



Utah Opioid Research Report

Presented by GumCo

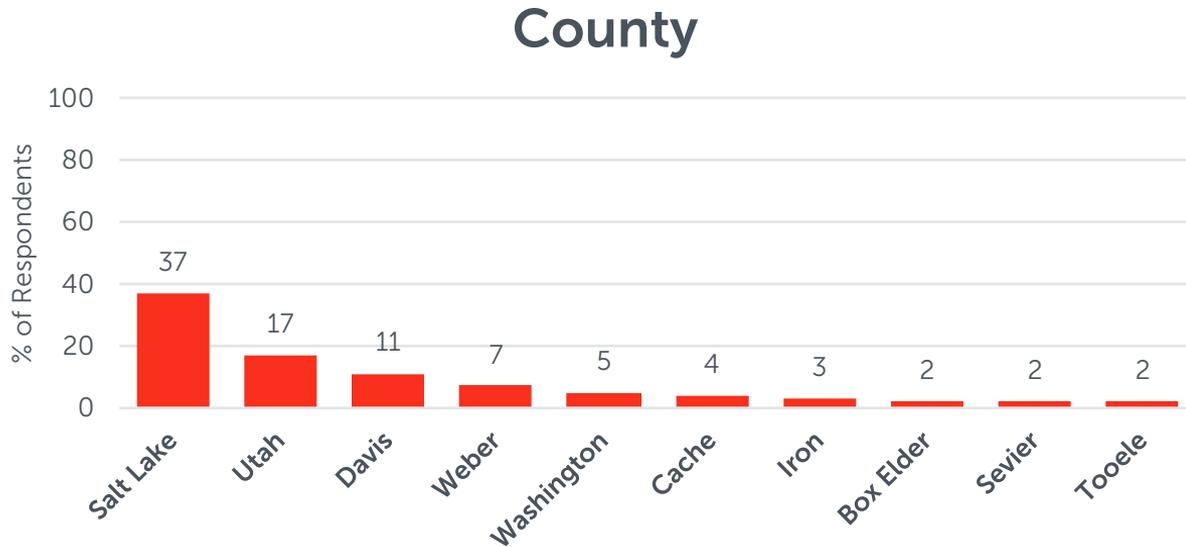
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Background & Objectives

- Prior to launching several opioid-related campaigns, the Utah Department of Health desired to establish a baseline of awareness and education to track success of campaigns.

SURVEY SAMPLE

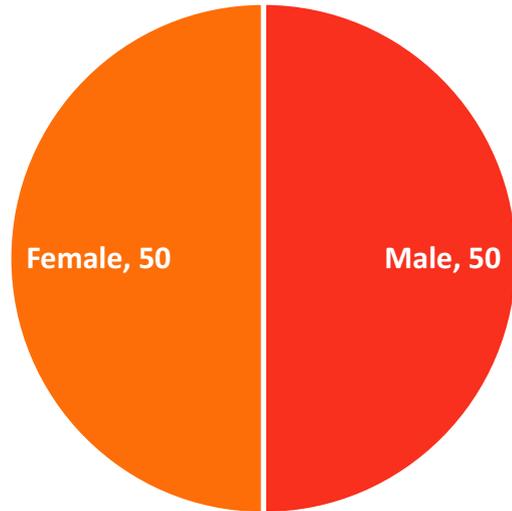
General public sample is representative of the Utah population overall, mirroring population ratios in each county.



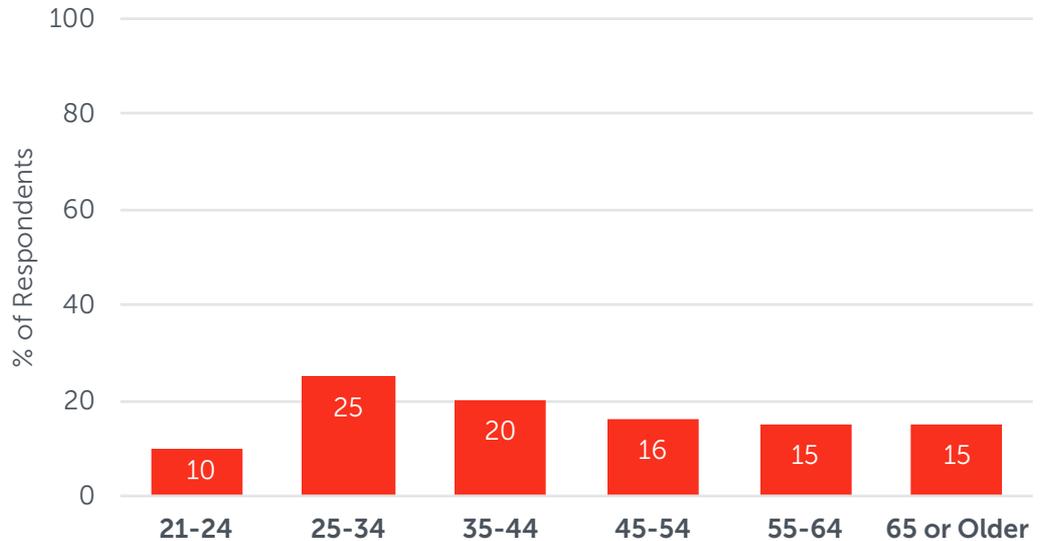
Remaining 10% of respondents were from Beaver, Carbon, Duchesne, Garfield, Juab, San Juan, Sanpete, Summit, Uintah, Wasatch, and Wayne counties

SURVEY SAMPLE

Gender



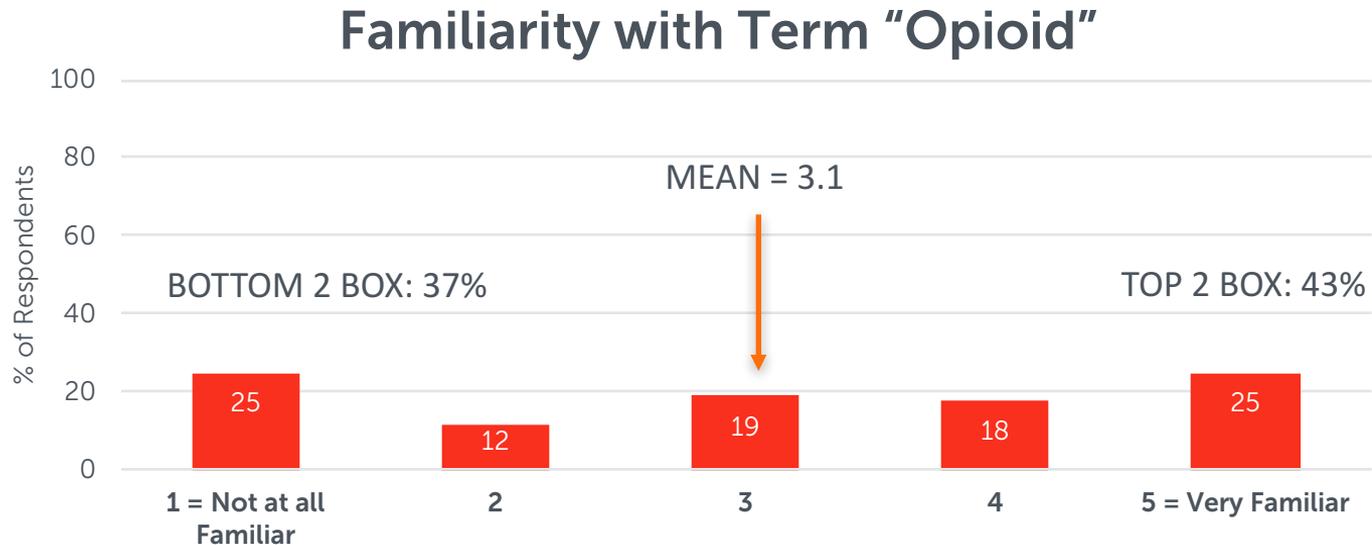
Age



OPIOID KNOWLEDGE

OPIOID KNOWLEDGE

Familiarity with the term “opioid” reveals a slight polarization, resulting in a 3.1 mean score.



OPIOID DEFINITION

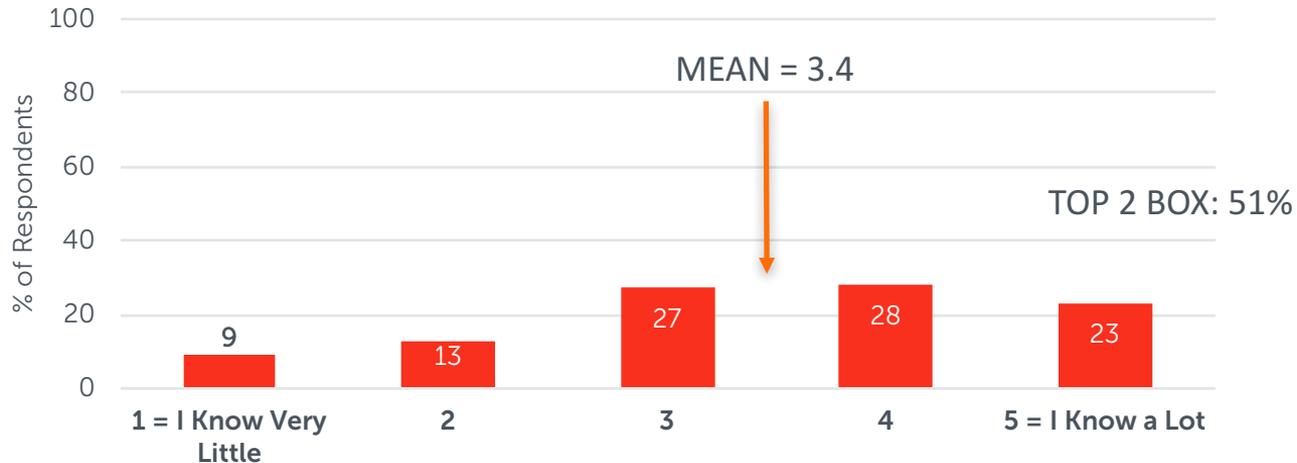
Following initial questions, respondents were read a brief definition to provide context for the remainder of the survey.

- *I would like to read you a brief definition about opioids. Opioids are a drug class primarily used to relieve pain. Prescription medications that fall within this class include*
 - *Hydrocodone, such as Vicodin and Lortab*
 - *Oxycodone, such as OxyContin and Percocet*
 - *Morphine, such as Kadian and Avinza*
 - *Codeine*
 - *Fentanyl*
 - *Other related drugs*
- *Recreational drugs such as heroin and opium are also opioids.*

OPIOID KNOWLEDGE

After the definition is read, respondents were asked how much they feel they know about opioids. Respondents aggregated toward the middle of the scale, reversing the polarity from the prior question, resulting in a 3.4 mean score.

Knowledge of Opioids



OPIOID KNOWLEDGE

The following table shows the change in familiarity regarding opioids from before to after the description was read.

Note the percentage of respondents who initially were not too familiar with the term opioid, but after having heard the description felt they knew a lot.

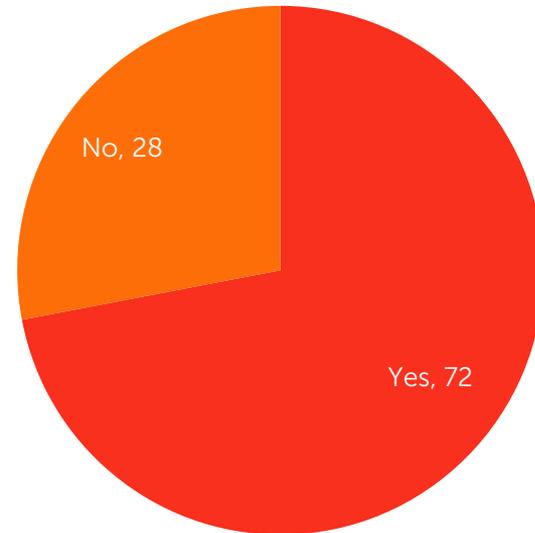
How Much They Know About Opioids (After Description)	Initial Familiarity with the Term Opioid				
	1 = Not at all Familiar	2	3	4	5 = Very Familiar
1 = I Know Very Little	28%	6%	4%	3%	0%
2	21%	39%	11%	3%	1%
3	31%	35%	51%	18%	8%
4	14%	18%	28%	62%	24%
5 = I Know a Lot	6%	2%	7%	15%	67%

OPIOID KNOWLEDGE

Just over 1/4 of respondents were unaware that illicit drugs such as heroin and opium were also opioids, prior to the definition being read.

Note: Due to objectives of the survey overall, the questionnaire was designed in a way that did not allow for a true measure of awareness of illicit drugs being opioids, as the definition provided that information to respondents prior to the question. As such, this chart should be read directionally.

Awareness of Illicit Opioids

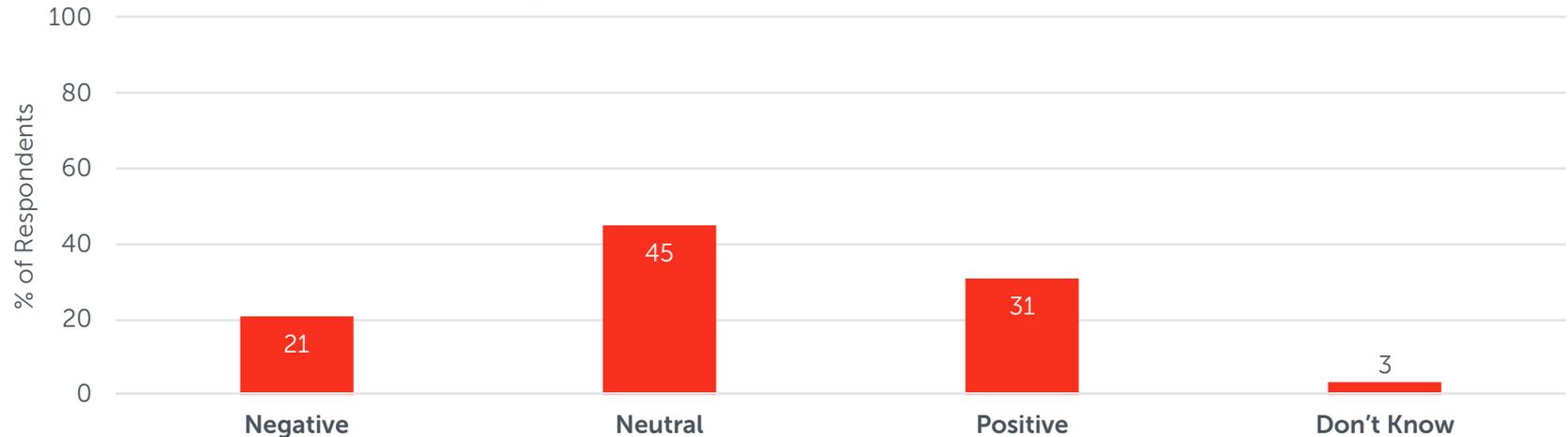


OPIOID ATTITUDES

OPIOID ATTITUDES

Majority of respondents felt neutral about doctor-prescribed use of opioids. This may be interpreted as an overall uncertainty and low education level on this specific piece of the issue.

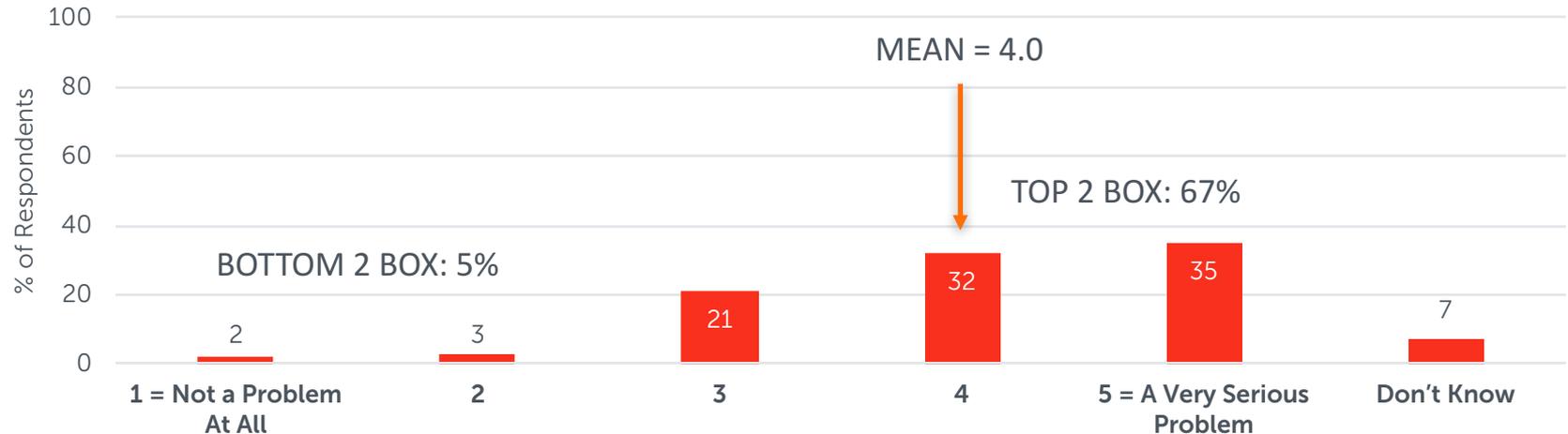
Feelings on Doctor Prescribed Use



OPIOID ATTITUDES

Through the aided question, most respondents feel that opioid abuse is a serious problem in Utah.

Seriousness of Opioid Abuse in Utah



OPIOID ATTITUDES:

REASON FOR SERIOUSNESS RATING

REASON	% of Respondents
Personally Know Someone Who Used / Abused Opioids	17
Prevalence of Opioid Use / Abuse	13
Information from Media Outlets	11
Know It's a Problem, In General	10
Prescription Opiate Abuse / Addiction	6
What I Have Seen / Heard / Read about Opioid Abuse, In General	5

OPIOID ATTITUDES:

REASON FOR SERIOUSNESS RATING (CONT.)

REASON	% of Respondents
Aware of Abuse Because of My Profession (Medical Field, Law Enforcement, etc.)	4
Do Not Personally Know Anyone Who is an Opioid Abuser	3
Number of Deaths Related to Opioid-Abuse / Statistics	3
Personally Know Someone who Died from Opioid Abuse	3
Don't Know Enough about Opioid Abuse	3

OPIOID ATTITUDES:

“PERSONALLY KNOW SOMEONE WHO USED/ABUSED OPIOIDS”

[Rating 5] “I have a daughter who's addicted to it. I think people think that because it's a prescription that it's okay. I just think that they're pretty ignorant about it.”

[Rating 4] “I have seen a lot of friends and co-workers struggle with it. Doctors over-prescribe them and pharmacies are not dealing with it well.”

OPIOID ATTITUDES:

"PREVALENCE OF OPIOID USE/ABUSE"

[Rating 5] "There's a lot of opioid and heroin abuse in this state. I've seen a lot of statistics on that. I've had friends who have kids who are addicts. It hits close to everybody I know."

[Rating 4] "I live in downtown Ogden and there are people who use it, I lost my little brother to opioid abuse also."

OPIOID ATTITUDES:

“INFORMATION FROM MEDIA OUTLETS”

[Rating 5] “You hear a lot about it on the news, and evidently we live in a very religious state but a lot of people get caught up in it anyway.”

[Rating 3] “I hear news stories once in a while about people being addicted and high abuse in Utah.”

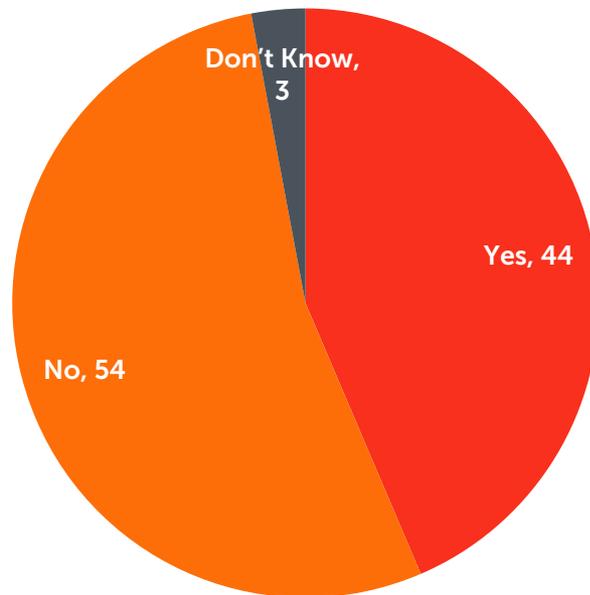
OPIOID ADVERTISING

OPIOID ADVERTISING

Just over 4 in every 10 respondents had seen advertising related to opioid abuse.

Note: The Naloxone billboard campaign began shortly before the survey was in the field, running roughly 4 weeks simultaneously with the survey. Given the short amount of time the billboards were in market, the affect on the data is likely minimal.

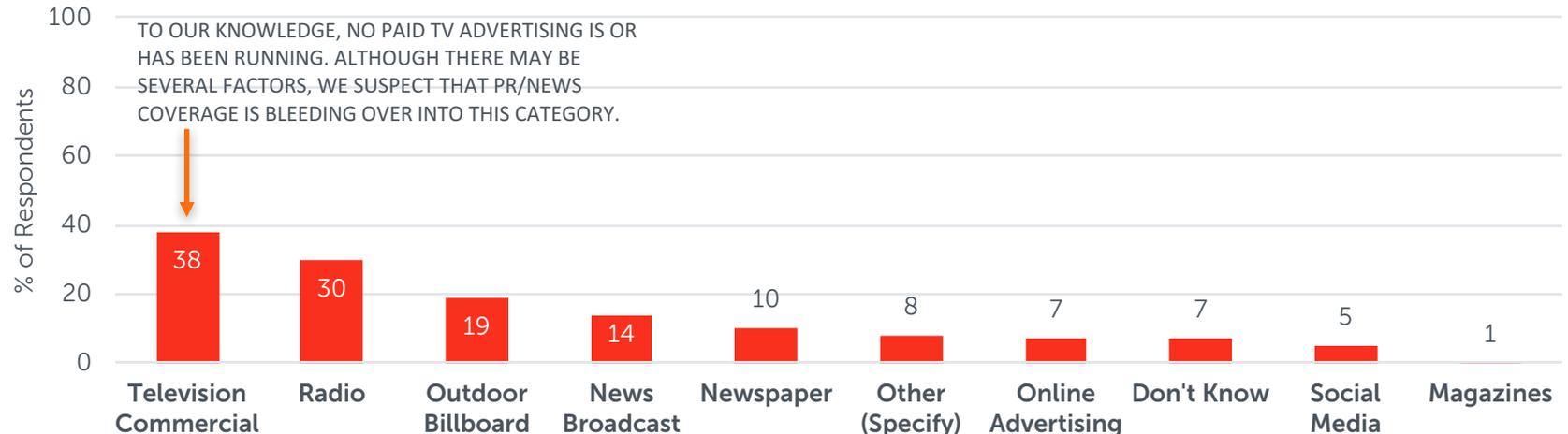
Seen Opioid Advertising?



OPIOID ADVERTISING

Commercials were the most mentioned medium where respondents heard/read/saw opioid advertising, followed by radio.

Where Viewed Opioid Advertising



OPIOID ADVERTISING

Where opioid advertising was viewed varied significantly by age.

MEDIA	21-34	35-54	55+
Television Commercial	24%	38%	54%
News Broadcast	4%	12%	25%
Outdoor Billboard	29%	18%	10%
Social Media	6%	6%	2%
Newspaper	6%	7%	17%
Radio	29%	40%	17%
Online Advertising	16%	4%	2%

OPIOID ADVERTISING: MESSAGING HEARD, READ OR SEEN

ADVERTISING MESSAGES HEARD, READ OR SEEN	% of Respondents
Problems with Opioid Use / Abuse Exist	10
Proper Disposal of Medication	8
Remember Hearing / Reading / Seeing Something, In General	7
Treatment Programs / Rehabilitation Centers	7
Prevalence of Opioid Abuse in Utah	7
Overdosing on Opioids / Opioid-related Death	5
Growing Problems of Opioid Use / Abuse	5
Over-Prescribing of Opioids	5
Proper Use of Prescription Drugs	4

OPIOID ADVERTISING:

MESSAGING HEARD, READ OR SEEN (CONT.)

ADVERTISING MESSAGES HEARD, READ OR SEEN	% of Respondents
Naloxone / Narcan	3
Don't Do Drugs	3
Laws Related to Drug Use / Abuse	3
Opioid-related Medical Studies	3
Proper Storage of Prescription Drugs	2
Opioids are an Addictive Substance	1
Miscellaneous Responses	10
Don't Know / Don't Remember	18

OPIOID ADVERTISING:

“PROBLEMS WITH OPIOID USE/ABUSE EXIST QUOTES”

“It talked about heroin on the billboards, just basically about opioid abuse.”

“That it could be a problem and people to be careful and watch out, we just need to be aware.”

OPIOID ADVERTISING:

“PROPER DISPOSAL OF MEDICATION QUOTES”

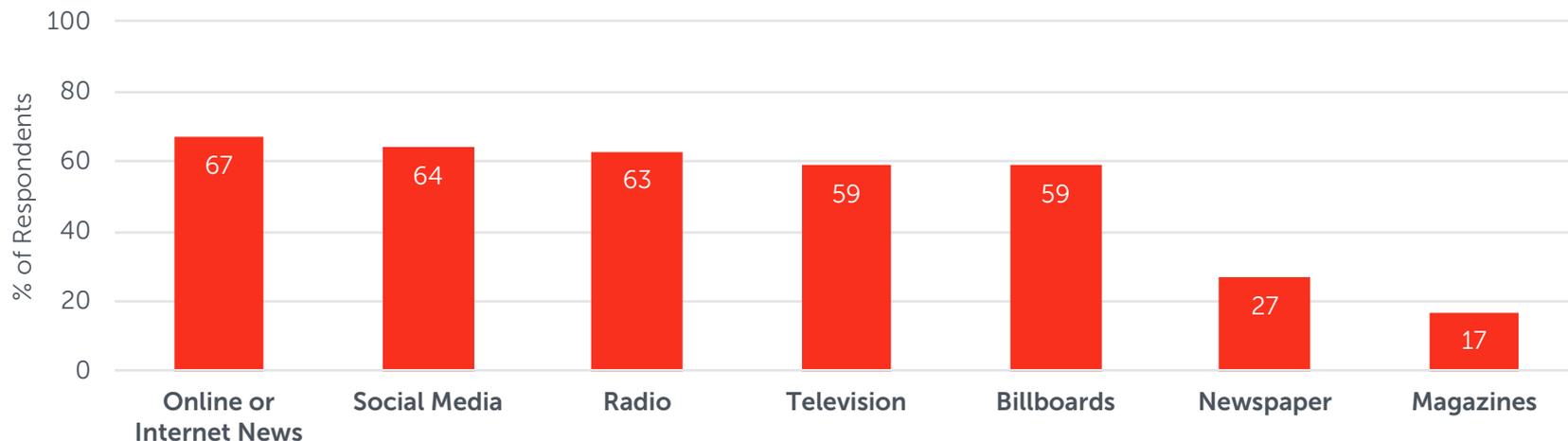
“I just know that there have been commercials and billboards talking about, basically, making sure that your medications are disposed of safely.”

“That after you use it you need to keep it out, don't put your drugs in your medicine cabinet so people can come into your house and steal your drugs.”

MEDIA CONSUMPTION

Newspaper and magazines were least consumed, with online, social media and radio most consumed mediums.

Media Consumed at Least 3X per Week



MEDIA CONSUMPTION

Media consumption varied significantly by age.

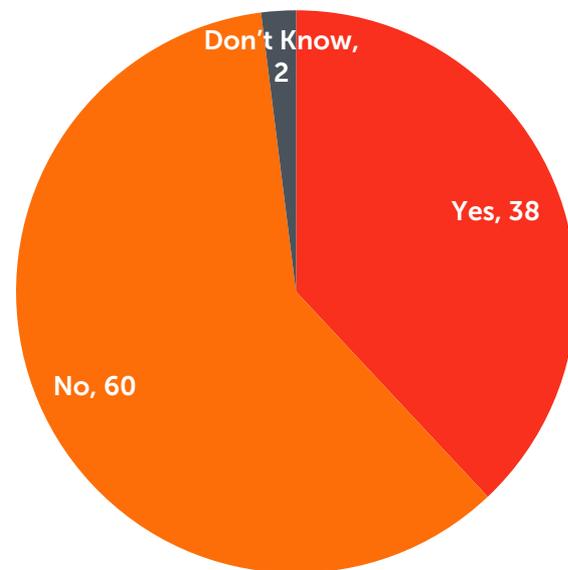
MEDIA	21-34	35-54	55+
Television	44%	56%	82%
Social Media	83%	66%	41%
Newspaper	14%	20%	50%
Magazines	14%	16%	21%
Radio	64%	72%	51%
Billboards	72%	62%	42%
Online or Internet News	80%	65%	56%

OPIOID USE

OPIOID USE

Nearly 4 in 10 respondents knew someone currently using prescription opioids.

Know Anyone Using Opioids?



OPIOID USE

Over 6 in 10 respondents knew a relative who was using opioids.

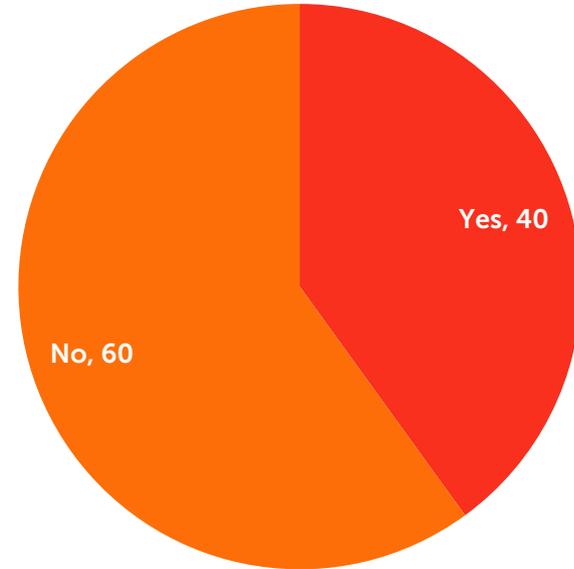
Who Do You Know Using Opioids?



NALOXONE AWARENESS

4 in 10 respondents were aware of Naloxone, aided.

Aware of Naloxone?



OPIOID RISKS

OPIOID RISKS

Addiction and dependency were viewed as the highest risks of opioid abuse, with death the lowest.

RISK AREA	MEAN SCORE
How much of a risk do you feel ADDICTION is when using opioids?	4.2
How much of a risk do you feel DEPENDENCY is when using opioids?	4.1
How much of a risk do you feel OVERDOSE is when using opioids?	3.8
How much of a risk do you feel DEATH is when using opioids?	3.4

STATISTICAL HIGHLIGHTS

GENDER

- On average, women (4.2 mean) felt opioid abuse in Utah is a more serious problem than did men (3.9).
 - 1-5 Scale: 1 = Not a Problem at All; 5 = A Very Serious Problem
 - Although, not statistically significant, it is interesting that 38% of women felt opioid abuse in Utah is a “very serious problem” (rating of 5), compared to only 32% of men.
- Overall, 49% of men said they had heard, read, or seen advertising or media campaigns related to opioid abuse in the past year, compared to only 38% of women.
- Women were also more likely to cite overdose and death as a risk of opioids.

RISK	Men	Women
Dependency	4.0	4.2
Overdose	3.7	4.0
Addiction	4.1	4.2
Death	3.2	3.5

AGE

- Overall, respondents ages 21 to 34 (3.6 mean) and ages 35 to 54 (3.5) felt they know more about opioids than did respondents ages 55 or older (3.1).
- On average, respondents ages 35 to 54 (4.2 mean) felt opioid abuse in Utah is a more serious problem than did respondents ages 21 to 34 (3.9).
 - *1-5 Scale: 1 = Not a Problem at All; 5 = A Very Serious Problem*
 - Although not statistically significant, it is interesting that 43% of respondents ages 35 to 54 felt opioid abuse in Utah is a “very serious problem” (rating of 5), compared to 27% of respondents ages 21 to 34 and 36% of respondents ages 55 or older.
- **Ages 21 to 34 feel they know the most about opioids (after definition), but say it’s a less serious problem than older age bands.**

MORMON VS. NON-MORMON

The LDS/Mormon population was generally less aware and involved in the opioid abuse issue compared to non-Mormons.

- Non-Mormons (79%) were more likely than Mormons (67%) to say that prior to hearing the definition of opioids they were aware that illicit drugs such as heroin and opium are also opioids.
- Overall, non-Mormons (44%) were more likely than Mormons (34%) to say they know someone who is currently using opioids.
- On average, non-Mormons (3.5 mean) were more familiar with the term opioids than were Mormons (2.8).
 - *Note: this question was asked BEFORE reading a brief description about opioids.*
- After hearing a definition about opioids, non-Mormons (3.6), on average, still felt they know more about opioids than did Mormons (3.2).
- On average, non-Mormons (3.6 mean) gave a higher rating of risk to “death” when using opioids than did Mormons (3.3).

COUNTY

Of all Utah counties, Carbon county felt opioid abuse was most serious. Utah County felt that opioid abuse was least serious.

A similar trend (although not statistically significant) emerged when looking at awareness of opioid abuse advertising.

QUESTION	Carbon	Davis	Salt Lake	Tooele	Utah	Weber	Non Wasatch Front
MEAN SCORE, SERIOUSNESS OF ABUSE PROBLEM	4.5	4.1	4.1	4.3	3.8	4.3	3.9
RATING 5 = A VERY SERIOUS PROBLEM	57%	34%	38%	49%	27%	48%	30%
AWARE OF OPIOID ABUSE ADS	58%	48%	48%	53%	43%	60%	37%
AWARE OF NALOXONE	59%	36%	43%	42%	30%	44%	43%

COUNTY

- On average, residents in Carbon County (3.4 mean), Salt Lake County (3.3), Tooele County (3.3), and Weber County (3.6) were more familiar with the term opioids than were residents in Utah County (2.7)
 - *Note: this question was asked BEFORE reading a brief description about opioids.*

EDUCATION & INCOME

- Less educated and lower income ranges were less familiar with the term opioid, were less aware that illicit drugs are opioids, and felt they knew less about opioids

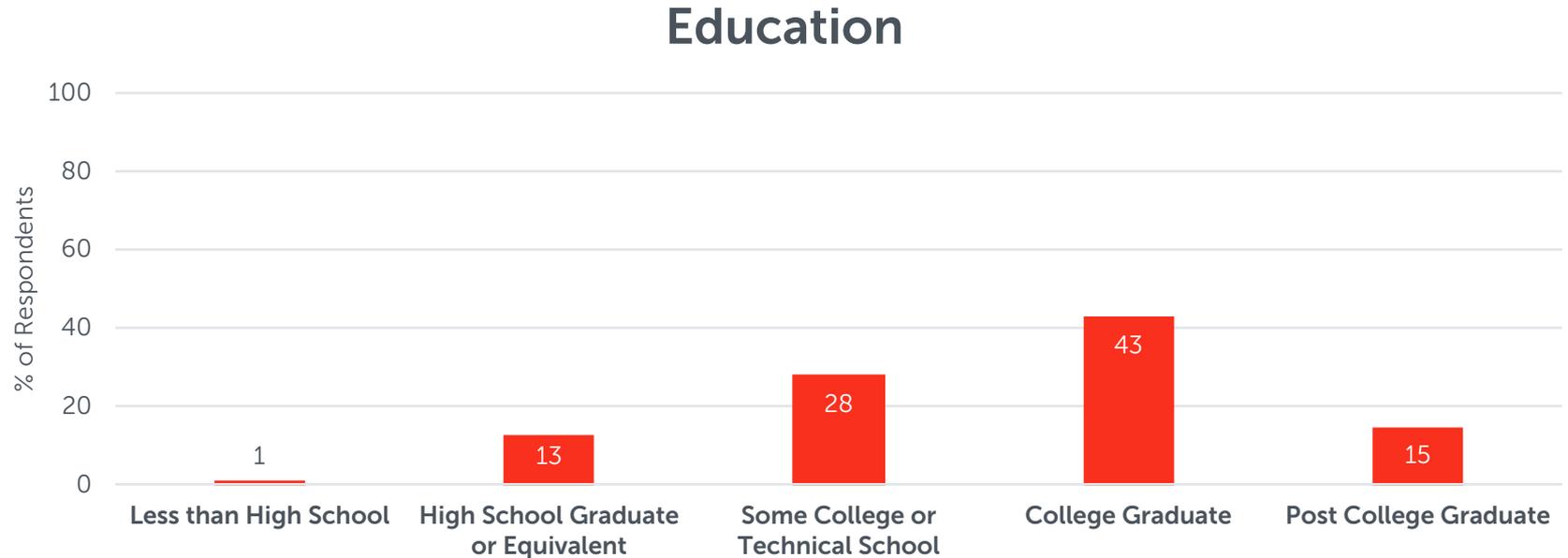
HOUSEHOLD SIZE

- Overall, respondents with 1-2 people (43%) or 3-4 people in their household (48%) were more likely to have heard of “Naloxone” than were respondents with 5 or more people in their household (28%)
 - Families with more than two children may pay less attention to media overall, and may be harder to reach with standard advertising

DEMOGRAPHICS

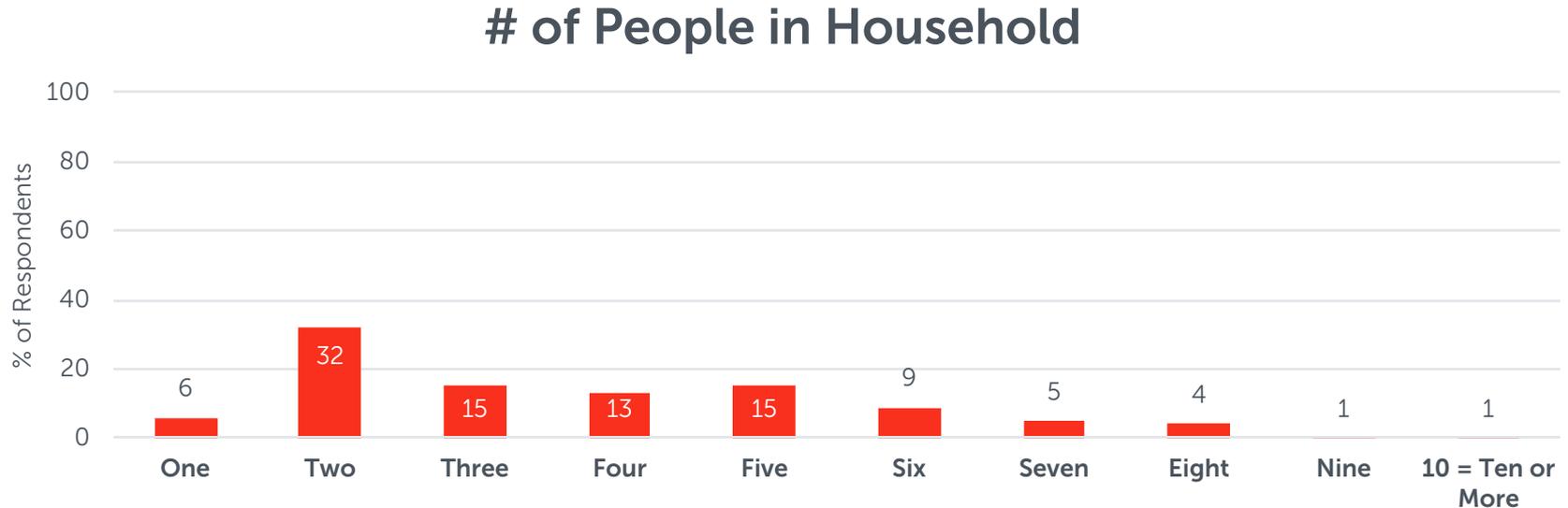
DEMOGRAPHICS

A variety of education levels were represented.



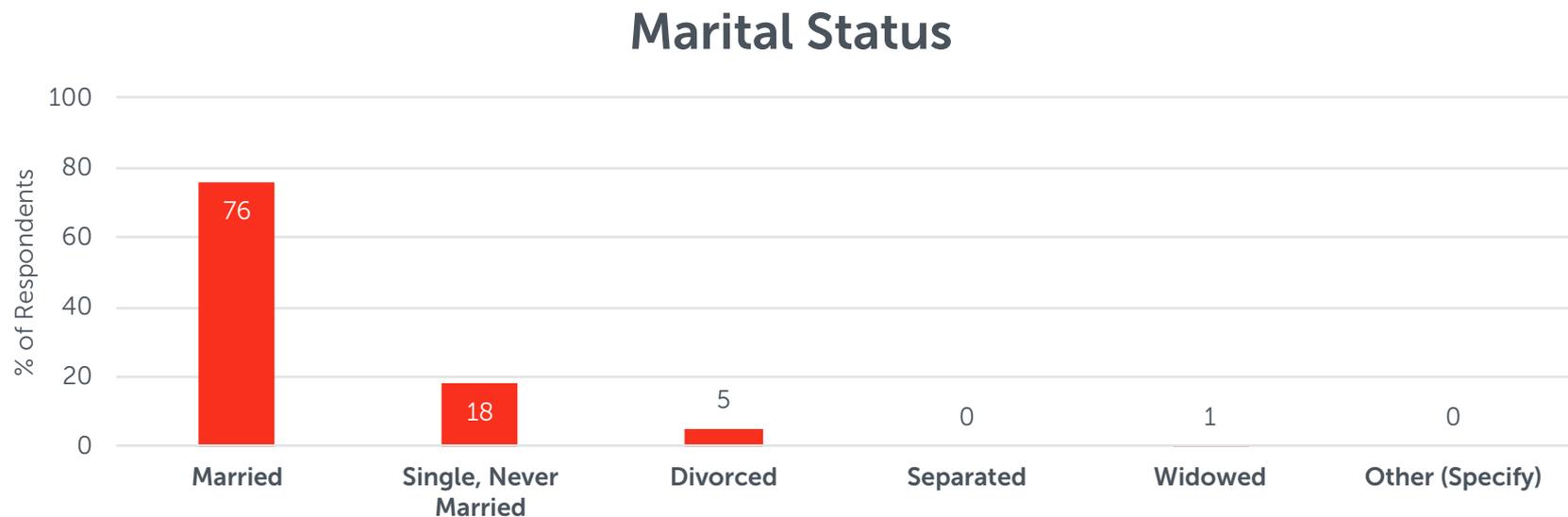
DEMOGRAPHICS

Average household size of respondent base is 3.7 people.



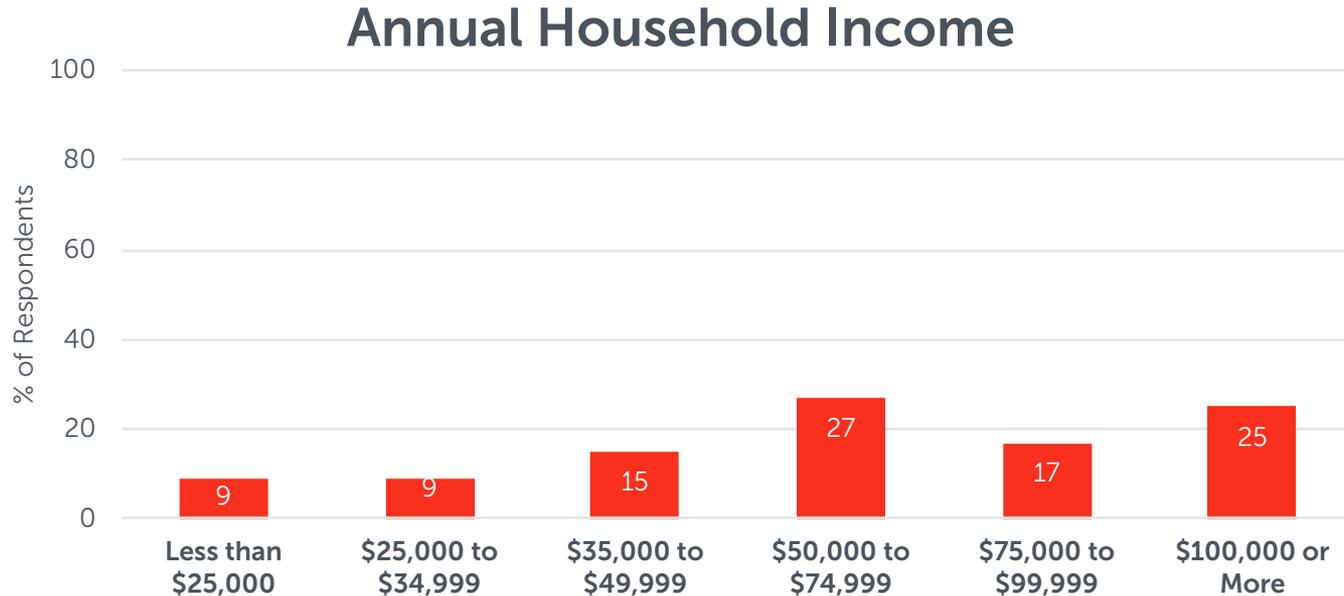
DEMOGRAPHICS

Over 3 in 4 respondents are married.



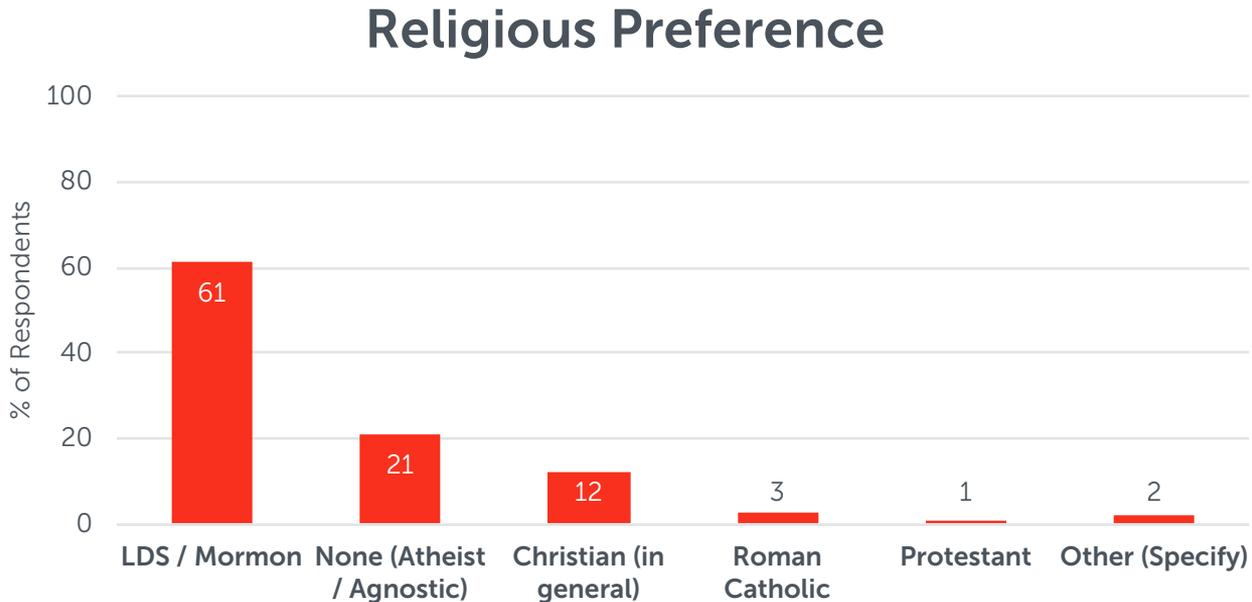
DEMOGRAPHICS

A variety of household incomes is represented.



DEMOGRAPHICS

Over 6 in 10 respondents were LDS/Mormon.





HIGH-RISK COUNTIES

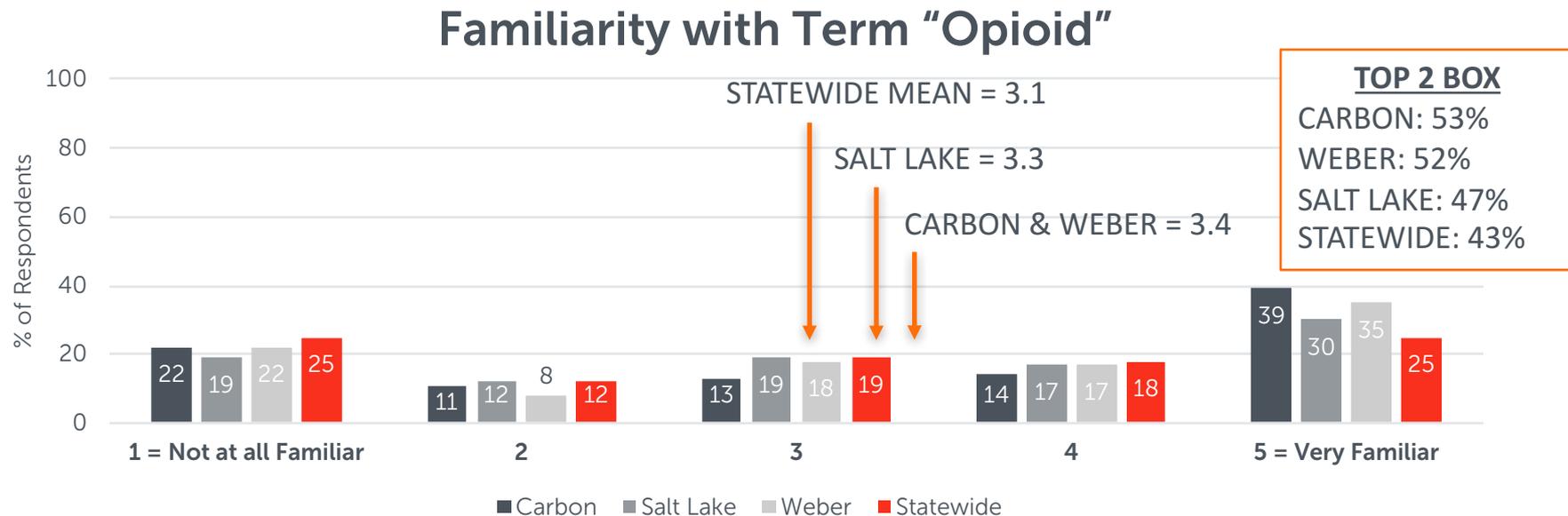
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COUNTY - OPIOID KNOWLEDGE

OPIOID KNOWLEDGE

Carbon and Weber counties felt most familiar with the term opioid.



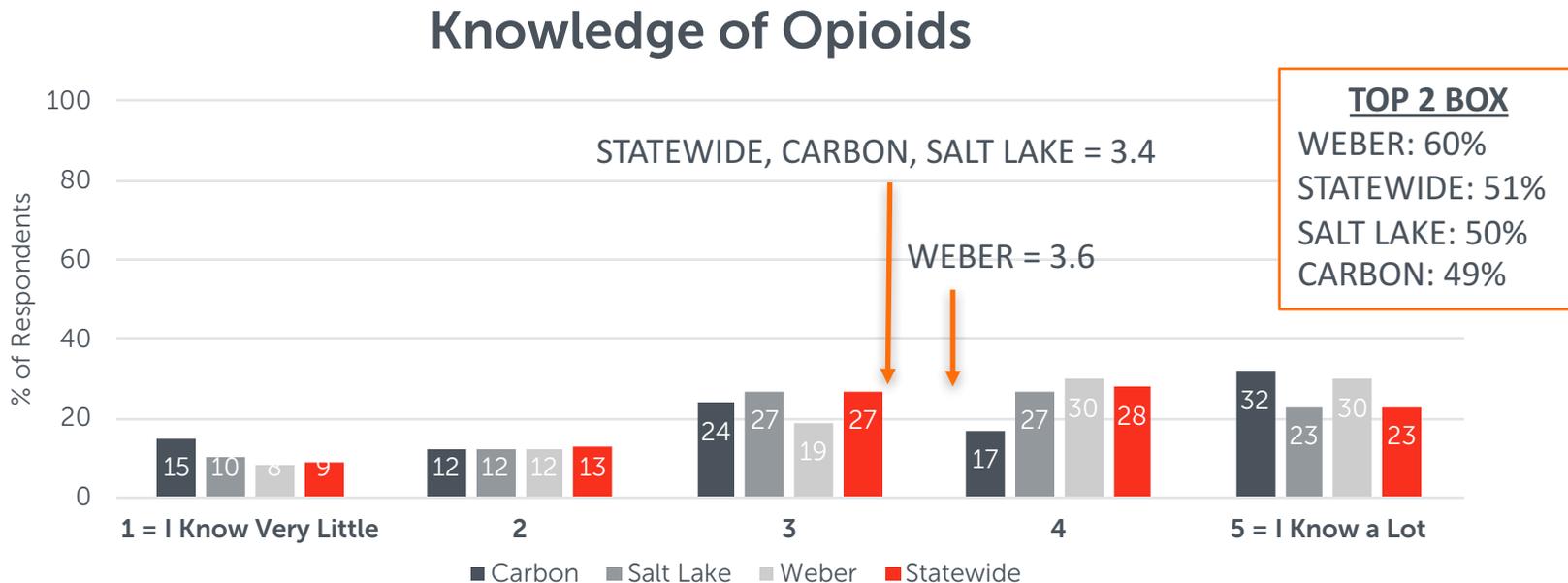
OPIOID DEFINITION

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 - *Oxycodone, such as OxyContin and Percocet*
 - *Morphine, such as Kadian and Avinza*
 - *Codeine*
 - *Fentanyl*
 - *Other related drugs*
- *Recreational drugs such as heroin and opium are also opioids.*

OPIOID KNOWLEDGE

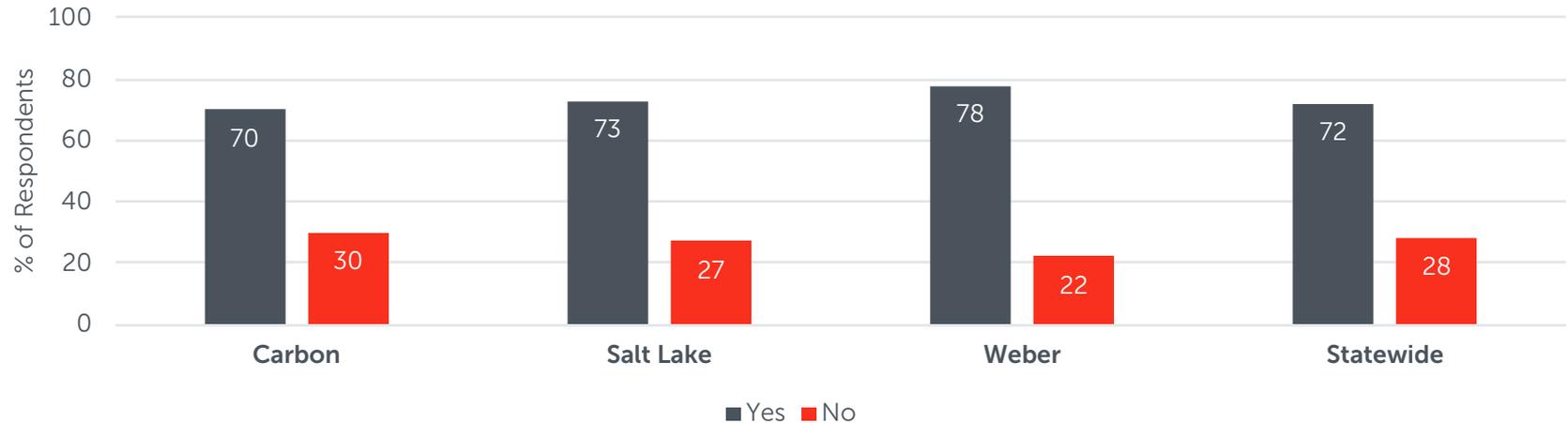
Weber County respondents felt they knew the most about opioids.



OPIOID KNOWLEDGE

Weber County is most aware that illicit drugs heroin and opium are also opioids. Carbon county is least aware, although 7 in 10 are still aware.

Aware Illicit Drugs are Also Opioids?

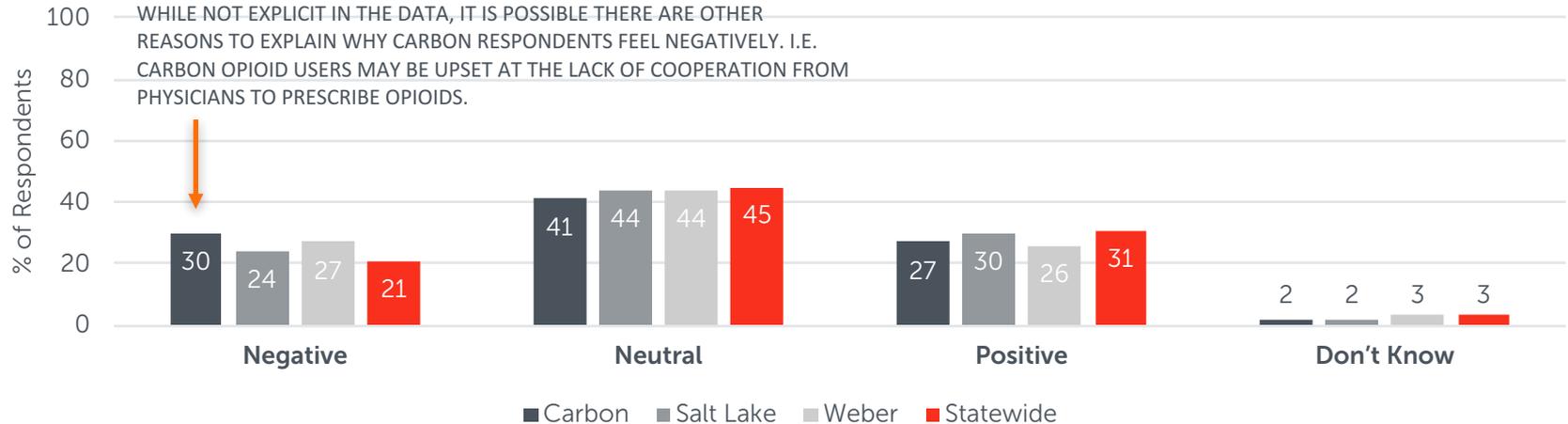


COUNTY - OPIOID ATTITUDES

OPIOID ATTITUDES

All high-risk counties viewed doctor prescribed use more negatively than Utah in general.

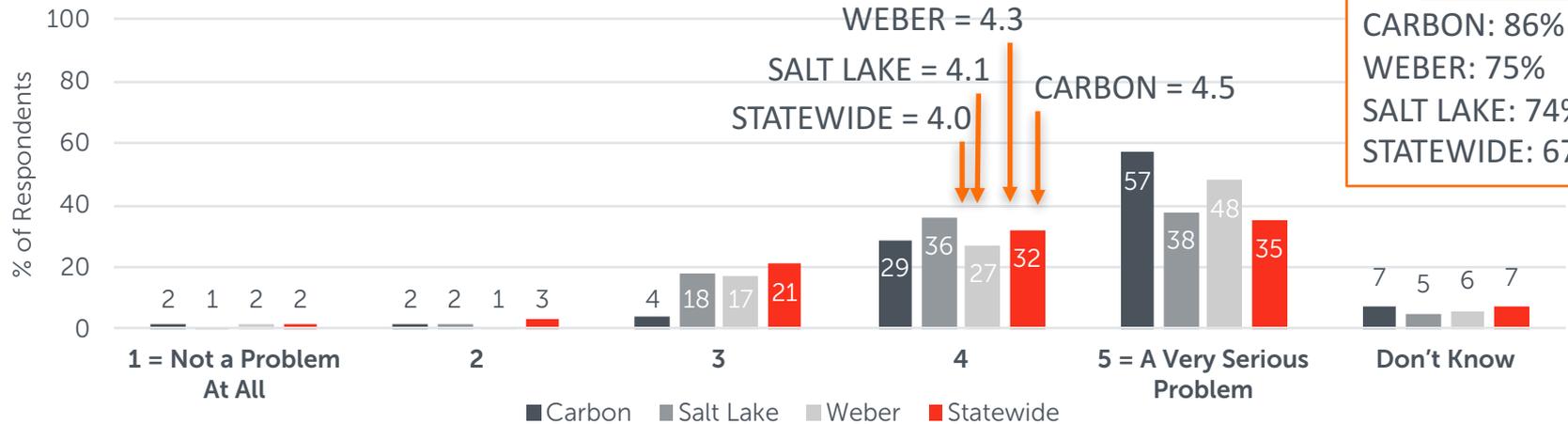
Feelings on Doctor Prescribed Use



OPIOID ATTITUDES

Of all counties, Carbon county felt the issue was most serious, with nearly 9 in 10 respondents rating the issue a 4 or 5.

Seriousness of Opioid Abuse in Utah



OPIOID ATTITUDES:

REASON FOR SERIOUSNESS RATING

	Carbon (%)	Salt Lake (%)	Weber (%)	Statewide (%)
Personally Know Someone Who Used / Abused Opioids	16	18	23	17
Prevalence of Opioid Use / Abuse	9	8	13	13
Information from Media Outlets	6	14	8	11
Know It's a Problem, In General	6	11	5	10
Prescription Opiate Abuse / Addiction	0	6	3	6
What I Have Seen / Heard / Read about Opioid Abuse, In General	10	5	8	5
Aware of Abuse Because of My Profession (Medical Field, Law Enforcement, etc.)	8	3	3	4
Do Not Personally Know Anyone Who is an Opioid Abuser	1	1	2	3

OPIOID ATTITUDES:

REASON FOR SERIOUSNESS RATING (CONT.)

	Carbon (%)	Salt Lake (%)	Weber (%)	Statewide (%)
Number of Deaths Related to Opioid-Abuse / Statistics	0	6	2	3
Personally Know Someone who Died from Opioid Abuse	8	5	5	3
Don't Know Enough about Opioid Abuse	3	1	2	3
Highly Addictive Substance	5	3	2	2
Utah's Opioid Abuse is Not as bad as Other States / Countries	0	0	1	2
Easy to Obtain Opioids (Legally or Illegally)	1	3	5	2
Utah has One of the Highest Abuse Rates in the Nation	0	3	0	2
Nationwide Problem	1	2	3	1

OPIOID ATTITUDES:

REASON FOR SERIOUSNESS RATING (CONT.)

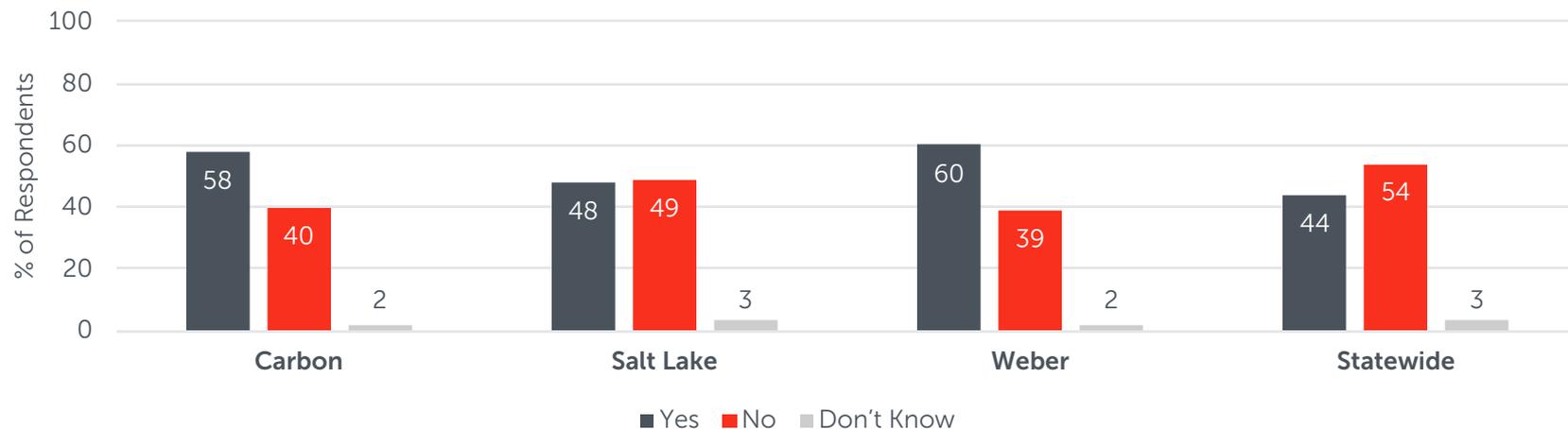
	Carbon (%)	Salt Lake (%)	Weber (%)	Statewide (%)
Opioids are Over-Prescribed	5	1	4	1
Prescribed Opiates are a Gateway to Illicit Drug Use	1	1	0	1
Information from Friends / Family	0	0	0	1
Big Problem in Carbon County	15	-	-	-
Miscellaneous Responses	8	8	12	8

COUNTY - OPIOID ADVERTISING

OPIOID ADVERTISING

Carbon and Weber counties were most likely to have heard, read or seen any advertising or media campaigns related to opioid abuse.

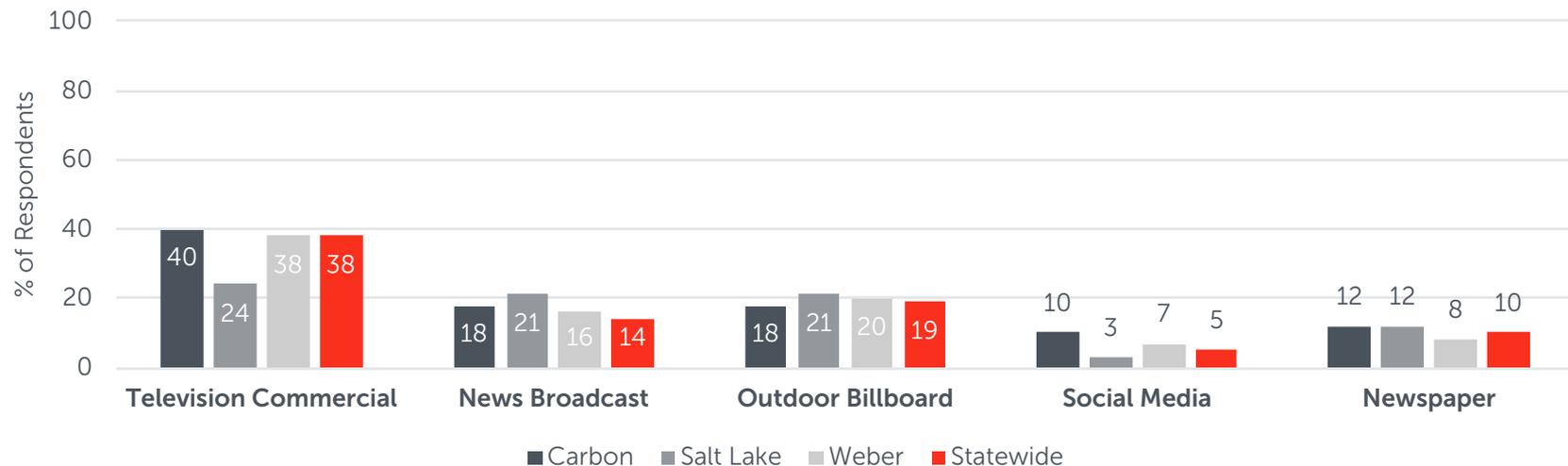
Seen Advertising?



OPIOID ADVERTISING

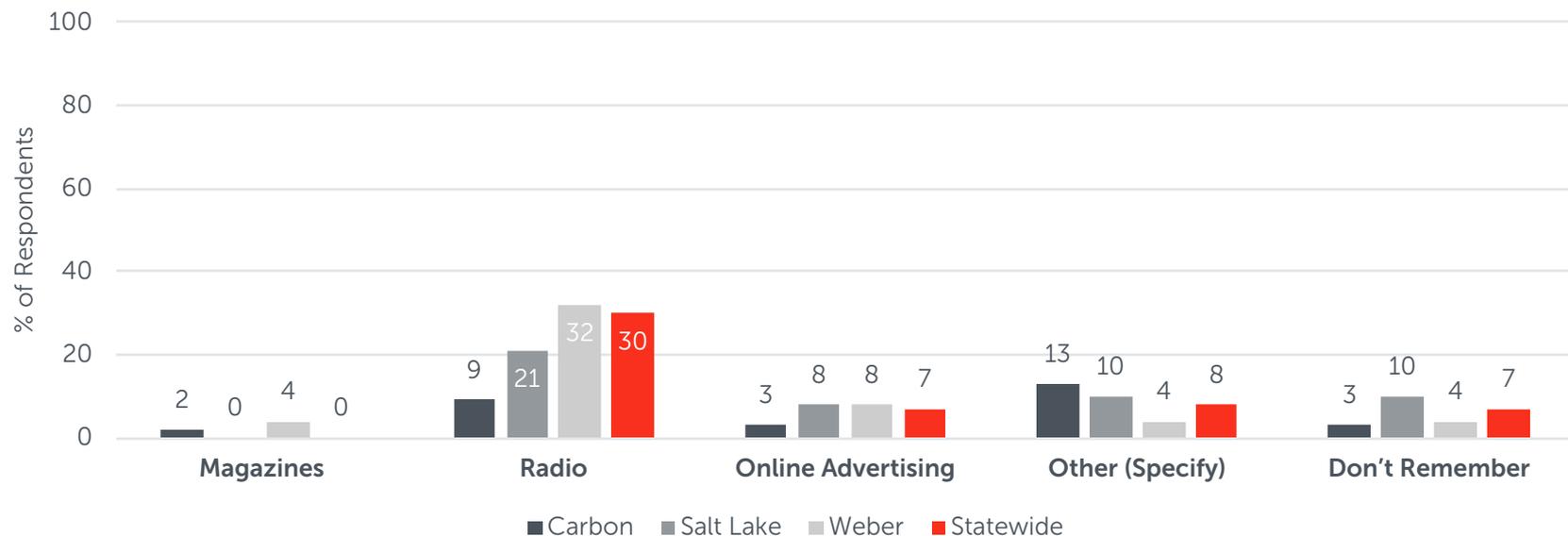
Salt Lake County was less likely to cite television commercials.

Where Viewed Opioid Advertising



OPIOID ADVERTISING

Where Viewed Opioid Advertising (cont.)



OPIOID ADVERTISING: MESSAGING HEARD, READ OR SEEN

	Carbon (%)	Salt Lake (%)	Weber (%)	Statewide (%)
Problems with Opioid Use / Abuse Exist	22	12	7	10
Proper Disposal of Medication	2	5	4	8
Remember Hearing / Reading / Seeing Something, In General	0	6	7	7
Treatment Programs / Rehabilitation Centers	12	4	5	7
Prevalence of Opioid Abuse in Utah	13	8	7	7
Overdosing on Opioids / Opioid-related Death	6	6	5	5
Growing Problems of Opioid Use / Abuse	6	5	1	5
Over-Prescribing of Opioids	5	8	3	5
Proper Use of Prescription Drugs	0	3	4	4

OPIOID ADVERTISING:

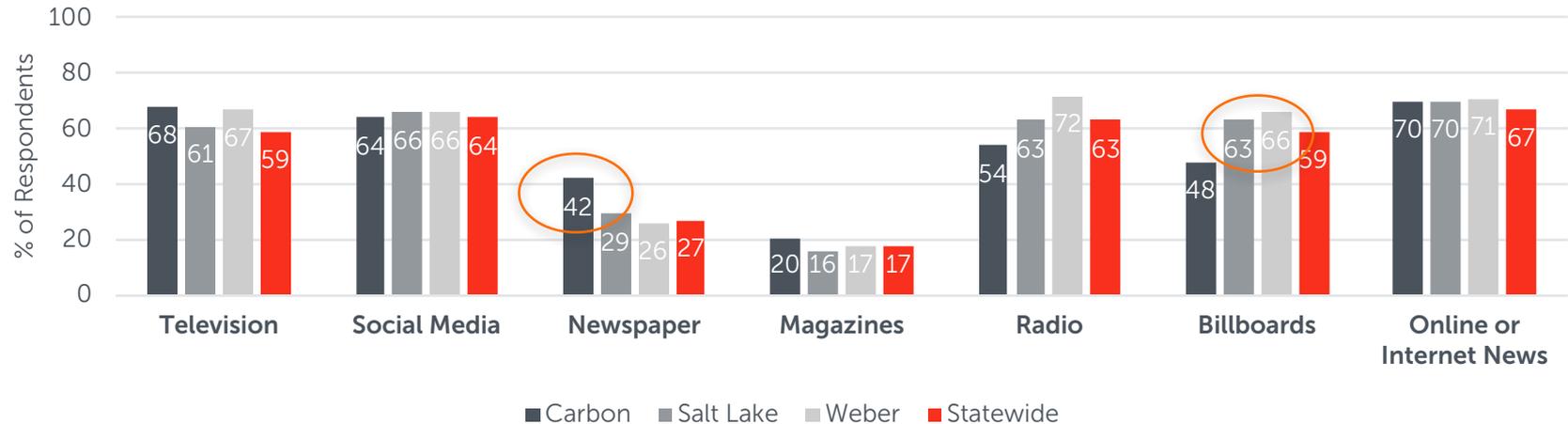
MESSAGING HEARD, READ OR SEEN (CONT.)

	Carbon (%)	Salt Lake (%)	Weber (%)	Statewide (%)
Naloxone / Narcan	6	5	5	3
Don't Do Drugs	0	0	1	3
Laws Related to Drug Use / Abuse	0	4	1	3
Opioid-related Medical Studies	0	4	3	3
Proper Storage of Prescription Drugs	0	1	1	2
Opioids are an Addictive Substance	3	0	3	1
Miscellaneous Responses	9	12	19	10
Don't Know / Don't Remember	16	18	23	18

MEDIA CONSUMPTION

Generally, high-risk counties media consumption mirrored statewide consumption, with some anomalies in Carbon County.

Media Consumed at Least 3x per Week

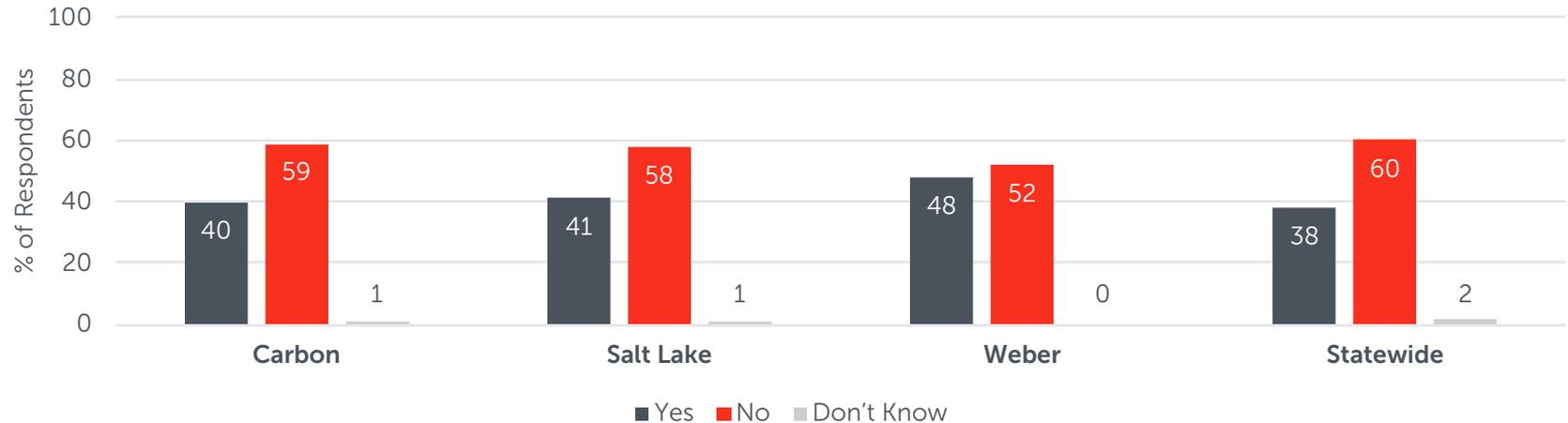


COUNTY - OPIOID USE

OPIOID USE

Weber County respondents were more likely to know someone using opioids.

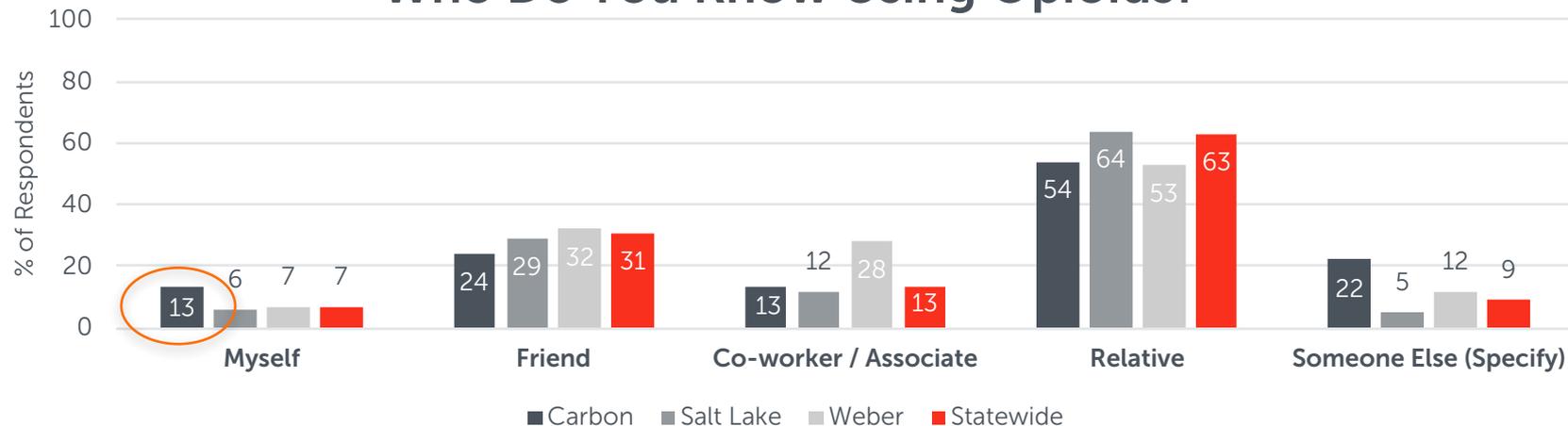
Know Anyone Using Opioids?



OPIOID USE

Relatives were the most commonly known group of people respondents knew of that used opioids. Carbon county respondents were more likely to identify themselves as a user.

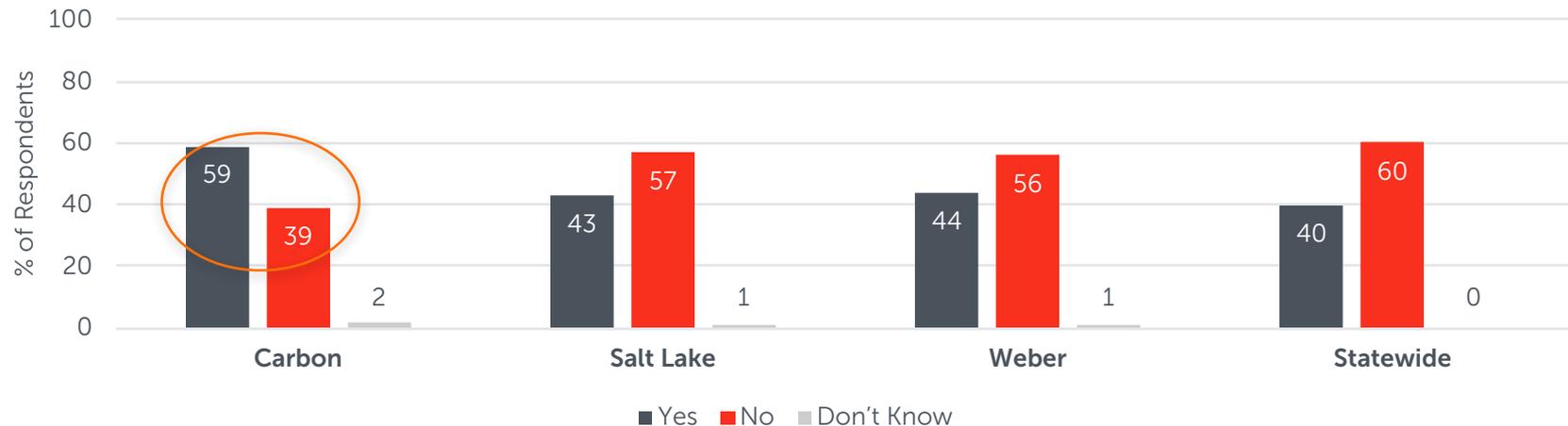
Who Do You Know Using Opioids?



OPIOID USE

Carbon County respondents were most aware of Naloxone.

Heard of Naloxone?



COUNTY - OPIOID RISKS

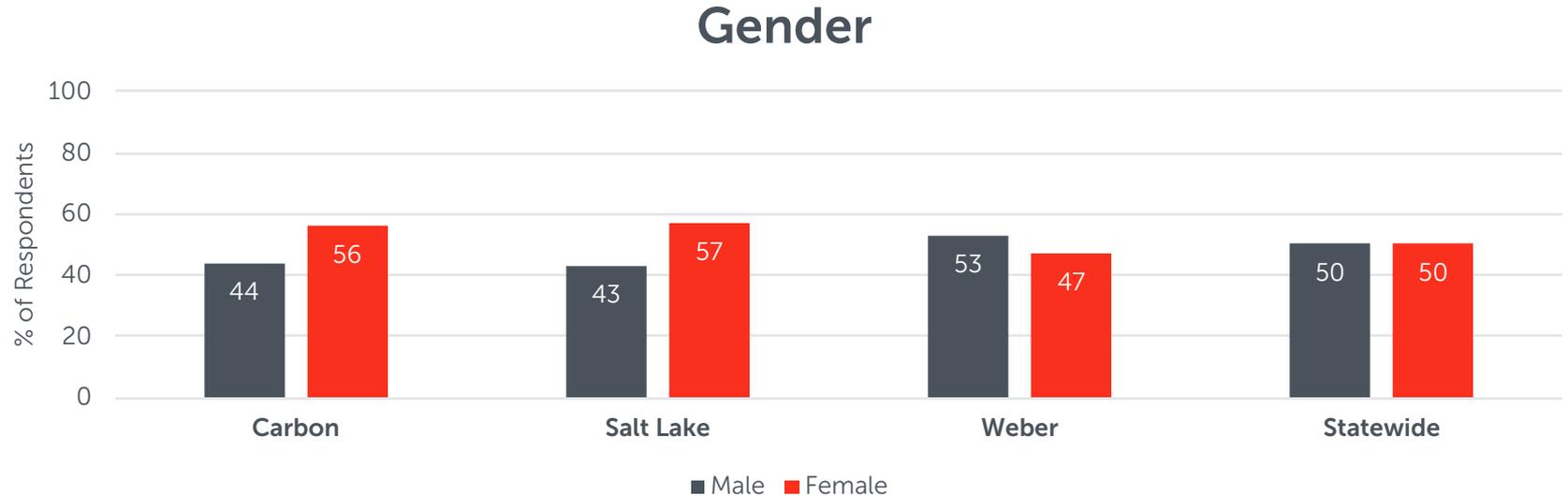
OPIOID RISKS: ATTITUDES

RISK AREA	Carbon (Mean)	Salt Lake (Mean)	Weber (Mean)	Statewide (Mean)
How much of a risk do you feel DEPENDENCY is when using opioids? C (N=113), SL (N=160), W (N=124)	4.4	4.3	4.2	4.1
How much of a risk do you feel OVERDOSE is when using opioids? C (N=113), SL (N=160), W (N=124)	3.9	3.9	3.9	3.8
How much of a risk do you feel ADDICTION is when using opioids? C (N=113), SL (N=160), W (N=124)	4.4	4.3	4.2	4.2
How much of a risk do you feel DEATH is when using opioids? C (N=113), SL (N=160), W (N=123)	3.8	3.6	3.5	3.3

COUNTY - DEMOGRAPHICS

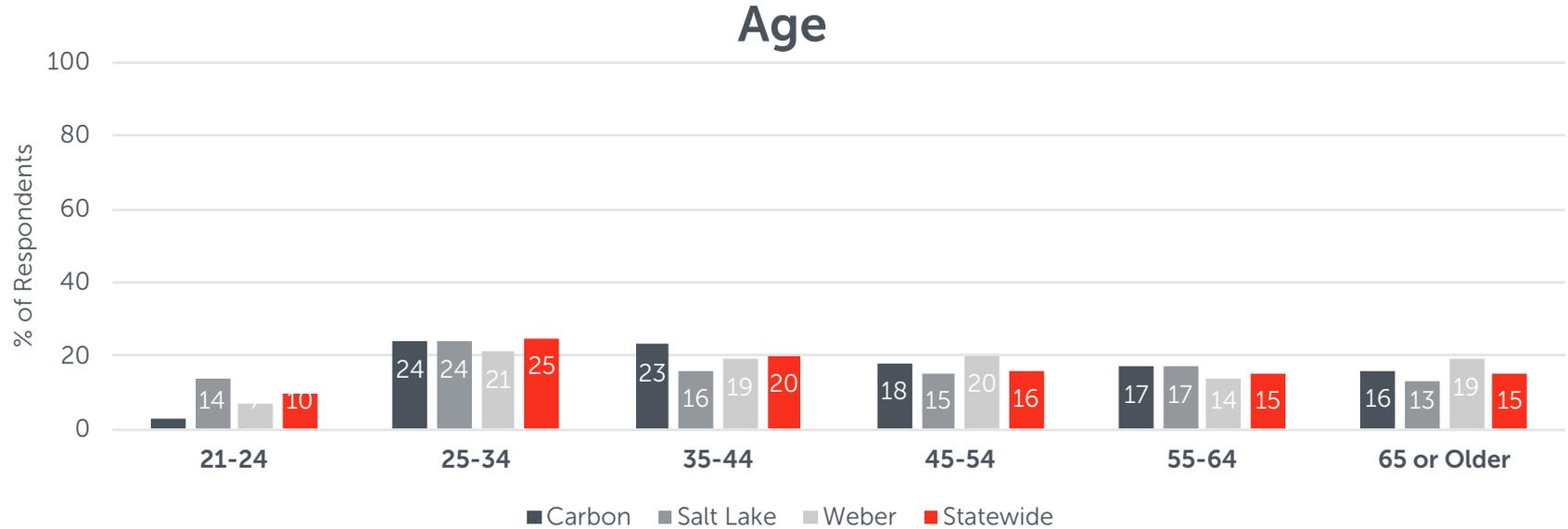
SURVEY SAMPLE

Genders were generally split evenly across counties.



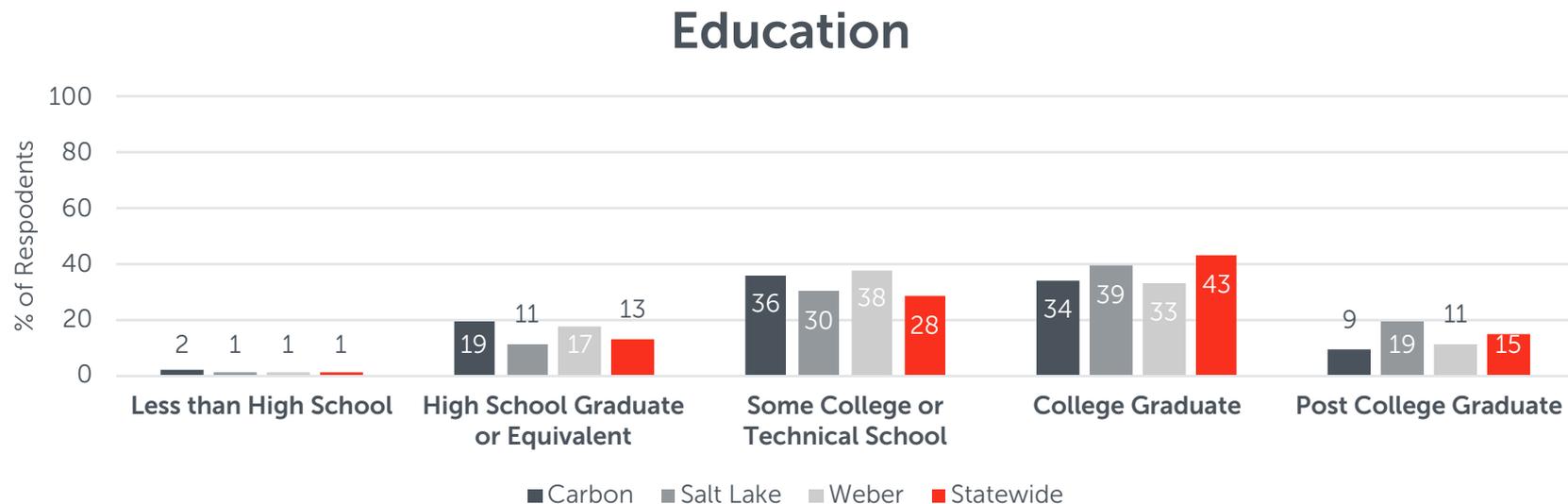
SURVEY SAMPLE

A variety of age ranges was represented across counties.



DEMOGRAPHICS

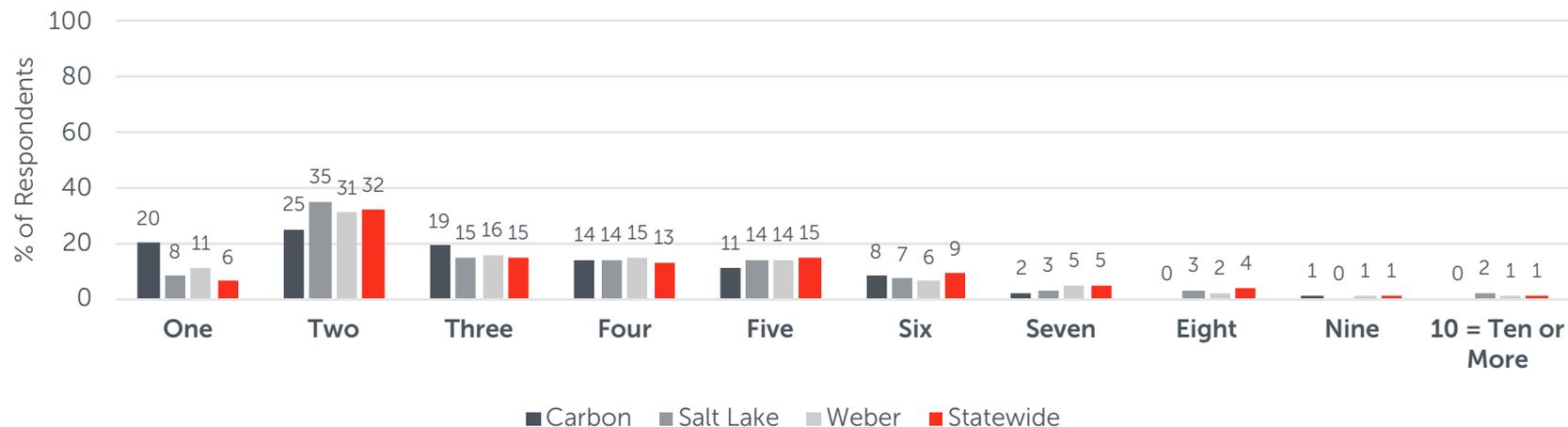
Carbon County was the least educated county surveyed.



DEMOGRAPHICS

A variety of household sizes were represented, although more single-household respondents were represented in Carbon County.

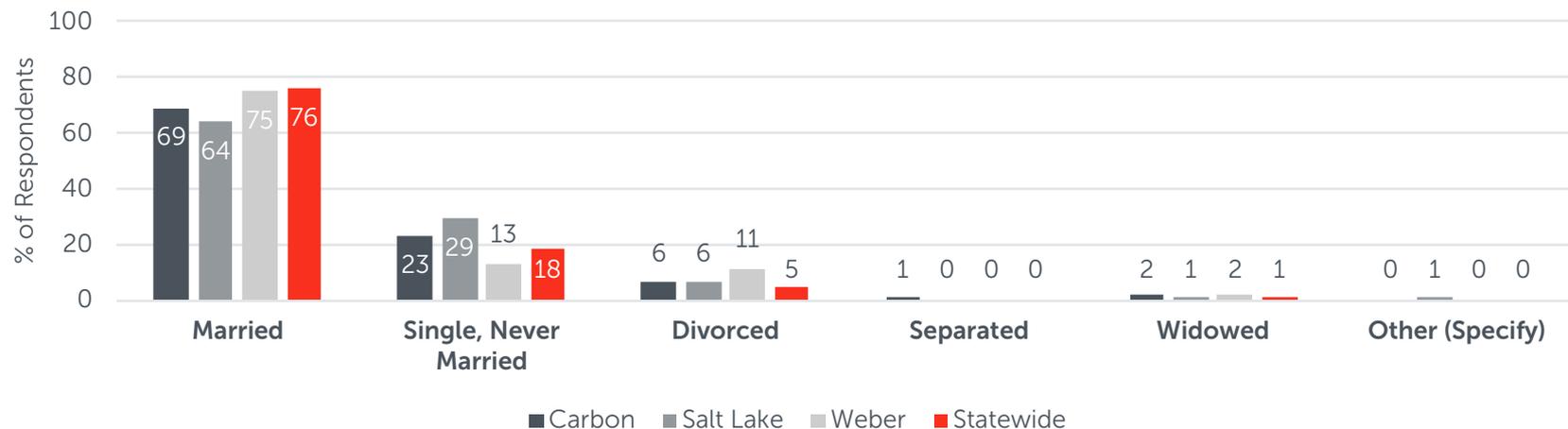
of People in Household



DEMOGRAPHICS

Most respondents were married. Salt Lake respondents were more likely to be single, never married.

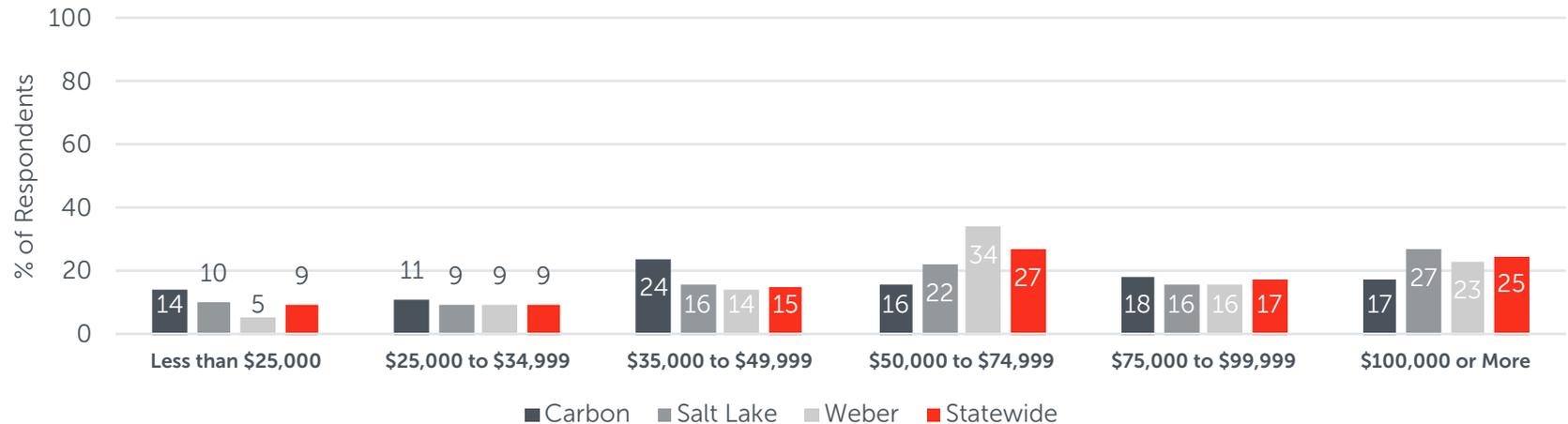
Marital Status



DEMOGRAPHICS

Carbon County respondents made less annually than other counties.

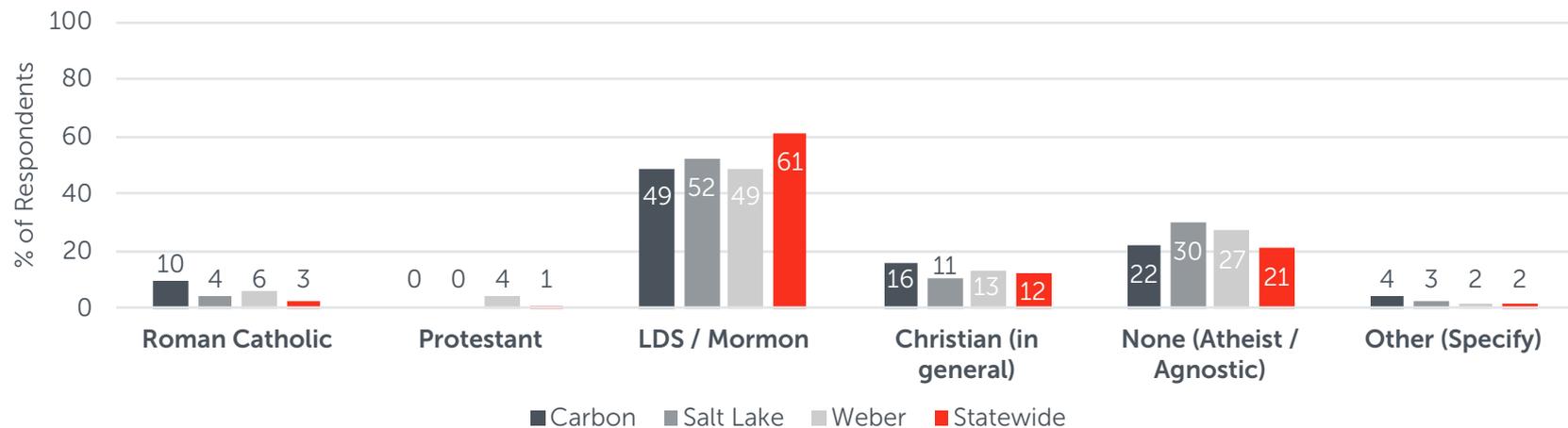
Annual Household Income



DEMOGRAPHICS

High-impact counties were less likely to be LDS/Mormon than the general state.

Religious Preference



CONCLUSIONS

CONCLUSIONS

- Women and men differ in attitudes about the seriousness of the opioid issue
 - Women feel abuse issue is more serious than men
- A gap of Naloxone awareness exists in larger households, families with more than two children
- Addiction and dependency are viewed as the most relevant/probable risks of opioid abuse, where death is viewed as least probable
- Media consumption habits differ by gender, age, education/income, and geography
 - These will influence media-buying strategies

CONCLUSIONS

- Data proves the Mormon audience has a different mindset and awareness overall about the opioid issue
 - This creates challenges in communicating with this culturally-different (inattentive to anti-drug messaging) audience
- Utah County specifically has a lack of knowledge and understanding about the opioid issue
- The 21 to 34 age range has a sense of invincibility when it comes to the opioid issue
 - This segment feels very knowledgeable about the issue, but say it's not as serious a problem

CONCLUSIONS

- Consider messaging around “protecting your family” vs. simply warnings for individual consumers
 - This may resonate with larger families unaware of Naloxone, and Mormon families more naïve to the issue

SUMMARY CHART

QUESTION	Carbon	Salt Lake	Weber	Statewide
MEAN SCORE, FAMILIARITY	3.4	3.3	3.4	3.1
T2B, FAMILIARITY	53%	47%	52%	43%
MEAN SCORE, KNOWLEDGE	3.4	3.4	3.6	3.4
T2B, KNOWLEDGE	49%	50%	60%	51%
MEAN SCORE, SERIOUSNESS	4.5	4.1	4.3	4.0
T2B, SERIOUSNESS	86%	74%	75%	67%

CONCLUSIONS

- Carbon and Weber counties behave most differently than Salt Lake and the Statewide general public
- Weber County
 - Weber County is the most familiar with the term opioid, feels like it knows the most about opioids, and is most aware that illicit drugs like heroin and opium are also opioids
 - Weber County also has the highest percentage (23%) of people who personally know someone who has used/abused opioids

CONCLUSIONS

- Carbon County
 - Carbon County ties with Weber county in feeling most familiar with the term “opioid,” but is not as confident in their knowledge of opioids overall
 - This is likely be due to the lower income and lower education levels in Carbon County
 - Carbon County respondents are least likely to know someone personally who uses opioids, and most aware of Naloxone
 - Carbon County is more likely to read the newspaper than any other county

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Thank you!