

Americans Recognize the Growing Problem of Opioid Addiction

Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from NORC at the University of Chicago

Interviews: 3/14-19/2018

1,054 adults

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

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Q10. In your community, how serious of a problem is:

[ITEMS RANDOMIZED, ITEM E ALWAYS LAST]

AP-NORC 3/14-19/2018	Not at all/Not too serious NET	Not at all serious	Not too serious	Moderately serious	Extremely/ Very serious NET	Very serious	Extremely serious	DK	SKP/ REF
A. Heroin use	33	14	19	25	37	19	18	3	1
B. Alcohol use	26	8	19	38	34	22	13	*	1
C. Marijuana use	46	20	26	25	26	14	12	2	1
D. The use of prescription pain relievers such as Oxycontin, Percocet or Vicodin	24	7	18	29	43	26	17	2	1
E. The use of other drugs such as cocaine or methamphetamines	28	10	18	27	42	24	19	2	1

N=1,054

AP-NORC 2/11-14/2016	Not at all/Not too serious NET	Not at all serious	Not too serious	Moderately serious	Extremely/ Very serious NET	Very serious	Extremely serious	DK	SKP/ REF
A. Heroin use	43	19	24	21	32	19	13	3	1
B. Alcohol use	23	7	16	40	36	24	13	1	1
C. Marijuana use	45	18	27	27	26	16	10	2	1
D. The use of prescription pain relievers such as Oxycontin, Percocet or Vicodin	30	10	21	34	33	23	11	2	1
E. The use of other drugs such as cocaine or methamphetamines	33	13	21	27	37	24	13	2	*

N=1,042

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Q11. I would like you to imagine a person who often takes opioid pills without a prescription. The person experiences cravings for pills and will sometimes feel sick if they go too long without taking them. The person is aware that their use of opioids is interfering with their life but has been unable to stop.

How likely do you think it is that the person is:

[ITEMS RANDOMIZED]

AP-NORC 3/14-19/2018	Extremely/ Very likely NET	Extremely likely	Very likely	Somewhat likely	Not at all/ Not too likely NET	Not too likely	Not at all likely	Not sure/ DK	SKP/ REF
Experiencing a medical problem that requires treatment	53	25	28	29	11	9	2	6	1
Experiencing the normal ups and downs of life	32	11	22	29	29	16	13	7	1
Experiencing a problem that was caused by their own bad character or the way they were raised	32	13	19	33	25	15	10	9	1
Experiencing a problem that resulted from a lack of willpower or discipline	44	17	26	27	21	13	8	8	1
Experiencing a mental illness, suffering from a genetic or inherited problem, or a malfunction of the brain	39	13	26	32	21	15	6	8	1

N=1,054

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Q12. Imagining that same person, how willing would you be to voluntarily:

[ITEMS RANDOMIZED]

AP-NORC 3/14-19/2018	Extremely/ Very willing NET	Extremely willing	Very willing	Somewhat willing	Not at all/ Not too willing NET	Not too willing	Not at all willing	Not sure /DK	SKP/ REF
Work closely together on the job	9	3	6	25	58	36	23	6	1
Live next door	10	2	8	27	55	32	23	7	1
Spend an evening socializing	13	4	9	31	50	27	24	5	1
Allow to marry into your family	4	1	3	13	73	30	44	8	1
Keep as a friend	18	5	13	33	42	25	17	5	2

N=1,054

Q13. To deal with the problem of opioid addiction, which includes prescription pain medications like Oxycontin as well as street drugs like heroin and fentanyl, is your community currently doing too much, the right amount, or not enough to:

[ITEMS RANDOMIZED]

AP-NORC 3/14-19/2018	Too much	Right amount	Not enough	DK	SKP/ REF
Crack down on drug dealers	4	29	64	1	1
Educate the public and school students to prevent substance use	3	34	59	1	2
Make substance use treatment programs more affordable and accessible	2	28	67	1	1
Crack down on drug users	9	32	55	2	2
Find ways to improve treatment for substance use	3	27	66	1	3
Educate doctors and dentists on the risks of prescribing pain relievers	4	41	51	1	2
Reduce stigma and discrimination towards people with opioid and heroin addiction	4	33	58	2	3

N=1,054

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Q14. Do you have an account on any of the following social media platforms?

AP-NORC 3/14-19/2018	Yes	No	DK	SKP/ REF
A. Facebook	74	25	*	1
B. Twitter	29	65	*	6
C. Instagram	36	58	*	5
D. Snapchat	24	70	*	6

N=1,054

If yes to any in Q14

Q15. In the past month have you seen any messages on these social media platforms that:

Please select all that apply.

AP-NORC 3/14-19/2018	Talk about the opioid epidemic or overdose deaths	Offer opioids for sale such as Oxycontin, Percocet, heroin, or fentanyl	Talk about using opioids such as Oxycontin, Percocet, heroin, or fentanyl
<i>If yes to Q14A (N=776)</i> Facebook	41	9	19
<i>If yes to Q14B (N=318)</i> Twitter	17	6	11
<i>If yes to Q14C (N=377)</i> Instagram	7	3	5
<i>If yes to Q14D (N=240)</i> Snapchat	5	4	5

Q16. Have you, a loved one, or a close friend ever:

AP-NORC 3/14-19/2018	Yes	No	DK	SKP/ REF
Taken a prescription painkiller without a prescription	41	57	*	2
Been addicted to prescription painkillers or heroin	24	74	*	2
Been addicted to alcohol or drugs other than prescription painkillers or heroin	40	58	*	2
Even once taken any drugs by injection with a needle like heroin, cocaine, amphetamines, or steroids. Do not include anything taken under a doctor's orders.	17	81	1	1
Received emergency medical treatment due to drug use	15	83	*	1
Died from a prescription painkiller or heroin overdose	13	86	*	1

N=1,054

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PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 3/14-19/2018
Democrat	33
Republican	27
Independent	22
None of these	15
DON'T KNOW	-
SKIP/REFUSED	2
<i>N=</i>	<i>1,054</i>

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

If Independent, None of these, or Don't Know/Skip/Refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

[PID1, PIDA, PIDB, AND PIDI COMBINED]

	AP-NORC 3/14-19/2018
Democrat NET	44
Strong Democrat	12
Moderate Democrat	21
Lean Democrat	11
Independent/None – Don't lean	17
Republican NET	37
Lean Republican	10
Moderate Republican	17
Strong Republican	10
Unknown	1
<i>N=</i>	<i>1,054</i>

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AGE

	AP-NORC 3/14-19/2018
18-24	12
25-34	19
35-44	14
45-54	16
55-64	19
65-74	13
75+	7

N=

1,054

GENDER

	AP-NORC 3/14-19/2018
Male	48
Female	52

N=

1,054

RACE/ETHNICITY

	AP-NORC 3/14-19/2018
White	64
Black or African American	12
Hispanic	16
Other	8

N=

1,054

MARITAL STATUS

	AP-NORC 3/14-19/2018
Married	51
Widowed	5
Divorced	9
Separated	2
Never married	26
Living with partner	6

N=

1,054

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EDUCATION

	AP-NORC 3/14-19/2018
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	29
College graduate or above	31

N= 1,054

INCOME

	AP-NORC 3/14-19/2018
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	14
\$150,000 or more	8

N= 1,054

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago. Data were collected using AmeriSpeak®, NORC’s probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 14 to 19, 2018, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,054 completed the survey—939 via the web and 115 via telephone. Interviews were conducted in English. The final stage completion rate is 23.9 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 7.1 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, email info@apnorc.org.

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