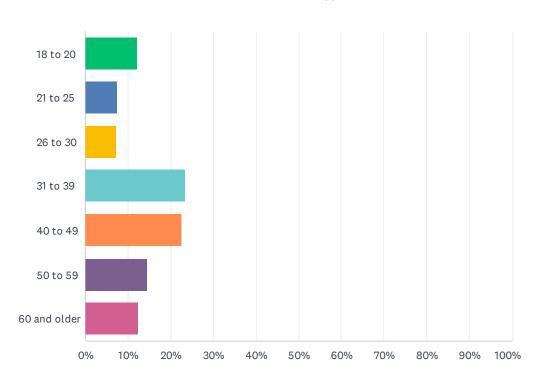
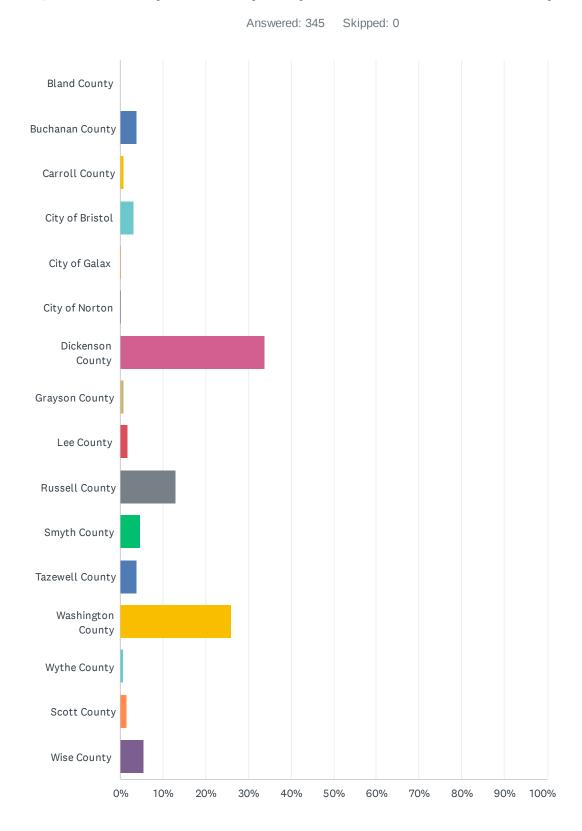
# Q1 How old are you?





ANSWER CHOICES	RESPONSES	
18 to 20	12.17%	42
21 to 25	7.54%	26
26 to 30	7.25%	25
31 to 39	23.48%	81
40 to 49	22.61%	78
50 to 59	14.49%	50
60 and older	12.46%	43
TOTAL		345

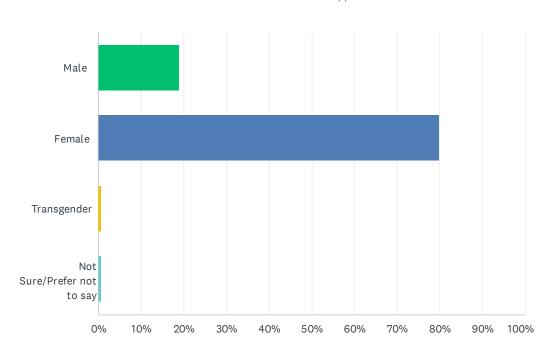
### Q2 Which city or county do you live in for most of the year?



ANSWER CHOICES	RESPONSES	
Bland County	0.00%	0
Buchanan County	3.77%	13
Carroll County	0.87%	3
City of Bristol	3.19%	11
City of Galax	0.29%	1
City of Norton	0.29%	1
Dickenson County	33.91%	117
Grayson County	0.87%	3
Lee County	1.74%	6
Russell County	13.04%	45
Smyth County	4.64%	16
Tazewell County	3.77%	13
Washington County	26.09%	90
Wythe County	0.58%	2
Scott County	1.45%	5
Wise County	5.51%	19
TOTAL		345

# Q3 What is your gender?

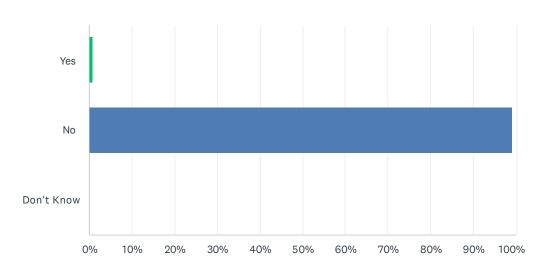




ANSWER CHOICES	RESPONSES	
Male	18.95%	65
Female	79.88%	74
Transgender	0.58%	2
Not Sure/Prefer not to say	0.58%	2
TOTAL	34	43

# Q4 Are you Hispanic or Latino?

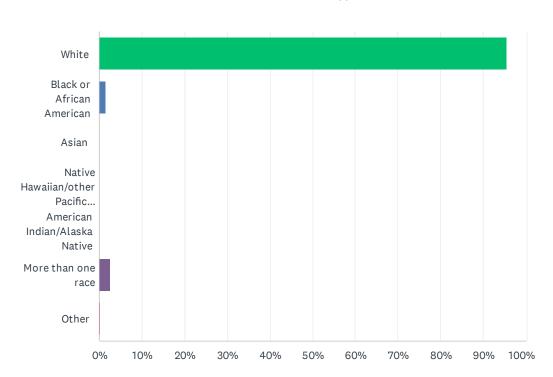
Answered: 343 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	0.87%	3
No	99.13%	340
Don't Know	0.00%	0
TOTAL		343

### Q5 What is your race?

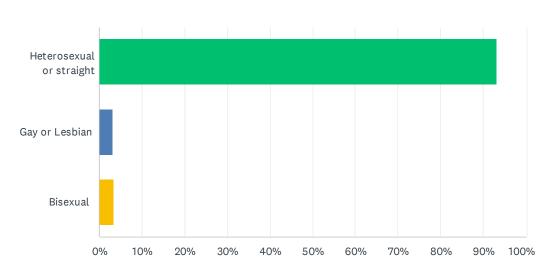
Answered: 342 Skipped: 3



ANSWER CHOICES	RESPONSES	
White	95.61%	327
Black or African American	1.46%	5
Asian	0.00%	0
Native Hawaiian/other Pacific Islander	0.00%	0
American Indian/Alaska Native	0.00%	0
More than one race	2.63%	9
Other	0.29%	1
TOTAL		342

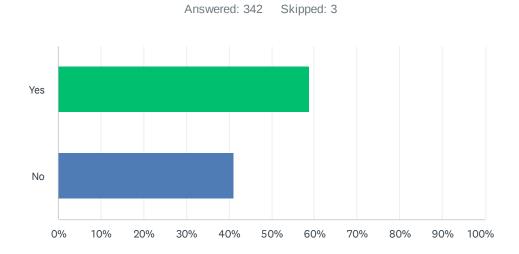
### Q6 Which of the following do you consider yourself to be?





ANSWER CHOICES	RESPONSES
Heterosexual or straight	93.27% 319
Gay or Lesbian	3.22% 11
Bisexual	3.51% 12
TOTAL	342

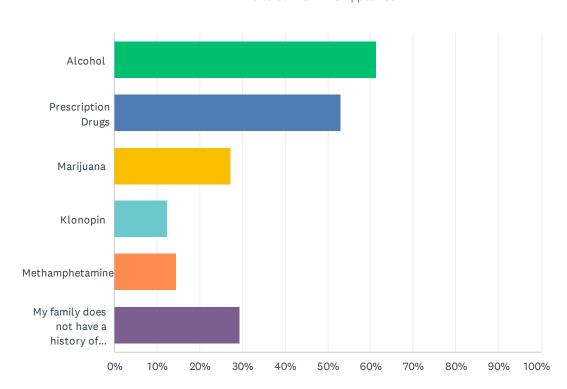
### Q7 Does your family have a history of substance abuse?



ANSWER CHOICES	RESPONSES	
Yes	58.77%	201
No	41.23%	141
TOTAL		342

# Q8 If yes, please select all that apply

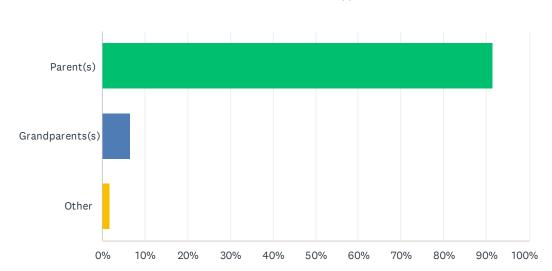
Answered: 282 Skipped: 63



ANSWER CHOICES	RESPONSES	
Alcohol	61.35%	173
Prescription Drugs	53.19%	150
Marijuana	27.30%	77
Klonopin	12.41%	35
Methamphetamine	14.54%	41
My family does not have a history of substance abuse	29.43%	83
Total Respondents: 282		

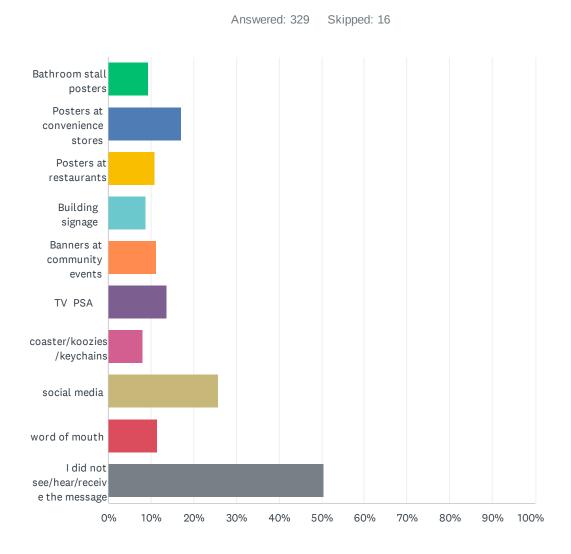
# Q9 Who raised you during your childhood?





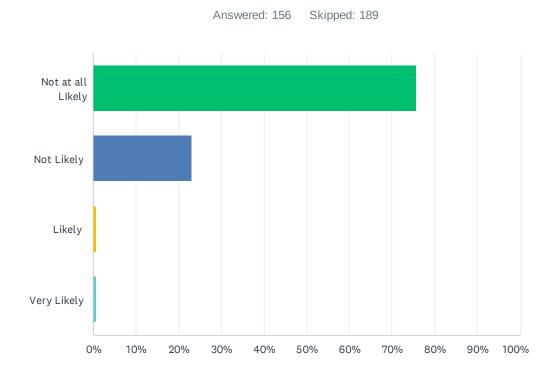
ANSWER CHOICES	RESPONSES
Parent(s)	91.57% 315
Grandparents(s)	6.69% 23
Other	1.74% 6
TOTAL	344

# Q10 Did you see/hear/receive the message regarding health risks to "Keep the Party Alive, Don't Drink and Drive?" If yes, please choose how you saw/heard/ received the message. (Choose all that apply)



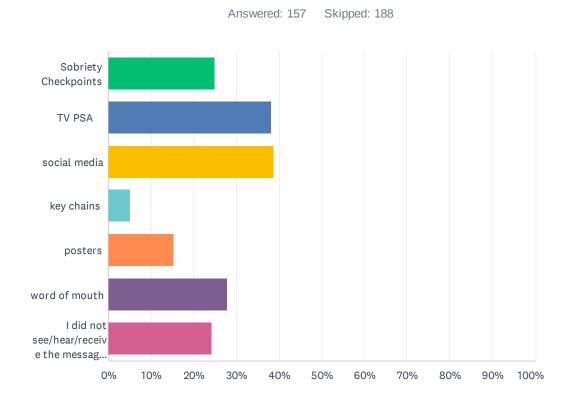
ANSWER CHOICES	RESPONSES	
Bathroom stall posters	9.42%	31
Posters at convenience stores	17.02%	56
Posters at restaurants	10.94%	36
Building signage	8.81%	29
Banners at community events	11.25%	37
TV PSA	13.68%	45
coaster/koozies/keychains	8.21%	27
social media	25.84%	85
word of mouth	11.55%	38
I did not see/hear/receive the message	50.46%	166
Total Respondents: 329		

# Q11 How likely are you to drink & drive after seeing/hearing/receiving the message "Keep the Party Alive, Don't Drink & Drive?



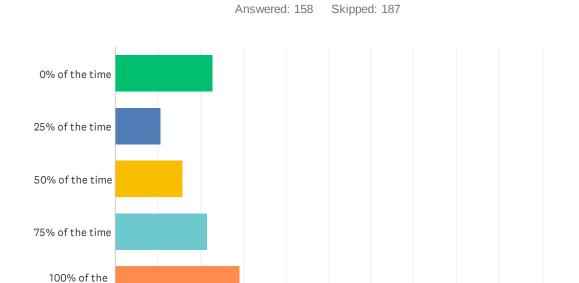
ANSWER CHOICES	RESPONSES	
Not at all Likely	75.64%	118
Not Likely	23.08%	36
Likely	0.64%	1
Very Likely	0.64%	1
TOTAL		156

# Q12 Did you see/hear/receive the message regarding law enforcement efforts to catch alcohol-impaired drivers? If yes, please choose how you saw/heard/received the message (choose all that apply)



ANSWER CHOICES	RESPONSES	
Sobriety Checkpoints	24.84%	39
TV PSA	38.22%	60
social media	38.85%	61
key chains	5.10%	8
posters	15.29%	24
word of mouth	28.03%	44
I did not see/hear/receive the message regarding law enforcement efforts	24.20%	38
Total Respondents: 157		

# Q13 When you "party"/socialize or get together with your friends, how often do you NOT drink alcohol



40%

50%

60%

time

0%

10%

20%

30%

ANSWER CHOICES	RESPONSES	
0% of the time	22.78%	36
25% of the time	10.76%	17
50% of the time	15.82%	25
75% of the time	21.52%	34
100% of the time	29.11%	46
TOTAL		158

70%

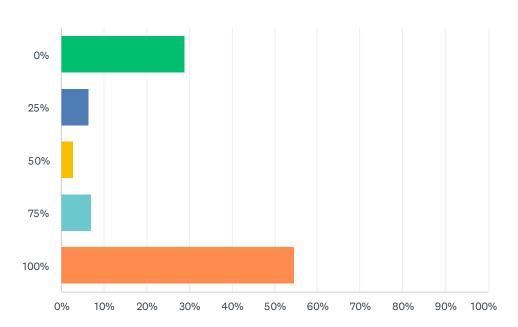
80%

90%

100%

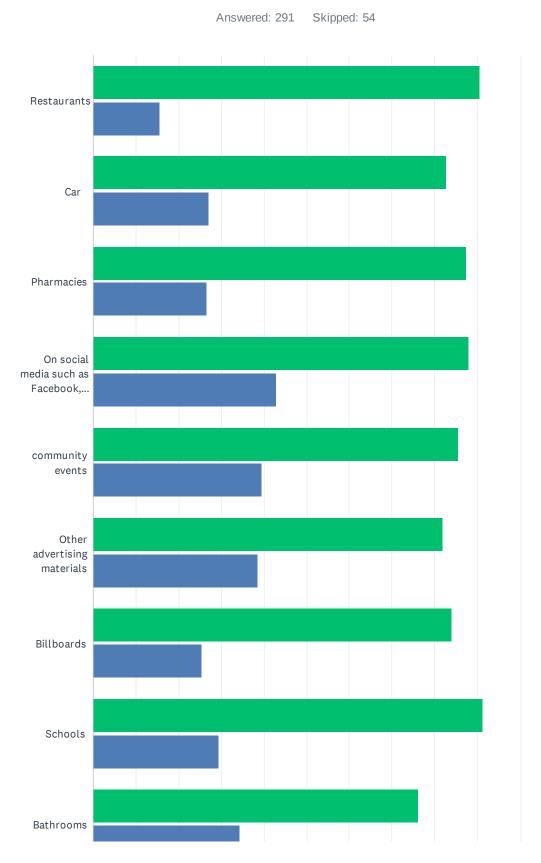
# Q14 During the last year, if you "partied"/socialized, how often did you use a designated driver?

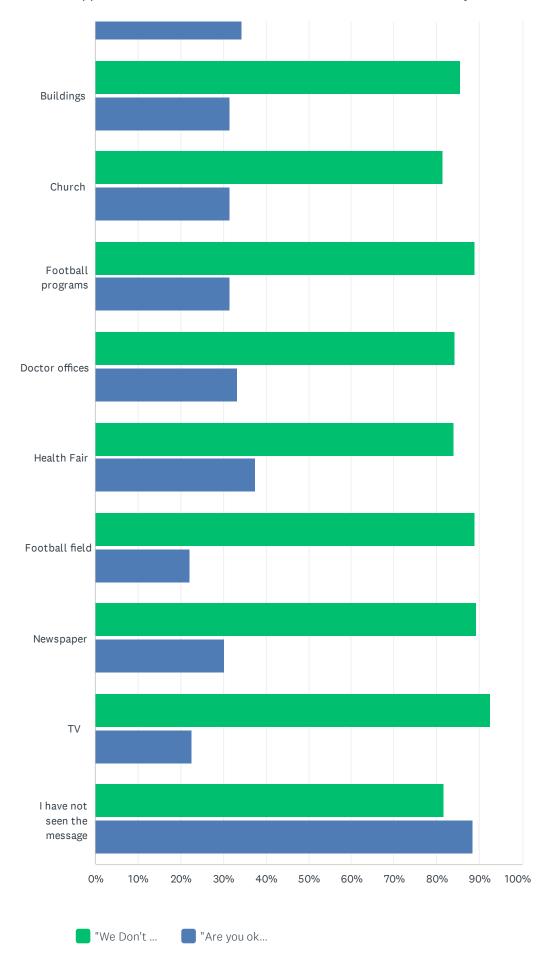




ANSWER CHOICES	RESPONSES	
0%	29.08%	41
25%	6.38%	9
50%	2.84%	4
75%	7.09%	10
100%	54.61%	77
TOTAL		141

# Q15 Southwest Virginia has initiated an environmental norms campaign to reduce substance abuse among underage youth. Please identify where you have seen our message

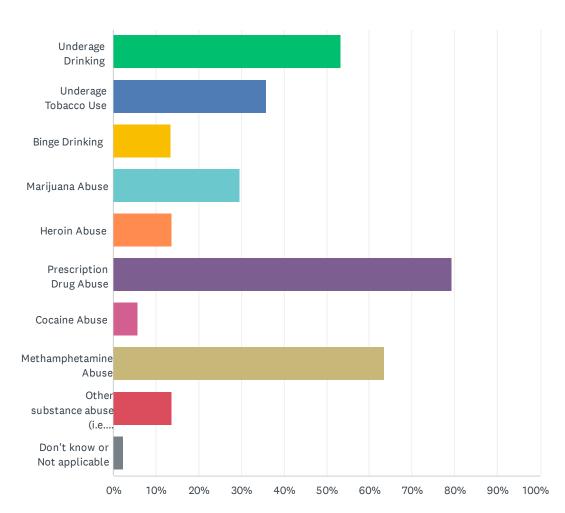




	"WE DON'T SUPPORT UNDERAGE USE"	"ARE YOU OKAY"	TOTAL RESPONDENTS
Restaurants	90.70% 117	15.50% 20	129
Car	82.72% 67	27.16% 22	81
Pharmacies	87.34% 69	26.58% 21	79
On social media such as Facebook, Instagram, or Twitter	88.03% 125	42.96% 61	142
community events	85.58% 89	39.42% 41	104
Other advertising materials	81.93% 68	38.55% 32	83
Billboards	84.00% 63	25.33% 19	75
Schools	91.30% 84	29.35% 27	92
Bathrooms	76.12% 51	34.33% 23	67
Buildings	85.53% 65	31.58% 24	76
Church	81.48% 44	31.48% 17	54
Football programs	88.89% 48	31.48% 17	54
Doctor offices	84.21% 48	33.33% 19	57
Health Fair	83.93% 47	37.50% 21	56
Football field	88.89% 40	22.22% 10	45
Newspaper	89.29% 50	30.36% 17	56
TV	92.45% 49	22.64% 12	53
I have not seen the message	81.68% 107	88.55% 116	131

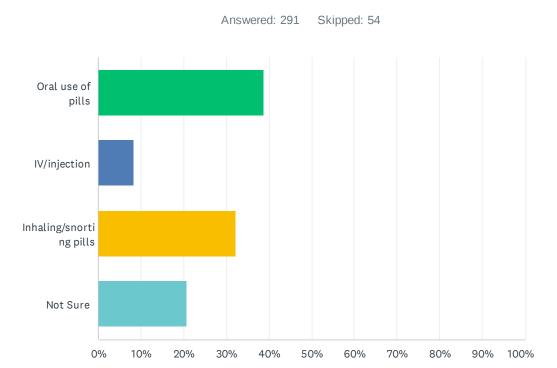
# Q16 In your opinion, what are the three most common substance abuse issues in your community?





ANSWER CHOICES	RESPONSE	ES
Underage Drinking	53.26%	155
Underage Tobacco Use	35.74%	104
Binge Drinking	13.40%	39
Marijuana Abuse	29.55%	86
Heroin Abuse	13.75%	40
Prescription Drug Abuse	79.38%	231
Cocaine Abuse	5.84%	17
Methamphetamine Abuse	63.57%	185
Other substance abuse (i.e. inhalants, steroids, synthetics, club drugs, hallucinogens, etc.)	13.75%	40
Don't know or Not applicable	2.41%	7
Total Respondents: 291		

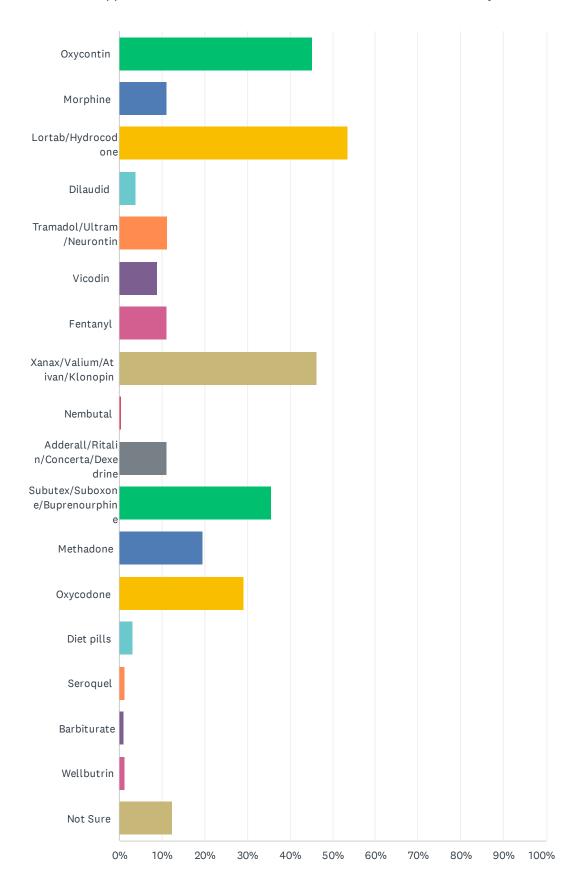
### Q17 How do most people abuse prescription drugs?



ANSWER CHOICES	RESPONSES	
Oral use of pills	38.83%	113
IV/injection	8.25%	24
Inhaling/snorting pills	32.30%	94
Not Sure	20.62%	60
TOTAL		291

# Q18 In your opinion, what are the three most common abused prescription drugs in your community?

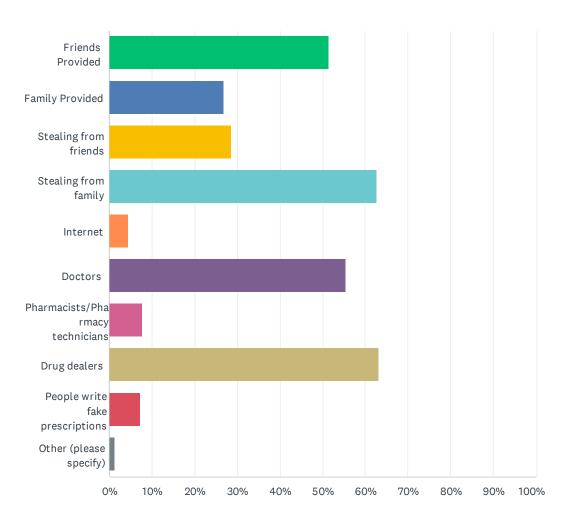
Answered: 290 Skipped: 55



ANSWER CHOICES	RESPONSES	
Oxycontin	45.17%	131
Morphine	11.03%	32
Lortab/Hydrocodone	53.45%	155
Dilaudid	3.79%	11
Tramadol/Ultram/Neurontin	11.38%	33
Vicodin	8.97%	26
Fentanyl	11.03%	32
Xanax/Valium/Ativan/Klonopin	46.21%	134
Nembutal	0.34%	1
Adderall/Ritalin/Concerta/Dexedrine	11.03%	32
Subutex/Suboxone/Buprenourphine	35.52%	103
Methadone	19.66%	57
Oxycodone	29.31%	85
Diet pills	3.10%	9
Seroquel	1.38%	4
Barbiturate	1.03%	3
Wellbutrin	1.38%	4
Not Sure	12.41%	36
Total Respondents: 290		

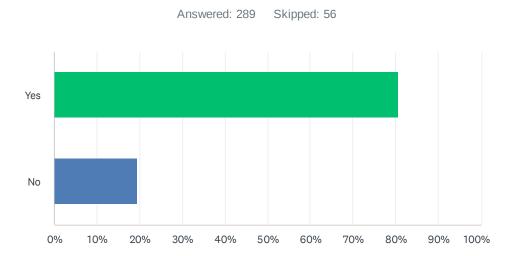
# Q19 In your opinion, how do people get prescription drugs to get high? (Please select the top 3)





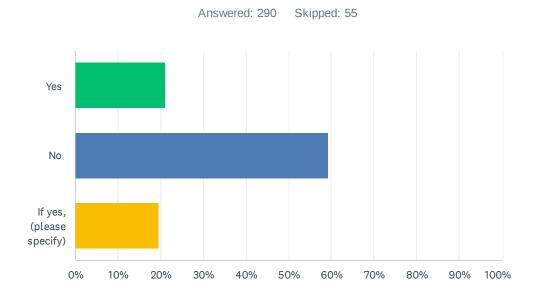
ANSWER CHOICES	RESPONSES	
Friends Provided	51.38%	149
Family Provided	26.90%	78
Stealing from friends	28.62%	83
Stealing from family	62.76%	182
Internet	4.48%	13
Doctors	55.52%	161
Pharmacists/Pharmacy technicians	7.59%	22
Drug dealers	63.10%	183
People write fake prescriptions	7.24%	21
Other (please specify)	1.38%	4
Total Respondents: 290		

# Q20 Within the past 12 months have you seen or heard any information regarding safe disposal of prescription drugs?



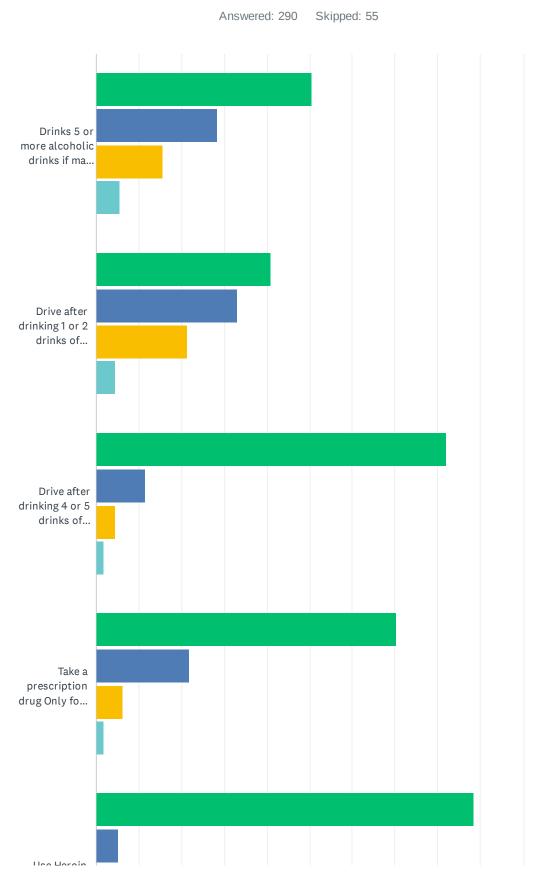
ANSWER CHOICES	RESPONSES	
Yes	80.62%	233
No	19.38%	56
TOTAL		289

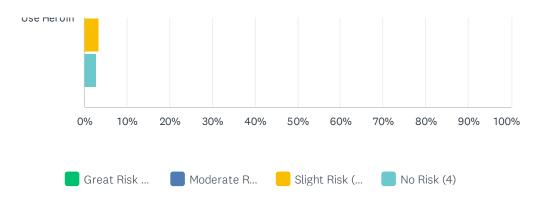
# Q21 Are you aware of any prescription drug misuse prevention strategies in your community?



ANSWER CHOICES	RESPONSES	
Yes	21.03%	61
No	59.31%	172
If yes, (please specify)	19.66%	57
TOTAL	2	290

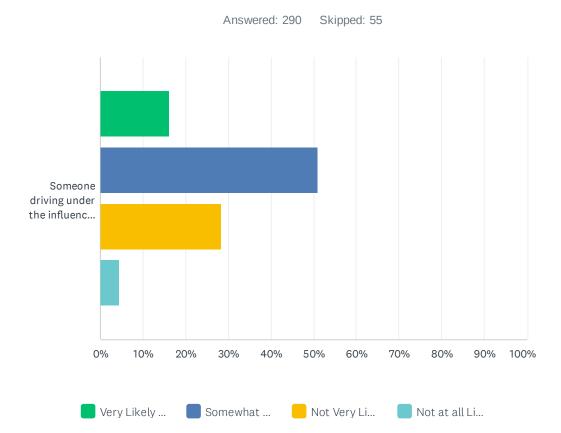
# Q22 How much do you think people risk harming themselves physically or in other ways when they do the following?





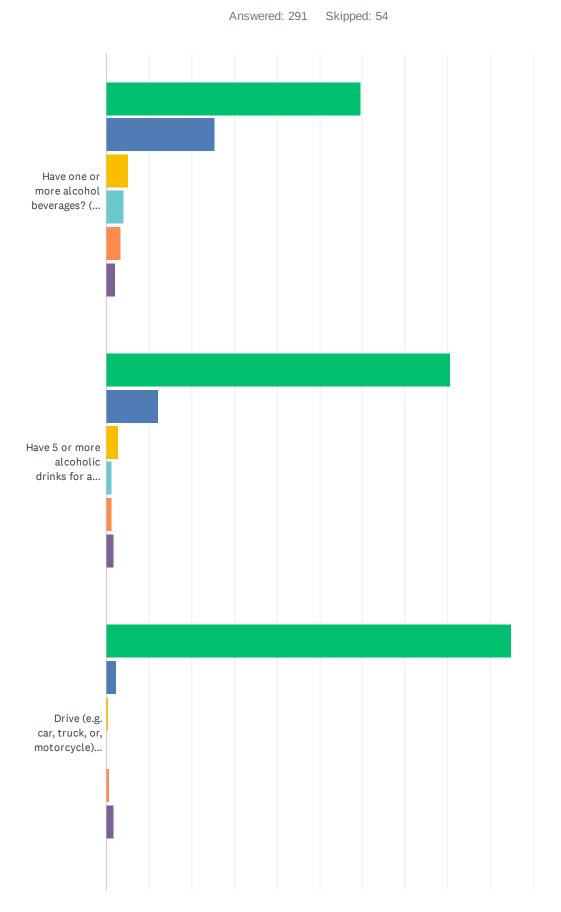
	GREAT RISK (1)	MODERATE RISK (2)	SLIGHT RISK (3)	NO RISK (4)	TOTAL	WEIGHTED AVERAGE
Drinks 5 or more alcoholic drinks if male, or 4 or more alcoholic drinks if female, on one occasion? (1 drink = 12 ounces of beer, 5 ounces of wine, 1.5 ounces of hard liquor)	50.52% 146	28.37% 82	15.57% 45	5.54% 16	289	1.76
Drive after drinking 1 or 2 drinks of alcohol	41.03% 119	33.10% 96	21.38% 62	4.48% 13	290	1.89
Drive after drinking 4 or 5 drinks of alcohol	82.17% 235	11.54% 33	4.55% 13	1.75% 5	286	1.26
Take a prescription drug Only for the experience, feeling it caused, or to get high	70.34% 204	21.72% 63	6.21% 18	1.72% 5	290	1.39
Use Heroin	88.58% 256	5.19% 15	3.46% 10	2.77%	289	1.20

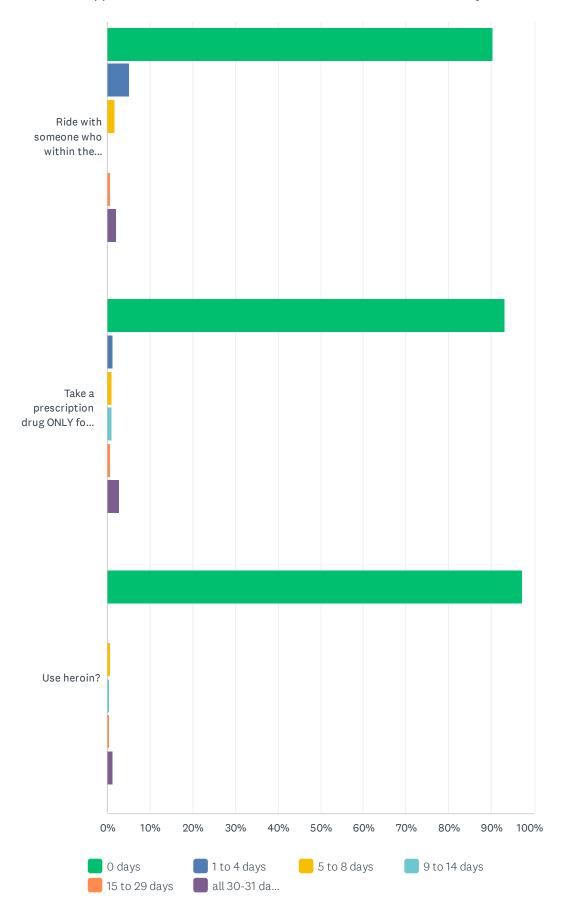
### Q23 In your community, how likely is it that:



	VERY LIKELY (1)	SOMEWHAT LIKELY (2)	NOT VERY LIKELY (3)	NOT AT ALL LIKELY (4)	TOTAL	WEIGHTED AVERAGE
Someone driving under the influence of alcohol/drugs would be stopped by the police/law enforcement?	16.21% 47	51.03% 148	28.28% 82	4.48% 13	290	2.21

### Q24 During the past 30 days, on how many days did you:

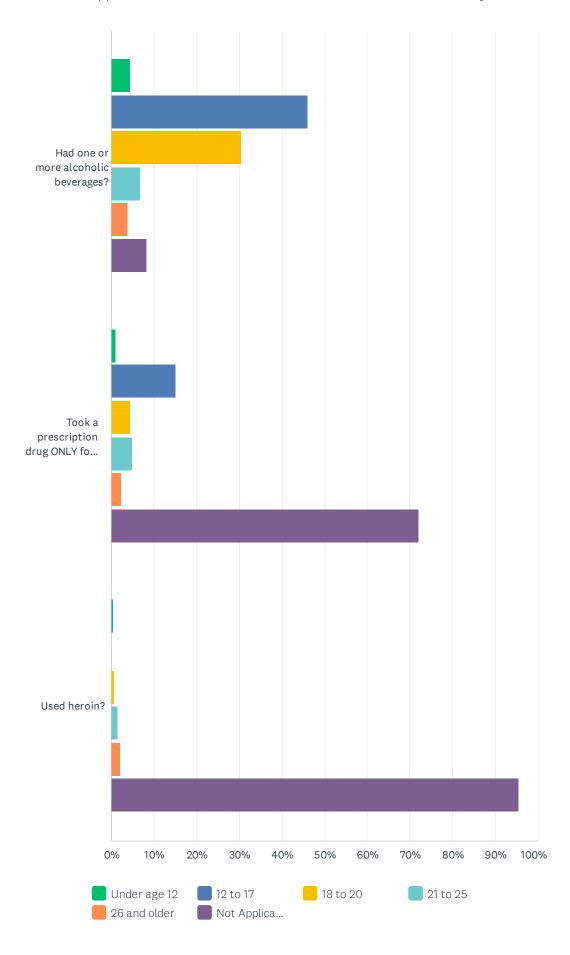




	0 DAYS	1 TO 4 DAYS	5 TO 8 DAYS	9 TO 14 DAYS	15 TO 29 DAYS	ALL 30-31 DAYS	TOTAL	WEIGHTED AVERAGE
Have one or more alcohol beverages? (1 drink = 12 ounces of beer, 5 ounces of wine, 1.5 ounces of hard liquor	59.79% 174	25.43% 74	5.15% 15	4.12% 12	3.44%	2.06%	291	1.72
Have 5 or more alcoholic drinks for a male or 4 or more for a female on one occasion?	80.69% 234	12.07% 35	2.76%	1.38%	1.38%	1.72% 5	290	1.36
Drive (e.g. car, truck, or, motorcycle) within one to two hours of consuming 5 or more alcoholic drinks if male or 4 or more if female?	94.85% 276	2.41%	0.34%	0.00%	0.69%	1.72% 5	291	1.14
Ride with someone who within the previous one to two hours had 2 or more alcoholic drinks?	90.31% 261	5.19% 15	1.73% 5	0.00%	0.69%	2.08%	289	1.22
Take a prescription drug ONLY for the experience, feeling it caused, or to get high?	93.10% 270	1.38%	1.03%	1.03%	0.69%	2.76%	290	1.23
Use heroin?	97.23% 281	0.00%	0.69%	0.35%	0.35%	1.38%	289	1.11

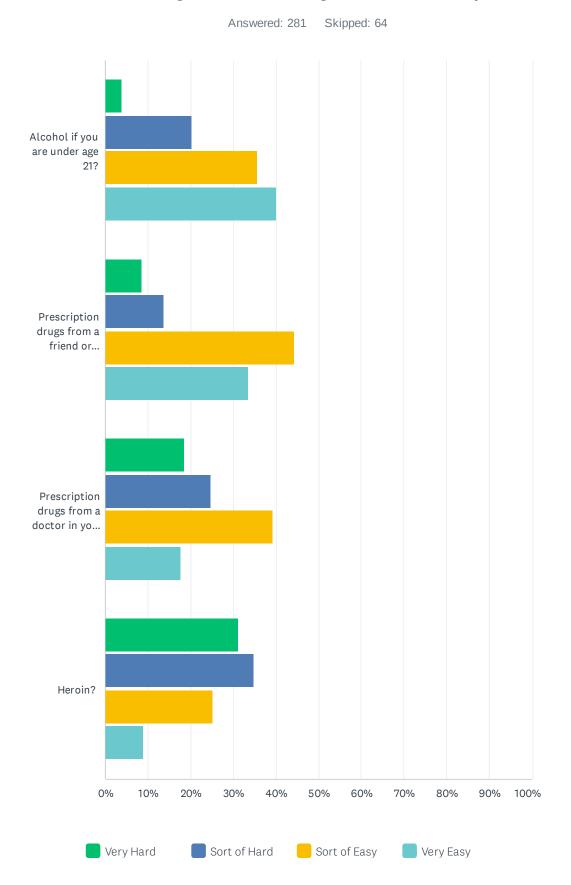
# Q25 How old were you when you first

Answered: 291 Skipped: 54



	UNDER AGE 12	12 TO 17	18 TO 20	21 TO 25	26 AND OLDER	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Had one or more alcoholic beverages?	4.47% 13	46.05% 134	30.58% 89	6.87% 20	3.78% 11	8.25% 24	291	2.84
Took a prescription drug ONLY for the experience, feeling they caused or to get high?	1.03%	15.17% 44	4.48% 13	4.83% 14	2.41%	72.07% 209	290	5.09
Used heroin?	0.35% 1	0.00%	0.70%	1.40%	2.10%	95.45% 273	286	5.91

### Q26 How hard is it to get the following substances in your community?



	VERY HARD	SORT OF HARD	SORT OF EASY	VERY EASY	TOTAL	WEIGHTED AVERAGE
Alcohol if you are under age 21?	3.93% 11	20.36% 57	35.71% 100	40.00% 112	280	3.12
Prescription drugs from a friend or family member to get high?	8.57% 24	13.57% 38	44.29% 124	33.57% 94	280	3.03
Prescription drugs from a doctor in your community to get high?	18.48% 51	24.64% 68	39.13% 108	17.75% 49	276	2.56
Heroin?	31.09% 83	34.83% 93	25.09% 67	8.99% 24	267	2.12