



# MORNING CONSULT

American Farm Bureau Federation

Polling Presentation

October 31, 2017

# Key Points

- One in three rural adults say there is a great deal of stigma associated with opioid abuse in their local community.
- Relatedly, one in three rural adults say it would be easy to access treatment for addiction to prescription drugs or heroin in their local community.
  - And, less than half are confident they could seek care that is either effective, covered by insurance, convenient or affordable.
- Nearly half of rural adults (45%) are or have been directly impacted by opioid abuse, either by knowing someone, having a family member addicted, having taken an illegal opioid, or dealing with addiction themselves.
  - Farmers and farm workers are much more likely to say they have been directly impacted, with three in four having experienced one of the above.
- By greater than a 2-1 margin, rural adults say it would be easy for someone in their community to access opioids illegally.
  - Three in four farmers as well as those who work in agriculture generally, say the same.
- While adults overwhelmingly recognize that opioid abuse can begin accidentally with the safe use of painkillers, they are largely unaware that rural communities are impacted the most.
  - And, they say opioid abuse is a major problem in urban communities more so than their own by a 10-point margin.
- When it comes to solving the crisis, strong plurality say **decreasing** stigma would be more effective than increasing it.
  - Though, farmers say **increasing** stigma would be more effective by a 10-point margin.
- Regarding cultural interventions to address the crisis, seven in ten say increasing access to treatment (71%) and public education surrounding resources available (68%) would be effective.
- Regarding messaging, rural adults say most effective messages to decrease shame surrounding opioid abuse are related to families openly discussing the problem, the possibility of addiction recovery, and the need to change attitudes.
- And following messages, those who those who say addiction to opioids is a disease (50%), rather than due to a lack of will-power (29%) increases by four-point margin.

## Methodology:

Morning Consult, on behalf of American Farm Bureau Federation, conducted an online survey of 2,201 rural adults from October 26 – 29, 2017. Results from the full survey have a margin of error of +/- 2%.



# General Attitudes and Perceptions of Addiction

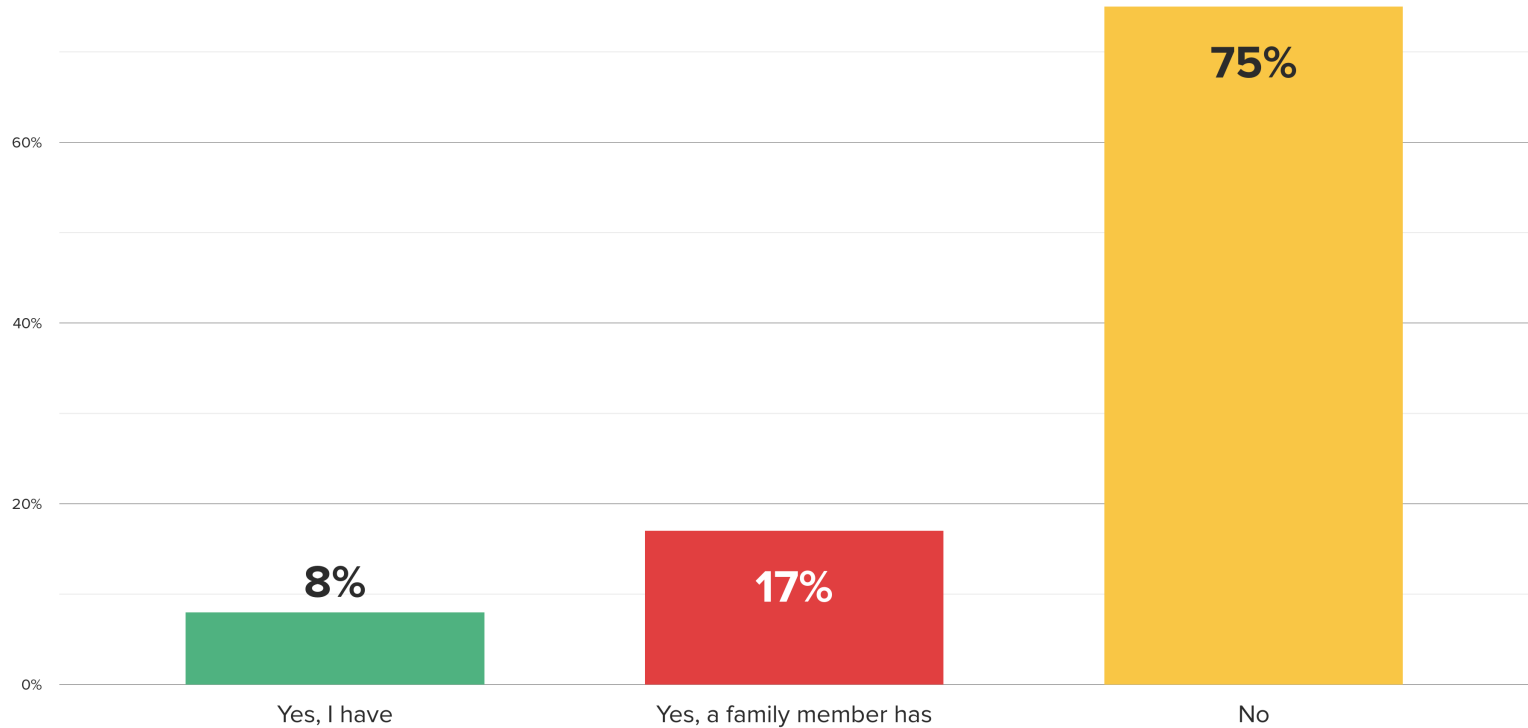
Experiences with Opioid Addiction

Effective Interventions and Messages



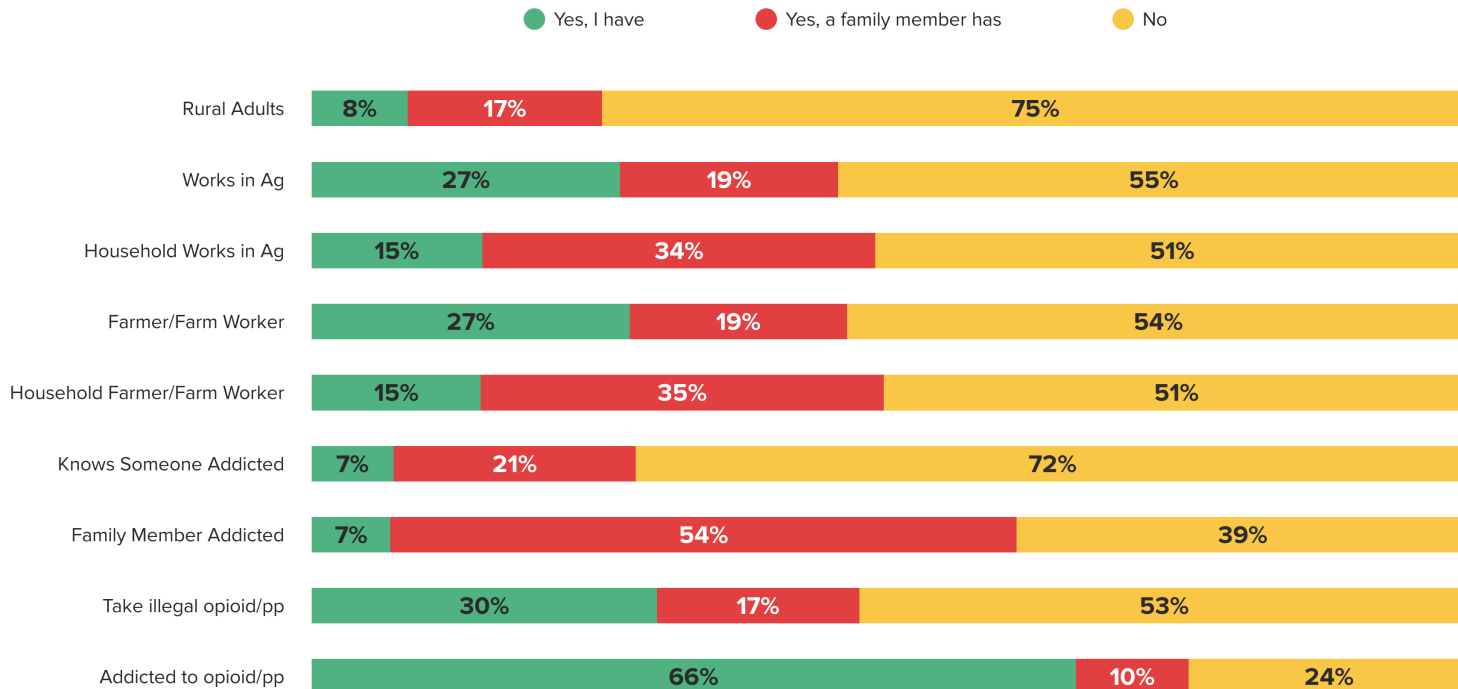
# Three in four rural adults say neither they, nor a family member, has sought treatment for addiction of any kind.

*Have you or a family member ever sought care for addiction or substance abuse of any kind?*



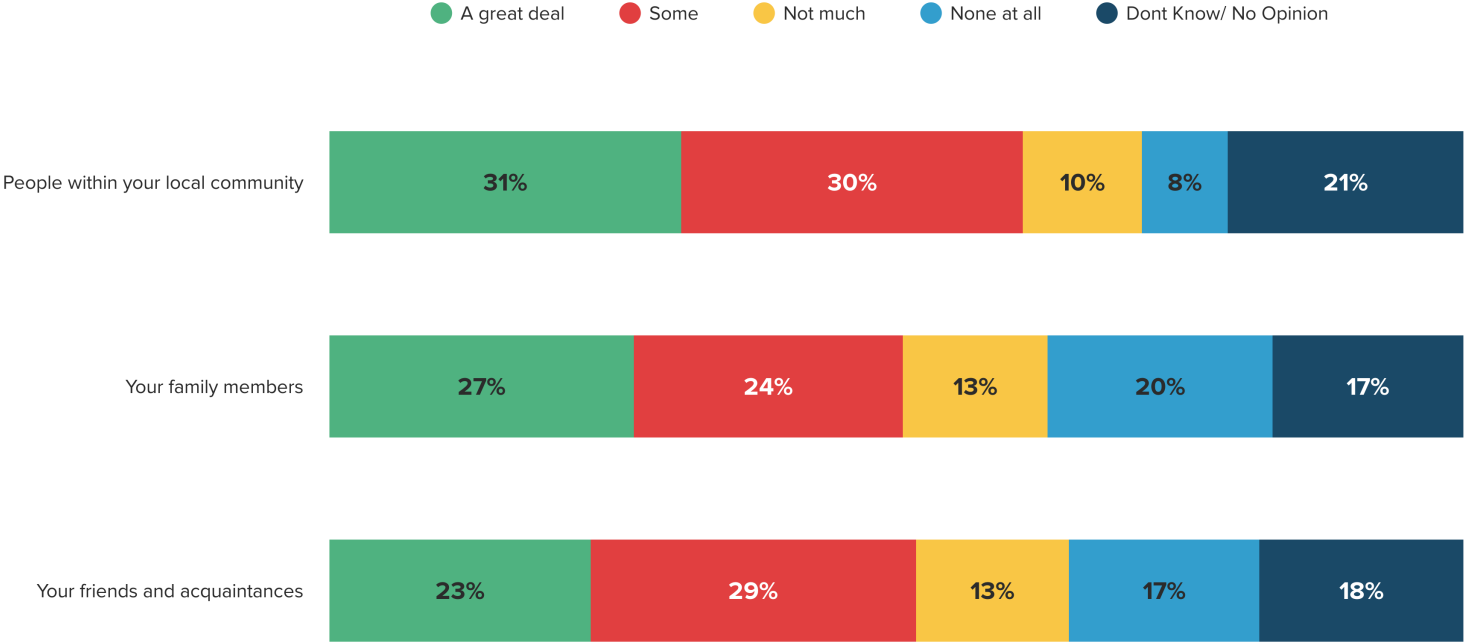
# Farmers and farming households, as well as those who work in the agriculture industry, more likely to say they or a family member has sought care for addiction.

*Have you or a family member ever sought care for addiction or substance abuse of any kind?*



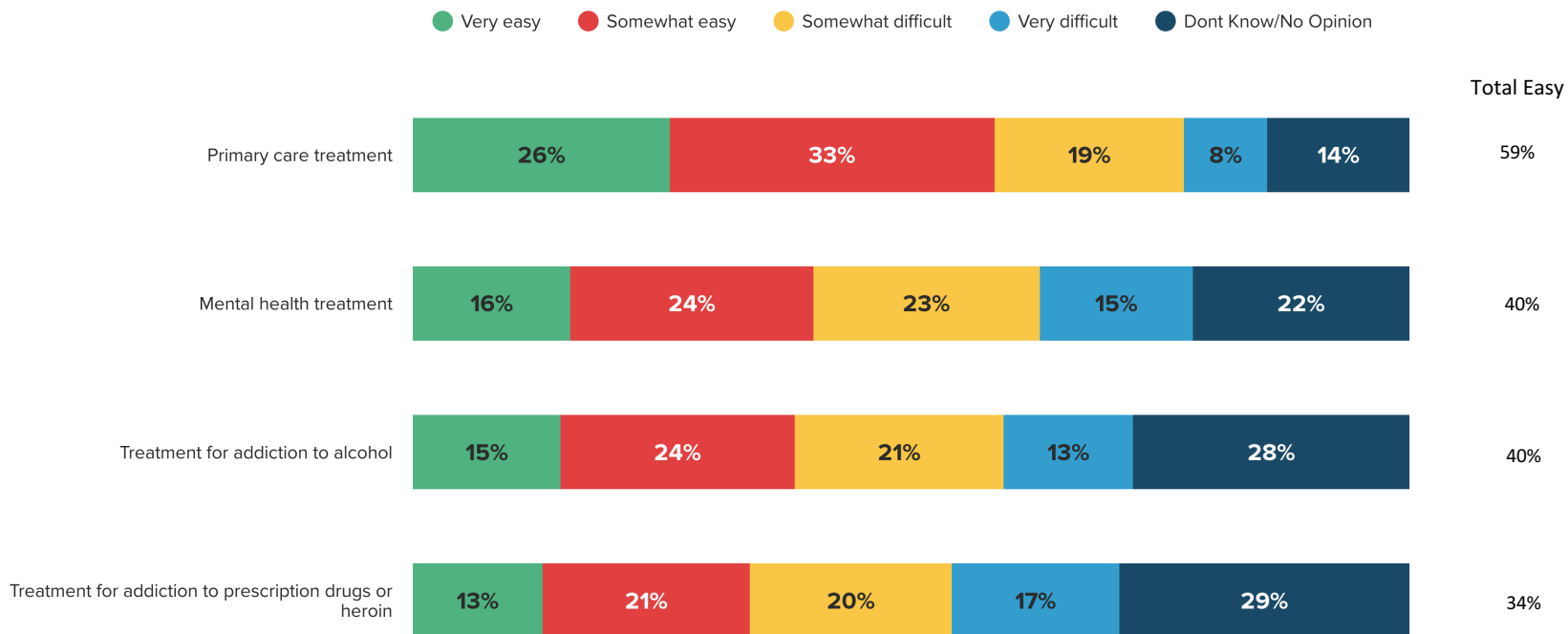
# One in three adults say there is a great deal of stigma associated with opioid abuse in their local community.

*How much shame or stigma would these groups of people say is associated with opioid abuse?*



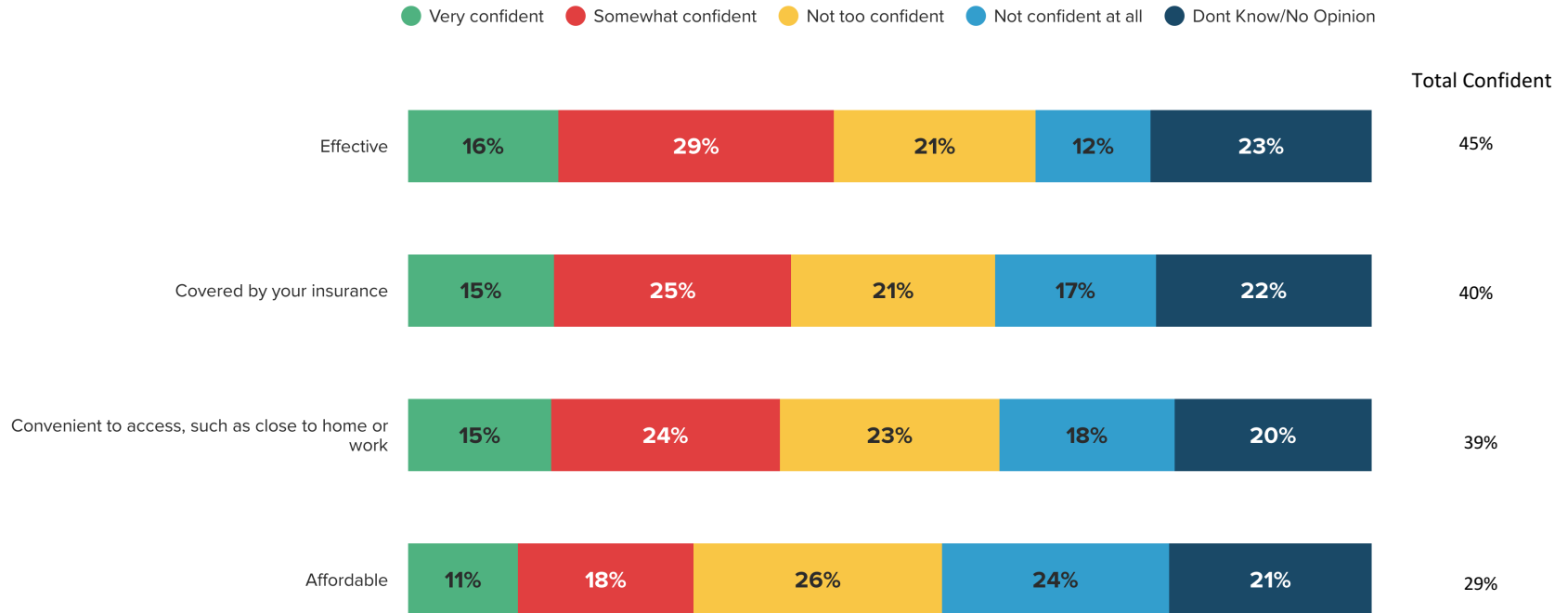
# And in thinking about their local community, one in three say it would be easy to access treatment for addiction to prescription drugs or heroin.

Thinking about your local community, how easy or difficult is it to access...



## And, less than half of rural adults are confident they could seek care that is effective, covered by insurance, convenient or affordable.

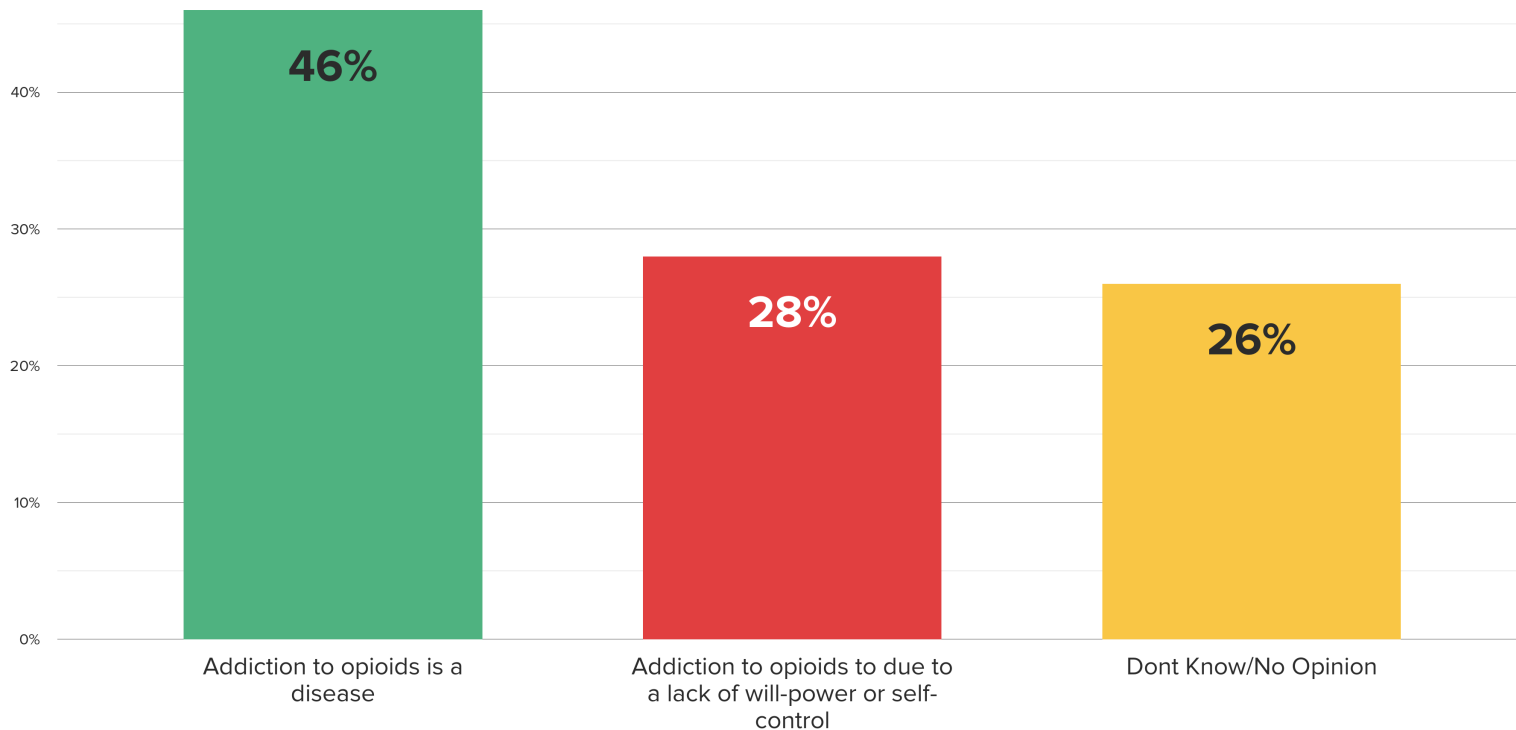
*If you or a family member wanted to seek care for addiction or substance abuse, how confident are you that you'd be able to find treatment that was...*





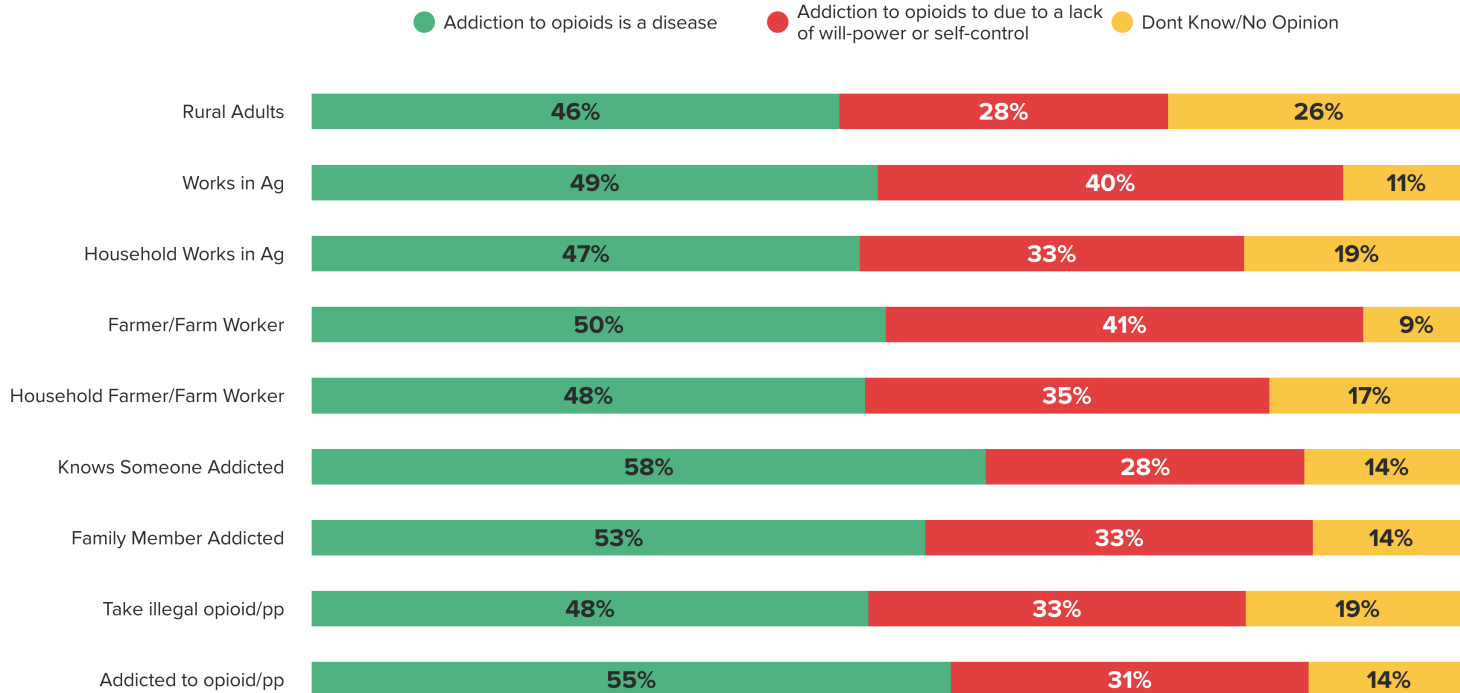
# By an 18-point margin, rural adults say addiction to opioids is a disease, rather than due to a lack of will-power.

*Which of the following comes closest to your view even if neither is exactly right?*



# Those who know someone suffering most likely to say opioid addiction is a disease.

*Which of the following comes closest to your view even if neither is exactly right?*



General Attitudes and Perceptions of Addiction

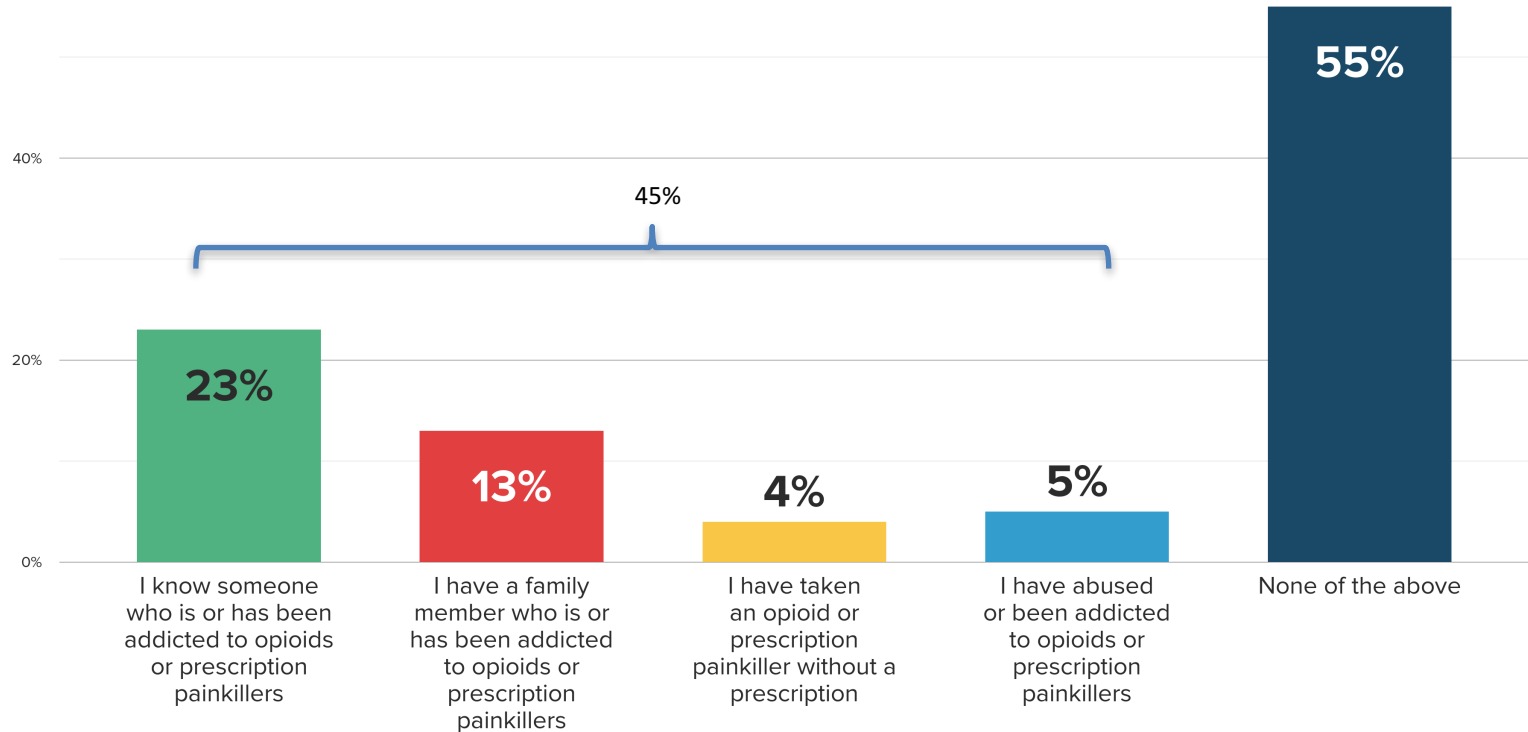
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Effective Interventions and Messages



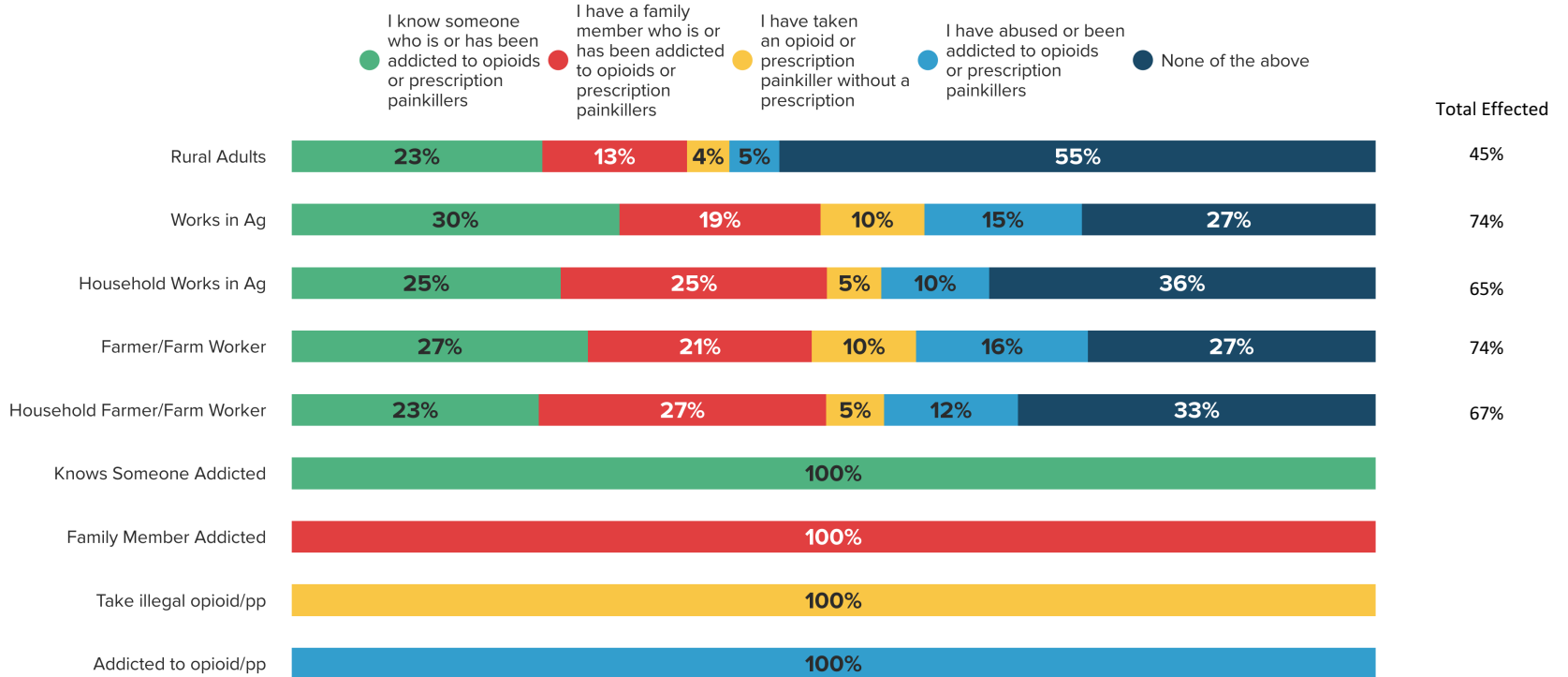
# Nearly half of rural adults (45%) are or have been directly impacted by opioid abuse.

*Which of the following best applies to you?*



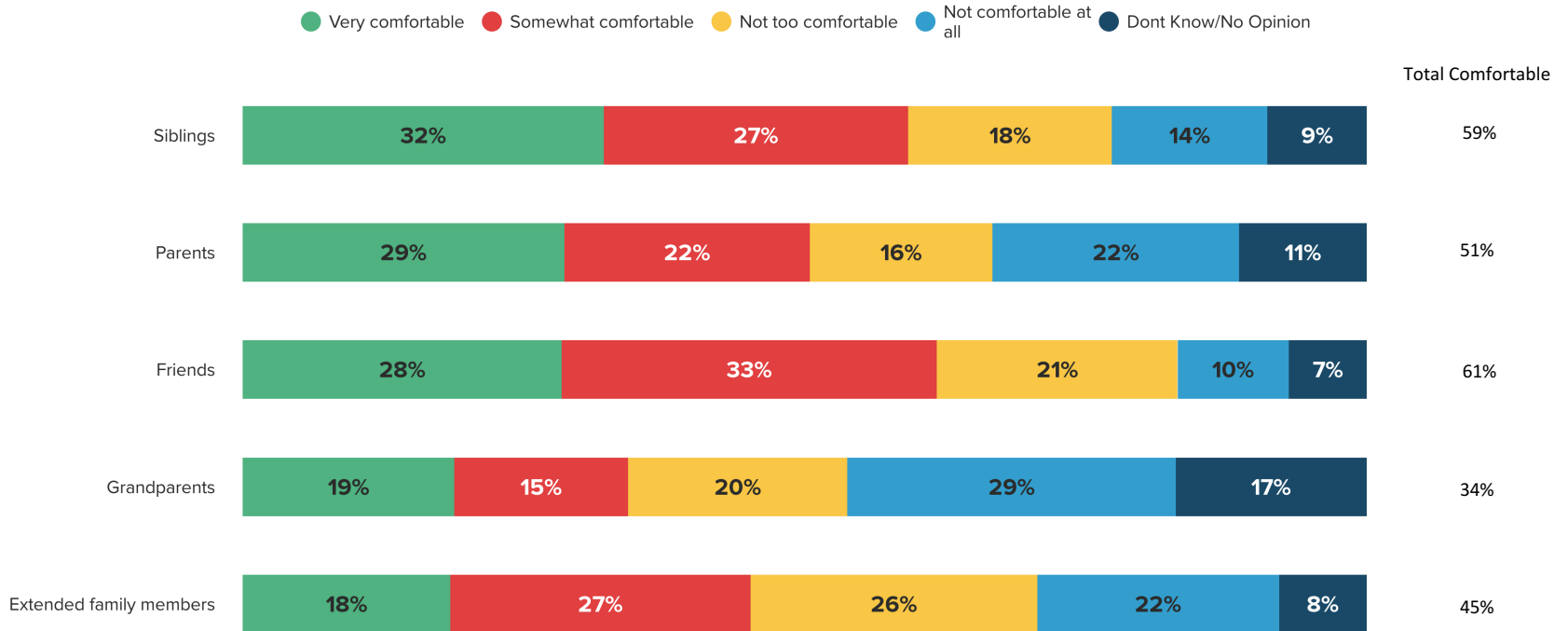
# Three in four farmers, farm workers (74%) say they are or have been directly impacted by by opioid abuse.

Which of the following best applies to you?



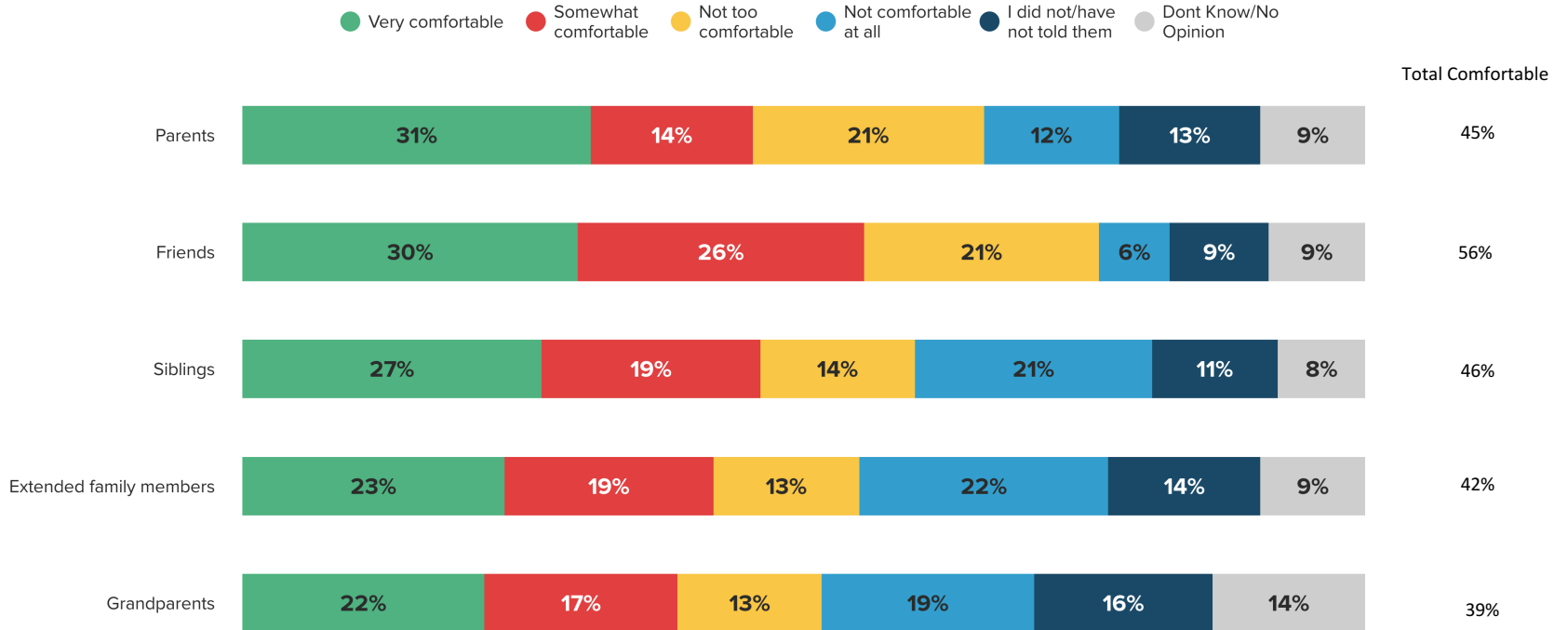
# Among those *not* dealing with opioid addiction, adults would feel most comfortable speaking about an addiction with friends (60%) or siblings (59%).

*If you were dealing with addiction to opioids, how comfortable would you be talking about your addiction with each of the following?*



# And among those who have dealt with or are currently dealing with opioid addiction, adults feel most comfortable speaking about their addiction with friends (56%).

*In dealing with your addiction to opioids, how comfortable were/are you talking about your addiction with each of the following?*



# While adults overwhelmingly recognize that opioid abuse can begin accidentally with the safe use of painkillers, they are largely unaware that rural communities are impacted the most.

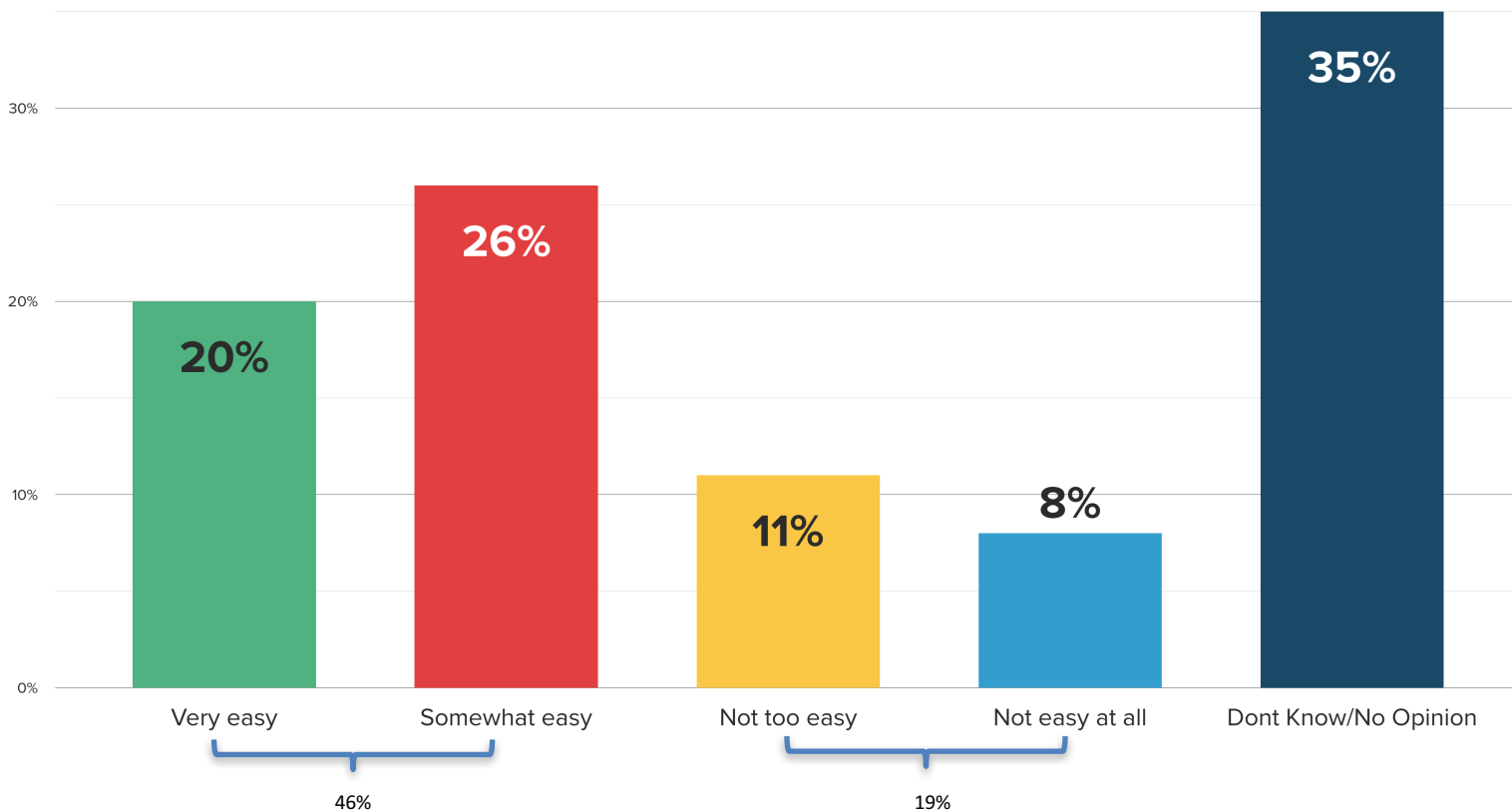
*Do you believe each of the following statements are mostly true or mostly false?*





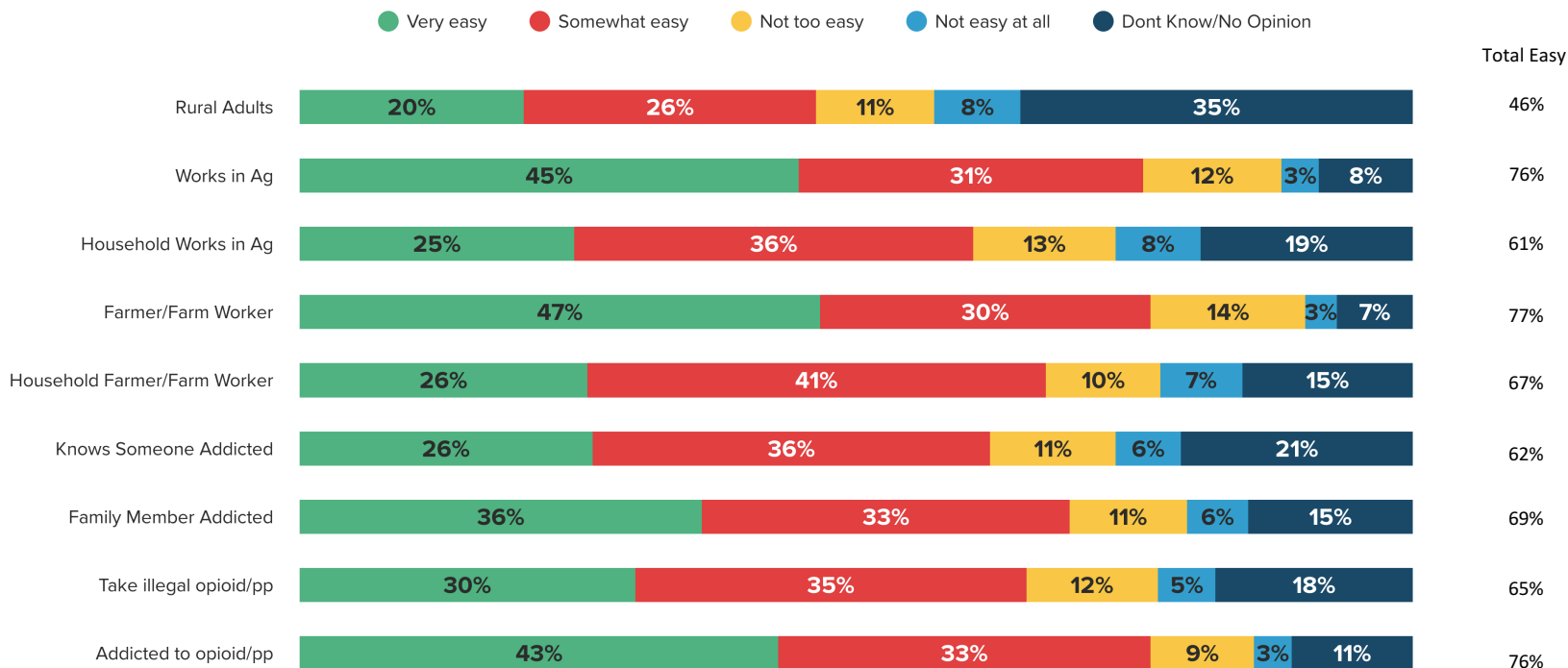
# By greater than a 2-1 margin, rural adults say it would be easy for someone in their community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose.

*How easy would it be for someone in your community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose?*



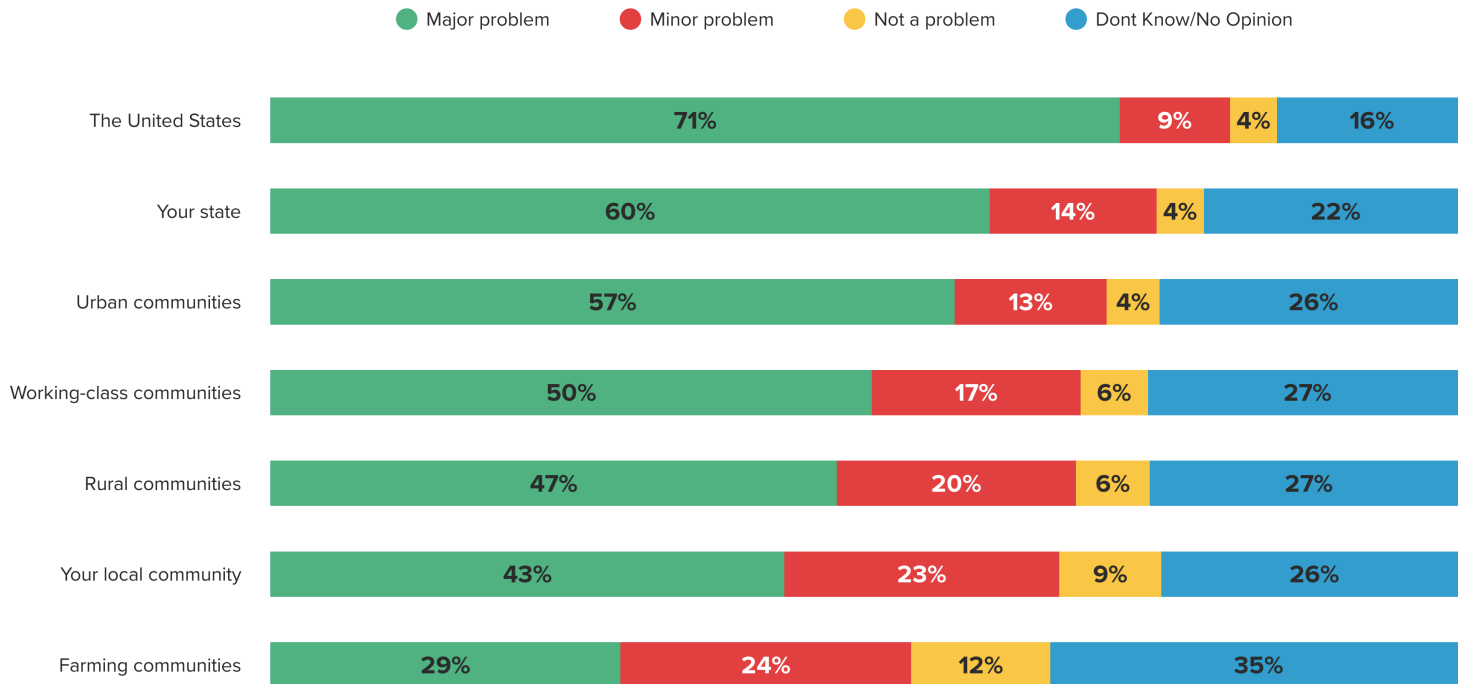
# Three in four farmers, as well as those who work in agriculture generally, say it would be be easy for someone in their community to access a large amount of prescription opioids or painkillers without a prescription.

*How easy would it be for someone in your community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose?*



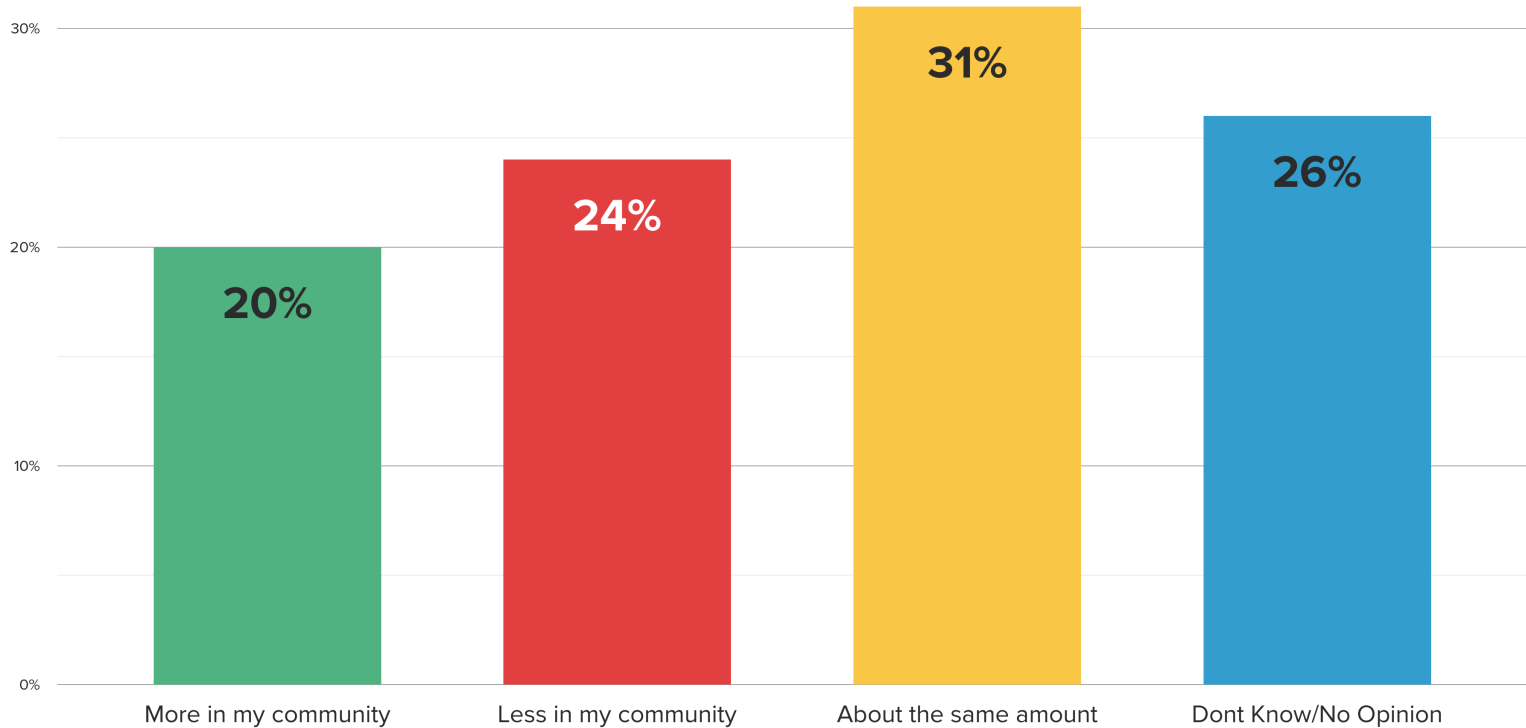
# Rural adults say opioid abuse is a major problem in urban communities more so than their own by a 10-point margin.

*How big of a problem, if at all, is opioid abuse in each of the following?*



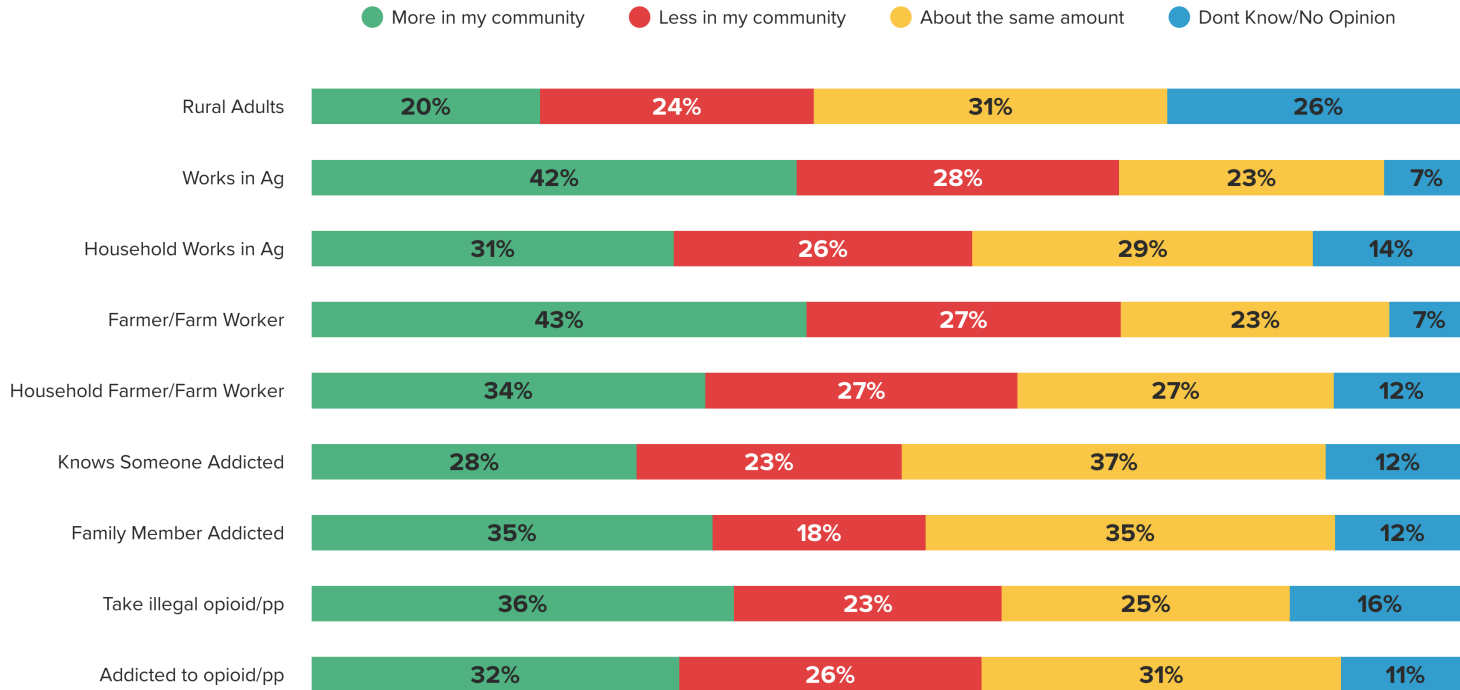
# Only one in five rural adults say there is more opioid abuse in their community compared to the rest of the country.

*Compared to the rest of the country, would you say there is more opioid abuse in your community, less opioid abuse in your community, or about the same amount?*



# Though strong pluralities of farmers, as well as those who work in agriculture, say there *is* more opioid abuse in their communities.

*Compared to the rest of the country, would you say there is more opioid abuse in your community, less opioid abuse in your community, or about the same amount?*



General Attitudes and Perceptions of Addiction

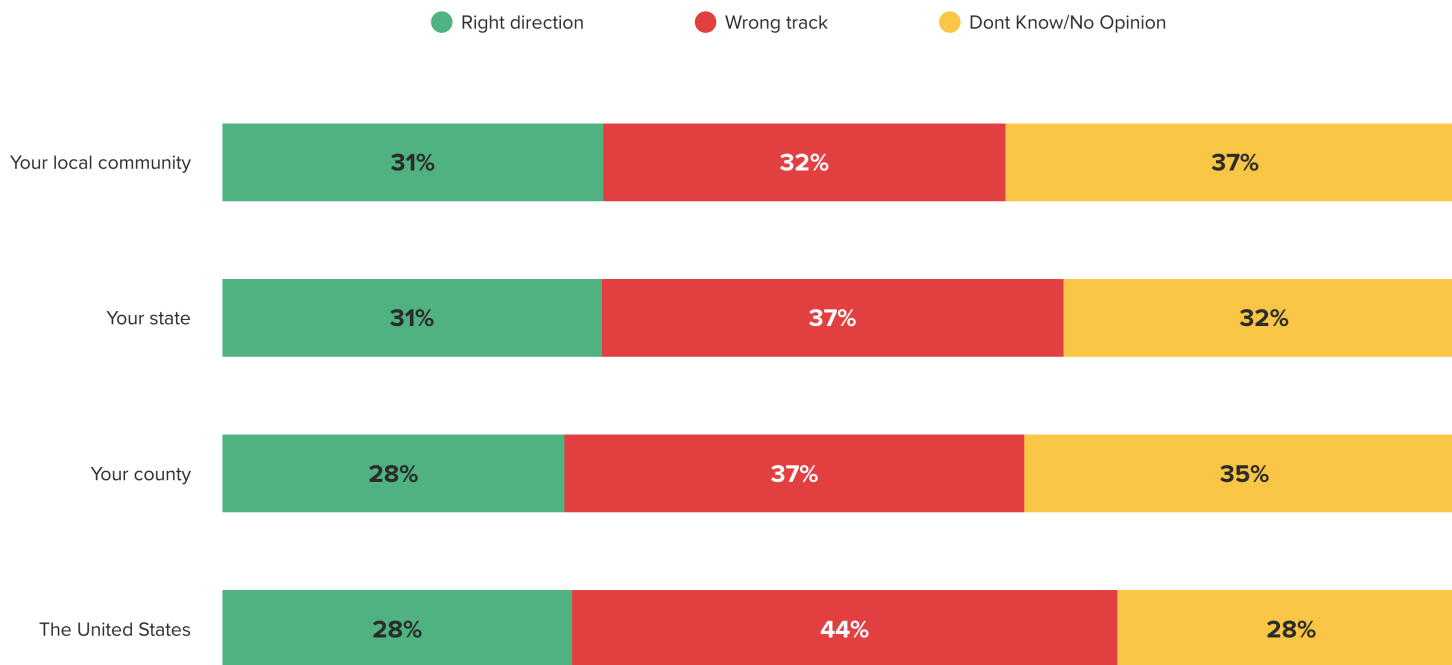
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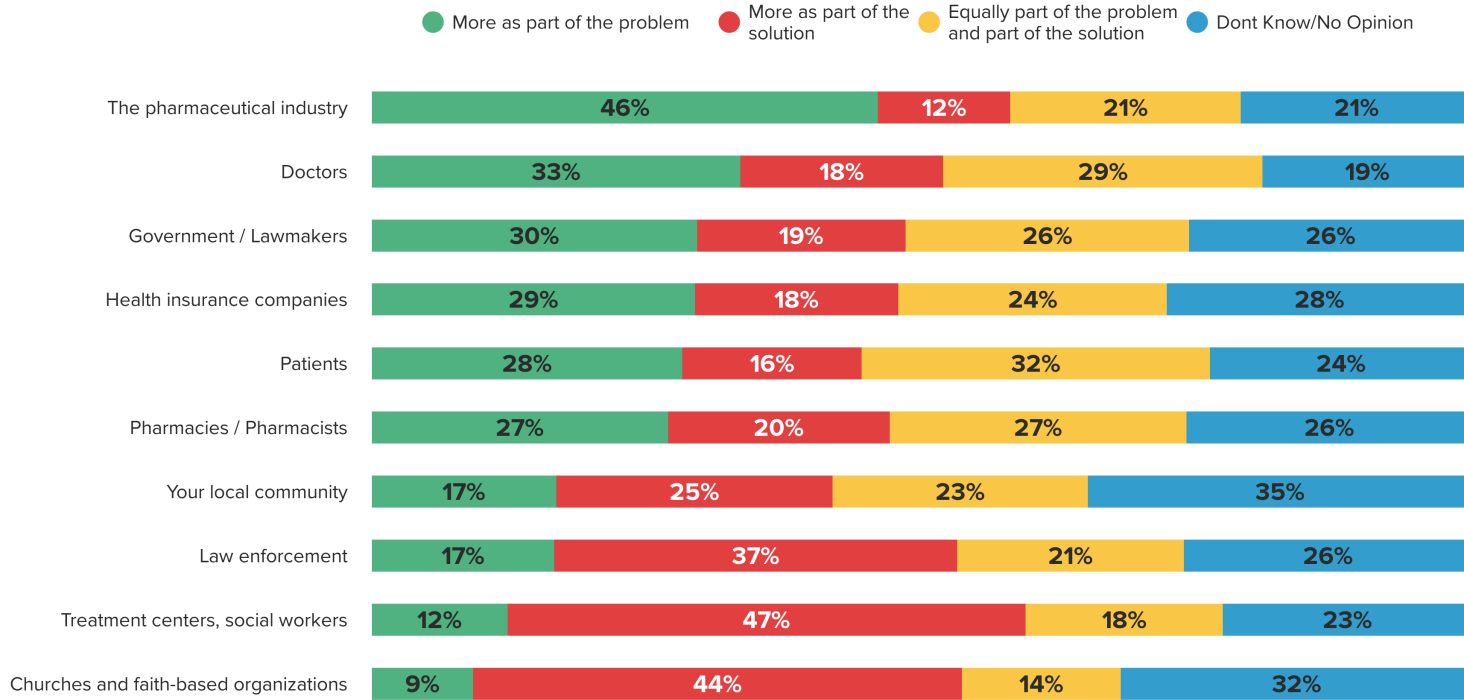
# Rural adults divided on whether their community is headed in right direction when it comes to addressing the opioid crisis, though most are unsure either way.

When it comes to addressing the opioid crisis, would you say each of the following is headed in the right direction, or off on the wrong track?



# Rural adults largely unaware if their local communities are more part of the problem or more part of the solution when it comes to opioid addiction.

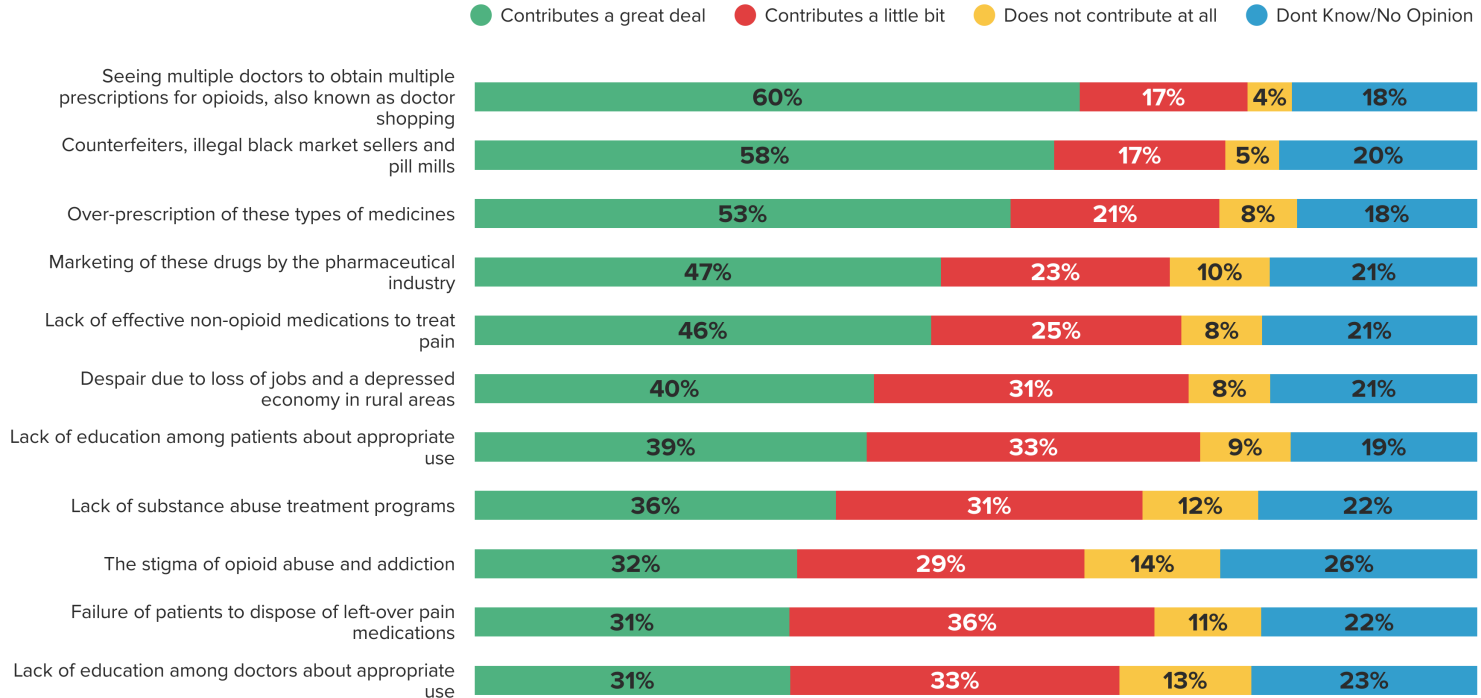
*When it comes to the opioid crisis at present, do you see each of the following more as part of the problem, more as part of the solution, or about equally part of both?*





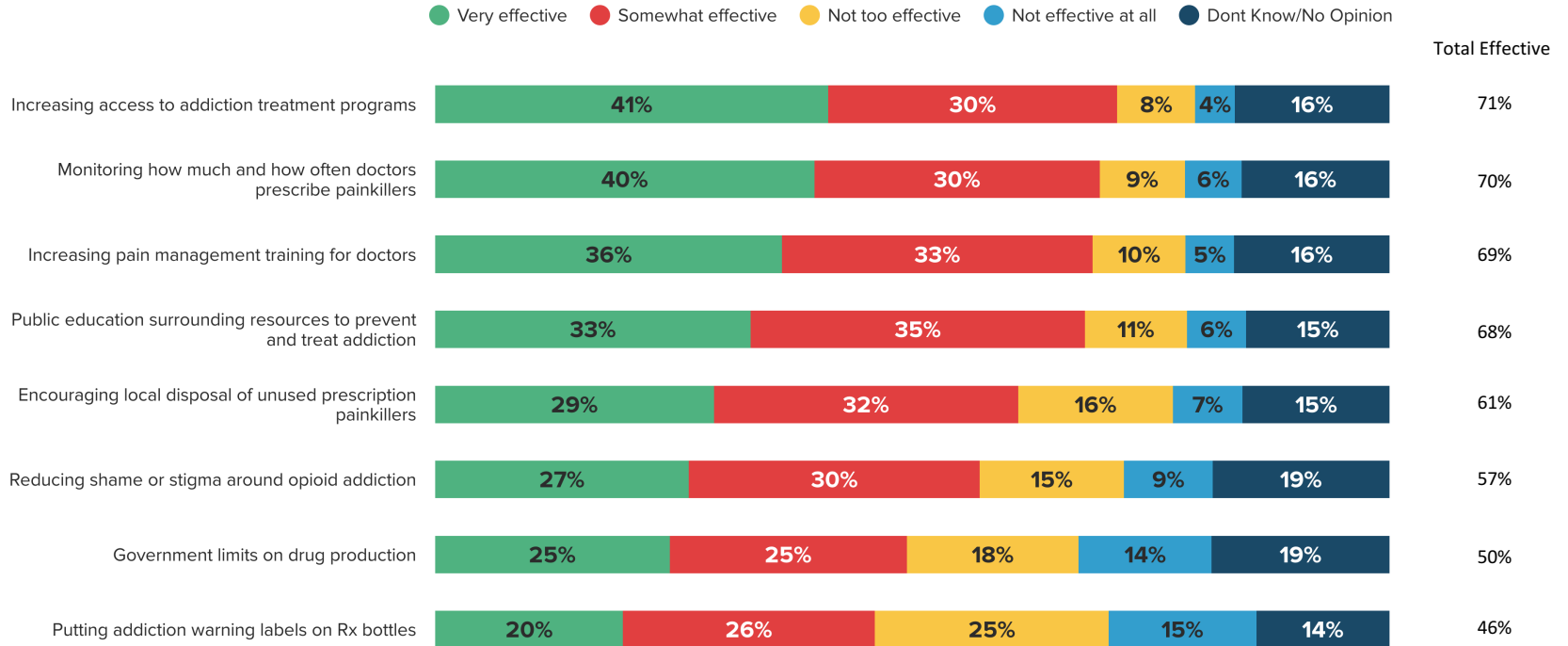
# One in three rural adults say the stigma of opioid abuse and addiction contributes a great deal to the crisis.

*How much do you think each of the following contributes to the opioid crisis?*



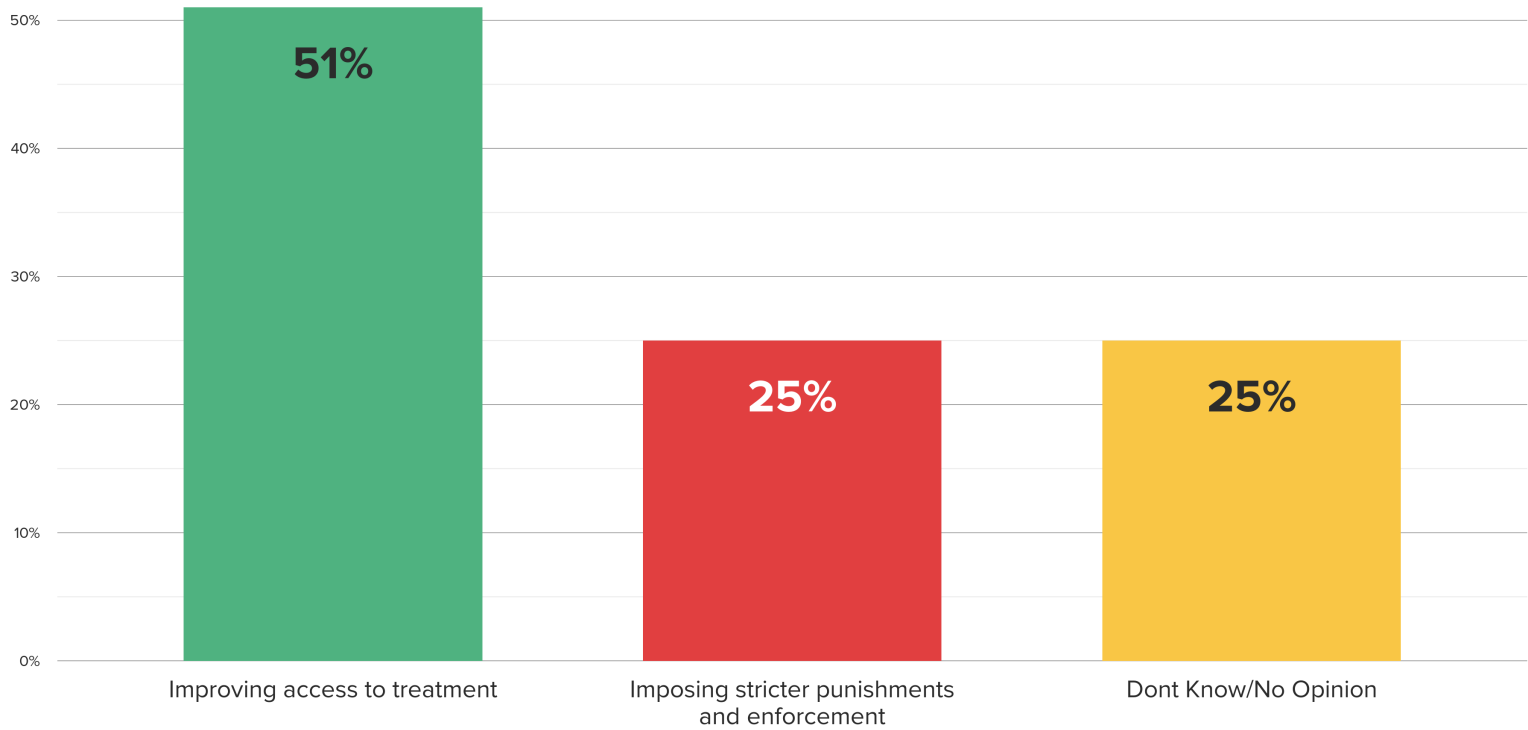
# Regarding cultural interventions to address the crisis, seven in ten say increasing access to treatment (71%) and public education surrounding resources available (68%) would be effective.

*Thinking about your local community, how effective would each of the following be in helping to solve the opioid crisis?*



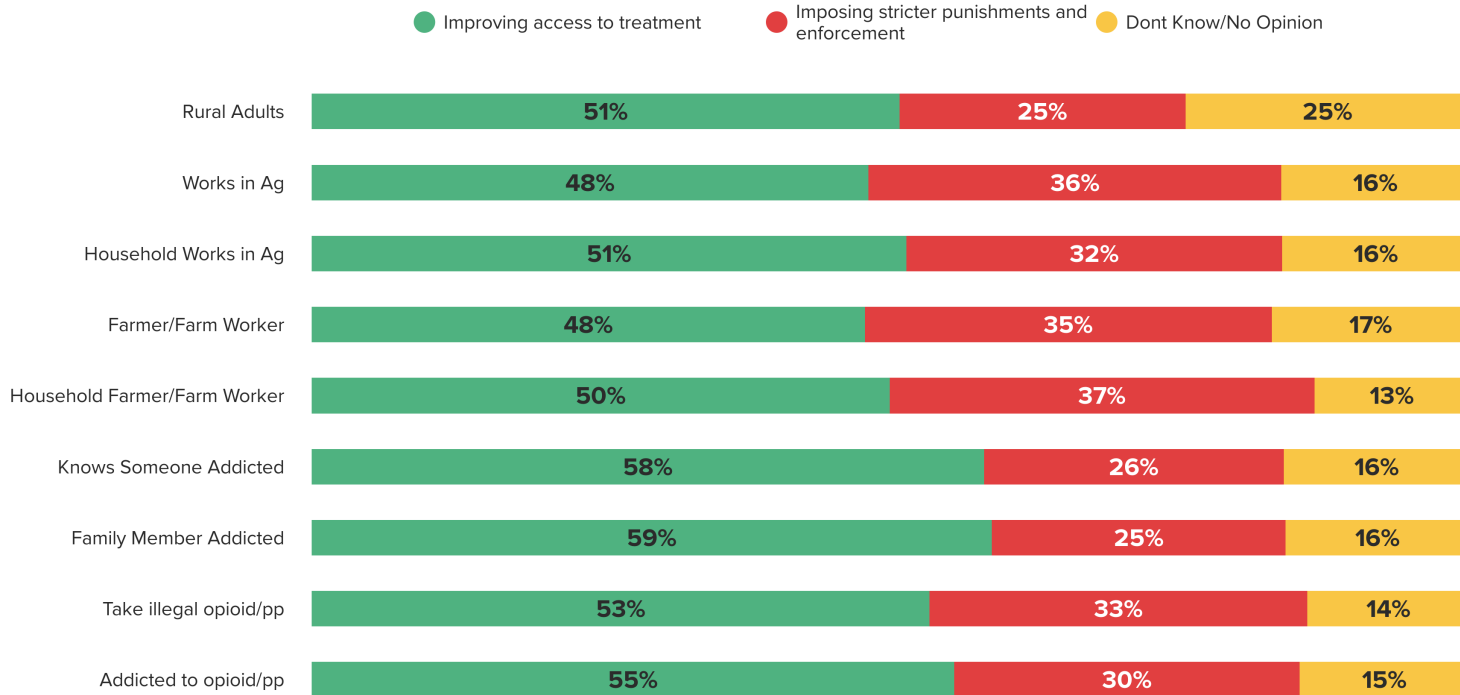
# Twice as many adults say improving access to treatment would be more effective than imposing stricter punishments on those addicted to opioids.

*Generally, which of the following would be more effective in helping solve the opioid crisis?*



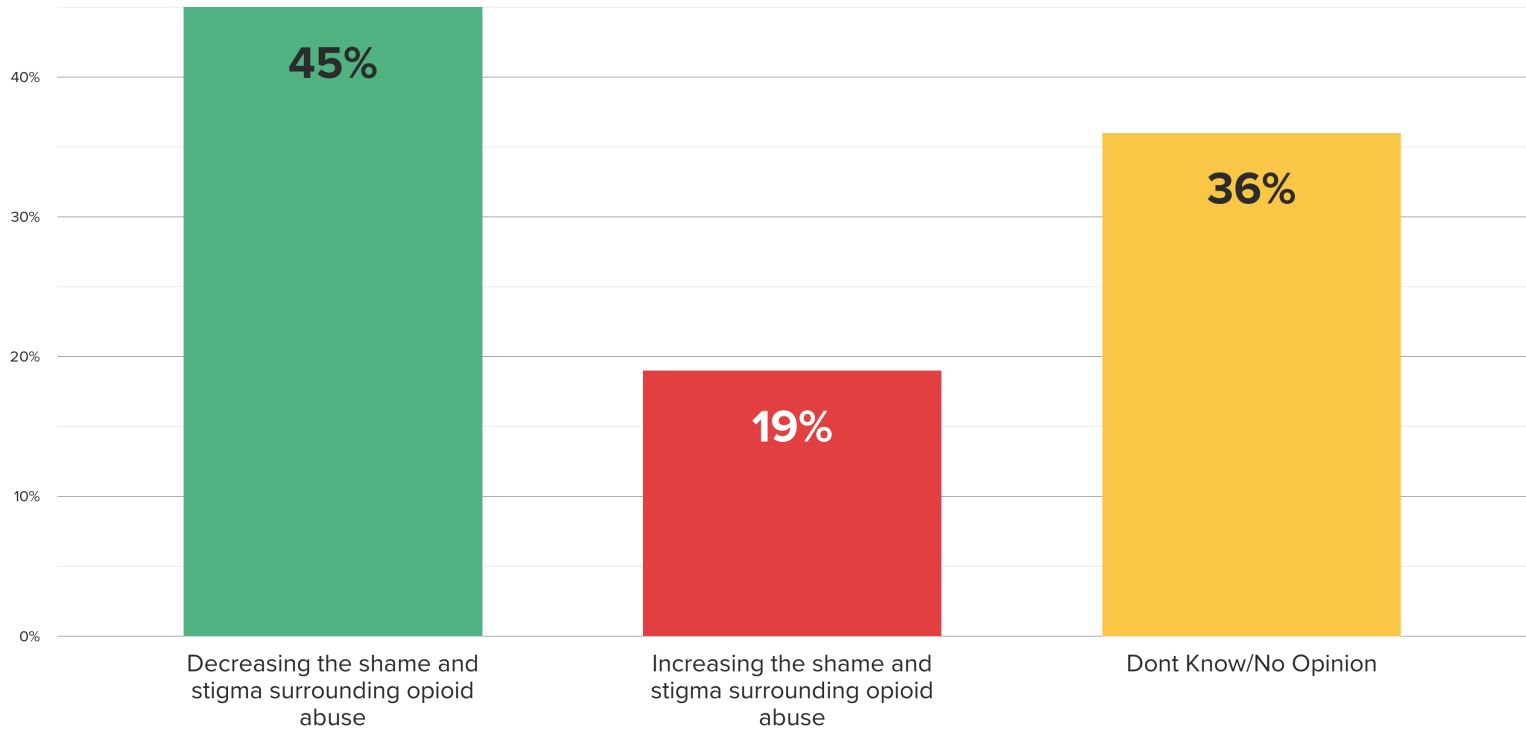
# Those with family members addicted, as well as those who know someone generally, are especially likely to say treatment over enforcement would be more effective.

*Generally, which of the following would be more effective in helping solve the opioid crisis?*



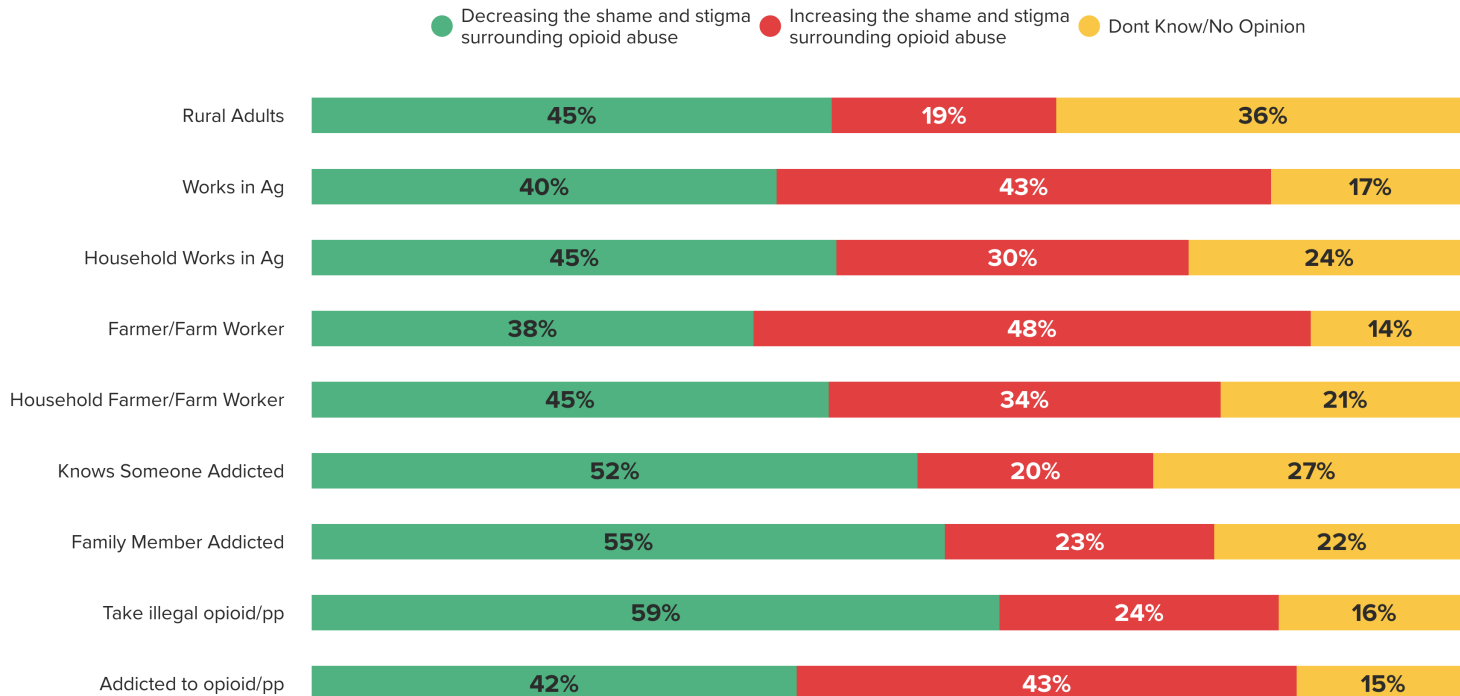
# To help solve the opioid crisis, nearly half say *decreasing* shame surrounding opioid abuse would be more effective than increasing it.

Generally, which of the following would be more effective in helping solve the opioid crisis?



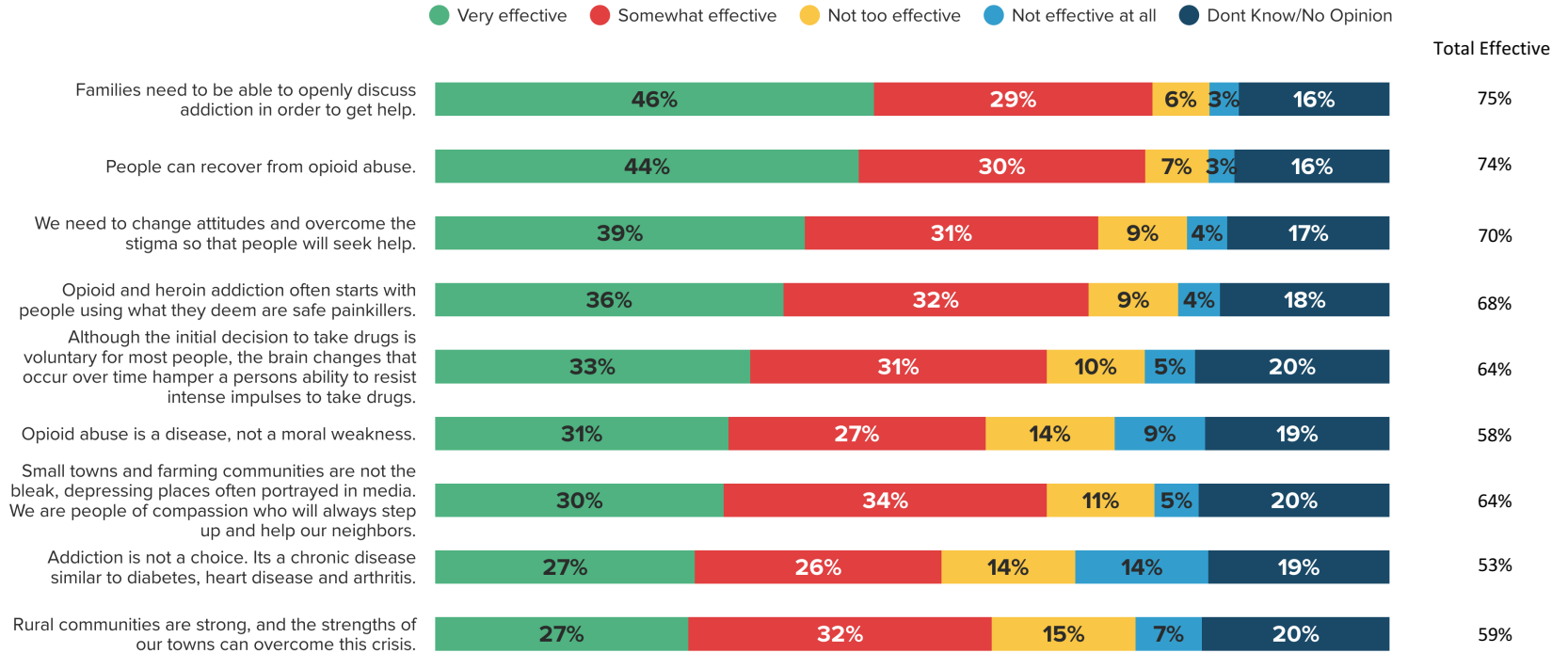
# Though, farmers say *increasing* stigma would be more effective by a 10-point margin.

Generally, which of the following would be more effective in helping solve the opioid crisis?



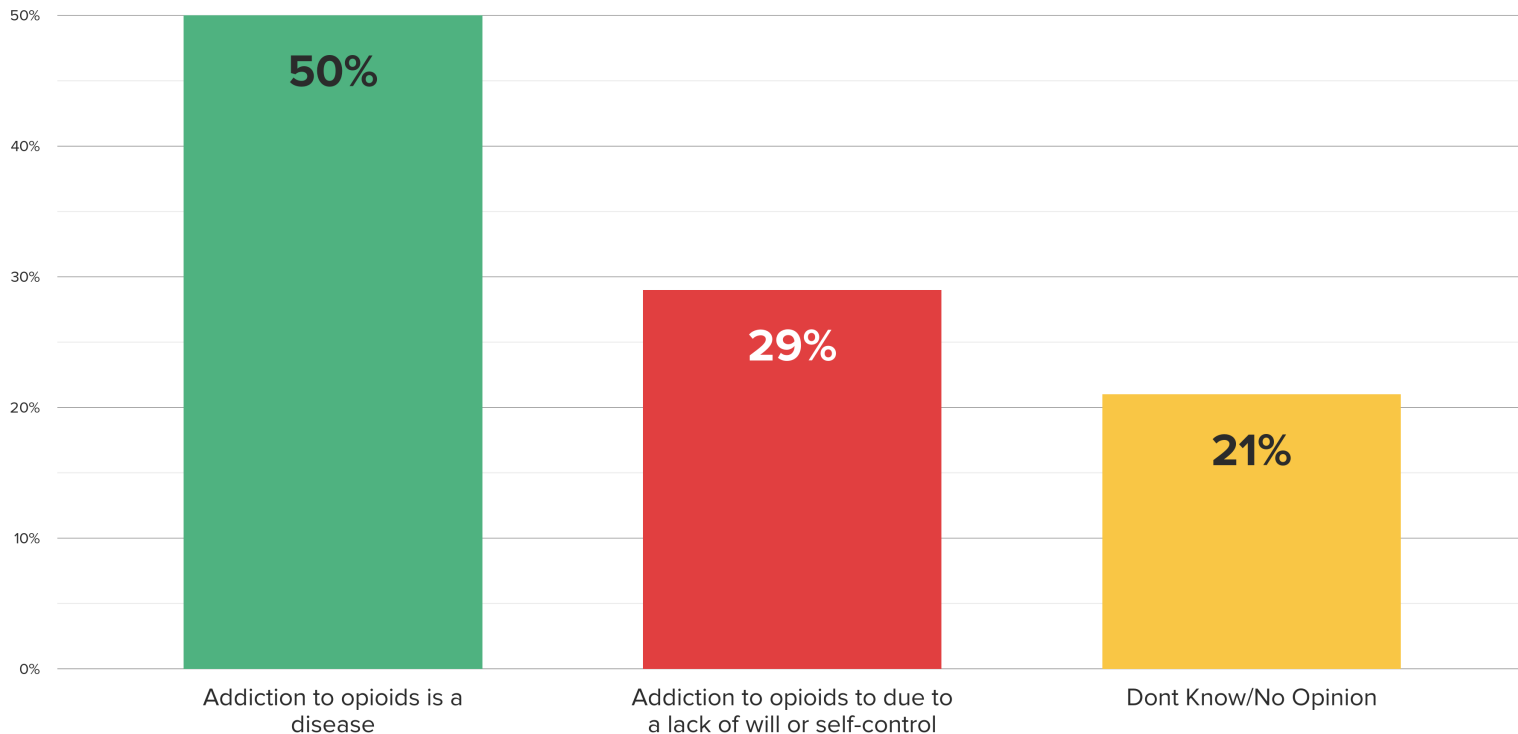
# Rural adults say most effective messages to decrease shame surrounding opioid abuse are related to families openly discussing the problem, the possibility of addiction recovery, and the need to change attitudes.

Based on what you know, how effective would each of the following messages be in decreasing the shame or stigma associated with opioid abuse?



## When asked again, those who say addiction to opioids is a disease increases by 4-point margin, with the change coming mostly from adults who answered 'Don't Know/No Opinion' on first ballot.

*Sometimes during a survey like this, people change their minds. Having thought about it more, which of the following comes closest to your view even if neither is exactly right?*





## Similarly, when asked again, farmers who say addiction to opioids is a disease increases by 4-point margin, with the change coming from those who answered 'Don't Know/No Opinion' on first ballot.

*Sometimes during a survey like this, people change their minds. Having thought about it more, which of the following comes closest to your view even if neither is exactly right?*

