



Prescription Opioid Painkiller Public Opinion Poll

January 23, 2018

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 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

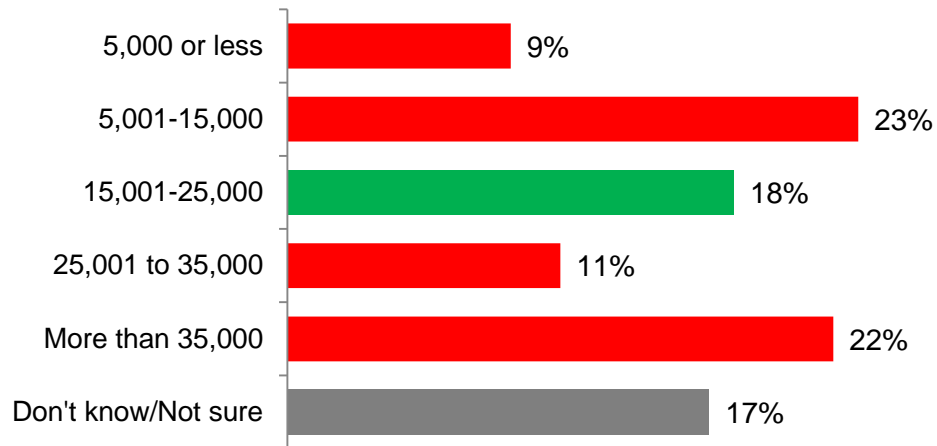
1. How concerned are you about each of the following as potential causes of injury or death for your family? (n=2,000)

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

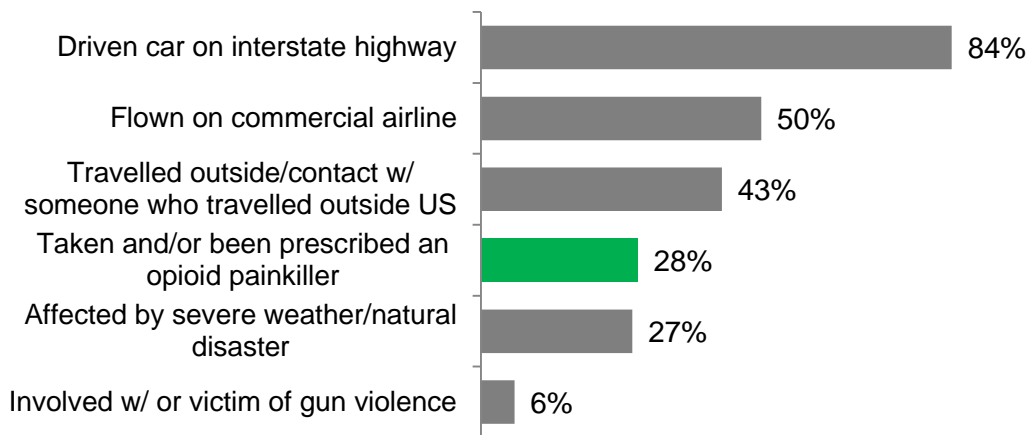
2. Please rank the following in terms of which is the cause of the most deaths in the United States. (n=2,000)

| | Ranked 1st | Ranked 2nd | Ranked 1st or 2nd |
|---|-------------------|-------------------|--------------------------|
| Motor vehicle crashes | 51% | 16% | 67% |
| Opioid prescription drug overdose | 26% | 33% | 59% |
| Heroin overdose | 15% | 29% | 44% |
| Accidental digestion of non-medical poisons | 4% | 12% | 16% |
| 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=2,000)



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



| | Northeast Region (A) | Remaining Regions (B) |
|---|----------------------|-----------------------|
| | (n=380) | (n=1,620) |
| Driven car on interstate highway | 80% | 85%A |
| Flown on commercial airline | 56%B | 49% |
| Travelled outside/contact w/ someone who travelled outside US | 49% | 42% |
| Taken and/or been prescribed an opioid painkiller | 23% | 29%A |
| Affected by severe weather/natural disaster | 26% | 28% |
| Involved w/ or victim of gun violence | 8%B | 5% |

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

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.

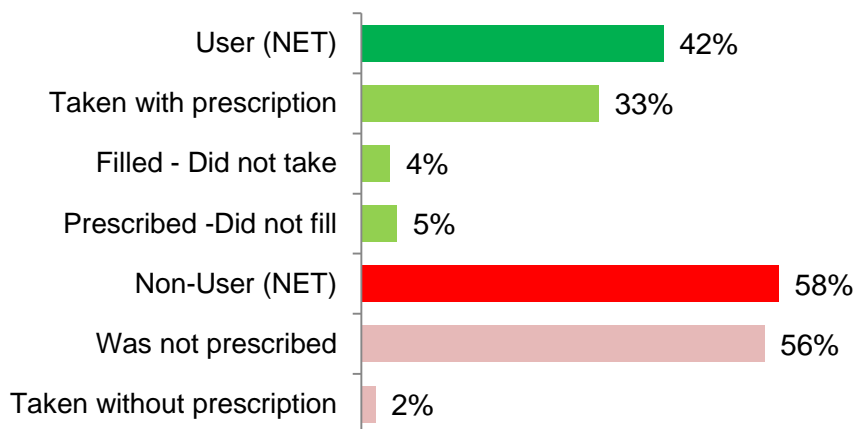
SHOW Q4B TEXT IF NO FOR TAKEN AND/OR PRESCRIBED PAINKILLER IN Q3, OTHERWISE HIDE

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:

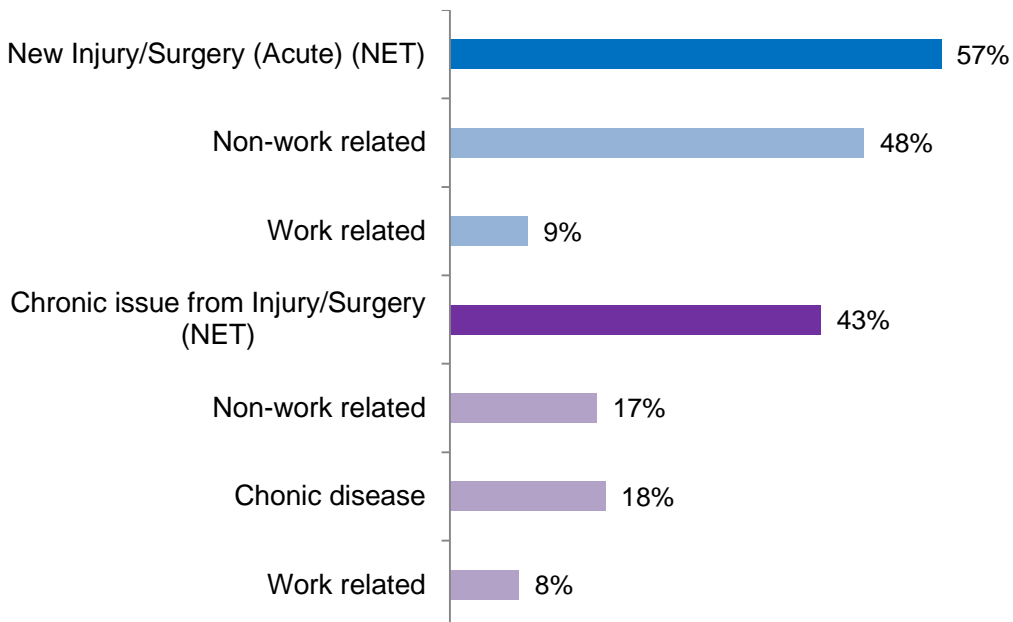
- Codeine (only available in generic form)
- Fentanyl (Actiq, Duragesic, Fentora)
- Hydrocodone (Lorcet, Lortab, Norco, Vicodin)
- Hydrocodone and Acetaminophen (Lorcet, Lortab, Norco, Vicodin)
- Hydromorphone (Dilaudid, Exalgo)
- Meperidine (Demerol)
- Methadone (Dolophine, Methadose)
- Morphine (Avinza, 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=2,000)

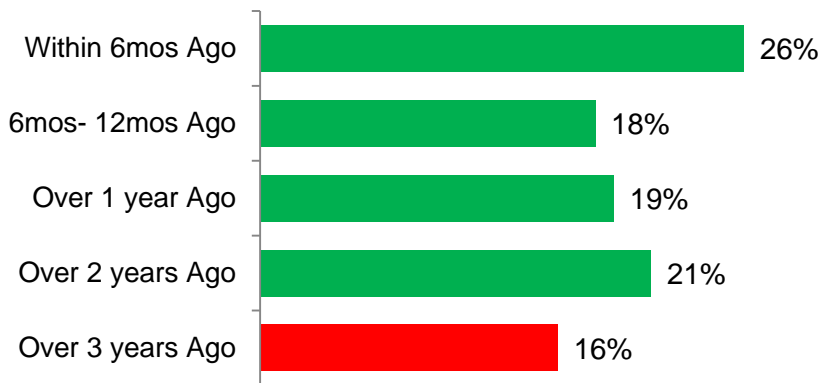


SKIP TO Q12 IF PRESCRIBED-NOT FILLED (1), FILLED (2) OR TAKEN W/PRESCRIPTION (3) NOT SELECTED IN Q4C. OTHERWISE CONTINUE TO Q5

5. Again thinking about the last time you were prescribed an opioid painkiller, what was the reason for being given the prescription? (n=837 – Past User)



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

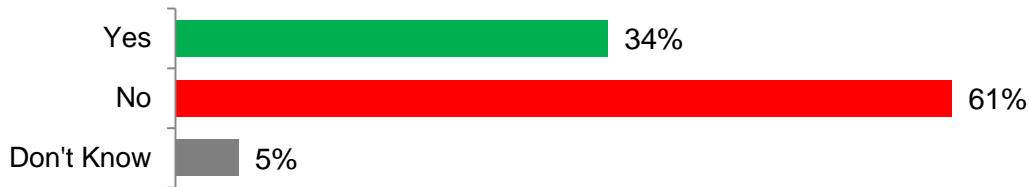


| Northeast Region (A) | Remaining Regions (B) |
|----------------------|-----------------------|
| (n=152) | (n=685) |
| 15% | 28%A |
| 12% | 19% |
| 28%B | 18% |
| 24% | 20% |
| 20% | 15% |

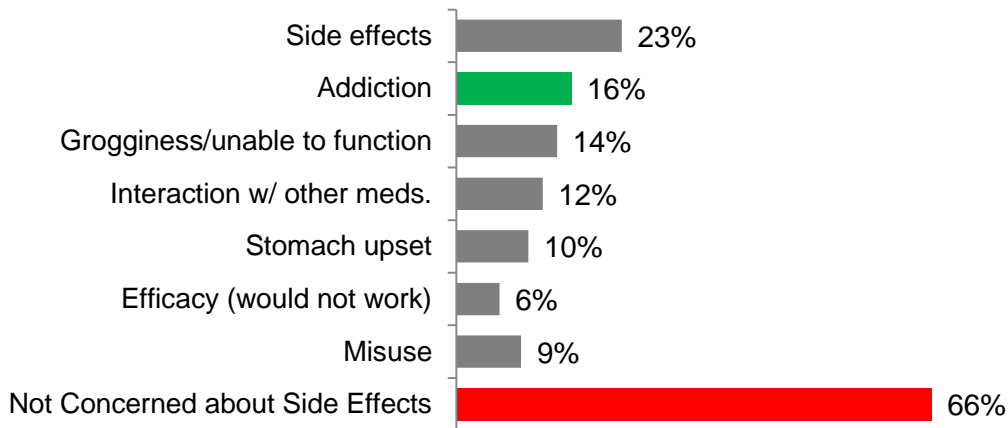
Note: Letters represent a significant difference between groups at 95% confidence interval

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=704 – Past 3yr User)

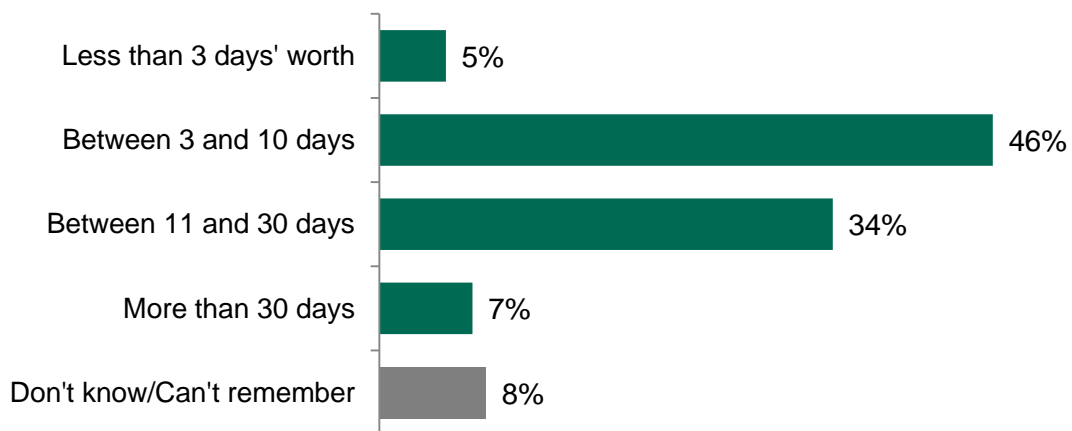


8. Which of the following were you most concerned with before? (n=704 – Past 3yr User)

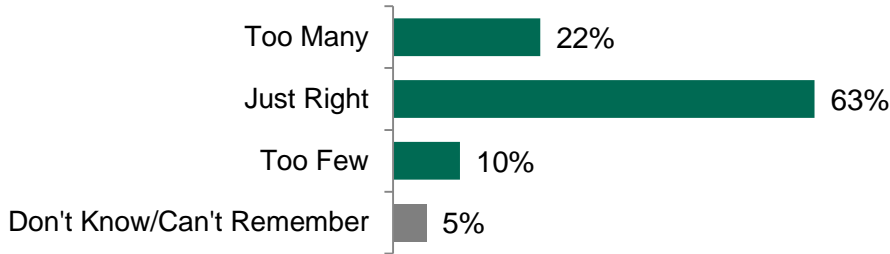


ASK Q9 IF ACUTE REASON (1 OR 2) SELECTED IN Q5 AND PRESCRIBED – BUT DID NOT FILL (1) NOT SELECTED IN Q4C, OTHERWISE SKIP TO Q12

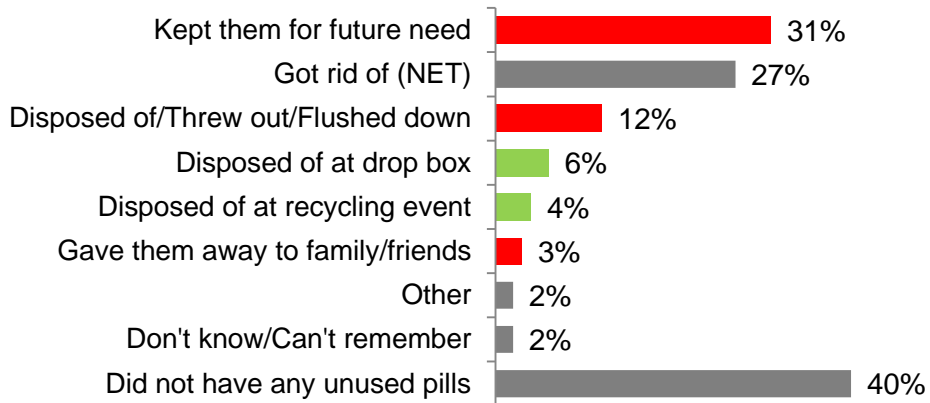
9. How many pills did you receive (at one time) with your last opioid painkiller prescription? (n=279 – Filled Rx for Acute Issue)



10. Would you say that the number of pills in your prescription was...?
(n=279 – Filled Rx for Acute Issue)



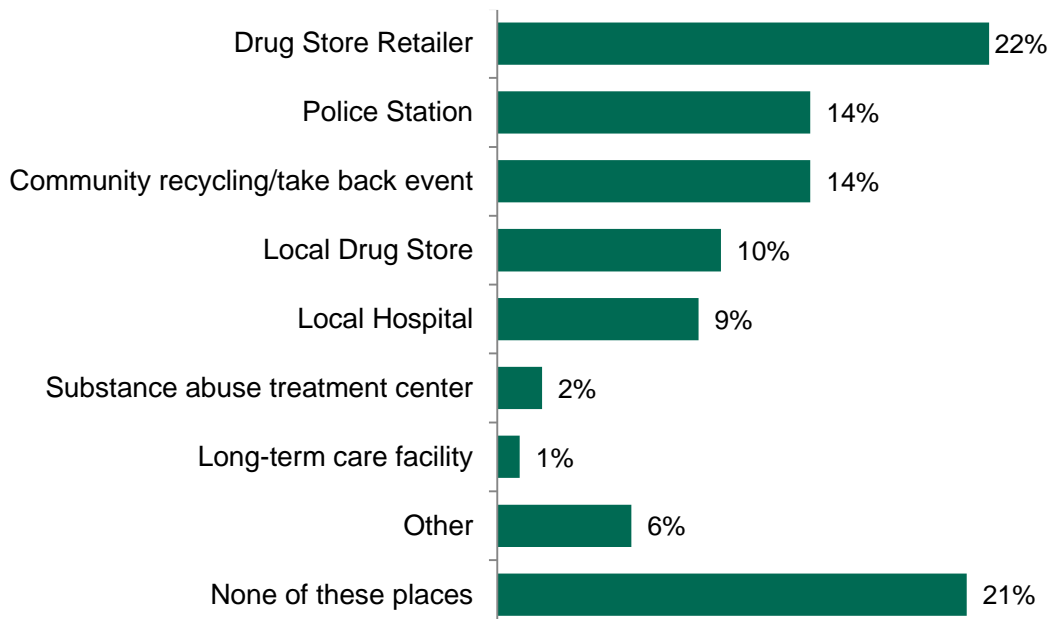
11. Which of the following statements best describes what you did with your unused pills? (n=279 – Filled Rx for Acute Issue)



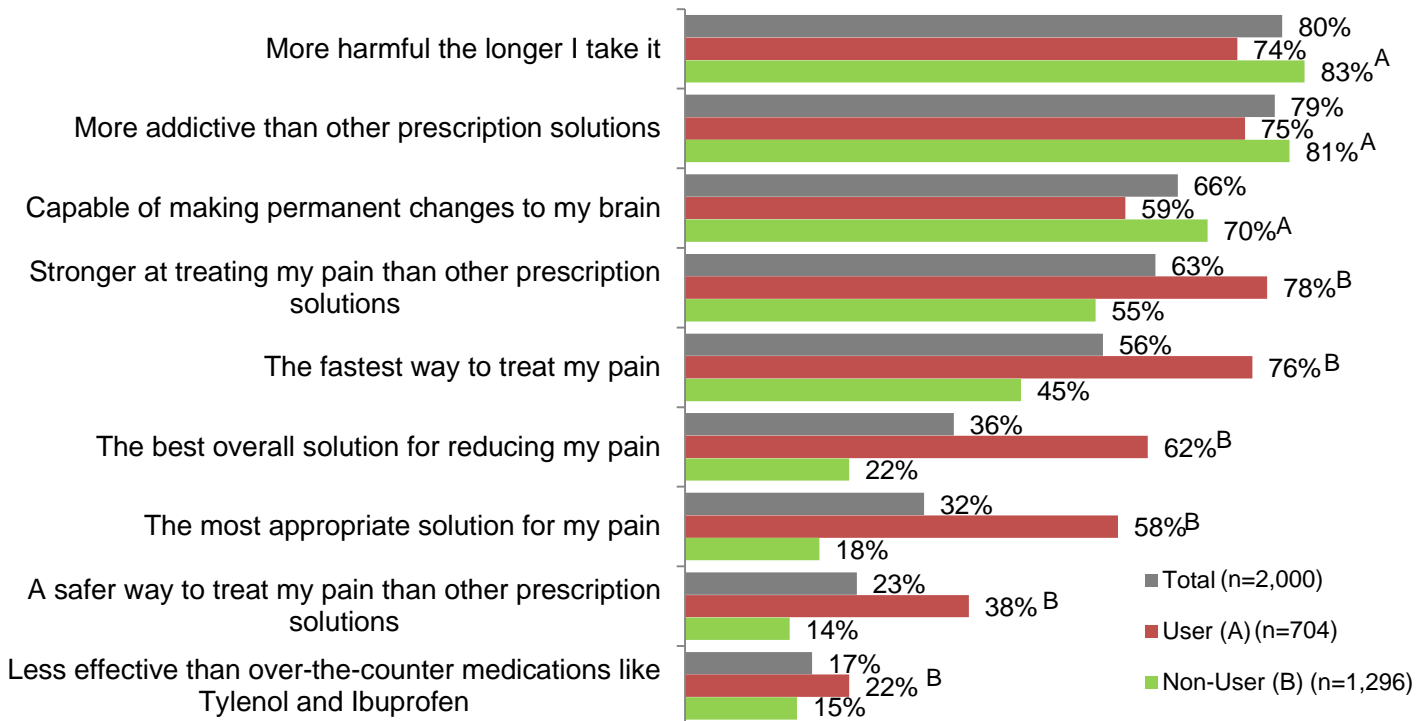
| Northeast Region (A) | Remaining Regions (B) |
|----------------------|-----------------------|
| (n=54) | (n=225) |
| 31% | 31% |
| 38% | 24% |
| 26%B | 8% |
| 6% | 6% |
| 6% | 4% |
| 0% | 3% |
| 0% | 2% |
| 0% | 3% |
| 31% | 42% |

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

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)

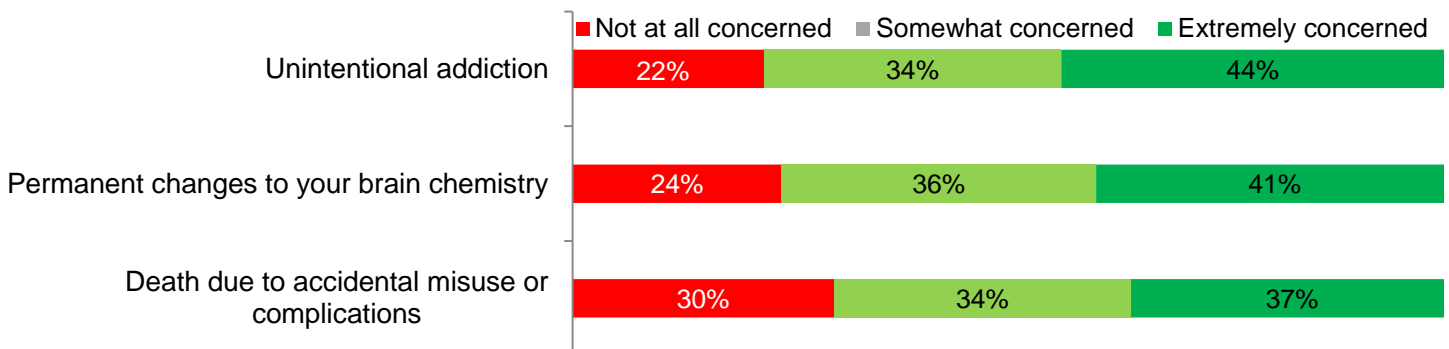


13. Please indicate your agreement with each of the following statements about opioid painkillers as a way of dealing with pain %Very/Somewhat Agree

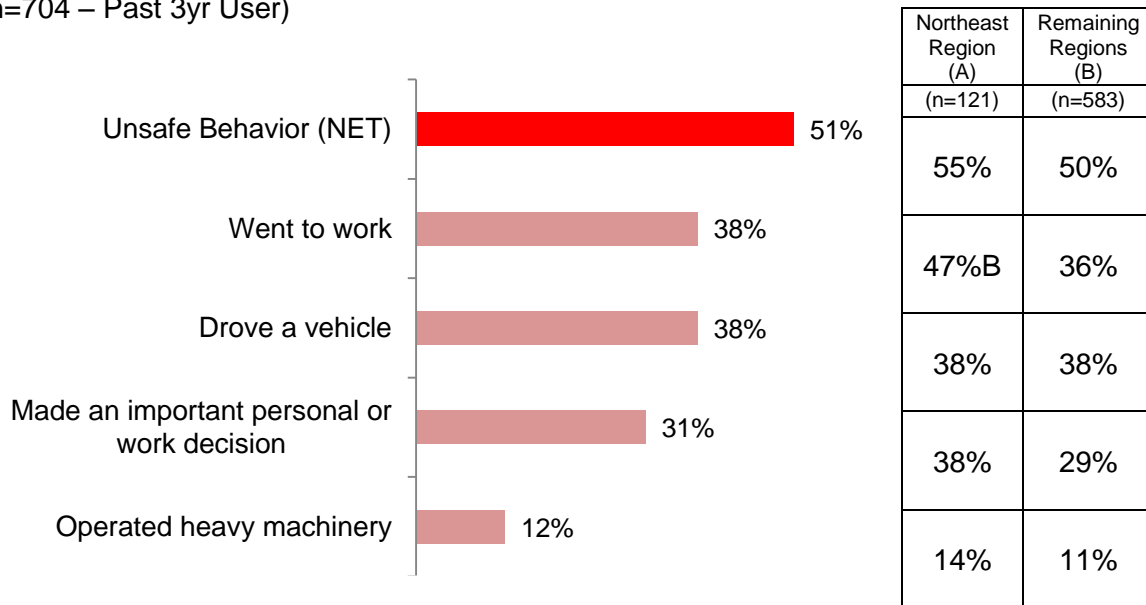


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14. How concerned are you about the following when you or a loved on starts to take a prescription opioid painkiller? (n=2,000)

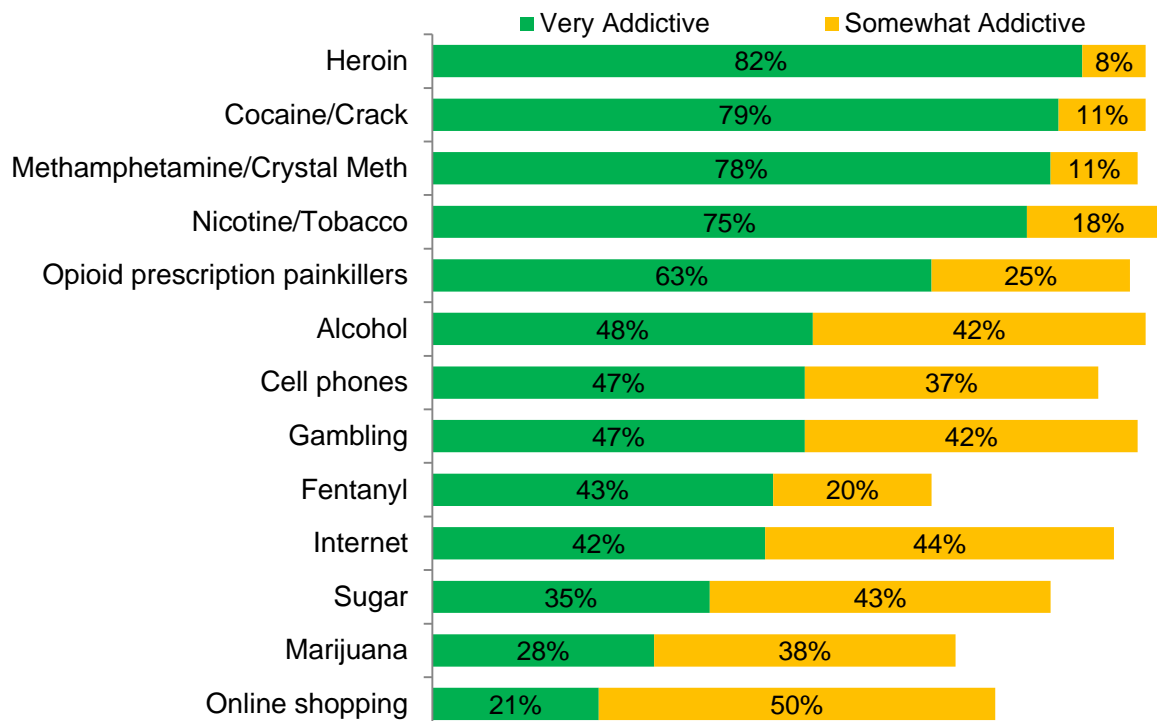


15. Have you ever done any of the following activities while under the influence of an opioid painkiller, that us during the time the painkiller was in effect?
(n=704 – Past 3yr User)

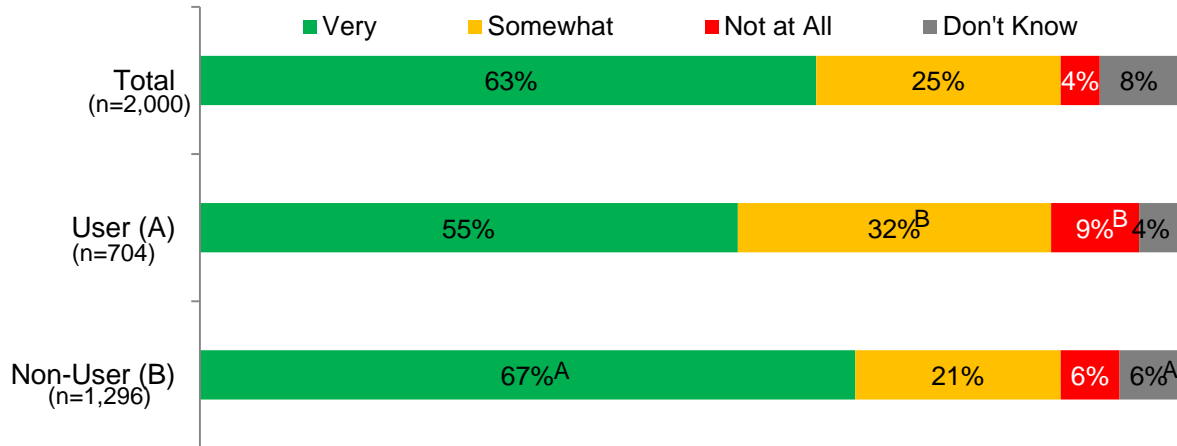


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16. In your own opinion, how addictive are the following? (n=2,000)

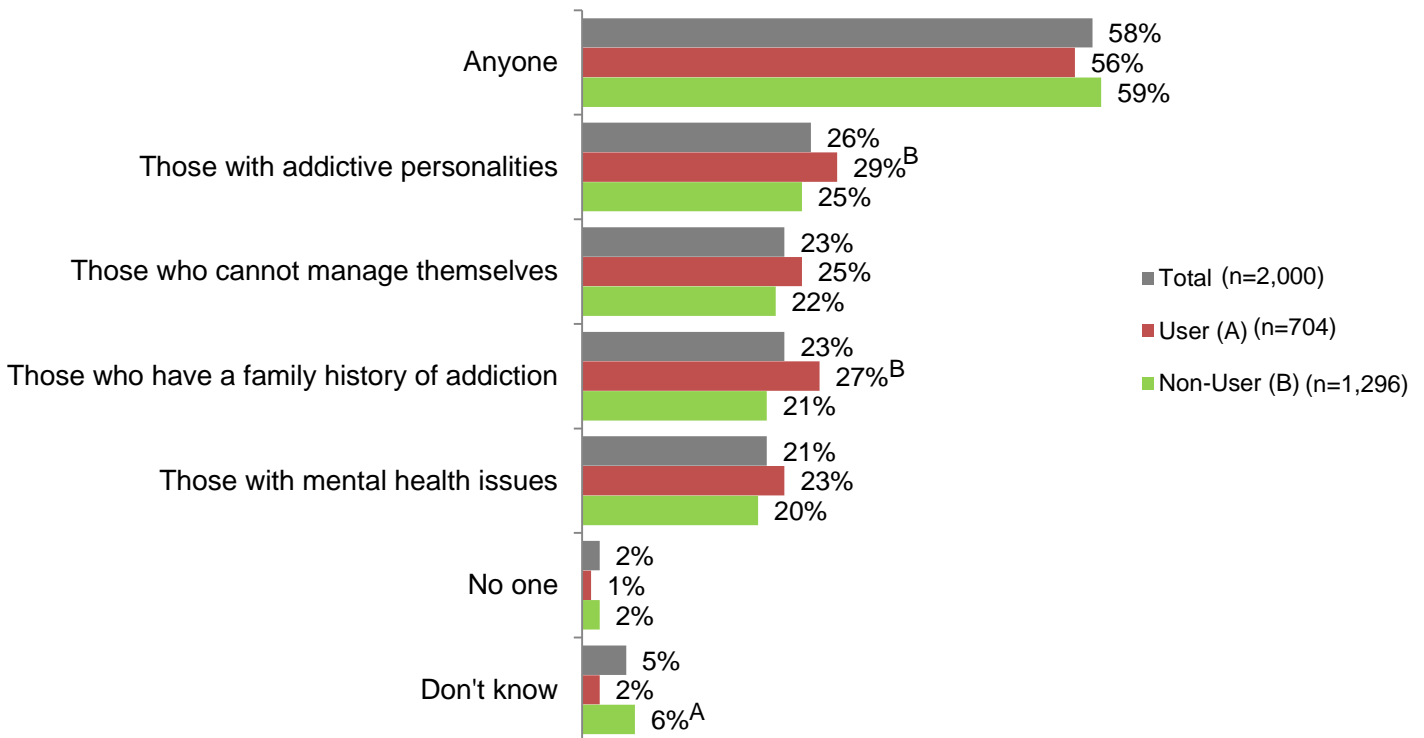


In your own opinion, how addictive are the following – Opioid Prescription Painkillers



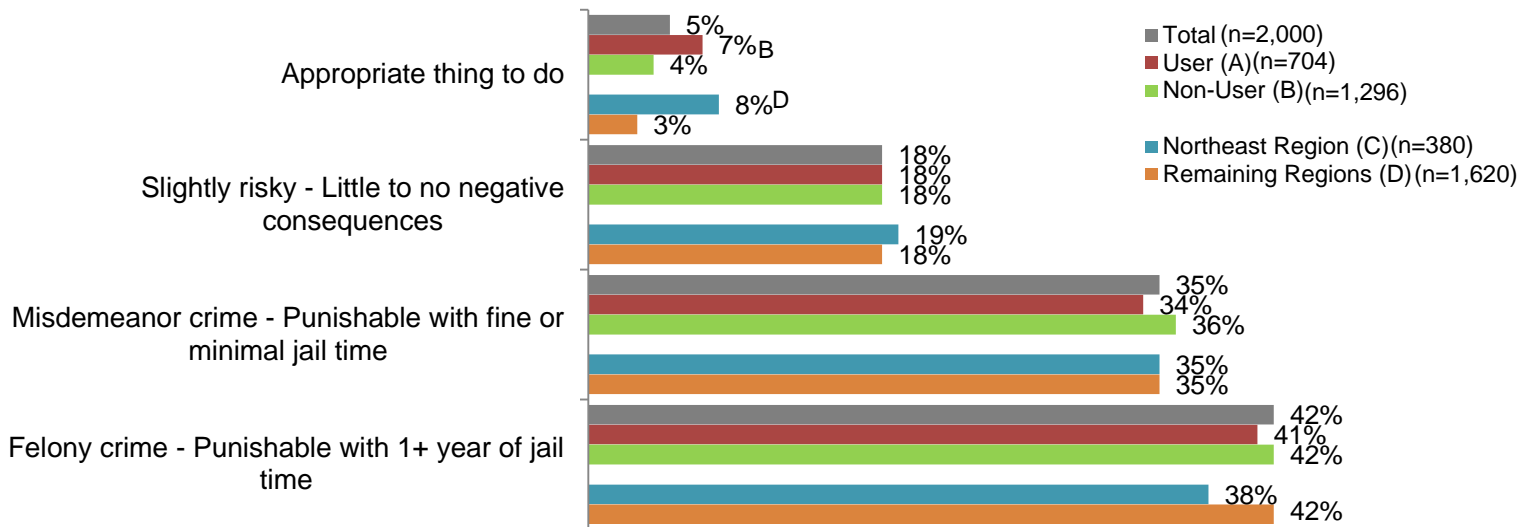
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17. Which of the following types of people do you believe are at risk to becoming addicted to opioid painkillers?



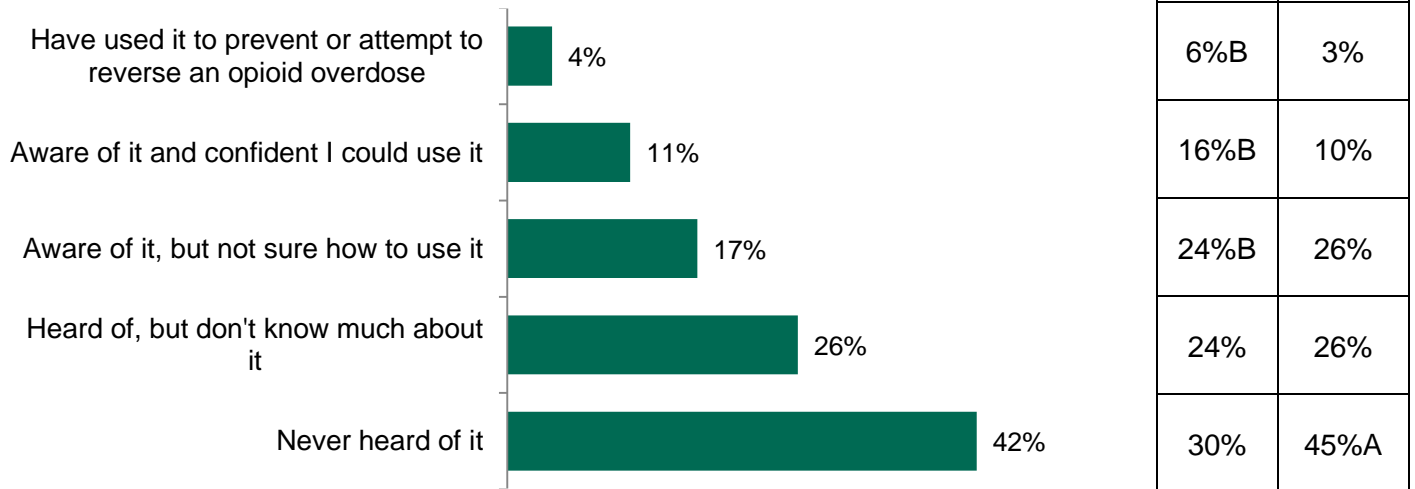
Note: Letters represent a significant difference between groups at 95% confidence interval

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

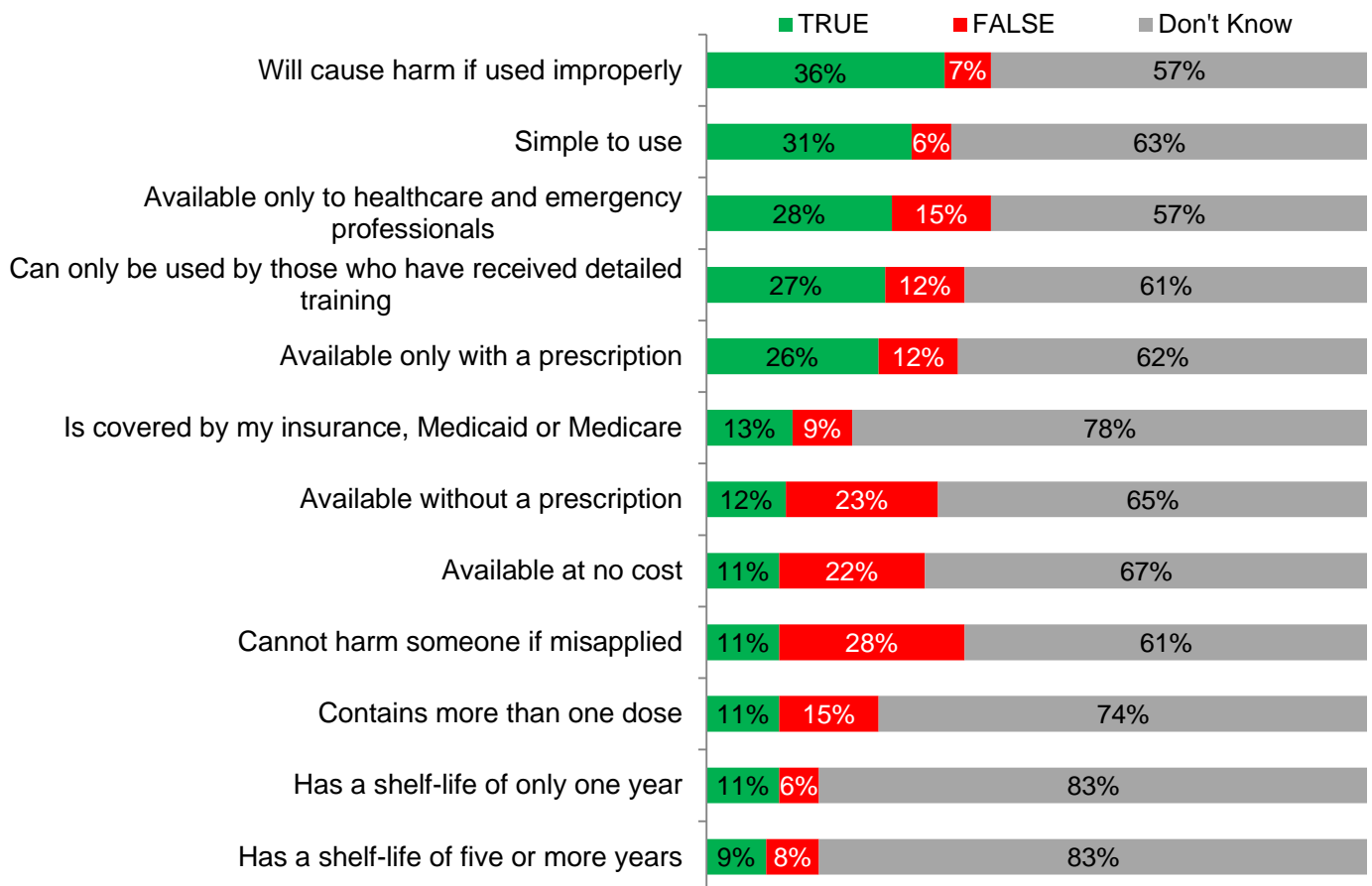


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19. Which of the following best represents your familiarity with NARCAN or Naloxone, an antidote that can be used in the event of an opioid overdose? (n=2,000)



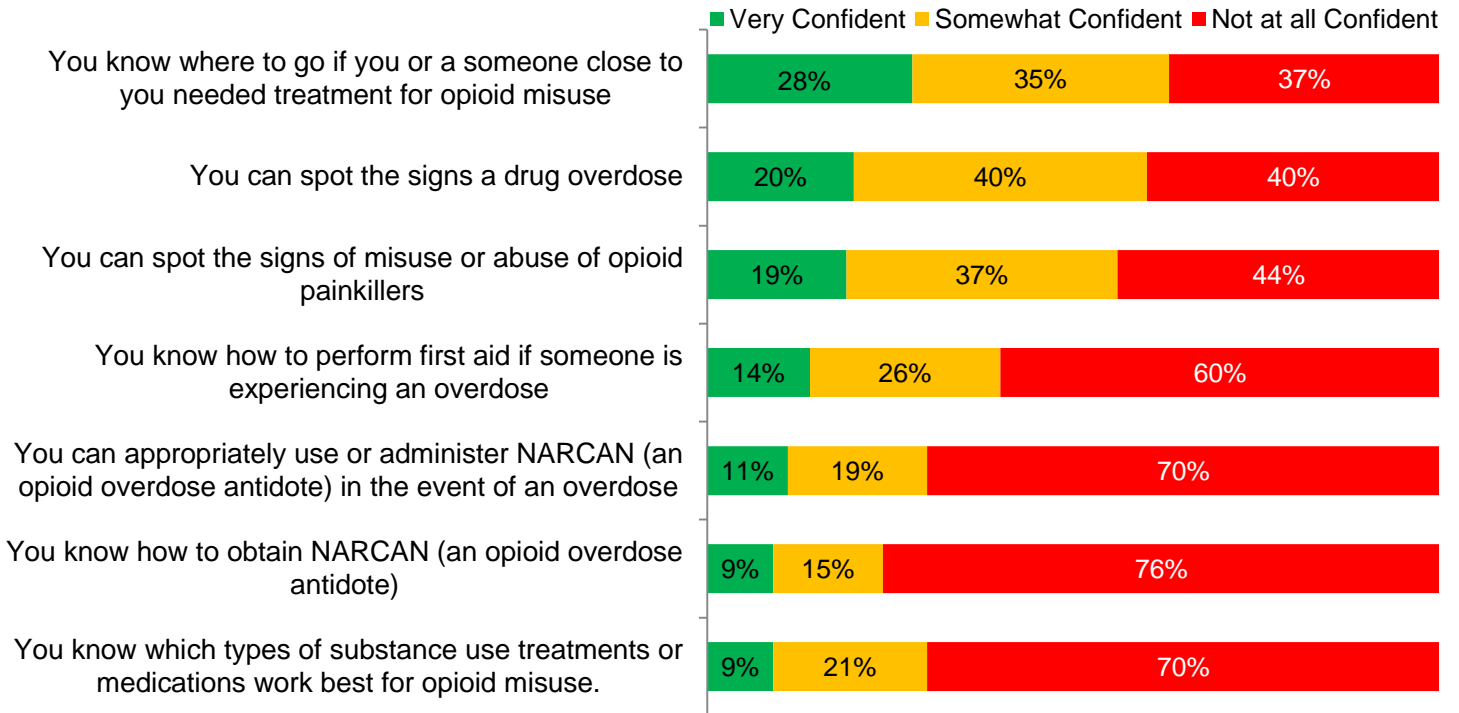
20. Which of the following is true of NARCAN or Naloxone? (n=2,000)



Which of the following is true of NARCAN or Naloxone?

| | True | | | False | | | Don't Know | | |
|---|-----------|----------------------|-----------------------|-----------|----------------------|-----------------------|------------|----------------------|-----------------------|
| | Total | Northeast Region (A) | Remaining Regions (B) | Total | Northeast Region (C) | Remaining Regions (D) | Total | Northeast Region (E) | Remaining Regions (F) |
| | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) |
| Will cause harm if used improperly | 36% | 37% | 36% | 7% | 8% | 6% | 57% | 55% | 58% |
| Simple to use | 31% | 38%B | 29% | 6% | 5% | 6% | 63% | 57% | 65%E |
| Available only to healthcare and emergency professionals | 28% | 32% | 27% | 15% | 19%D | 14% | 57% | 50% | 59%E |
| Can only be used by those who have received detailed training | 27% | 33%B | 26% | 12% | 15% | 11% | 61% | 53% | 63%E |
| Available only with a prescription | 26% | 26% | 26% | 12% | 17%D | 11% | 62% | 57% | 63%E |
| Is covered by my insurance, Medicaid or Medicare | 13% | 17% B | 12% | 9% | 8% | 10% | 78% | 75% | 79% |
| Available without a prescription | 12% | 16% B | 11% | 23% | 23% | 23% | 65% | 61% | 65% |
| Available at no cost | 11% | 16% B | 10% | 22% | 24% | 22% | 67% | 60% | 68%E |
| Cannot harm someone if misapplied | 11% | 14% | 11% | 28% | 29% | 27% | 61% | 57% | 62% |
| Contains more than one dose | 11% | 14%B | 11% | 15% | 19%D | 14% | 74% | 67% | 76%E |
| Has a shelf-life of only one year | 11% | 12% | 11% | 6% | 9%D | 6% | 83% | 79% | 83% |
| Has a shelf-life of five or more years | 9% | 12%B | 8% | 8% | 10% | 8% | 83% | 79% | 84%E |

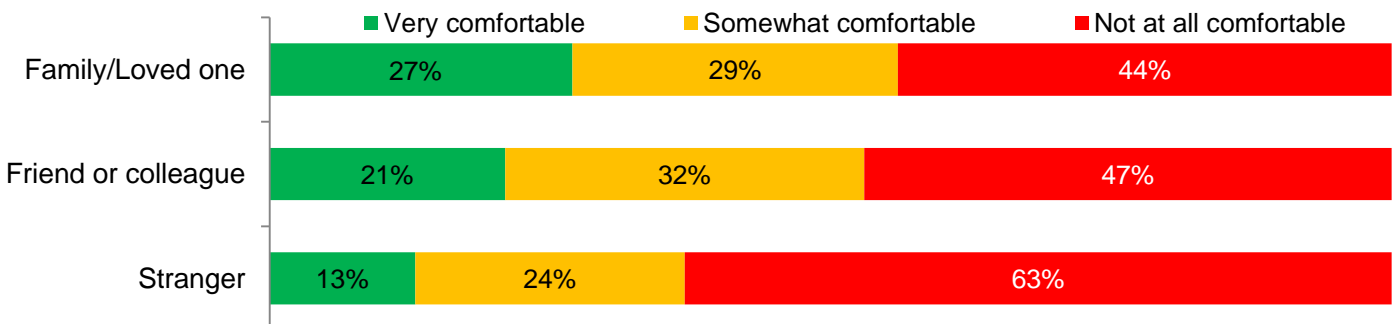
21. How confident are you that...? (n=2,000)



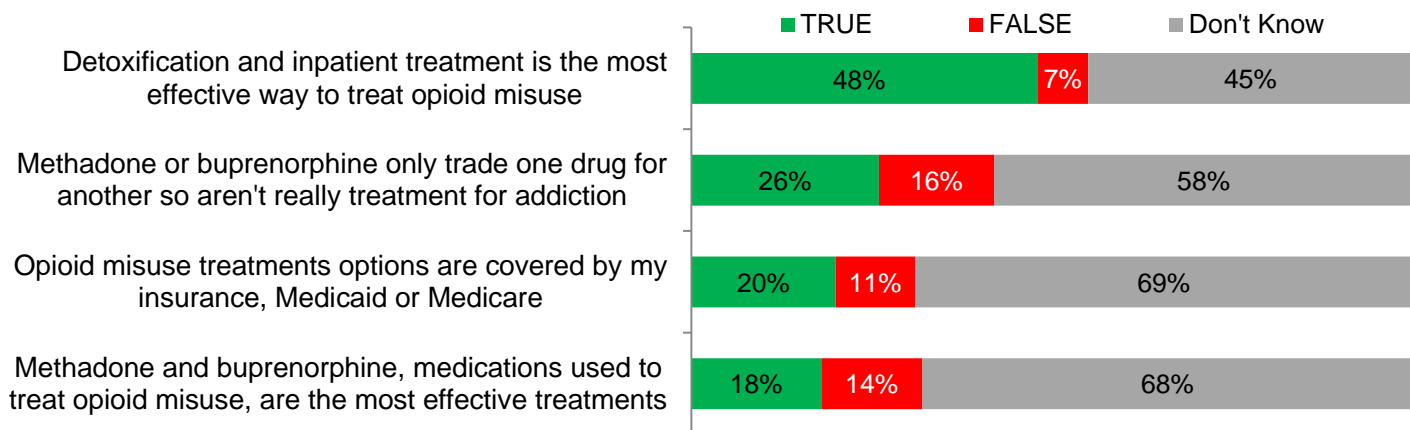
How confident are you that...?

| | Very Confident | | Somewhat Confident | | Not At All Confident | |
|--|----------------------|-----------------------|----------------------|-----------------------|----------------------|-----------------------|
| | Northeast Region (A) | Remaining Regions (B) | Northeast Region (C) | Remaining Regions (D) | Northeast Region (E) | Remaining Regions (F) |
| | (n=380) | (n=1,620) | (n=380) | (n=1,620) | (n=380) | (n=1,620) |
| You know where to go if you or a someone close to you needed treatment for opioid misuse | 26% | 29% | 39% | 34% | 35% | 37% |
| You can spot the signs a drug overdose | 23% | 19% | 40% | 40% | 37% | 41% |
| You can spot the signs of misuse or abuse of opioid painkillers | 21% | 18% | 38% | 37% | 41% | 45% |
| You know how to perform first aid if someone is experiencing an overdose | 16% | 14% | 26% | 26% | 58% | 60% |
| You can appropriately use or administer NARCAN (an opioid overdose antidote) in the event of an overdose | 14%B | 10% | 21% | 18% | 65% | 72%E |
| You know which types of substance use treatments or medications work best for opioid misuse. | 12%B | 9% | 23% | 20% | 64% | 71%E |
| You know how to obtain NARCAN (an opioid overdose antidote) | 12%B | 8% | 19% | 15% | 69% | 77%E |

22. How comfortable would you be administering first aid that includes rescue breathing and NARCAN to someone who is overdosing? (n=2,000)



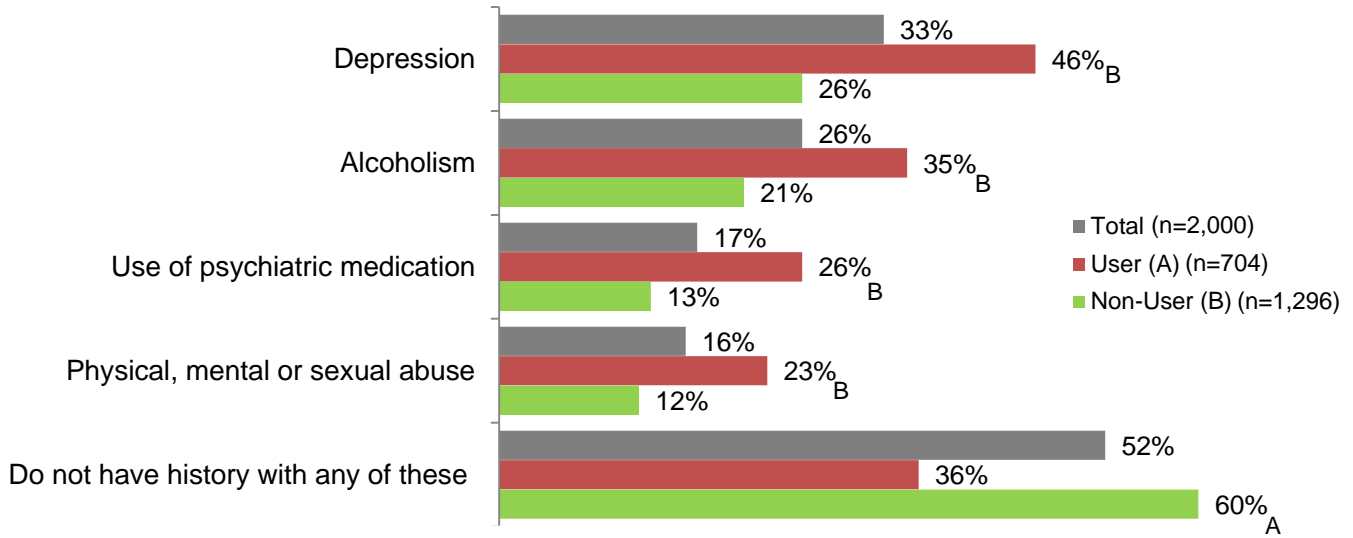
23. Now we would like to understand how much you know about treatment options for an opioid addiction. Which of the following is true of treatments for opioid misuse?(n=2,000)



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?

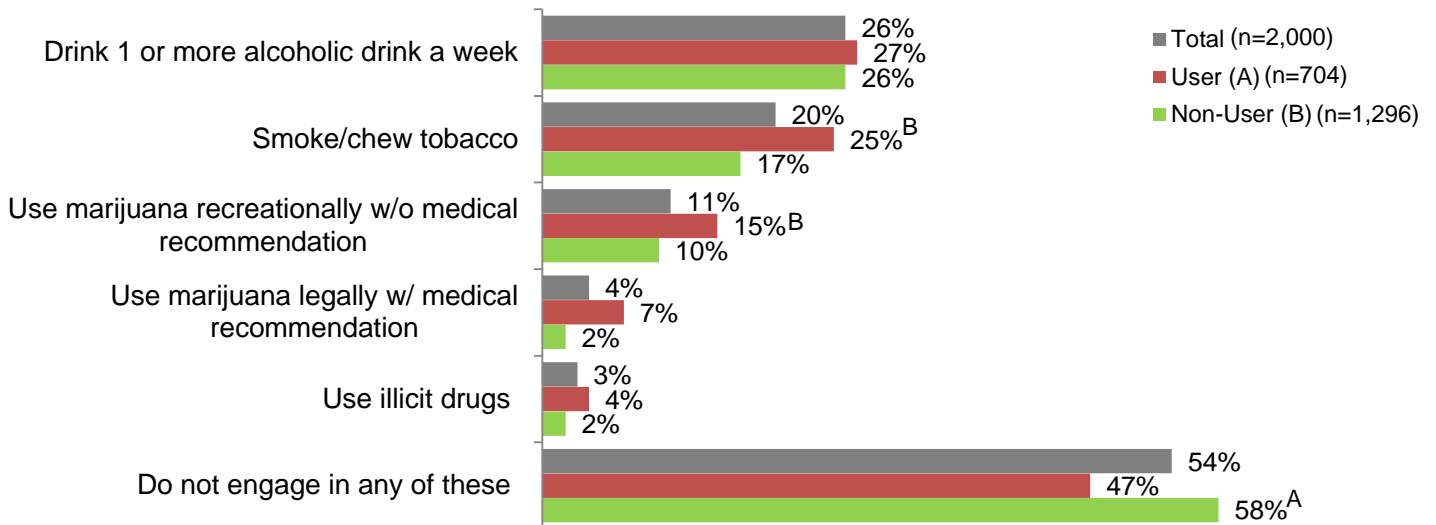
| | True | | | False | | | Don't Know | | |
|---|-----------|----------------------|-----------------------|-----------|----------------------|-----------------------|------------|----------------------|-----------------------|
| | Total | Northeast Region (A) | Remaining Regions (B) | Total | Northeast Region (C) | Remaining Regions (D) | Total | Northeast Region (E) | Remaining Regions (F) |
| | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) |
| Detoxification and inpatient treatment is the most effective way to treat opioid misuse | 48% | 46% | 49% | 7% | 9% | 6% | 45% | 45% | 45% |
| Methadone or buprenorphine only trade one drug for another so aren't really treatment for addiction | 26% | 27% | 25% | 16% | 18% | 15% | 59% | 56% | 59% |
| Opioid misuse treatments options are covered by my insurance, Medicaid or Medicare | 20% | 28%B | 19% | 11% | 11% | 10% | 69% | 61% | 71%E |
| Methadone and buprenorphine, medications used to treat opioid misuse, are the most effective treatments | 18% | 21% | 18% | 14% | 18%D | 14% | 68% | 62% | 69%E |

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?



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

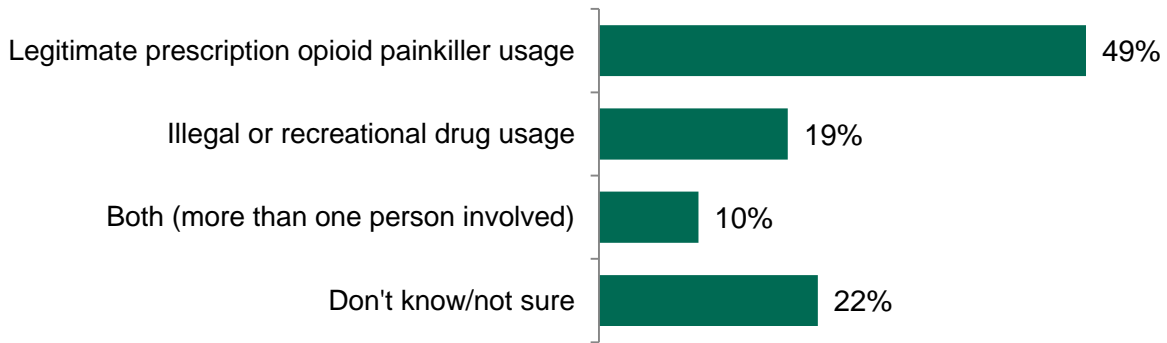
26. In the past three years, have you or someone you know..? (n=2,000)

| (n=2,000) | Myself | Family/ Loved One | Co-worker or their family | Neighbor or their family | No one |
|--|--------|----------------------|------------------------------|--------------------------------|--------|
| Started to use opioid painkillers | 7% | 11% | 3% | 4% | 76% |
| Started to use heroin | 1% | 6% | 2% | 3% | 88% |
| Become addicted to opioid painkillers | 2% | 8% | 3% | 4% | 83% |
| Become addicted to heroin | 1% | 7% | 2% | 3% | 87% |
| Survived an opioid painkiller overdose | 1% | 4% | 1% | 3% | 90% |
| Survived a heroin overdose | 1% | 4% | 2% | 2% | 90% |
| Died of an opioid painkiller overdose | - | 4% | 2% | 3% | 90% |
| Died of a heroin overdose | - | 4% | 3% | 4% | 90% |

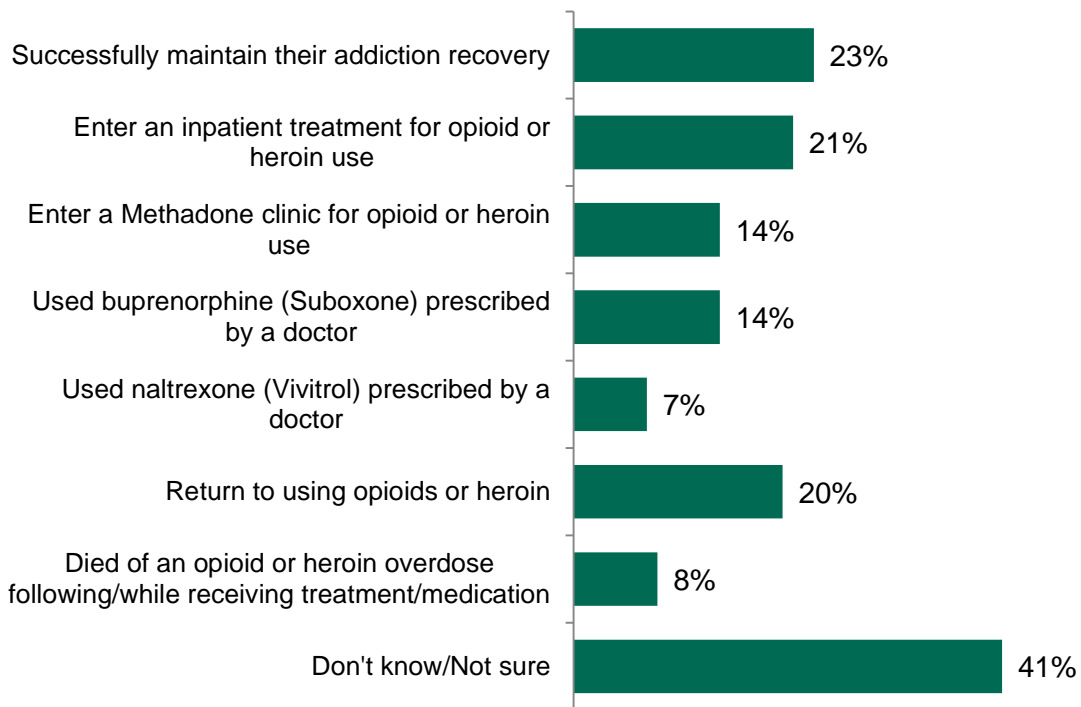
In the past three years, have you or someone you know..? (n=2,000)

| | Myself | | | Family/Loved One | | | Co-worker or their family | | | Neighbor or their family | | | No one | | |
|--|-----------|----------------------|-----------------------|------------------|----------------------|-----------------------|---------------------------|----------------------|-----------------------|--------------------------|----------------------|-----------------------|-----------|----------------------|-----------------------|
| | Total | Northeast Region (A) | Remaining Regions (B) | Total | Northeast Region (C) | Remaining Regions (D) | Total | Northeast Region (E) | Remaining Regions (F) | Total | Northeast Region (G) | Remaining Regions (H) | Total | Northeast Region (I) | Remaining Regions (J) |
| | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) | (n=2,000) | (n=380) | (n=1,620) |
| Started to use opioid painkillers | 7% | 5% | 7% | 11% | 12% | 10% | 3% | 4% | 3% | 4% | 4% | 4% | 76% | 75% | 76% |
| Started to use heroin | 1% | 1% | 1% | 6% | 10%D | 5% | 2% | 2% | 2% | 3% | 4% | 3% | 88% | 82% | 89%I |
| Become addicted to opioid painkillers | 2% | 2% | 2% | 8% | 9% | 8% | 3% | 4% | 3% | 4% | 5% | 4% | 83% | 80% | 84% |
| Become addicted to heroin | 1% | 2% | 1% | 7% | 10%D | 6% | 2% | 2% | 2% | 3% | 4% | 3% | 87% | 82% | 88%I |
| Survived an opioid painkiller overdose | 1% | 2% | 1% | 4% | 7%D | 4% | 1% | 2% | 1% | 3% | 4% | 3% | 90% | 86% | 91%I |
| Survived a heroin overdose | 1% | 1% | 1% | 4% | 8%D | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 90% | 85% | 92%I |
| Died of an opioid painkiller overdose | 0% | 0% | 0% | 4% | 6% | 4% | 2% | 4% | 2% | 3% | 6%H | 3% | 90% | 85% | 91%I |
| Died of a heroin overdose | 0% | 0% | 0% | 4% | 6% | 4% | 3% | 5%F | 2% | 4% | 5% | 3% | 90% | 84% | 91%I |

27. To the best of your knowledge, did the opioid or heroin usage you described begin with...? (n=624 – Impacted by Opioid Epidemic)

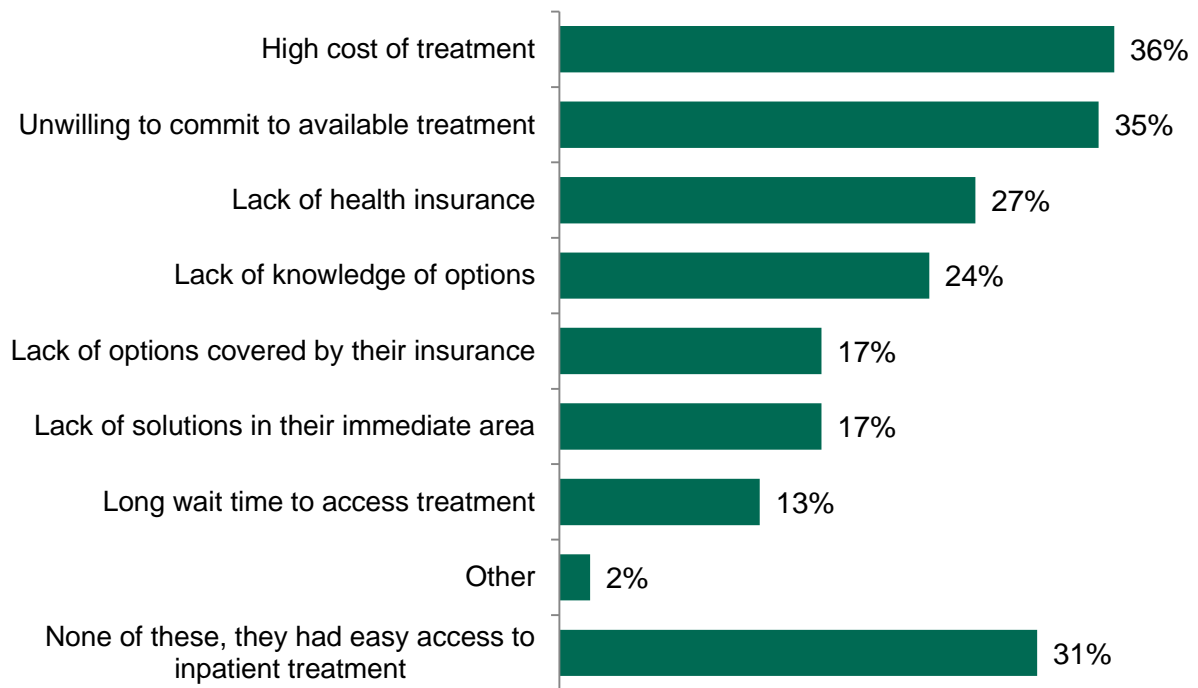


28. To the best of your knowledge, did the person you know... (Select all that apply) (n=624 – Impacted by Opioid Epidemic)



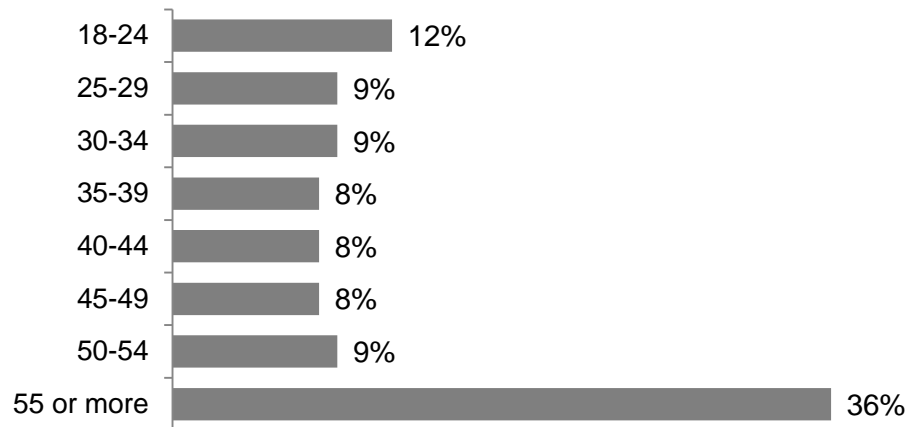
| Northeast Region (A) | Remaining Regions (B) |
|----------------------|-----------------------|
| (n=123) | (n=501) |
| 22% | 23% |
| 33%B | 18% |
| 16% | 14% |
| 21%B | 14% |
| 15% | 5% |
| 20% | 20% |
| 11% | 8% |
| 31% | 43%A |

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 – Knew Someone Who Sought Treatment)?



DEMOGRAPHICS

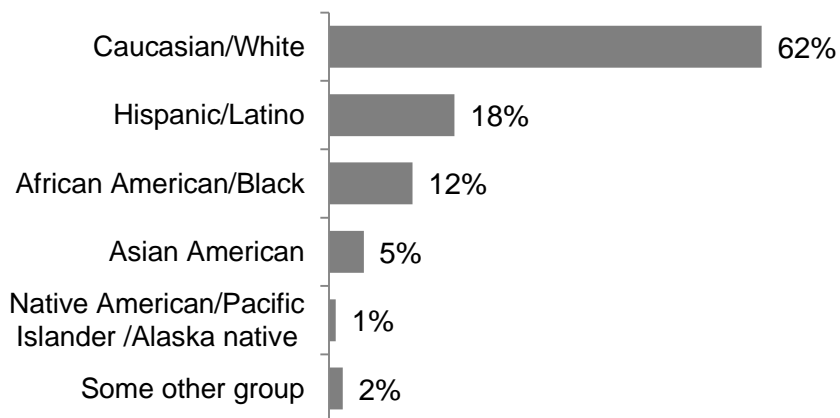
1. How old are you? (n=2,000)



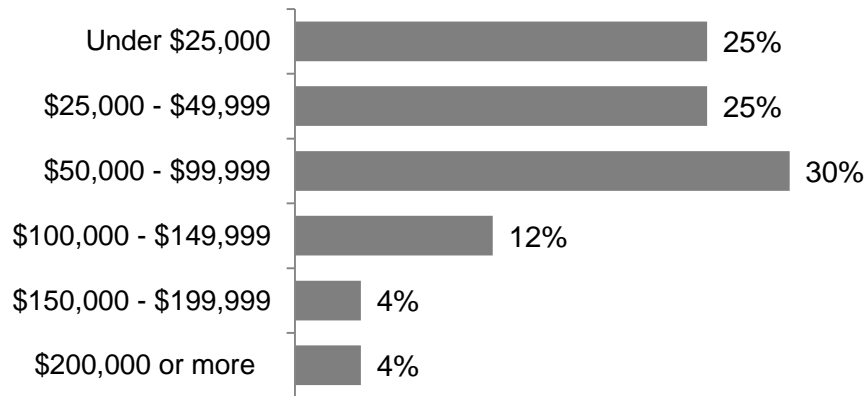
2. Are you...? (n=2,000)



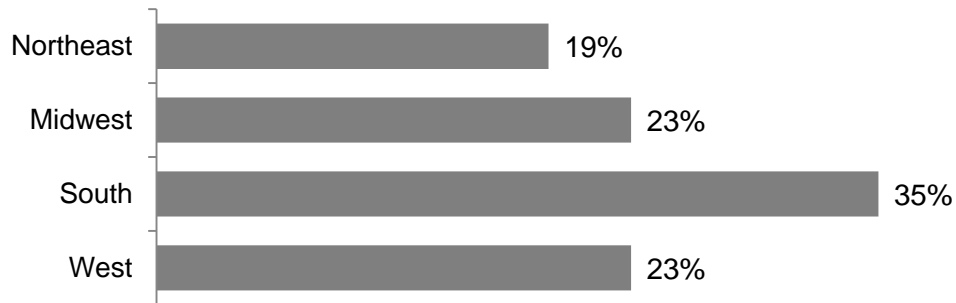
3. Which of the following best describes your ethnic origin? (n=2,000)



4. Which of the following categories best describes your total annual household income before taxes? (n=2,000)



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



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