



## **Prescription Opioid Painkiller Public Opinion Poll**

**August, 2017**

### **OBJECTIVES**

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

### **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 IL Census for age, gender, ethnicity, geographic region, income, education and ethnicity.

Survey was fielded June 30th thru July 10th, 2017 and then on August 3rd thru August 9th, 2017.

To qualify for the study, respondents had to 18 years old or older and had to be a resident of Illinois.

A total of 1,000 completed the survey.

- 369 'User' – Self identified as having been prescribed an opioid painkiller within the last three years.
- 631 'Non-User' – Self identified as not having been prescribed an opioid painkiller within the last three years

**QUESTIONNAIRE WITH RESULTS**

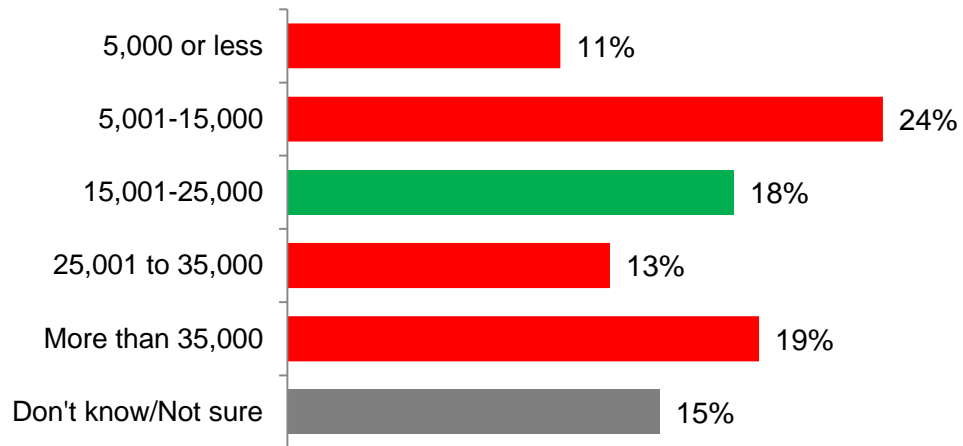
1. How concerned are you about each of the following as potential causes of injury or death for your family? (n=1,000)

	Not a Concern	Concern (NET)	Minimal Concern	Major Concern
Driving	12%	88%	51%	37%
Gun violence	17%	83%	42%	41%
Severe weather or natural disaster	21%	79%	57%	22%
Infectious disease	23%	77%	48%	29%
<b>Prescription pain medication</b>	<b>41%</b>	<b>59%</b>	<b>41%</b>	<b>18%</b>
Commercial airline travel	43%	57%	43%	14%

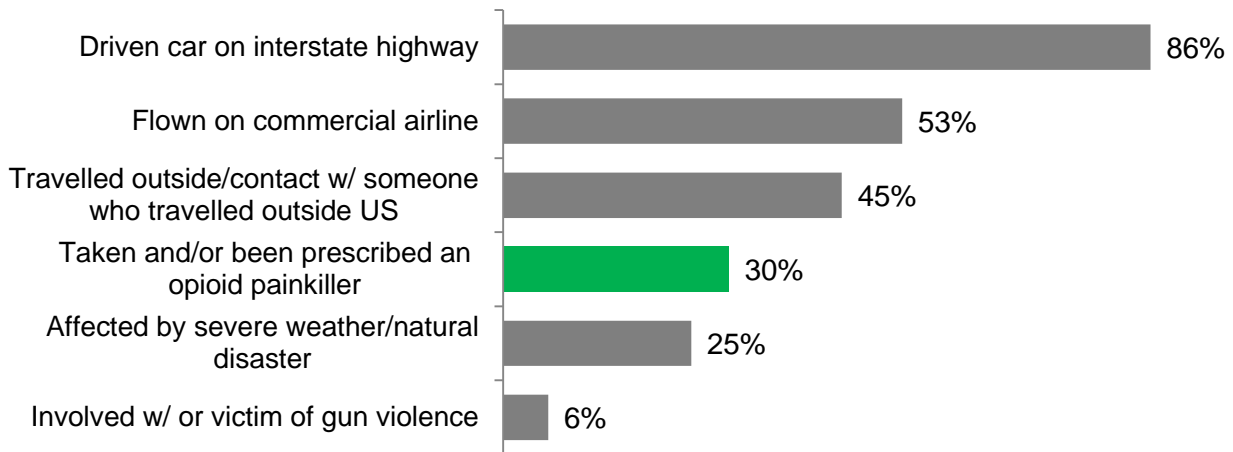
2. Please rank the following in terms of which is the cause of the most deaths in the United States. (n=1,000)

	Ranked 1st	Ranked 2nd	Ranked 1st or 2nd
Motor vehicle crashes	57%	14%	71%
<b>Opioid prescription drug overdose</b>	<b>20%</b>	<b>34%</b>	<b>54%</b>
Heroin overdose	15%	27%	42%
Accidental digestion of non-medical poisons	4%	14%	18%
Injuries in the workplace	4%	11%	15%

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=1,000)



3. In the past three years have you...(n=1,000) % Yes



**SHOW Q4 TEXT IF YES FOR TAKEN AND/OR PRESCRIBED PAINKILLER IN Q3, OTHERWISE HIDE**

4. You indicated that in the past three years you have taken and/or been prescribed an opioid painkiller.

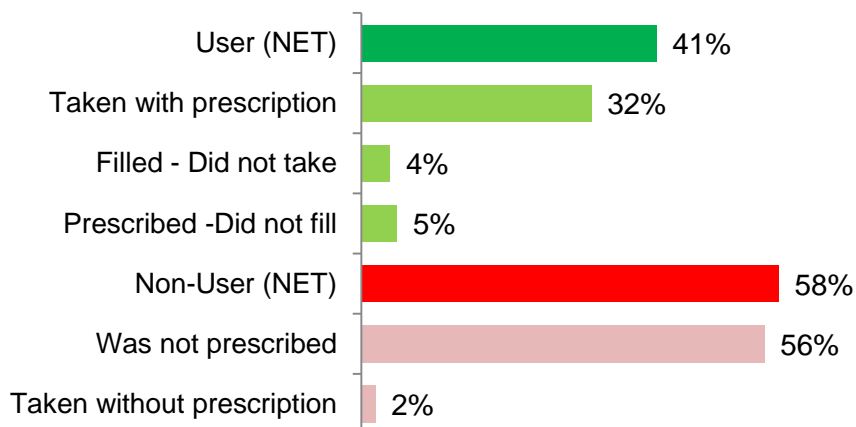
**SHOW Q4B TEXT IF NO FOR TAKEN AND/OR PRESCRIBED PAINKILLER IN Q3, OTHERWISE HIDE**

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:

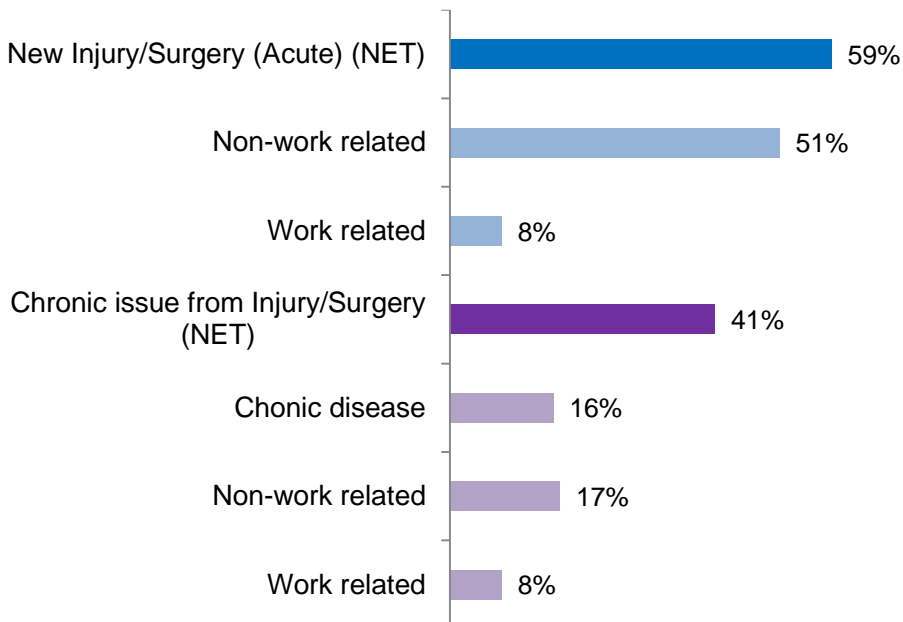
- Codeine (only available in generic form)
- Fentanyl (Actiq, Duragesic, Fentora)
- Hydrocodone (Lorcet, Lortab, Norco, Vicodin)
- Hydrocodone and Acetaminophen (Lorcet, Lortab, Norco, Vicodin)
- Hydromorphone (Dilaudid, Exalgo)
- Meperidine (Demerol)
- Methadone (Dolophine, Methadose)
- Morphine (Avinza, 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=1,000)

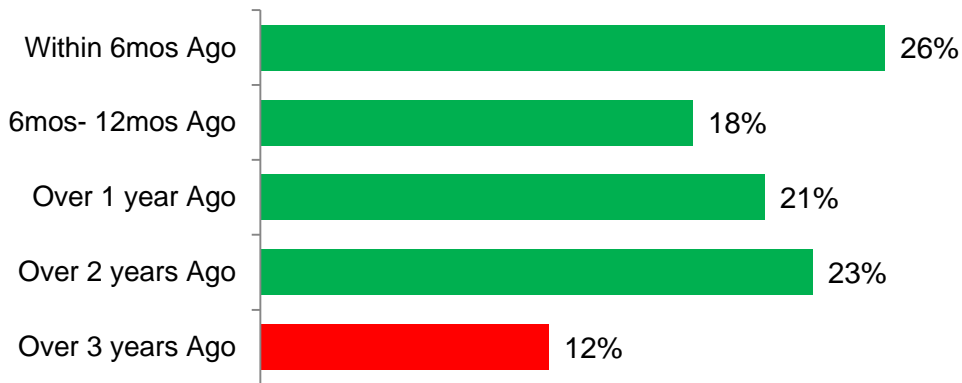


SKIP TO Q12 IF PRESCRIBED-NOT FILLED (1), FILLED (2) OR TAKEN W/PRESCRIPTION (3) NOT SELECTED IN Q4C. OTHERWISE CONTINUE TO Q5

5. Again thinking about the last time you were prescribed an opioid painkiller, what was the reason for being given the prescription? (n=421 – Past User)

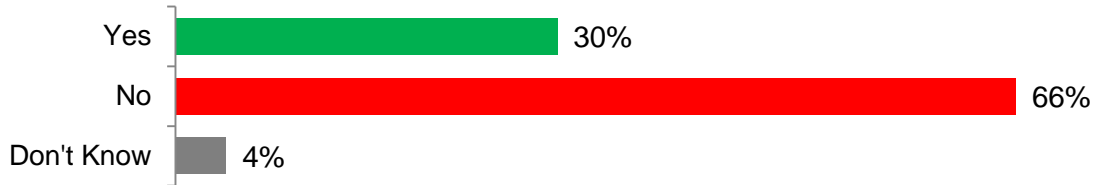


6. When were you last prescribed an opioid painkiller? (n= 421 – Past User)

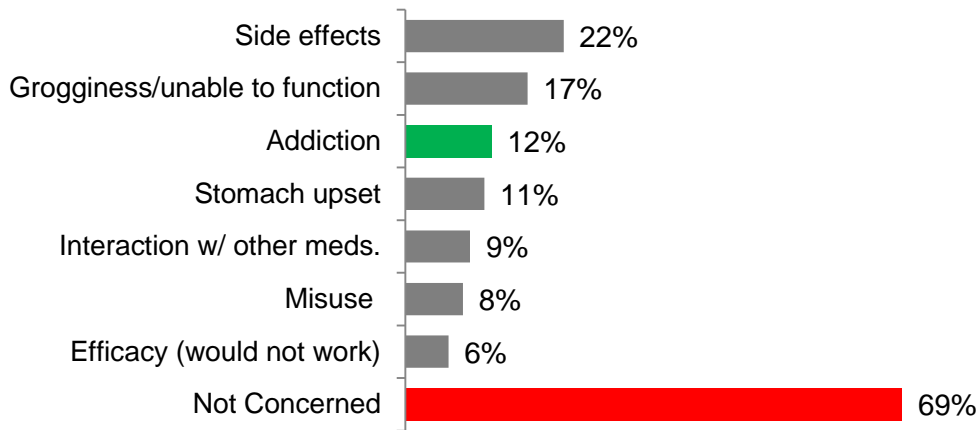


**ASK Q7 IF OVER 3 YRS NOT SELECTED IN Q6, OTHERWISE SKIP TO Q12**

7. Prior to taking the prescription, did you have any concerns or initial hesitations? (n=369 – Past 3yr User)

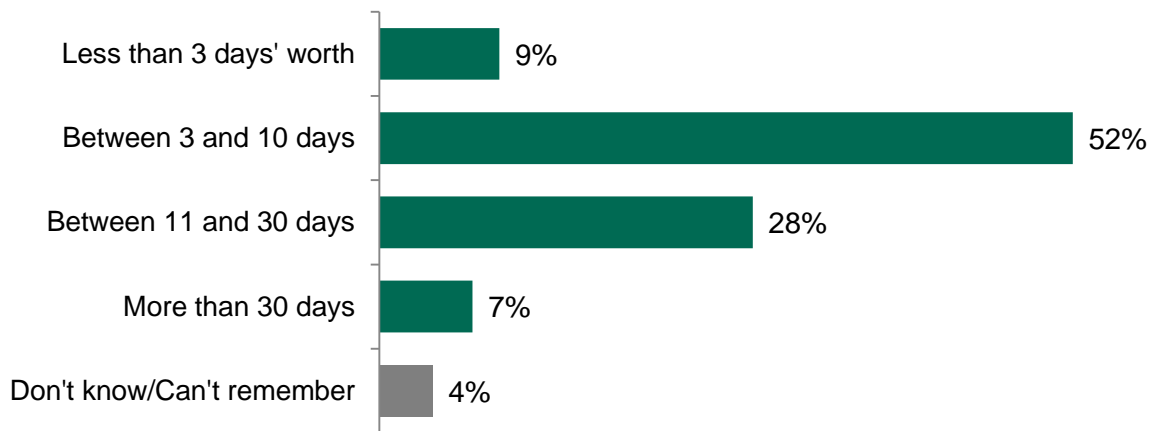


8. Which of the following were you most concerned with before? (n=369 – Past 3yr User)

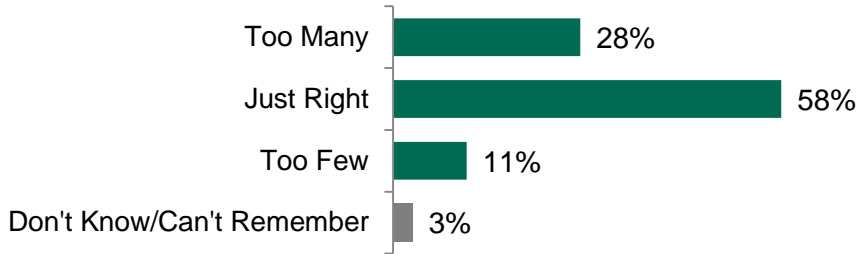


**ASK Q9 IF ACUTE REASON (1 OR 2) SELECTED IN Q5 AND PRESCRIBED – BUT DID NOT FILL (1) NOT SELECTED IN Q4C, OTHERWISE SKIP TO Q12**

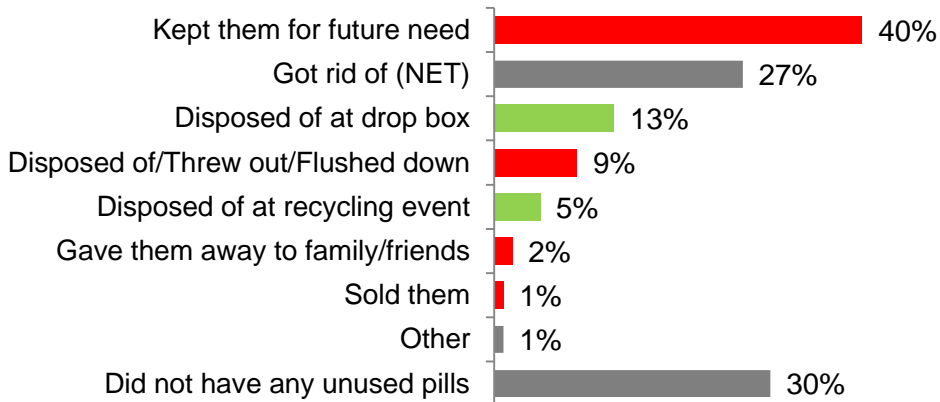
9. How many pills did you receive (at one time) with your last opioid painkiller prescription? (n=151 – Filled Rx for Acute Issue)



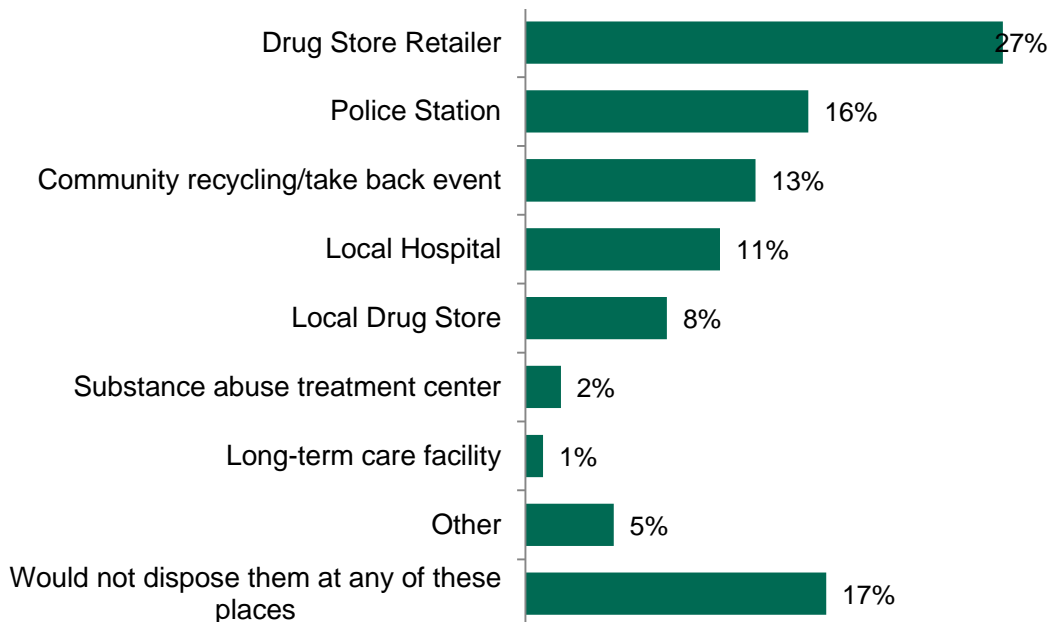
10. Would you say that the number of pills in your prescription was...?  
(n=151 – Filled Rx for Acute Issue)



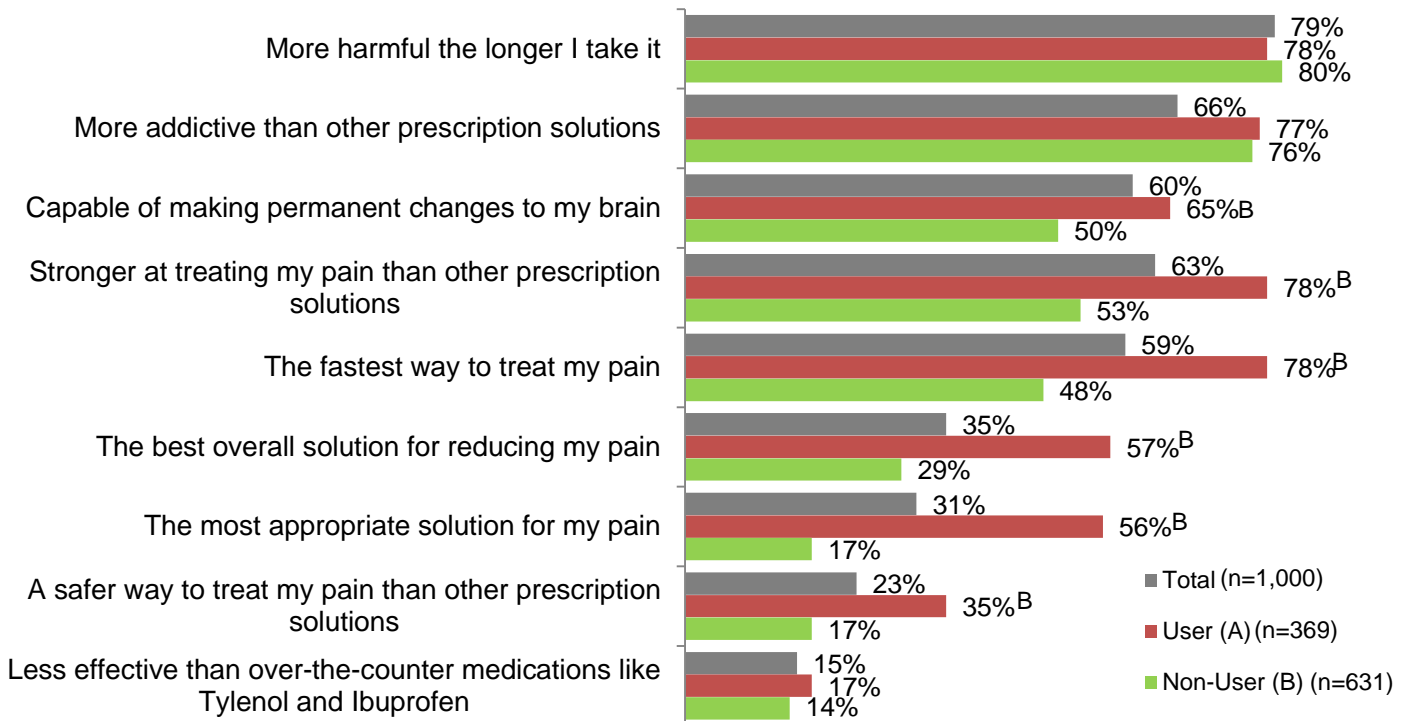
11. Which of the following statements best describes what you did with your unused pills?  
(n=151 – Filled Rx for Acute Issue)



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=1,000)

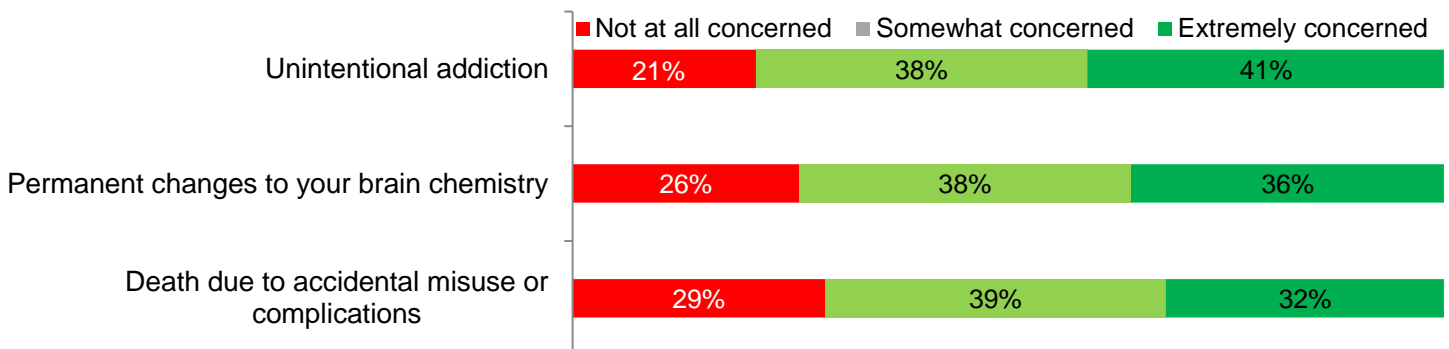


13. Please indicate your agreement with each of the following statements about opioid painkillers as a way of dealing with pain. %Very/Somewhat Agree



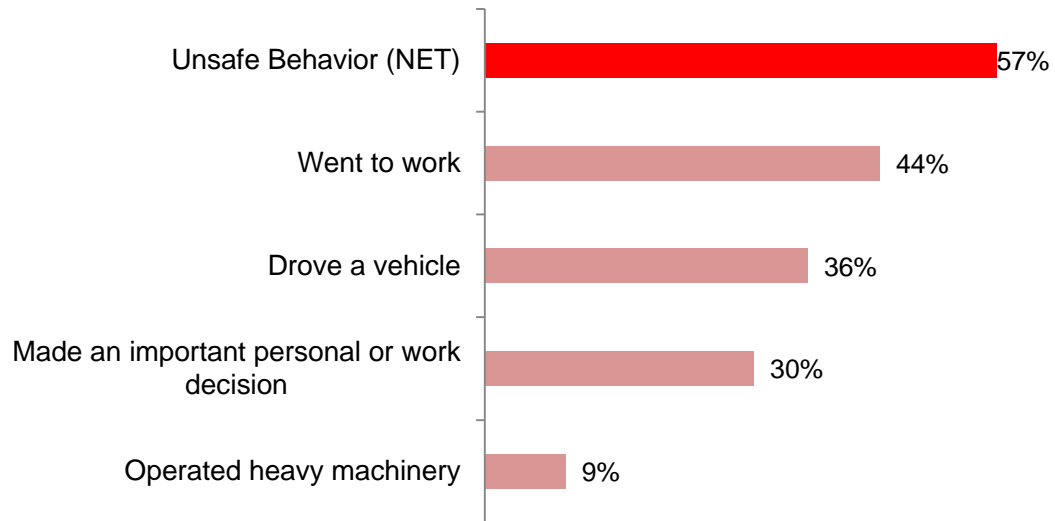
Note: Letters represent a significant difference between groups at 95% confidence interval

14. How concerned are you about the following when you or a loved on starts to take a prescription opioid painkiller? (n=1,000)

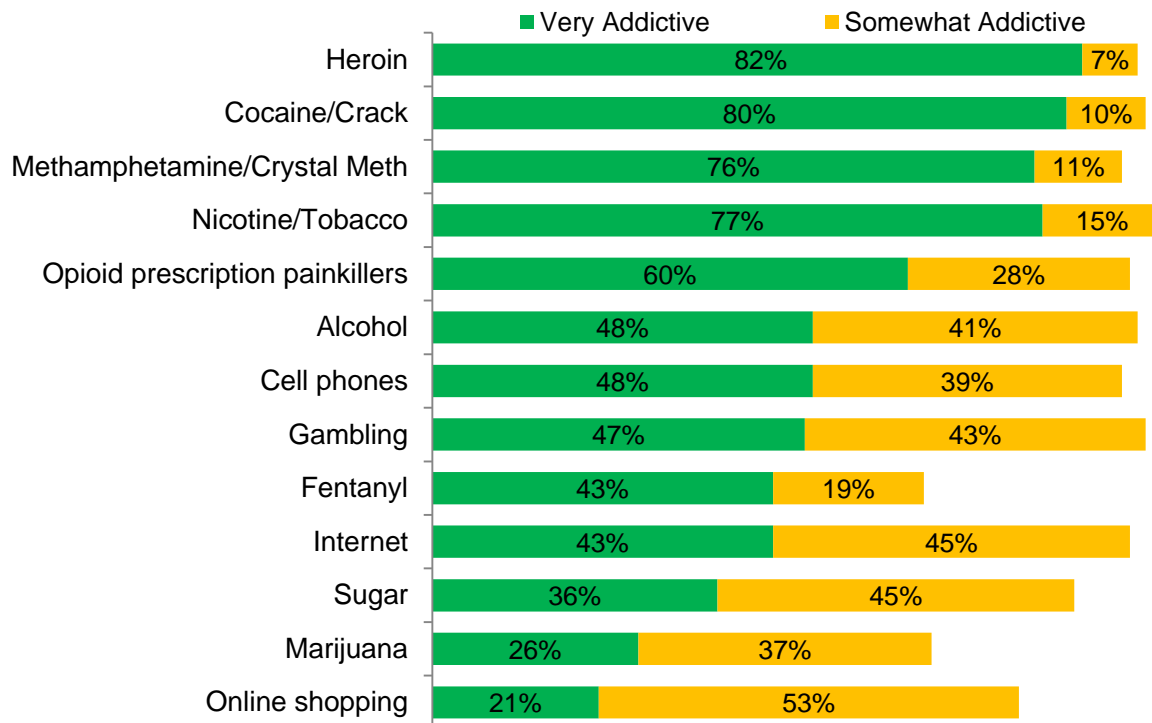




15. Have you ever done any of the following activities while under the influence of an opioid painkiller, that us during the time the painkiller was in effect? (n=369 – Past 3yr User) % Yes

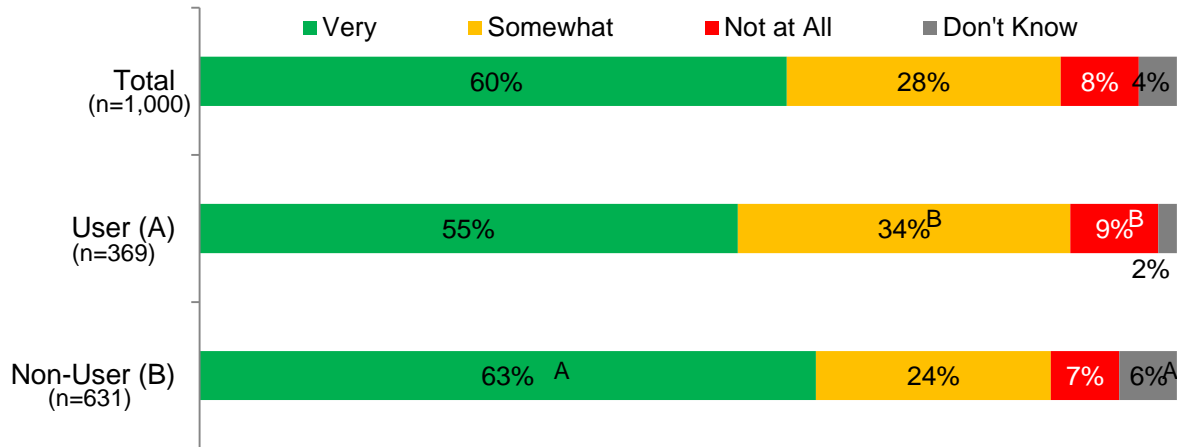


16. In your own opinion, how addictive are the following? (n=1,000)



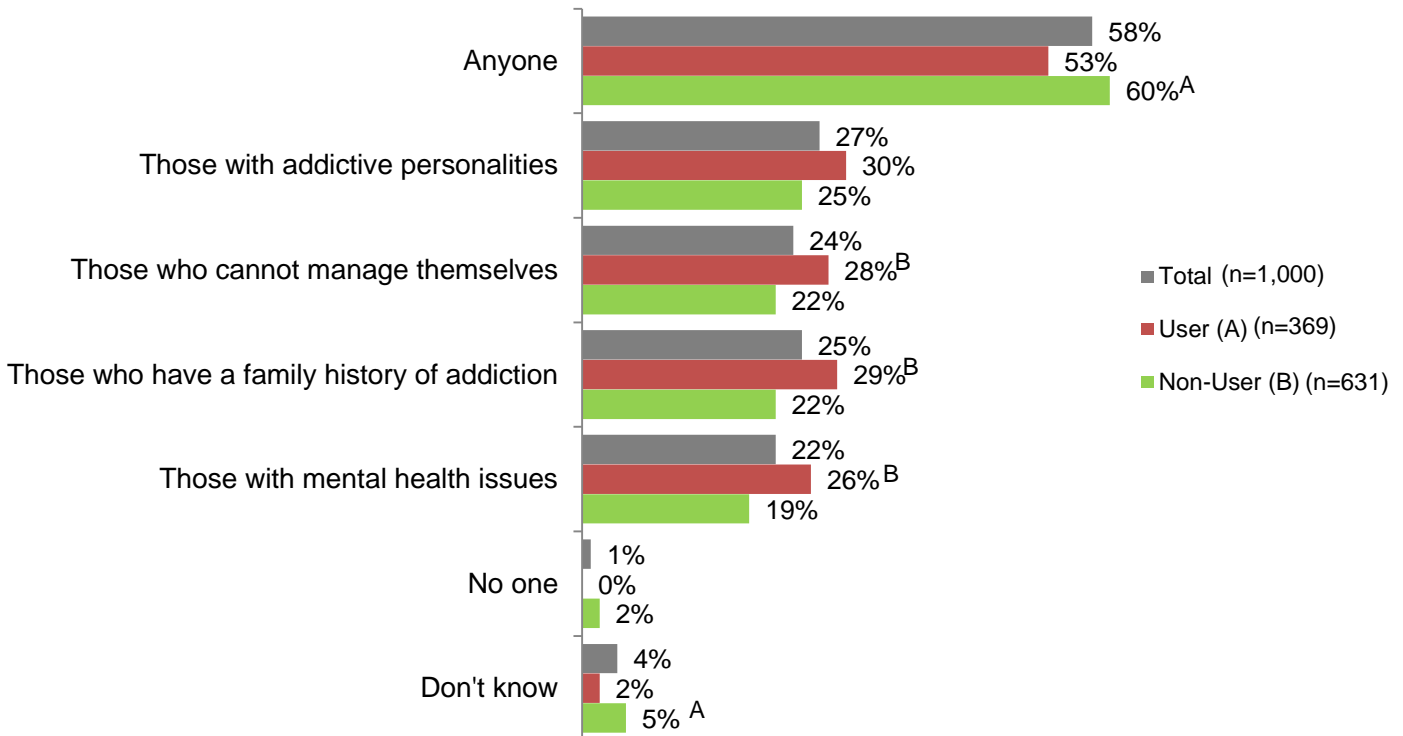
Breakout View

In your own opinion, how addictive are the following – Opioid Prescription Painkillers



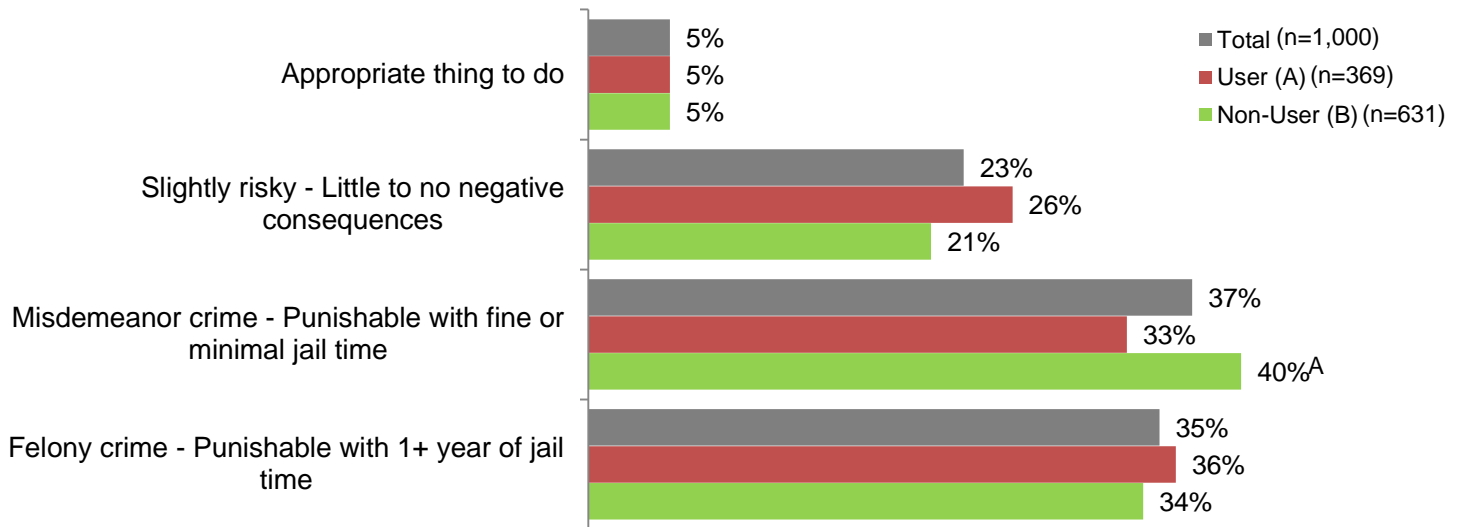
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17. Which of the following types of people do you believe are at risk to becoming addicted to opioid painkillers?



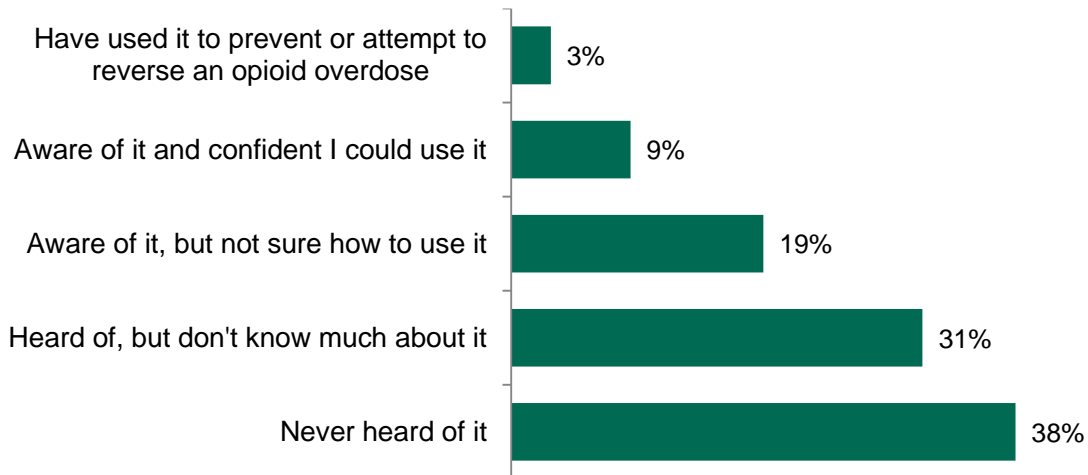
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18. Which of the following best describes the act of sharing a prescription painkiller with a friend or family member?

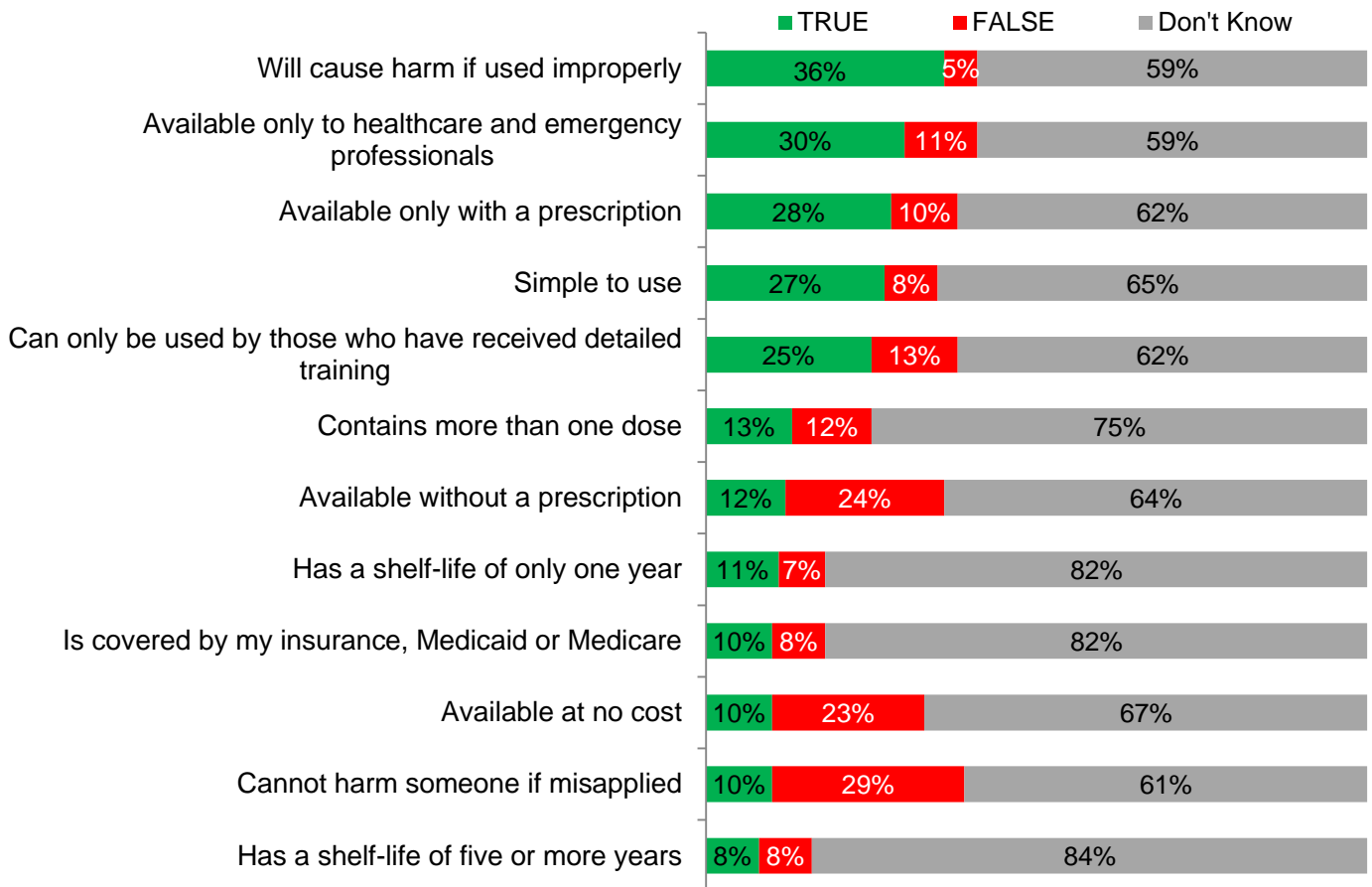


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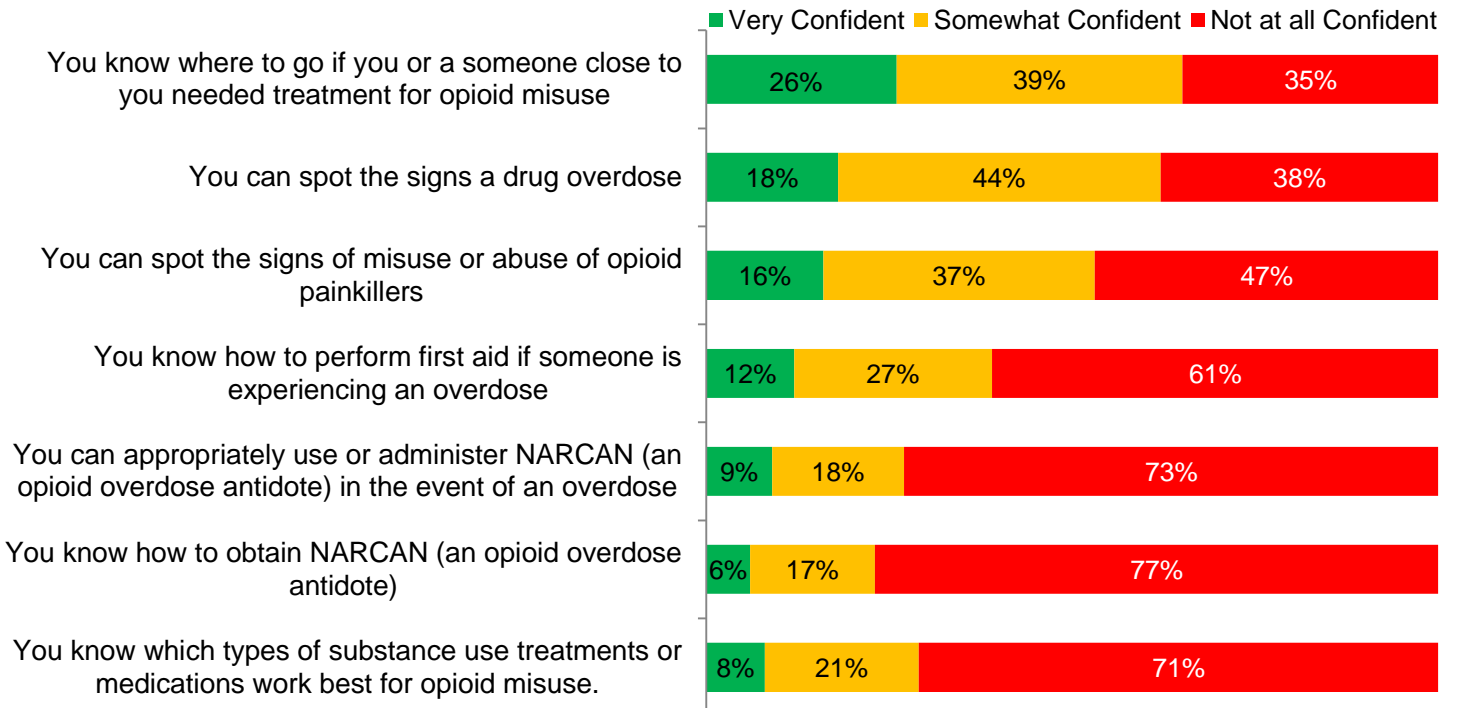
19. Which of the following best represents your familiarity with NARCAN or Naloxone, an antidote that can be used in the event of an opioid overdose? (n=1,000)



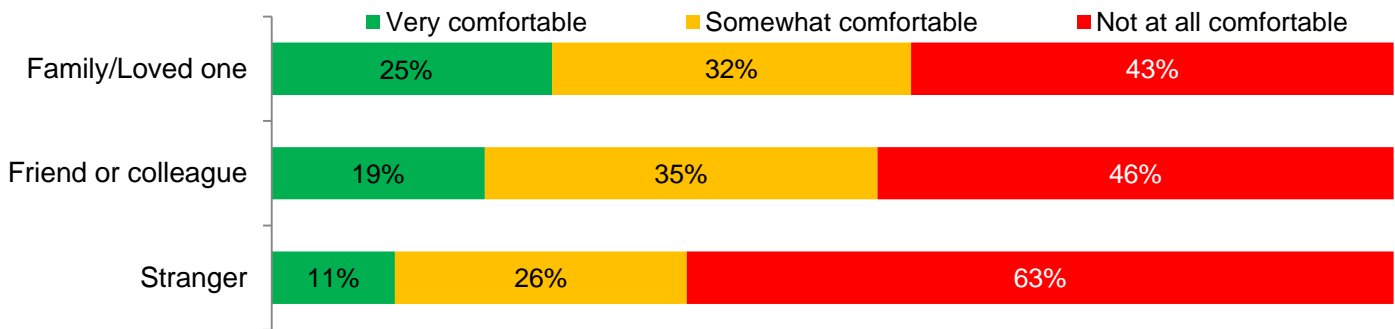
20. Which of the following is true of NARCAN or Naloxone? (n=1,000)



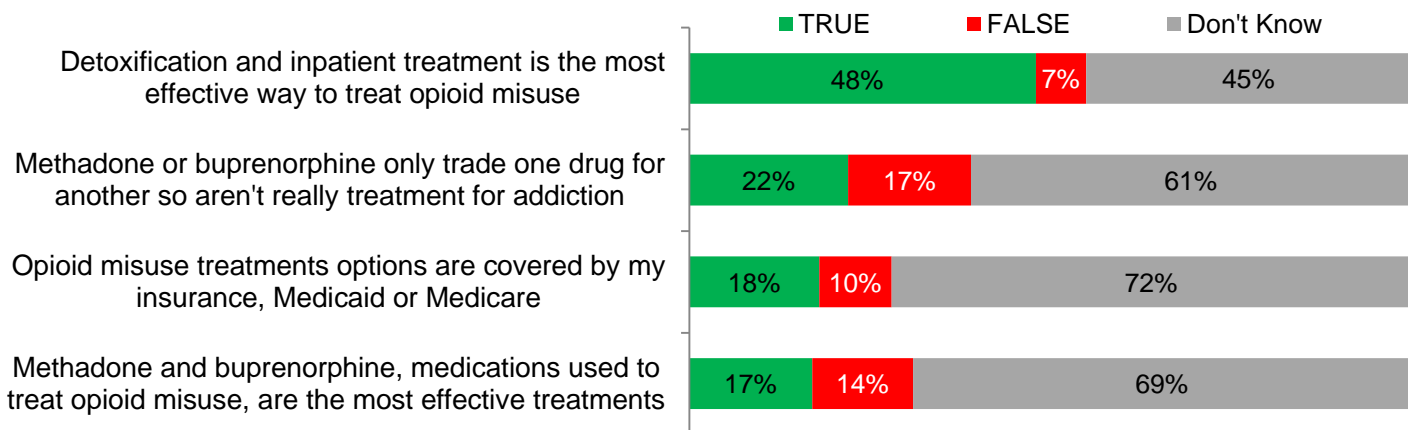
21. How confident are you that...? (n=1,000)



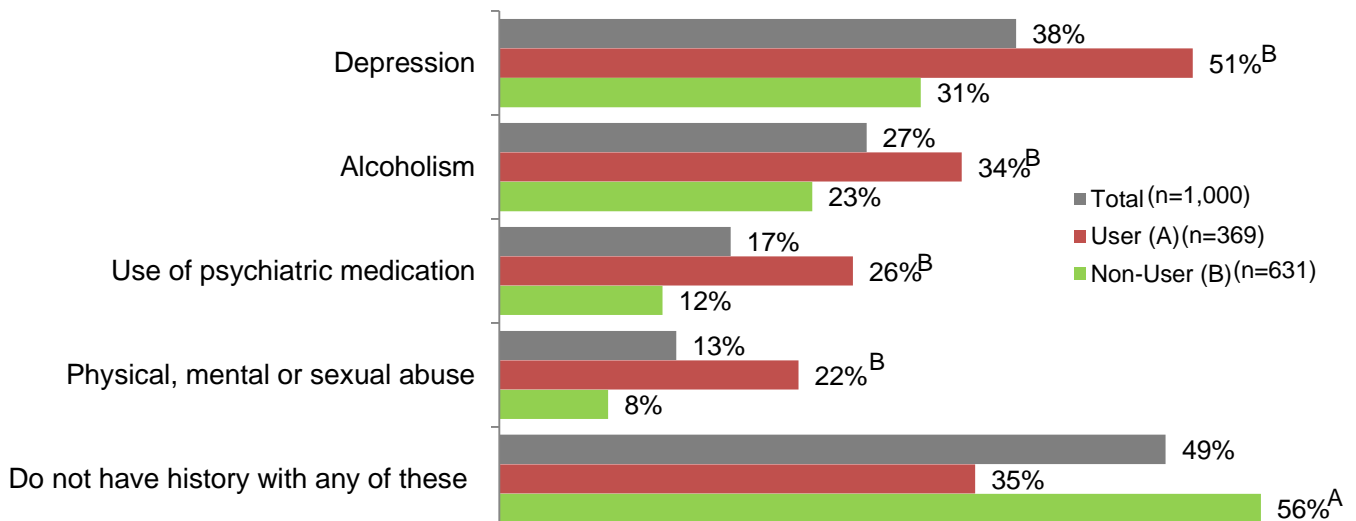
22. How comfortable would you be administering first aid that includes rescue breathing and NARCAN to someone who is overdosing? (n=1,000)



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? (n=1,000)

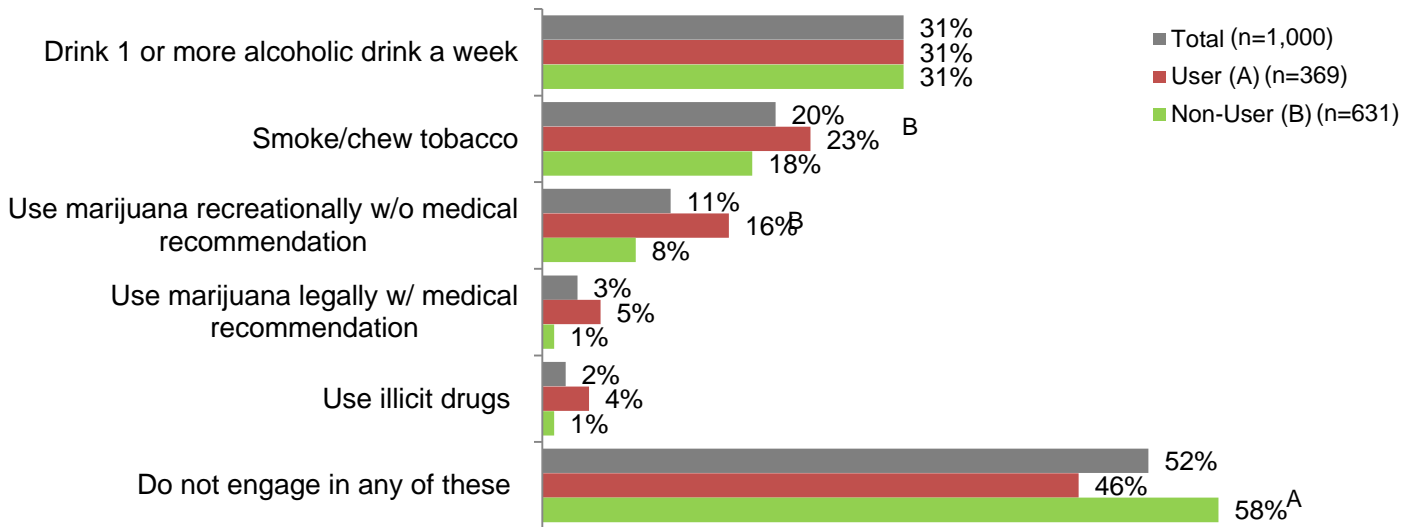


24. Do you or any of your family members have a history of...?



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

25. Do you engage in any of the following social behaviors?

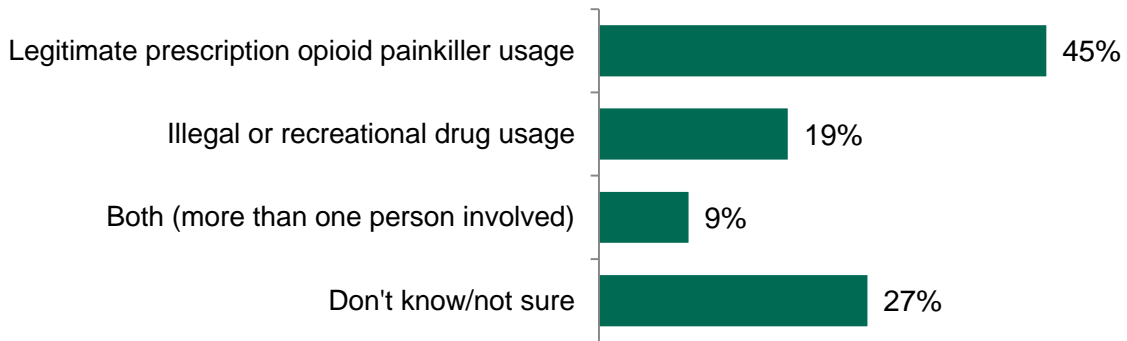


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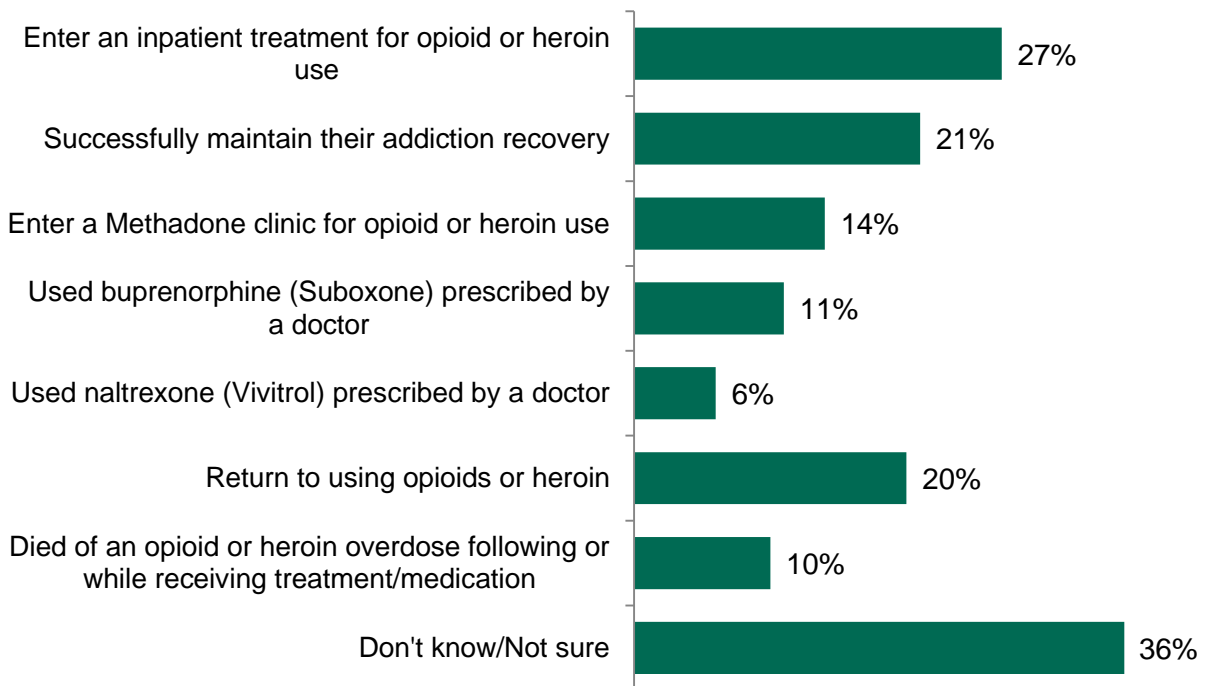
26. In the past three years, have you or someone you know...? (n=1,000)

	Know Someone (NET)	Myself	Family/ Loved One	Co-worker or their family	Neighbor or their family	No one
<b>Impacted by Opioid/Heroin (Started/Addicted/Survived/Died NET)</b>	<b>35%</b>					
<b>Started Opioid/Heroin (NET)</b>	<b>28%</b>					
Started to use opioid painkillers	25%	8%	9%	4%	5%	75%
Started to use heroin	13%	1%	5%	3%	4%	87%
<b>Addicted Opioid/Heroin (NET)</b>	<b>21%</b>					
Become addicted to opioid painkillers	17%	2%	8%	2%	4%	83%
Become addicted to heroin	14%	1%	6%	3%	5%	86%
<b>Survived Opioid/Heroin (NET)</b>	<b>14%</b>					
Survived an opioid painkiller overdose	10%	1%	4%	2%	3%	90%
Survived a heroin overdose	10%	1%	4%	2%	4%	90%
<b>Died Opioid/Heroin (NET)</b>	<b>13%</b>					
Died of an opioid painkiller overdose	8%	-	3%	1%	3%	92%
Died of a heroin overdose	11%	-	4%	2%	5%	89%

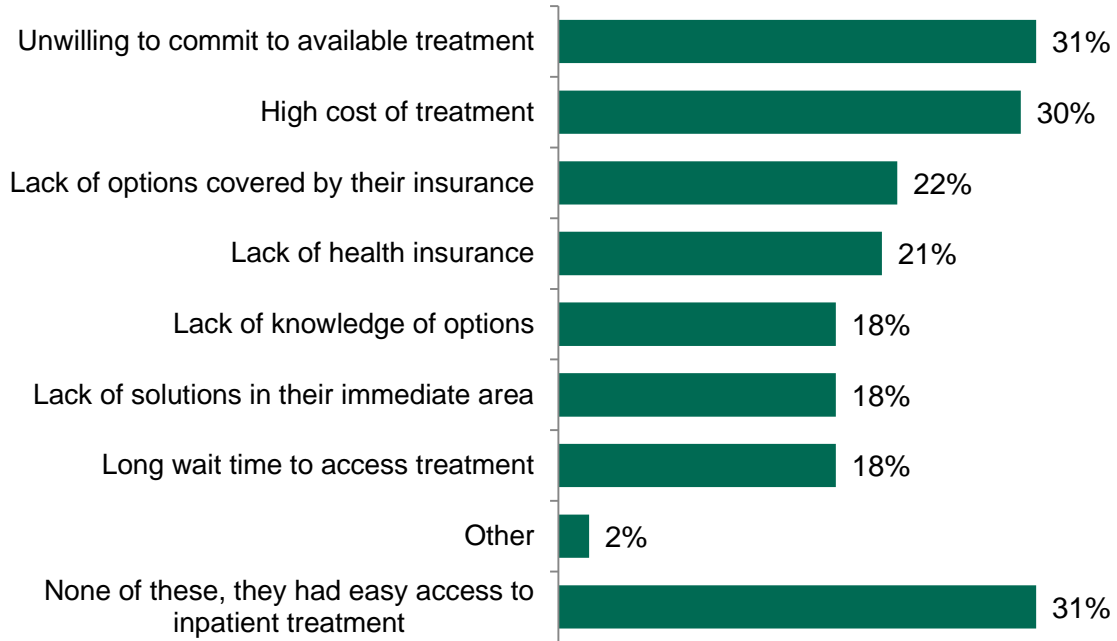
27. To the best of your knowledge, did the opioid or heroin usage you described begin with...? (n=335 – Know Someone Affected by Opioids/Heroin)



28. To the best of your knowledge, did the person you know... (Select all that apply) (n=335 – Know Someone Affected by Opioids/Heroin)

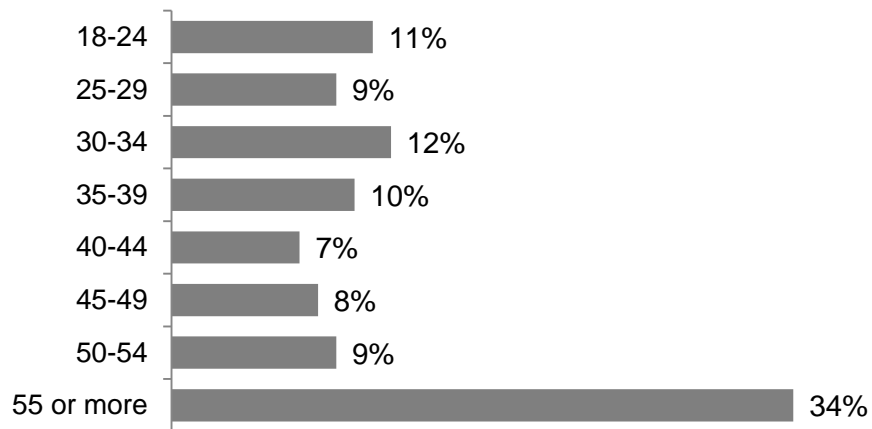


29. To the best of your knowledge, did that person have difficulty getting access to treatment for opioid or heroin use due to...? (n=91 – Know Someone Admitted for Treatment)



## **DEMOGRAPHICS**

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

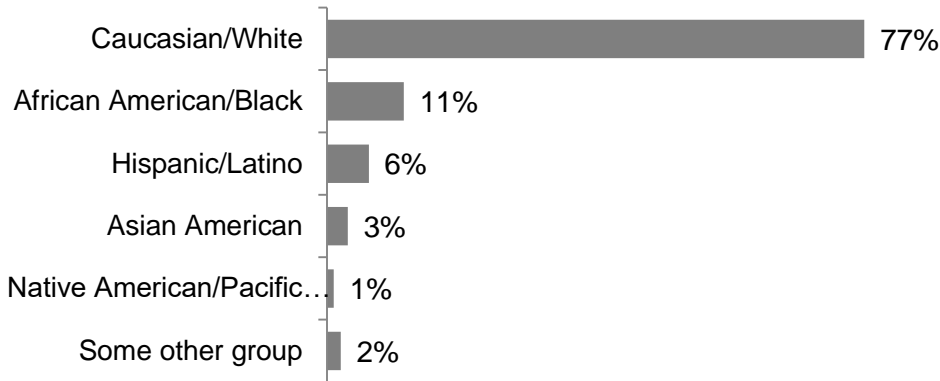


2. Are you...? (n=1,000)

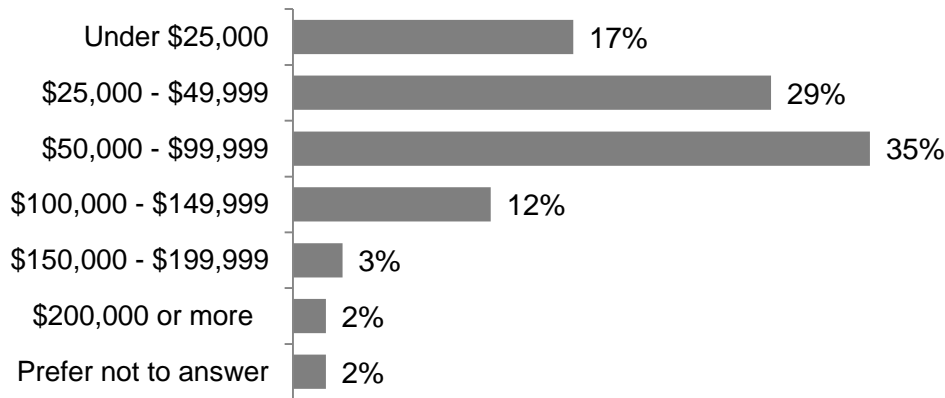




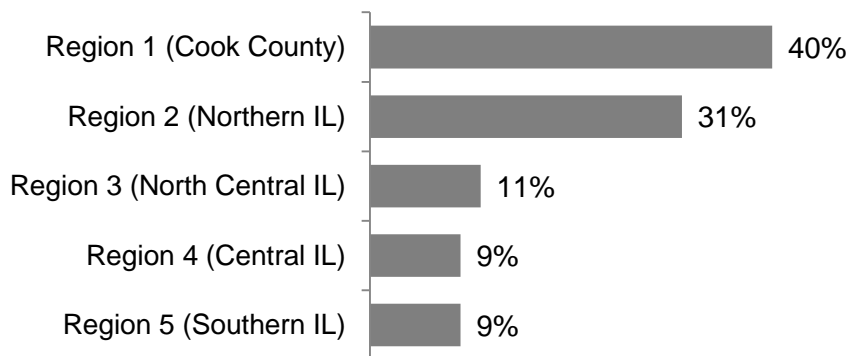
3. Which of the following best describes your ethnic origin? (n=1,000)



4. Which of the following categories best describes your total annual household income before taxes? (n=1,000)



5. What state do you live in? (Based on Illinois Department of Human Services Regions) (n=1,000)



If you have additional questions about the content of this summary, please contact the National Safety Council at [media@nsc.org](mailto:media@nsc.org).