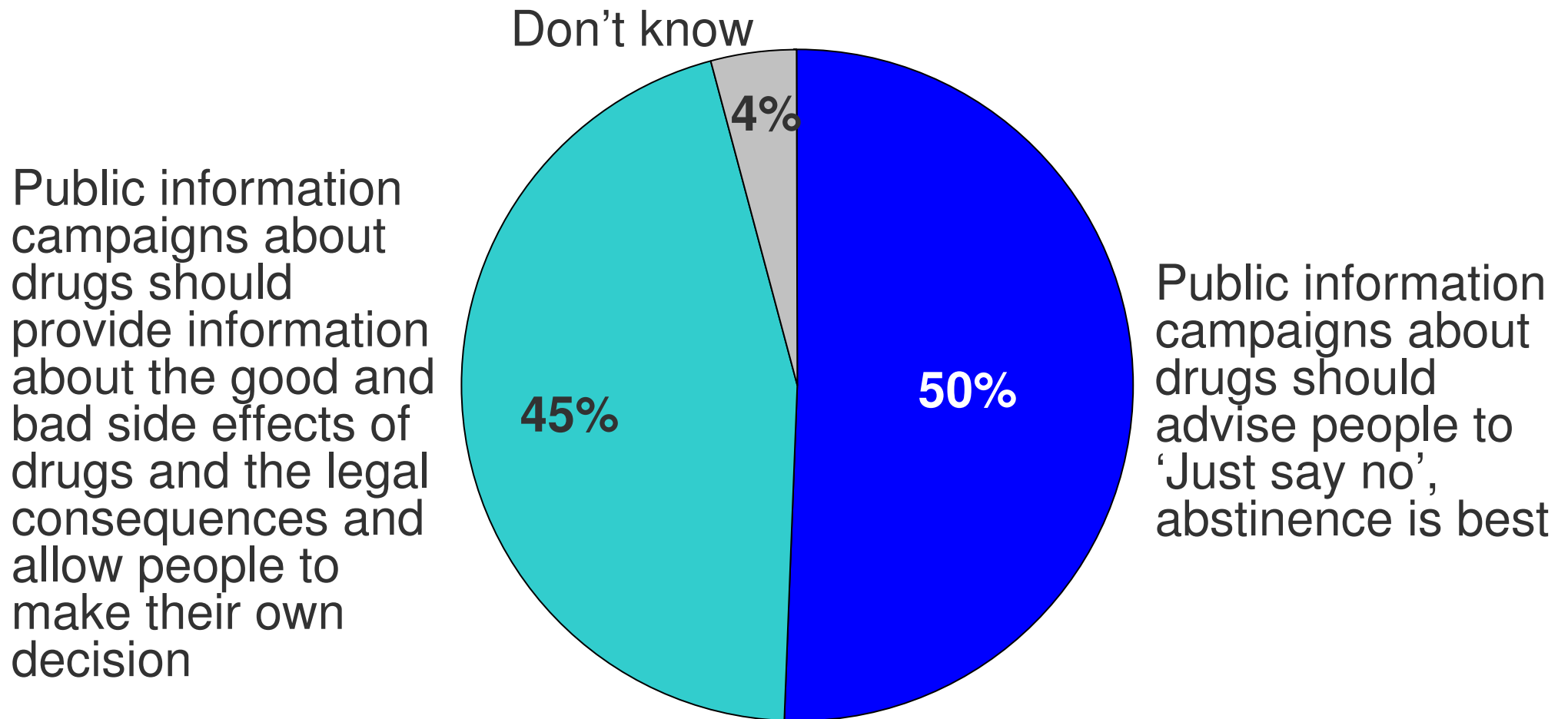
... most think secondary schools, parents and the government should be responsible

Q Who should be responsible for providing drug education in the UK?



Mixed views about the sort of messages which should be given

Q6 Which of the following statements best represents your view?



Getting the point across



Does this ever work?

A role for schools?



Is this enough?

What they really want...

- Greater sophistication
- Shock pictures...



■ The truth – peers and ‘negative’ role models

Advocates for ‘real’ education

“ When I was at school the Navy came in and did a talk and a slide show on the effects of using LSD. The slides were extremely graphic and contained pictures of rooms after someone had had a bad trip; seeming to result in injury, evident by the blood. This combined with a very in-depth talk relating to each incident, left me in no doubt that taking LSD was extremely dangerous and it had a great impact on me ”

Leaflet Consultation Response

Different messages appeal to different groups

Public information campaigns about drugs should provide *information* about the good and bad side effects of drugs and the legal consequences and allow people to make their own decision

OVERALL 45%

North West	58%
25-34 yrs	57%
Educated to degree level or above	57%
London	54%
Knowledgeable	52%
35-44 yrs	51%
Workers	51%
Social Class C1	49%

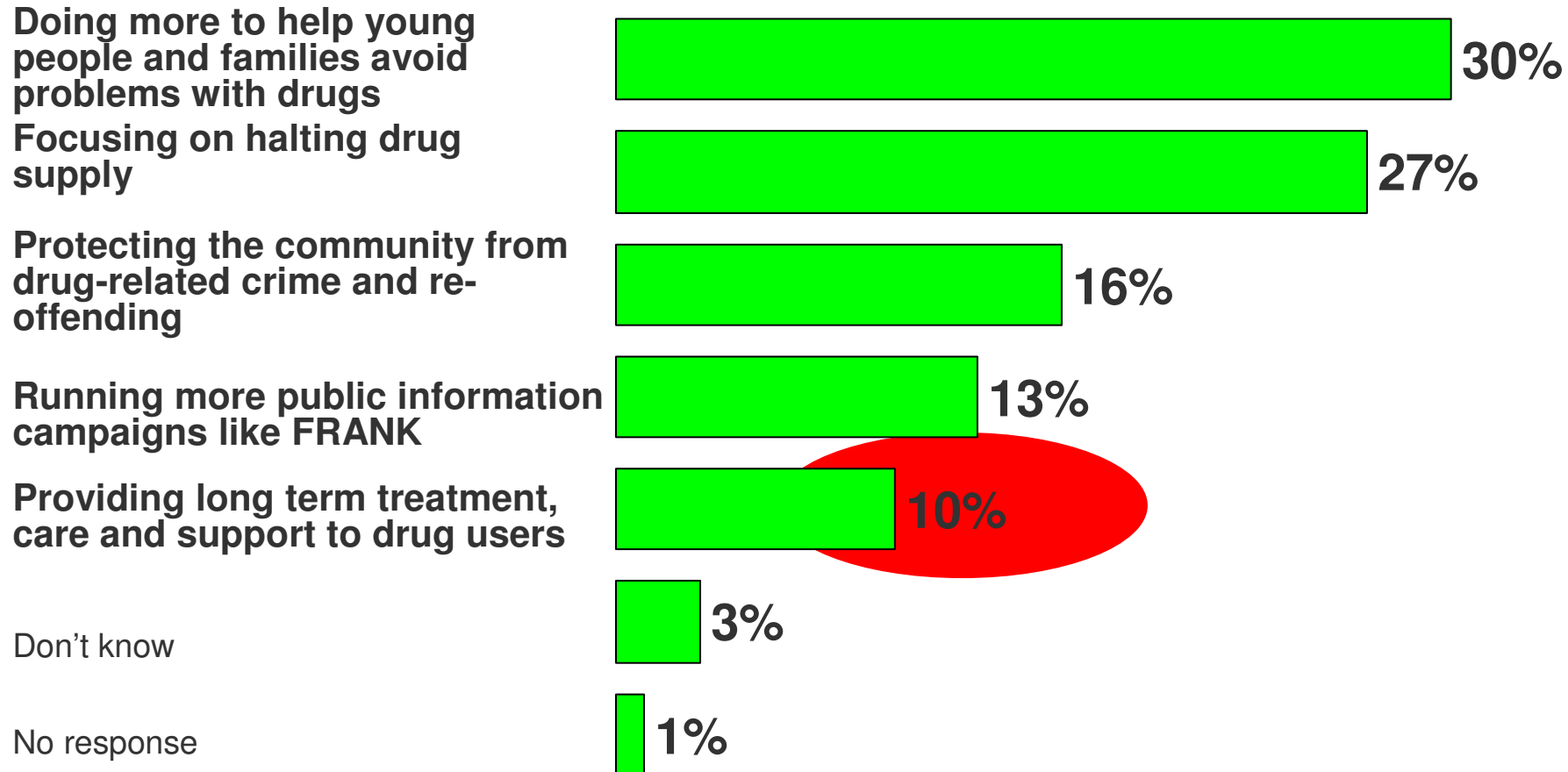
Public information campaigns about drugs should advise people to '*Just say no*', abstinence is best

OVERALL 50%

No formal qualifications	64%
Wales	64%
Yorkshire and Humber	62%
55+yrs	60%
Social Class DE	55%
Not knowledgeable	55%

Dealing with supply side seen as key

Q The government has the following aims for the new drug strategy. Please rank the three you personally consider to be most important where 1 is the most important and 3 is the third most important



Supply side initiatives

- Drugs strategy consultation respondents had mixed views about the level of resources which should be allocated to dealing with supply side issues



There is no evidence that what we do on the supply side has made any difference at all. You can't prove it either way because the measures don't exist, but nobody seriously stands up and says we've actually been effective. We therefore don't know whether the investment we're making in that delivers us good value for money or not.



National Stakeholder



The police will never stop drug taking - nowhere in the world have they ever done that. You need to concentrate on drug harm



Leaflet Consultation Responses



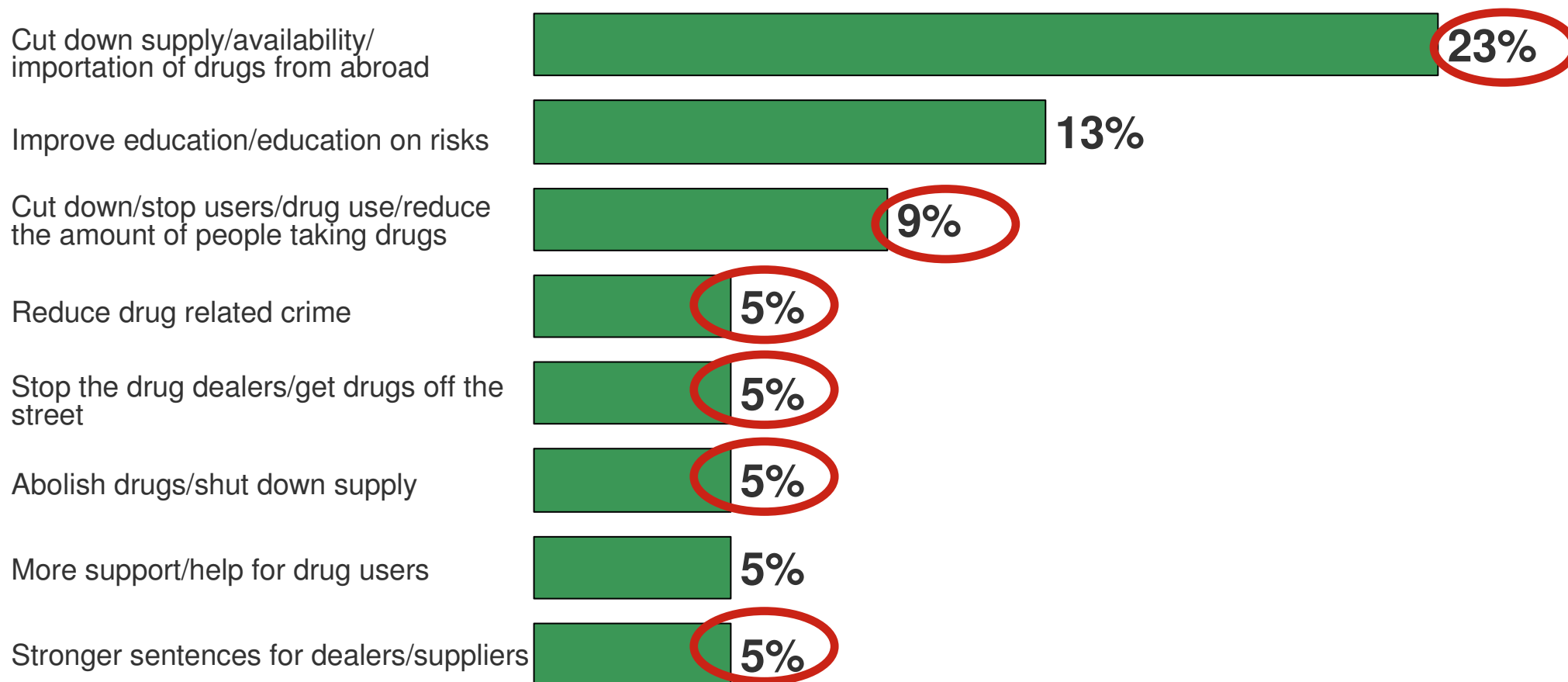
The Commission was impressed by the report produced by the Prime Minister's Strategy Unit in 2003 (Strategy Unit, Drugs Report: Phase 1 –Understanding the issues, May 2003) which made it clear that the enforcement strand of the strategy is not cost-effective: attempts at supply reduction through seizures and arrests are never likely to be permanently effective, given the scale of the problem and the pressure of market forces.



Full Consultation Responses

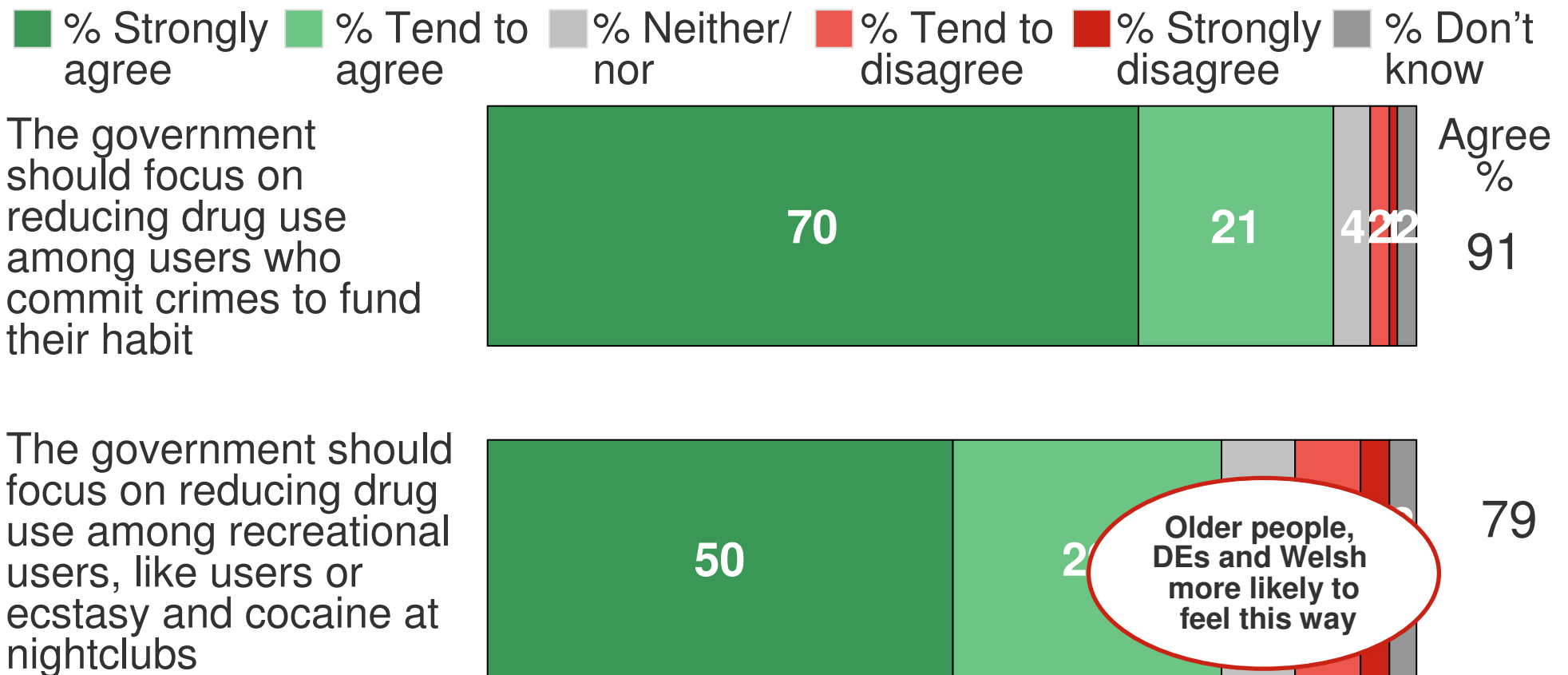
Public want to see tougher enforcement...

Q8 What do you think is the most important thing for the next 10 year drug strategy to achieve?



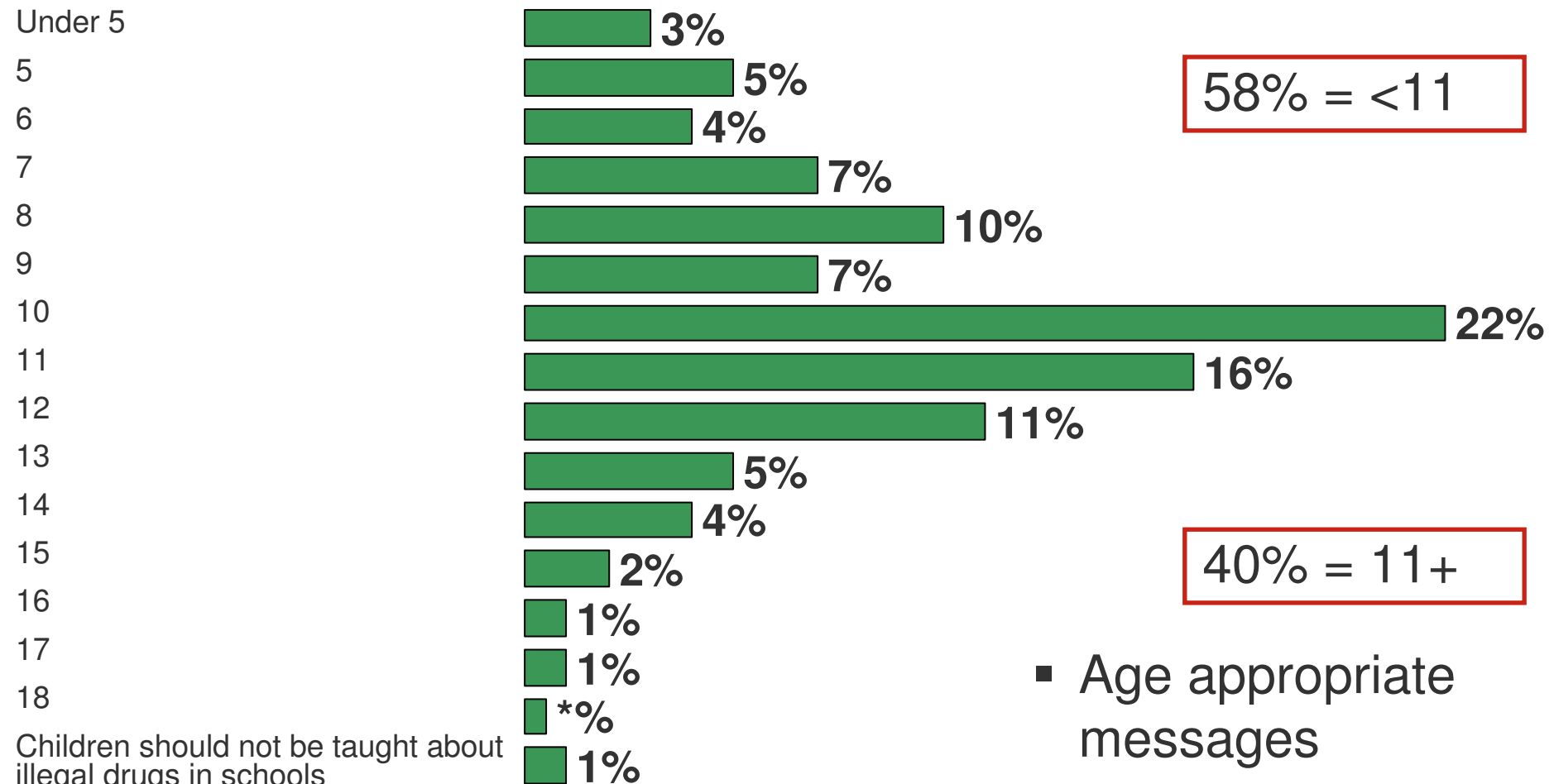
Dealing with drug related crime is seen as vital, but recreational use is also important

Q1 *How much do you agree or disagree, if at all, with the following statements?*



When should drugs education begin?

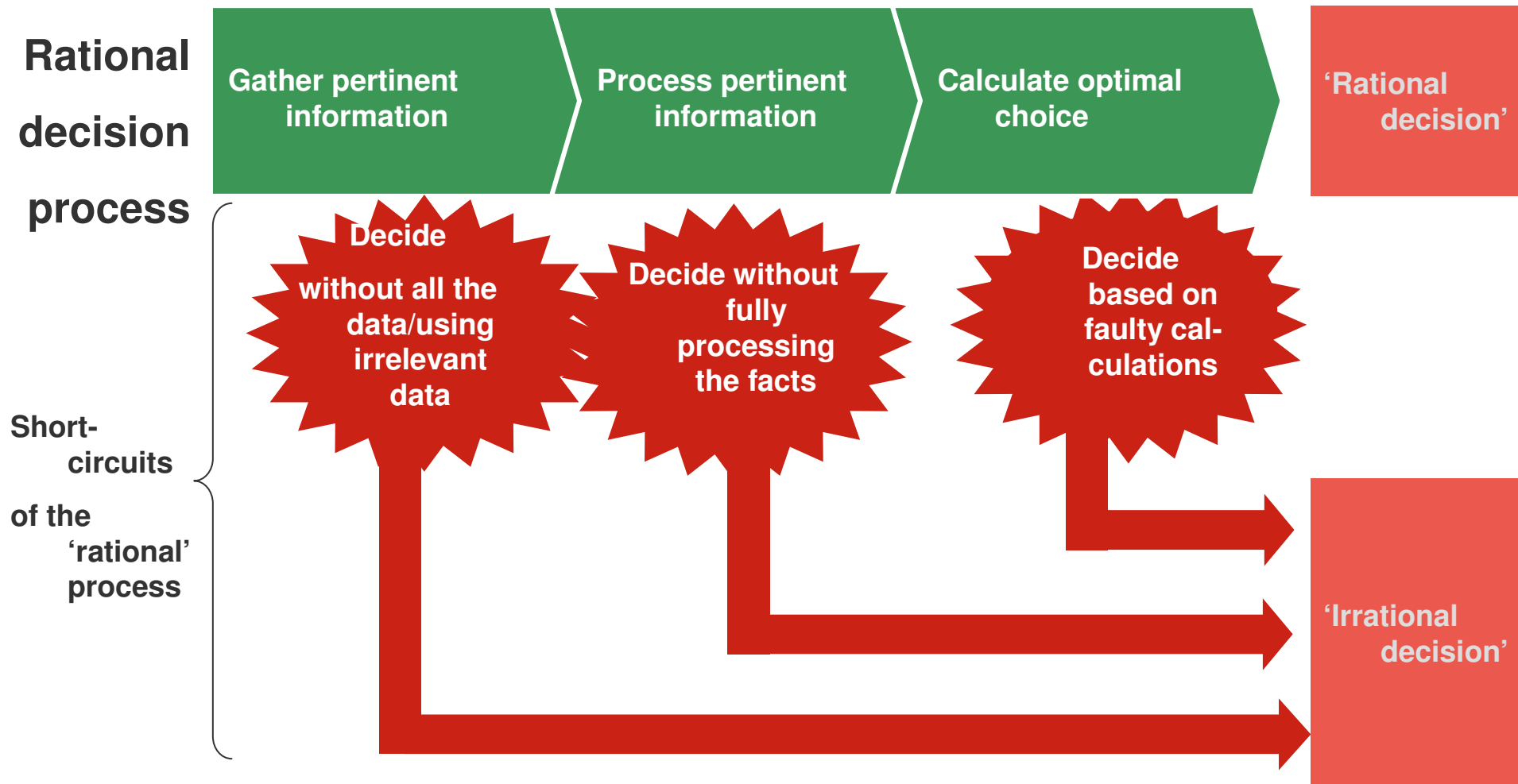
Q *At what age, if any, should children begin to be taught about illegal drugs in schools?*



Children should not be taught about illegal drugs in schools

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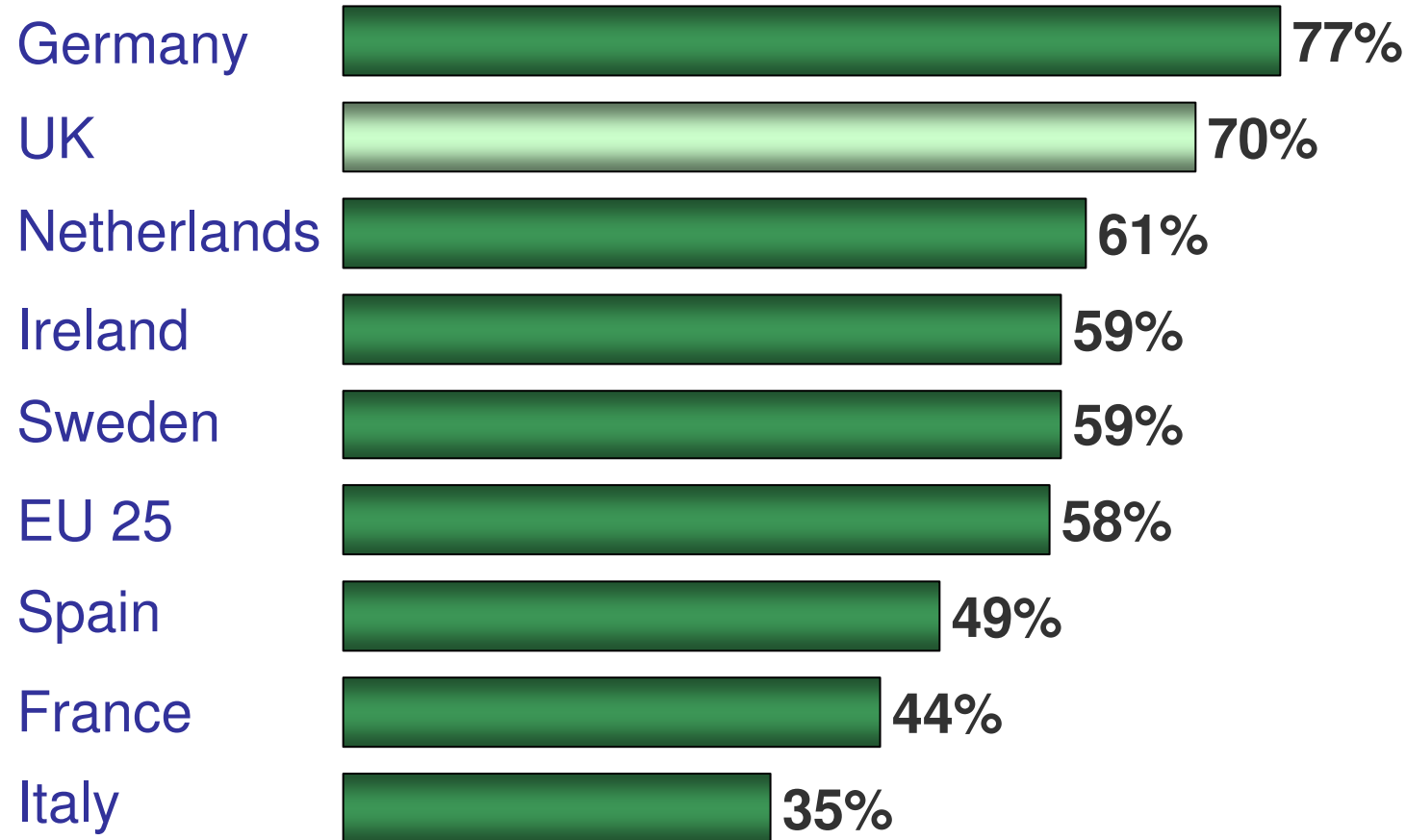
Short-circuiting the rational decision making process



We say we now we need to eat more fruit & vegetables – more so than others

Q *What do you think 'eating a healthy diet' involves?*

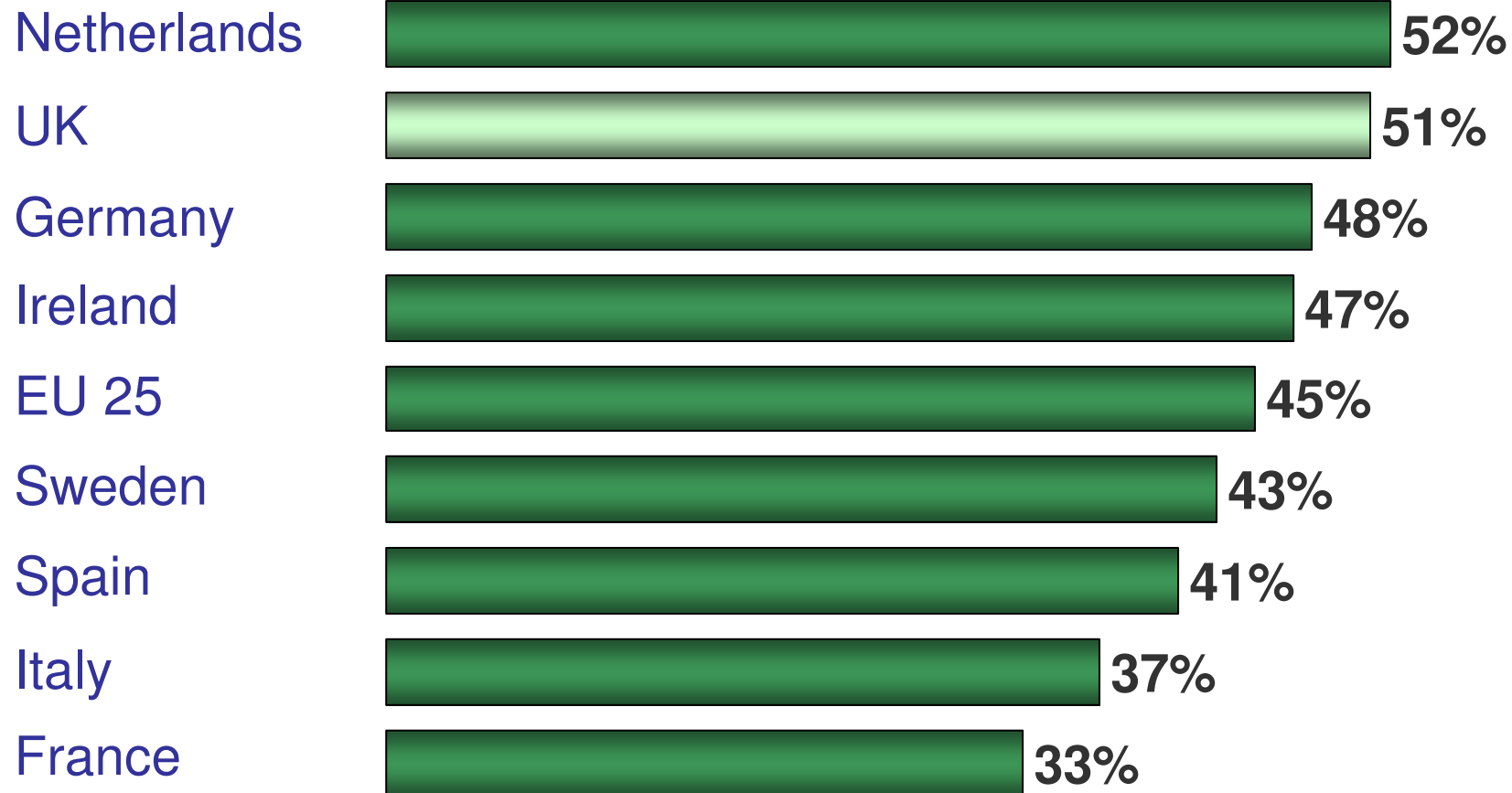
Eating more fruit and vegetables



...and to avoid fatty food...

Q What do you think 'eating a healthy diet' involves?

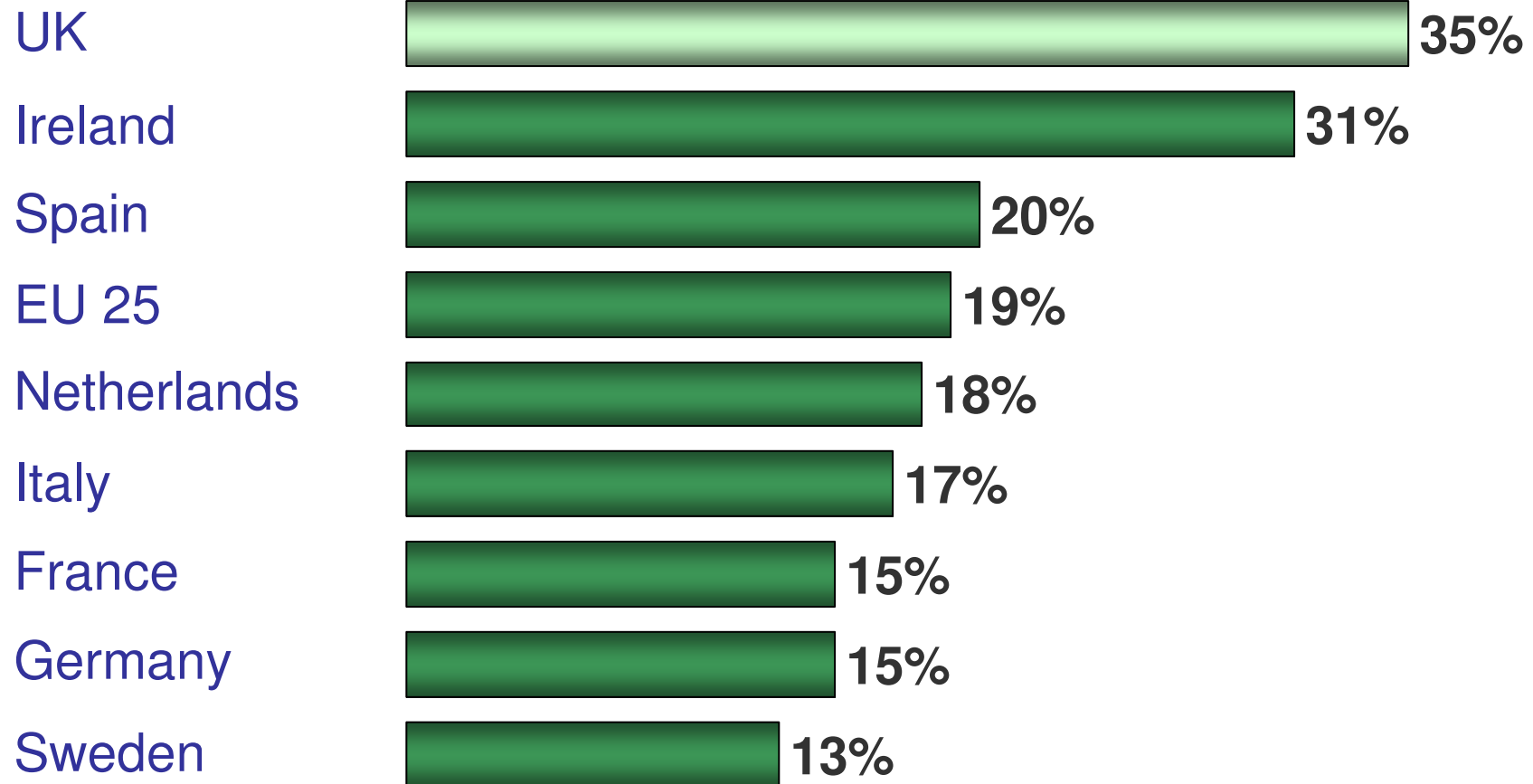
Avoid/Do not eat too much fatty food



...and salt...

Q *What do you think 'eating a healthy diet' involves?*

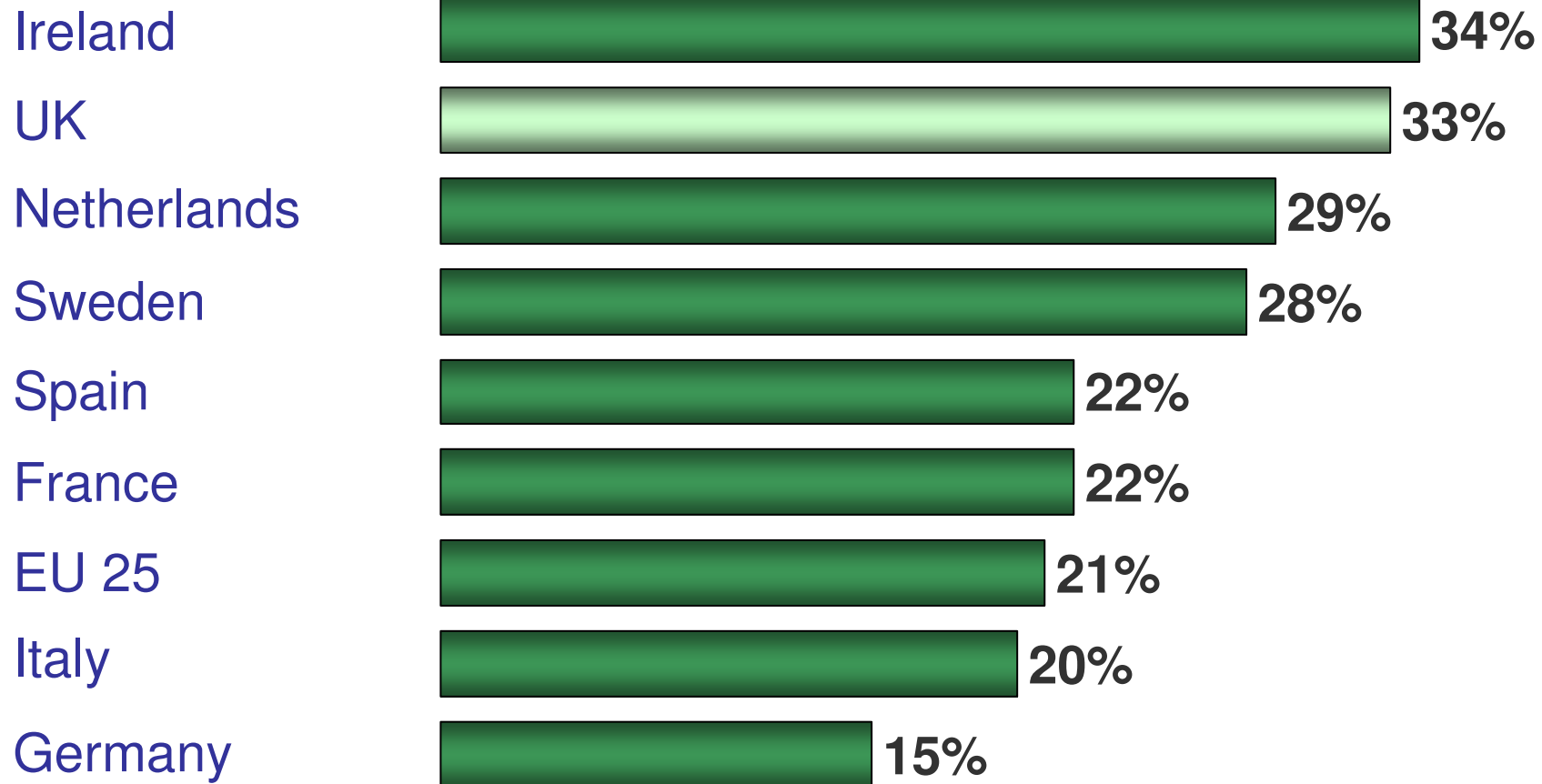
Avoid/Do not eat too much salt



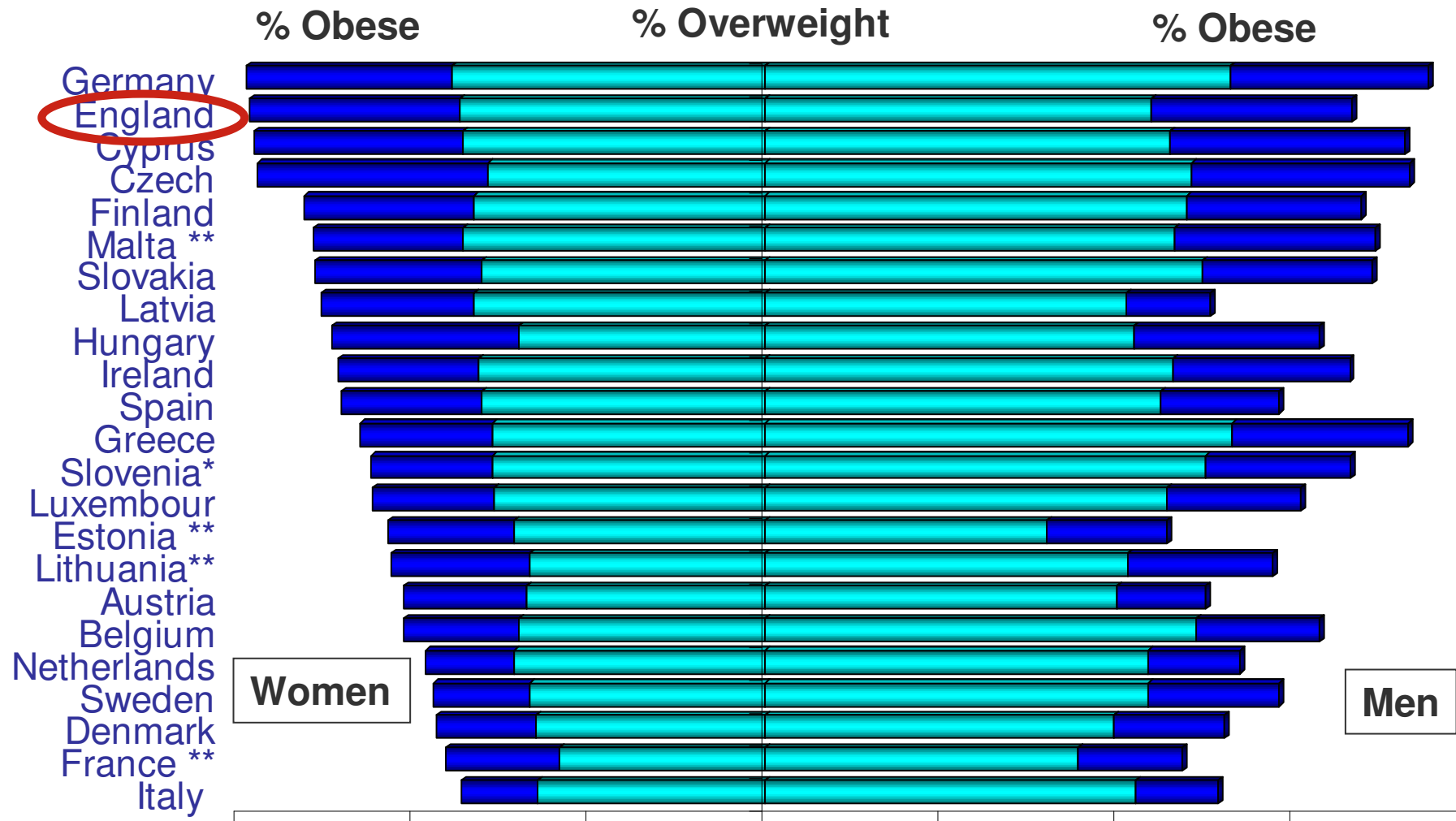
And we think we have very good current eating habits

Q *Would you say that what you normally eat is good for your health?*

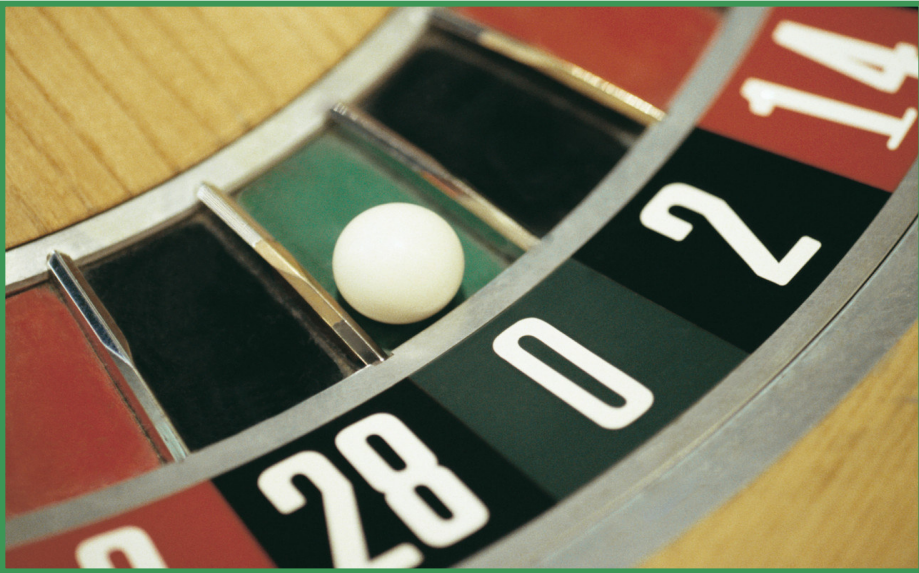
Yes, very good



But...England is one of the most overweight European nations

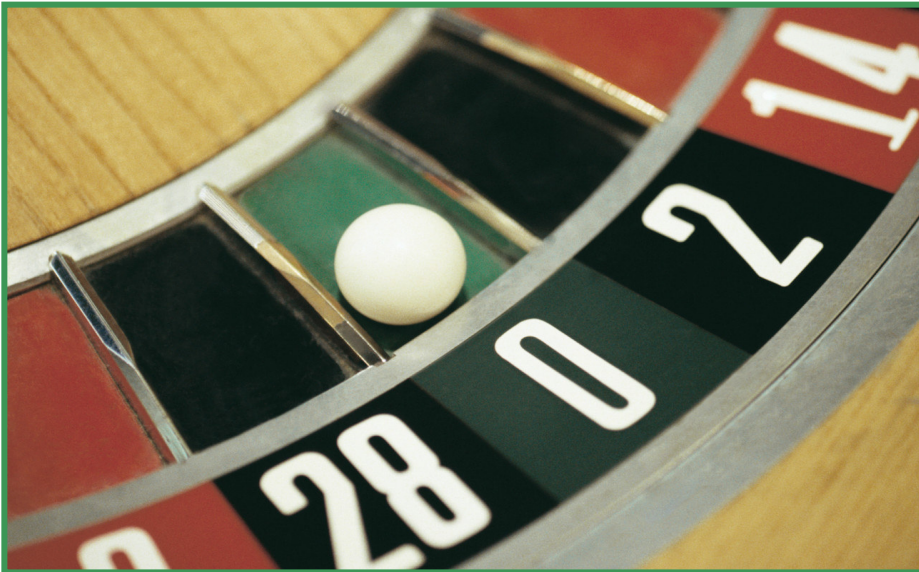


Question



- **What percentage of African countries are members of the United Nations?**

Evidence – anchoring



Numbers shown on “roulette” wheel	Mean estimate of respondents
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10	25%
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65	45%
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Example bias – anchoring



- People's estimates are swayed by data suggested to them beforehand, even when they know the data is irrelevant or false.

Case study – anchoring



Case study – anchoring!



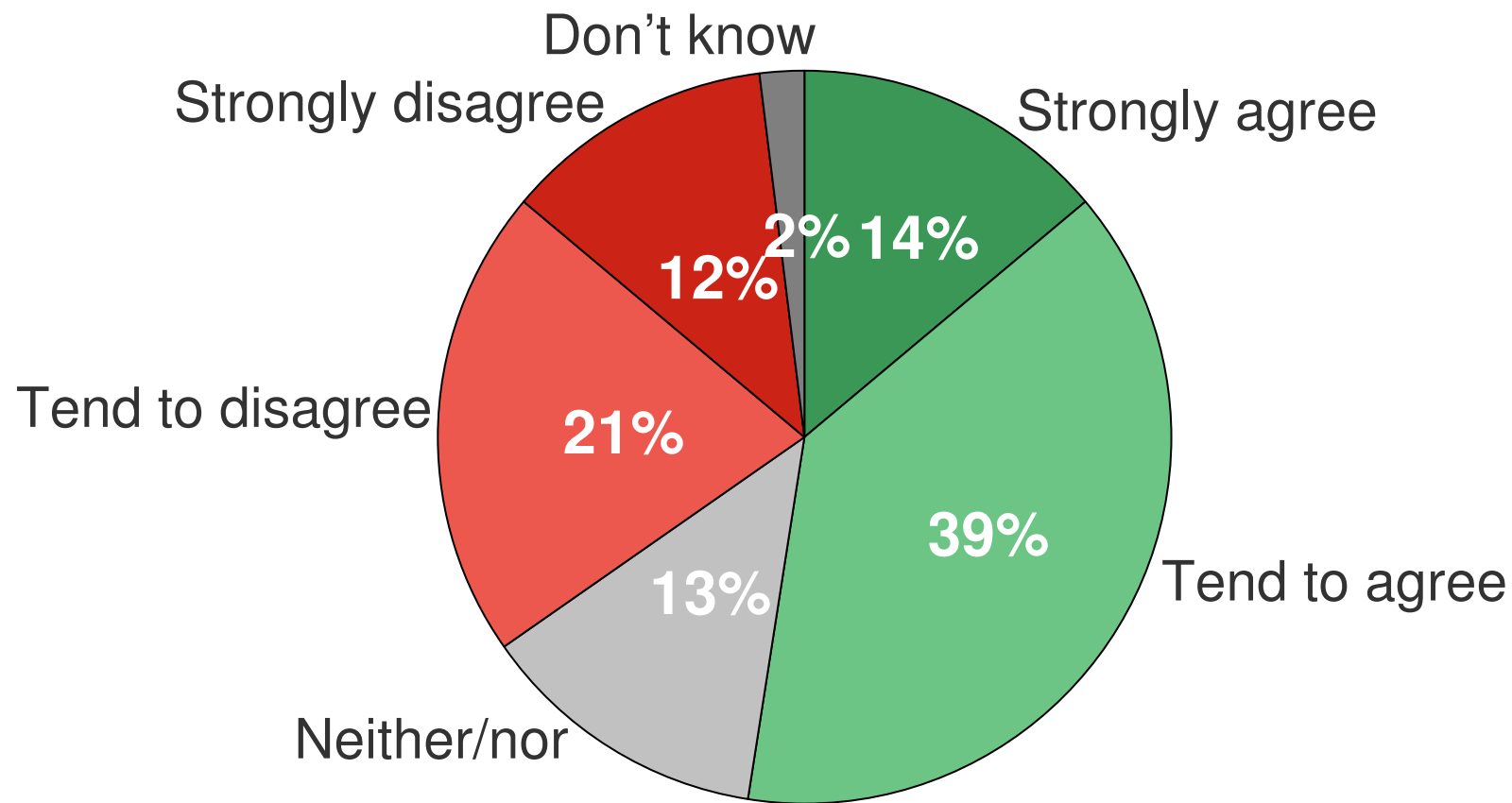
Example bias – Social norms



- People tend to follow their peer group – if they see many people doing something, they aim to do it too.

Social norms - Support for collective action

I would do more to try to stop climate change if other people did more, too



Example bias – status quo



- People often stay with the status quo, even if it costs them more to do so

Case study – status quo



Evidence – status quo

Each time an employee receives a pay rise....

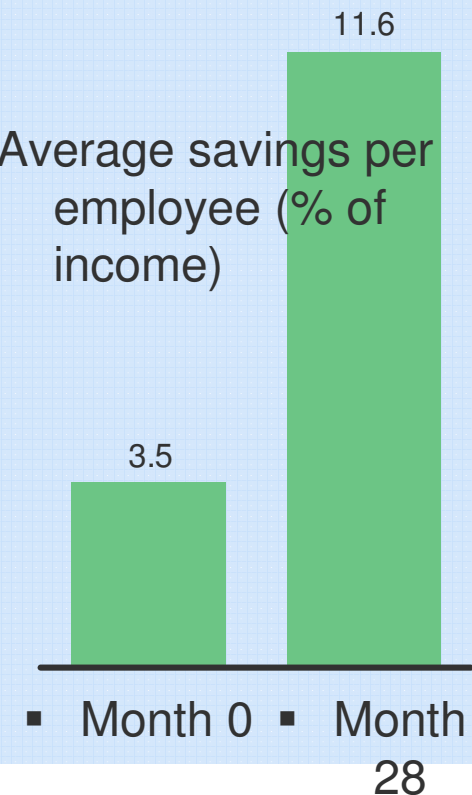


....An additional 3% of his/her income is channelled into a savings scheme



In 28 months average savings increased by more than 300%

Average savings per employee (% of income)



“Save More Tomorrow” Plan

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Source: Benartzi and Thaler, *Save More Tomorrow: Using Behavioral Economics to Increase Employee Saving*, 2001

Behavioural Norms....

Reciprocity

Liking

Status quo

Consistency

Scarcity

Endowment

Social norms

Authority

Availability/
recency

Choice
overload

Justifiability

Anchoring

Framing/
contrast

Regret aversion

Hyperbolic
discounting

Loss aversion

Certainty
preference

Probability
misassessment

Mental
accounting

Breakpoints

False memory

Short-circuits of rational decision-making process

**Decide without
all the data/using
irrelevant data**

**Decide without
fully processing
all the facts**

**Decide
based on faulty
calculations**

But need a better evidence base

- Stakeholders and practitioners are keen to see money spent where it is **known** to be most effective



If somebody can create a programme, whether it be education in schools focusing on at risk groups or mass media campaigns, and can come up with something that says we spent £200 million on this, and we will get a result in terms of a significant change in initiation and problem drug use of young people, you've got my support. I'll tell you now... ten years later and nobody's come up with anything that really makes an argument.



National Stakeholder

In conclusion

- Most people don't take drugs
- Public divided and can be more regressive
- Need to keep thinking hard about social marketing – improving communications
- As well as better intervention...
- But uninformed public may not be receptive
- All in a climate of less money

Thank you

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Attitudes towards Cannabis....

- **Less than half know what the classification is**
- **Most favoured classification is A, then B, then C**
- **58% would like to see upward shift**
- **But not harsher penalties (2 yr max sentence favoured)**
- **80% willing to believe are mental health impacts of cannabis**
- **Three quarters think it contributes to crime or social disorder**
- **Mixed awareness means that communication important**

Reaching young people

Q. What are the most effective ways of preventing and reducing the harms caused to young people and families by drugs?

!!

Tolerance – as with Jews
and Gypsies

!!

The Universal Church of the Holy and Sacred Herb