Prescription Opioid Painkiller Public Opinion Poll
October, 2017

OBJECTIVES
The overall objective of this research was to collect attitudes and views of prescription opioid painkillers among adults.

METHODOLOGY
This research was conducted with Toluna Group’s proprietary panel of pre-screened, validated, de-duplicated and well-profiled respondents. Sample outgo (invitations) and completes were monitored to ensure returns were balanced to US Census for age, gender, ethnicity, geographic region, income, education and ethnicity.

Survey was fielded June 26th thru July 12th, 2017.

To qualify for the study, respondents had to be 18 years old or older.

A total of 2,000 completed the survey.

- 704 ‘User’– Self identified as having been prescribed an opioid painkiller within the last three years.
- 1,296 ‘Non-User’ – Self identified as not having been prescribed an opioid painkiller within the last three years
QUESTIONNAIRE WITH RESULTS

1. How concerned are you about each of the following as potential causes of injury or death for your family? (n=2,000)

<table>
<thead>
<tr>
<th></th>
<th>Not a Concern</th>
<th>Concern (NET)</th>
<th>Minimal Concern</th>
<th>Major Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving</td>
<td>14%</td>
<td>86%</td>
<td>48%</td>
<td>38%</td>
</tr>
<tr>
<td>Infectious disease</td>
<td>20%</td>
<td>80%</td>
<td>49%</td>
<td>31%</td>
</tr>
<tr>
<td>Gun violence</td>
<td>23%</td>
<td>77%</td>
<td>40%</td>
<td>37%</td>
</tr>
<tr>
<td>Severe weather or natural disaster</td>
<td>23%</td>
<td>77%</td>
<td>52%</td>
<td>25%</td>
</tr>
<tr>
<td>Prescription pain medication</td>
<td>41%</td>
<td>59%</td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>Commercial airline travel</td>
<td>43%</td>
<td>57%</td>
<td>40%</td>
<td>17%</td>
</tr>
</tbody>
</table>

2. Please rank the following in terms of which is the cause of the most deaths in the United States. (n=2,000)

<table>
<thead>
<tr>
<th></th>
<th>Ranked 1st</th>
<th>Ranked 2nd</th>
<th>Ranked 1st or 2nd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor vehicle crashes</td>
<td>51%</td>
<td>16%</td>
<td>67%</td>
</tr>
<tr>
<td>Opioid prescription drug overdose</td>
<td>26%</td>
<td>33%</td>
<td>59%</td>
</tr>
<tr>
<td>Heroin overdose</td>
<td>15%</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Accidental digestion of non-medical poisons</td>
<td>4%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Injuries in the workplace</td>
<td>4%</td>
<td>11%</td>
<td>15%</td>
</tr>
</tbody>
</table>
2B. Which of the following do you believe is closest to the number of people who die annually from drug overdoses involving opioid pain medications? (n=2,000)

- 5,000 or less: 9%
- 5,001-15,000: 23%
- 15,001-25,000: 18%
- 25,001 to 35,000: 11%
- More than 35,000: 22%
- Don't know/Not sure: 17%

3. In the past three years have you... (n=2,000) - % Yes

- Driven car on interstate highway: 84%
- Flown on commercial airline: 50%
- Travelled outside/contact w/ someone who travelled outside US: 43%
- Taken and/or been prescribed an opioid painkiller: 28%
- Affected by severe weather/natural disaster: 27%
- Involved w/ or victim of gun violence: 6%
4. You indicated that in the past three years you have taken and/or been prescribed an opioid painkiller.

4B. You indicated that in the past three years you have not taken and/or been prescribed an opioid painkiller. Because medications are sold under many names, this question goes into more detail.

4C. For the purposes of this survey, an opioid painkiller is a narcotic pain medication that is typically prescribed when pain is severe. Most are taken by mouth in pill form, but some are absorbed through the skin using a patch. Some types of opioid drugs include:

- Codeine (only available in generic form)
- Fentanyl (Actiq, Duragesic, Fentora)
- Hydrocodone (Lorcet, Lortab, Norco, Vicodin)
- Hydrocodone and Acetaminophen (Lorcet, Lortab, Norco, Vicodin)
- Hydromorphone (Dilaudid, Exalgo)
- Meperidine (Demerol)
- Methadone (Dolophine, Methadose)
- Morphine (Avinza, Kadian, MS Contin, Ora-Morph SR)
- Oxycodone (OxyContin, Oxyfast, Percocet, Roxicodone)
- Oxycodone and Acetaminophen (Percocet)
- Oxycodone and Naloxone (Targiniq ER)

Which of the following best describes your usage of these types of medications in the past three years? (n=2,000)

- User (NET) 42%
  - Taken with prescription 33%
  - Filled - Did not take 4%
  - Prescribed - Did not fill 5%
- Non-User (NET) 58%
  - Was not prescribed 56%
  - Taken without prescription 2%
5. Again thinking about the last time you were prescribed an opioid painkiller, what was the reason for being given the prescription? (n=837 – Past User)

- New Injury/Surgery (Acute) (NET): 57%
- Non-work related: 48%
- Work related: 9%
- Chronic issue from Injury/Surgery (NET): 43%
  - Non-work related: 17%
  - Chronic disease: 18%
  - Work related: 8%

6. When were you last prescribed an opioid painkiller? (n= 837 – Past User)

- Within 6mos Ago: 26%
- 6mos- 12mos Ago: 18%
- Over 1 year Ago: 19%
- Over 2 years Ago: 21%
- Over 3 years Ago: 16%
7. Prior to taking the prescription, did you have any concerns or initial hesitations? (n=704 – Past 3yr User)

- Yes: 34%
- No: 61%
- Don't Know: 5%

8. Which of the following were you most concerned with before? (n=704 – Past 3yr User)

- Side effects: 23%
- Addiction: 16%
- Grogginess/unable to function: 14%
- Interaction w/ other meds.: 12%
- Stomach upset: 10%
- Efficacy (would not work): 6%
- Misuse: 9%
- Not Concerned about Side Effects: 66%

9. How many pills did you receive (at one time) with your last opioid painkiller prescription? (n=279 – Filled Rx for Acute Issue)

- Less than 3 days' worth: 5%
- Between 3 and 10 days: 46%
- Between 11 and 30 days: 34%
- More than 30 days: 7%
- Don't know/Can't remember: 8%
10. Would you say that the number of pills in your prescription was...?
   (n=279 – Filled Rx for Acute Issue)
   - Too Many: 22%
   - Just Right: 63%
   - Too Few: 10%
   - Don't Know/Can't Remember: 5%

11. Which of the following statements best describes what you did with your unused pills?
   (n=279 – Filled Rx for Acute Issue)
   - Kept them for future need: 31%
   - Got rid of (NET): 27%
   - Disposed of/Threw out/Flushed down: 12%
   - Disposed of at drop box: 6%
   - Disposed of at recycling event: 4%
   - Gave them away to family/friends: 3%
   - Other: 2%
   - Don't know/Can't remember: 2%
   - Did not have any unused pills: 40%

12. Assuming you wanted to dispose of any unused prescription pills, such as opioid painkillers, which of the following locations would you most likely use? (n=2,000)
   - Drug Store Retailer: 22%
   - Police Station: 14%
   - Community recycling/take back event: 14%
   - Local Drug Store: 10%
   - Local Hospital: 9%
   - Substance abuse treatment center: 2%
   - Long-term care facility: 1%
   - Other: 6%
   - None of these places: 21%
13. Please indicate your agreement with each of the following statements about opioid painkillers as a way of dealing with pain %Very/Somewhat Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total (n=2,000)</th>
<th>User (A) (n=704)</th>
<th>Non-User (B) (n=1,296)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More harmful the longer I take it</td>
<td>80%</td>
<td>74%</td>
<td>83%</td>
</tr>
<tr>
<td>More addictive than other prescription solutions</td>
<td>79%</td>
<td>75%</td>
<td>81%</td>
</tr>
<tr>
<td>Capable of making permanent changes to my brain</td>
<td>66%</td>
<td>59%</td>
<td>66%</td>
</tr>
<tr>
<td>Stronger at treating my pain than other prescription solutions</td>
<td>78%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>The fastest way to treat my pain</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>The best overall solution for reducing my pain</td>
<td>62%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>The most appropriate solution for my pain</td>
<td>58%</td>
<td>58%</td>
<td>58%</td>
</tr>
<tr>
<td>A safer way to treat my pain than other prescription solutions</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Less effective than over-the-counter medications like Tylenol and Ibuprofen</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Note: Letters represent a significant difference between groups at 95% confidence interval

14. How concerned are you about the following when you or a loved one starts to take a prescription opioid painkiller? (n=2,000)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Not at all concerned</th>
<th>Somewhat concerned</th>
<th>Extremely concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unintentional addiction</td>
<td>22%</td>
<td>34%</td>
<td>44%</td>
</tr>
<tr>
<td>Permanent changes to your brain chemistry</td>
<td>24%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Death due to accidental misuse or complications</td>
<td>30%</td>
<td>34%</td>
<td>37%</td>
</tr>
</tbody>
</table>
15. Have you ever done any of the following activities while under the influence of an opioid painkiller, that us during the time the painkiller was in effect? (n=704 – Past 3yr User)

- Unsafe Behavior (NET) 51%
- Went to work 38%
- Drove a vehicle 38%
- Made an important personal or work decision 31%
- Operated heavy machinery 12%

16. In your own opinion, how addictive are the following?

- Heroin
  - Very Addictive: 82%
  - Somewhat Addictive: 8%
- Cocaine/Crack
  - Very Addictive: 79%
  - Somewhat Addictive: 11%
- Methamphetamine/Crystal Meth
  - Very Addictive: 78%
  - Somewhat Addictive: 11%
- Nicotine/Tobacco
  - Very Addictive: 75%
  - Somewhat Addictive: 18%
- Opioid prescription painkillers
  - Very Addictive: 63%
  - Somewhat Addictive: 25%
- Alcohol
  - Very Addictive: 48%
  - Somewhat Addictive: 42%
- Cell phones
  - Very Addictive: 47%
  - Somewhat Addictive: 37%
- Gambling
  - Very Addictive: 47%
  - Somewhat Addictive: 42%
- Fentanyl
  - Very Addictive: 43%
  - Somewhat Addictive: 20%
- Internet
  - Very Addictive: 42%
  - Somewhat Addictive: 44%
- Sugar
  - Very Addictive: 35%
  - Somewhat Addictive: 43%
- Marijuana
  - Very Addictive: 28%
  - Somewhat Addictive: 38%
- Online shopping
  - Very Addictive: 21%
  - Somewhat Addictive: 50%
In your own opinion, how addictive are the following – Opioid Prescription Painkillers

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17. Which of the following types of people do you believe are at risk to becoming addicted to opioid painkillers?

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18. Which of the following best describes the act of sharing a prescription painkiller with a friend or family member?

- **Appropriate thing to do**
  - Total (n=2,000)
  - User (A) (n=704)
  - Non-User (B) (n=1,296)
  - 5%
  - 7% \( ^B \)
  - 4%

- **Slightly risky - Little to no negative consequences**
  - Total (n=2,000)
  - User (A) (n=704)
  - Non-User (B) (n=1,296)
  - 18%
  - 18%
  - 18%

- **Misdemeanor crime - Punishable with fine or minimal jail time**
  - Total (n=2,000)
  - User (A) (n=704)
  - Non-User (B) (n=1,296)
  - 35%
  - 34%
  - 36%

- **Felony crime - Punishable with 1+ year of jail time**
  - Total (n=2,000)
  - User (A) (n=704)
  - Non-User (B) (n=1,296)
  - 42%
  - 41%
  - 42%

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19. Which of the following best represents your familiarity with NARCAN or Naloxone, an antidote that can be used in the event of an opioid overdose?

- **Have used it to prevent or attempt to reverse an opioid overdose**
  - 4%

- **Aware of it and confident I could use it**
  - 11%

- **Aware of it, but not sure how to use it**
  - 17%

- **Heard of, but don't know much about it**
  - 26%

- **Never heard of it**
  - 42%
20. Which of the following is true of NARCAN or Naloxone?

<table>
<thead>
<tr>
<th>Statement</th>
<th>TRUE</th>
<th>FALSE</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will cause harm if used improperly</td>
<td>36%</td>
<td>7%</td>
<td>57%</td>
</tr>
<tr>
<td>Simple to use</td>
<td>31%</td>
<td>6%</td>
<td>63%</td>
</tr>
<tr>
<td>Available only to healthcare and emergency professionals</td>
<td>28%</td>
<td>15%</td>
<td>57%</td>
</tr>
<tr>
<td>Can only be used by those who have received detailed training</td>
<td>27%</td>
<td>12%</td>
<td>61%</td>
</tr>
<tr>
<td>Available only with a prescription</td>
<td>26%</td>
<td>12%</td>
<td>62%</td>
</tr>
<tr>
<td>Is covered by my insurance, Medicaid or Medicare</td>
<td>13%</td>
<td>9%</td>
<td>78%</td>
</tr>
<tr>
<td>Available without a prescription</td>
<td>12%</td>
<td>23%</td>
<td>65%</td>
</tr>
<tr>
<td>Available at no cost</td>
<td>11%</td>
<td>22%</td>
<td>67%</td>
</tr>
<tr>
<td>Cannot harm someone if misapplied</td>
<td>11%</td>
<td>28%</td>
<td>61%</td>
</tr>
<tr>
<td>Contains more than one dose</td>
<td>11%</td>
<td>15%</td>
<td>74%</td>
</tr>
<tr>
<td>Has a shelf-life of only one year</td>
<td>11%</td>
<td>6%</td>
<td>83%</td>
</tr>
<tr>
<td>Has a shelf-life of five or more years</td>
<td>9%</td>
<td>8%</td>
<td>83%</td>
</tr>
</tbody>
</table>
21. How confident are you that...?

- You know where to go if you or a someone close to you needed treatment for opioid misuse: 28% Very Confident, 35% Somewhat Confident, 37% Not at all Confident
- You can spot the signs a drug overdose: 20% Very Confident, 40% Somewhat Confident, 40% Not at all Confident
- You can spot the signs of misuse or abuse of opioid painkillers: 19% Very Confident, 37% Somewhat Confident, 44% Not at all Confident
- You know how to perform first aid if someone is experiencing an overdose: 14% Very Confident, 26% Somewhat Confident, 60% Not at all Confident
- You can appropriately use or administer NARCAN (an opioid overdose antidote) in the event of an overdose: 11% Very Confident, 19% Somewhat Confident, 70% Not at all Confident
- You know how to obtain NARCAN (an opioid overdose antidote): 9% Very Confident, 15% Somewhat Confident, 76% Not at all Confident
- You know which types of substance use treatments or medications work best for opioid misuse: 9% Very Confident, 21% Somewhat Confident, 70% Not at all Confident

22. How comfortable would you be administering first aid that includes rescue breathing and NARCAN to someone who is overdosing?

- Family/Loved one: 27% Very comfortable, 29% Somewhat comfortable, 44% Not at all comfortable
- Friend or colleague: 21% Very comfortable, 32% Somewhat comfortable, 47% Not at all comfortable
- Stranger: 13% Very comfortable, 24% Somewhat comfortable, 63% Not at all comfortable
23. Now we would like to understand how much you know about treatment options for an opioid addiction. Which of the following is true of treatments for opioid misuse?

<table>
<thead>
<tr>
<th>Statement</th>
<th>TRUE</th>
<th>FALSE</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detoxification and inpatient treatment is the most effective way to treat opioid misuse</td>
<td>48%</td>
<td>7%</td>
<td>45%</td>
</tr>
<tr>
<td>Methadone or buprenorphine only trade one drug for another so aren't really treatment for addiction</td>
<td>26%</td>
<td>16%</td>
<td>58%</td>
</tr>
<tr>
<td>Opioid misuse treatments options are covered by my insurance, Medicaid or Medicare</td>
<td>20%</td>
<td>11%</td>
<td>69%</td>
</tr>
<tr>
<td>Methadone and buprenorphine, medications used to treat opioid misuse, are the most effective treatments</td>
<td>18%</td>
<td>14%</td>
<td>68%</td>
</tr>
</tbody>
</table>

24. Do you or any of your family members have a history of...?

<table>
<thead>
<tr>
<th>Condition</th>
<th>User (A) (n=704)</th>
<th>Non-User (B) (n=1,296)</th>
<th>Total (n=2,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression</td>
<td>33%</td>
<td>46%</td>
<td>46% B</td>
</tr>
<tr>
<td>Alcoholism</td>
<td>26%</td>
<td>26%</td>
<td>26% B</td>
</tr>
<tr>
<td>Use of psychiatric medication</td>
<td>17%</td>
<td>26%</td>
<td>26% B</td>
</tr>
<tr>
<td>Physical, mental or sexual abuse</td>
<td>16%</td>
<td>23%</td>
<td>23% B</td>
</tr>
<tr>
<td>Do not have history with any of these</td>
<td>12%</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Note: Letters represent a significant difference between groups at 95% confidence interval.
25. Do you engage in any of the following social behaviors?

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Myself</th>
<th>Family/Loved One</th>
<th>Co-worker or their family</th>
<th>Neighbor or their family</th>
<th>No one</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink 1 or more alcoholic drink a week</td>
<td>7%</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
<td>76%</td>
</tr>
<tr>
<td>Smoke/chew tobacco</td>
<td>1%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>88%</td>
</tr>
<tr>
<td>Use marijuana recreationally w/o medical rec.</td>
<td>2%</td>
<td>8%</td>
<td>3%</td>
<td>4%</td>
<td>83%</td>
</tr>
<tr>
<td>Use marijuana legally w/ medical rec.</td>
<td>1%</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>87%</td>
</tr>
<tr>
<td>Use illicit drugs</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
<td>90%</td>
</tr>
<tr>
<td>Do not engage in any of these</td>
<td>47%</td>
<td>54%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Letters represent a significant difference between groups at 95% confidence interval

26. In the past three years, have you or someone you know....? (n=2,000)

<table>
<thead>
<tr>
<th>Event</th>
<th>Myself</th>
<th>Family/Loved One</th>
<th>Co-worker or their family</th>
<th>Neighbor or their family</th>
<th>No one</th>
</tr>
</thead>
<tbody>
<tr>
<td>Started to use opioid painkillers</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>90%</td>
</tr>
<tr>
<td>Started to use heroin</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>90%</td>
</tr>
<tr>
<td>Become addicted to opioid painkillers</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>90%</td>
</tr>
<tr>
<td>Become addicted to heroin</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>90%</td>
</tr>
<tr>
<td>Survived an opioid painkiller overdose</td>
<td>1%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>90%</td>
</tr>
<tr>
<td>Died of an opioid painkiller overdose</td>
<td>-</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
<td>90%</td>
</tr>
</tbody>
</table>
27. To the best of your knowledge, did the opioid or heroin usage you described begin with…? (n=624)

- Legitimate prescription opioid painkiller usage: 49%
- Illegal or recreational drug usage: 19%
- Both (more than one person involved): 10%
- Don't know/not sure: 22%

28. To the best of your knowledge, did the person you know… (Select all that apply) (n=624)

- Successfully maintain their addiction recovery: 23%
- Enter an inpatient treatment for opioid or heroin use: 21%
- Enter a Methadone clinic for opioid or heroin use: 14%
- Used buprenorphine (Suboxone) prescribed by a doctor: 14%
- Used naltrexone (Vivitrol) prescribed by a doctor: 7%
- Return to using opioids or heroin: 20%
- Died of an opioid or heroin overdose following or while receiving treatment/medication: 8%
- Don't know/Not sure: 41%
29. To the best of your knowledge, did that person have difficulty getting access to treatment for opioid or heroin use due to... (n=132)?

- High cost of treatment: 36%
- Unwilling to commit to available treatment: 35%
- Lack of health insurance: 27%
- Lack of knowledge of options: 24%
- Lack of options covered by their insurance: 17%
- Lack of solutions in their immediate area: 17%
- Long wait time to access treatment: 13%
- Other: 2%
- None of these, they had easy access to inpatient treatment: 31%
**DEMOGRAPHICS**

1. **How old are you? (n=2,000)**

   - 18-24: 12%
   - 25-29: 9%
   - 30-34: 9%
   - 35-39: 8%
   - 40-44: 8%
   - 45-49: 8%
   - 50-54: 9%
   - 55 or more: 36%

2. **Are you…? (n=2,000)**

   - Male: 49%
   - Female: 51%

3. **Which of the following best describes your ethnic origin? (n=2,000)**

   - Caucasian/White: 62%
   - Hispanic/Latino: 18%
   - African American/Black: 12%
   - Asian American: 5%
   - Native American/Pacific Islander/Alaska native: 1%
   - Some other group: 2%
4. Which of the following categories best describes your total annual household income before taxes? (n=2,000)

- Under $25,000: 25%
- $25,000 - $49,999: 25%
- $50,000 - $99,999: 30%
- $100,000 - $149,999: 12%
- $150,000 - $199,999: 4%
- $200,000 or more: 4%

5. What state do you live in? (n=2,000)

- Northeast: 19%
- Midwest: 23%
- South: 35%
- West: 23%

If you have additional questions about the content of this summary, please contact the National Safety Council at media@nsc.org.