College Students and the Misuse, Abuse and Diversion of ADHD Prescription Stimulant Medications

Research conducted by Harris Poll, 2014
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Research Objectives and Method

Objectives

- Measure college students’ awareness of ADHD prescription stimulant medication and its misuse
- Gauge college students’ perceptions of ADHD prescription stimulant medication misuse
- Assess college students’ potential motivations for misusing ADHD prescription stimulant medication
- Evaluate how different segments of the college student population vary in their views on ADHD prescription stimulant medication misuse

Method

Harris Poll conducted the survey on behalf of the Coalition to Prevent ADHD Medication Misuse (CPAMM). The survey was administered online within the United States between May 15 and June 11, 2014, among 2,056 US college students (full-time, 91%, part-time, 9%), defined as adults aged 18 to 24 who were enrolled and seeking a degree at a 4-year college or university and had attended at least some in-person classes. Among that group, 164 were diagnosed with ADHD. Data are weighted where necessary by age within gender, race/ethnicity, region, and propensity to be online to bring them in line with their actual proportions in the population.

For the purpose of this survey, misuse refers to any time the medicine is used in a way that is different from the doctor’s instructions and could include people who do not have a prescription for the medication but obtain it and use it, and people who have a prescription but do not use it as directed by their health care provider.

Statistical significance testing was conducted at the 95% level of confidence.
Key Takeaways

- Most college students are familiar with ADHD and agree it is a serious medical condition.
  - 88% of college students have heard of and are familiar with ADHD.
  - 72% of college students agree ADHD is a serious medical condition.

- A majority of college students have some familiarity with ADHD prescription stimulant misuse and most consider misuse to be harmful, unethical and a “big deal.”
  - 67% of college students have heard about and are at least somewhat familiar with ADHD prescription stimulant misuse.
  - Most say that prescription stimulants used to treat ADHD are not safe for everyone to use (88%) and that it’s extremely or very harmful for people their age to use ADHD prescription stimulants that are not their own (73%), but 42% also say that using ADHD stimulants that are not prescribed to them is no more harmful than an energy drink or a strong cup of coffee.
  - 59% of college students feel that misusing ADHD prescription stimulants in order to do schoolwork is a form of cheating and 75% say it is unethical to take ADHD prescription stimulants that were not prescribed to them.
  - 80% say that it’s a big deal if someone who doesn’t have ADHD uses prescription stimulants.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Key Takeaways

However, college students believe misuse is somewhat common among college students and that ADHD prescription stimulants are easy to obtain without a prescription. Some even agree that misuse can help students without ADHD get better grades.

- 75% of college students believe at least some of their peers have used ADHD prescription stimulants not prescribed to them, although only 17% believe that this describes most or all students.
- 71% think it is easy for college students who do not have a prescription for ADHD prescription stimulants to obtain them and 40% feel that misuse is a problem at their school.
  - 87% of college students believe that others who misuse ADHD prescription stimulants obtain them from friends who have a prescription. In comparison, 67% believe students get them from someone who illegally sells drugs, 48% believe they get them from a health care provider by pretending to have ADHD, and 32% believe they get them through theft.
- 43% of college students agree that using ADHD prescription stimulants can help students get better grades even if they don’t have ADHD.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Key Takeaways

- College students perceive their peers who misuse prescription ADHD stimulants to be poor decision makers, stressed, and driven to misuse more by academic pressures rather than the desire to stay out longer to party or to lose weight.
  - 56% of college students describe misusers as poor decision makers.
  - 48% of college students agree that students who misuse ADHD prescription stimulants are just doing what they have to do to keep up with the pressures of college and 58% believe others who misuse are stressed.
  - The two most commonly perceived reasons students cite for misuse of ADHD prescription stimulants among other college students are: needing to stay awake to study or do schoolwork (80%) and to improve concentration (72%). Fewer believe it’s used to have fun (33%) or lose weight (20%).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Key Takeaways

- Nearly three in ten college students without ADHD (27%) can be considered to be at-risk for misuse – either because they say they are likely to misuse ADHD prescription stimulants or because they have misused any prescription medication in the past year.
  - 24% of college students without ADHD are at least somewhat likely to use ADHD prescription stimulants in a way that is different from a doctor’s instructions, 9% are extremely or very likely.
  - 15% of college students without ADHD have used prescription medication that was not prescribed to them in the past year.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Throughout the next 5 sections of the deck, statistically significant differences* by the following **subgroups of interest** are identified by icons. Note that due to space limitations not every significant difference among these groups of interest are displayed; some that were thought to be less interesting or telling were omitted. Survey results are available for other subgroups (e.g., by housing status, GPA, race/ethnicity) as well.

- Members of Greek organizations**
- Sports team member*** (Athlete)
- Region
- Gender
- Year in school

Within the report, there are 2 separate “deep dive” sections dedicated to detailing the results among college students diagnosed with ADHD and those at risk of misuse. In the deep dive sections, all statistically significant differences between the groups are identified.

**Includes fraternities and sororities
***Includes varsity, junior varsity, intramural and club teams

*Statistical significance testing was conducted at the 95% level of confidence and was pre-specified. All comparative claims made in this report are statistically significant.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College Student Attitudes & Actions
Substance Use
Attitudes & Actions: Substance Use

- Fifteen percent of college students say that they have used prescription medication that was not prescribed to them during the past school year.
  - Male members of fraternities are particularly likely to have used a prescription that was not prescribed for them by a doctor or other health care professional during the past school year (28% vs. 15% of students overall).

- Nearly 3 in 4 college students (73%) believe that using ADHD prescription stimulants that are not their own is extremely or very harmful for other people their age and an even greater proportion (88%) believe that ADHD prescription stimulants are not safe for everyone.
  - In comparison, fewer students consider using marijuana (39%), drinking alcohol (39%) and drinking large amounts of caffeine (33%) to be extremely/very harmful, but more say that smoking cigarettes (83%) and using prescription painkillers that are not their own (84%) is extremely/very harmful for people their age.

- However, more than 1 in 4 college students (26%) say they are at least somewhat likely to use ADHD prescription stimulants in a way that is different from a doctor’s instructions.
  - Members of Greek organizations (fraternities and sororities) (40%) and athletes (members of varsity, junior varsity, intramural and/or club teams) (36%) are more likely than their counterparts (23% non-Greeks and 21% non-athletes) to say they are at least somewhat likely to use ADHD prescription stimulants in a way that is different from a doctor’s instructions.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Alcohol and energy drinks most commonly used among college students

Nearly 3 in 4 college students had an alcoholic beverage over the past school year, and a majority used an energy drink to stay awake or alert. About 1 in 6 used a prescription medication not prescribed to them.

**Past Year Substance Use**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Never</th>
<th>Less than once a month</th>
<th>Once a month to once a week on average</th>
<th>More than once a week on average</th>
<th>Ever (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had an alcoholic beverage</td>
<td>27%</td>
<td>29%</td>
<td>17%</td>
<td>8%</td>
<td>27%</td>
</tr>
<tr>
<td>Used an energy drink or energy shot to help you stay awake or alert</td>
<td>27%</td>
<td>45%</td>
<td>18%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Smoked or used marijuana</td>
<td>71%</td>
<td>73%</td>
<td>71%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Smoked a cigarette or used another tobacco product</td>
<td>73%</td>
<td>73%</td>
<td>15%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Used prescription medication that was not prescribed to you by a doctor or other HCP</td>
<td>84%</td>
<td>84%</td>
<td>10%</td>
<td>10%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
*Decline to answer responses (<2%) not shown.

Members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) are more likely than their respective counterparts to drink alcohol and use prescription medication not prescribed to them, for any reason and, along with men, use energy drinks, smoke or use marijuana and tobacco products.

**Base: All Qualified Respondents (n=2056)**

Q766 During the past school year, about how often did you do each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Almost three quarters of college students believe it is harmful for people their age to use ADHD prescription stimulants that are not their own.

In comparison, more college students – over 4 in 5 – believe prescription painkillers used in the same way are extremely or very harmful.

**Perceived Harmfulness of Substances**

<table>
<thead>
<tr>
<th>Substance</th>
<th>Extremely Harmful</th>
<th>Very Harmful</th>
<th>Somewhat Harmful</th>
<th>Not at All Harmful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use crystal meth</td>
<td>97%</td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Use steroids for non-medical</td>
<td>90%</td>
<td>62%</td>
<td>28%</td>
<td>1%</td>
</tr>
<tr>
<td>reasons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use prescription painkillers</td>
<td>55%</td>
<td>52%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>that are not their own</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smoke cigarettes</td>
<td>31%</td>
<td>24%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Use ADHD prescription stimulants</td>
<td>49%</td>
<td>23%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>that are not their own</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use marijuana</td>
<td>24%</td>
<td>16%</td>
<td>15%</td>
<td>1%</td>
</tr>
<tr>
<td>Drink alcohol</td>
<td>18%</td>
<td>20%</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>Drink a large amount of caffeine</td>
<td>12%</td>
<td>21%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

**Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.**

Men and athletes (members of varsity, junior varsity, intramural and/or club teams) are more likely than females and non-athletes to feel that using ADHD prescription stimulants that are not their own are only somewhat or not at all harmful.

**Base:** All Qualified Respondents (n=2056)

Q761 How harmful do you feel it is for other people your age to do each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM.
Nearly 9 in 10 college students know that ADHD prescription stimulants are not safe for everyone.

Yet, about 2 in 5 college students agree that misusing ADHD prescription stimulants is no more harmful than an energy drink or a strong cup of coffee.

Using ADHD prescription stimulants that are not prescribed to you is no more harmful than an energy drink or a strong cup of coffee.

Prescription stimulants used to treat ADHD are safe for anyone to use.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are more likely than their respective counterparts to agree that ADHD prescription stimulants are safe for anyone to use; but there are no differences in perceived harm compared to energy drinks/coffee.

**Base: All Qualified Respondents (n=2056)**

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q831 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
More than a quarter of college students say they are at least somewhat likely to misuse ADHD prescription stimulants

One in ten are extremely or very likely to misuse.

### Likelihood to Misuse ADHD Prescription Stimulants

- **At least somewhat likely (NET): 26%**
  - 4% Extremely likely
  - 7% Very likely
  - 16% Somewhat likely
  - 74% Not at all likely

*Decline to answer: 1%

**Base:** All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

**Q815** How likely do you think you would be to use ADHD prescription stimulants in a way that is different from a doctor’s instructions?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College Student Awareness & Knowledge
ADHD and ADHD Medications
Awareness & Knowledge: ADHD and ADHD Medications (slide 1 of 2)

- The majority of college students (88%) are not only familiar with ADHD, but also aware that it is a serious medical condition (72%).
  - Women are more likely than men to be familiar with ADHD (90% vs. 85%) and are more likely to perceive it as a serious medical condition (75% vs. 68%).

- Though not met with the same level of familiarity as the condition, about 2 in 3 college students (67%) are at least somewhat familiar with ADHD prescription stimulant misuse.
  - Again, women seem to be more aware of the issue than men (70% vs. 63%). Sophomores (69%) and juniors (70%) are more likely than freshmen (62%) to say they are at least somewhat familiar with misuse.

- About 4 in 5 college students recognize that misusing ADHD prescription stimulants can result in severe side effects (82%) or addiction (77%). Moreover, almost 3 in 4 agree that misuse by someone undiagnosed takes the medicine away from someone who really needs it (74%).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
That said, 7 in 10 college students (71%) say it is relatively easy to get access to ADHD prescription stimulants without a prescription, primarily through friends with a prescription (87%).

College students don’t agree misuse is rare—75% agree that at least some college students (and 17% say most college students) have in fact used ADHD prescription stimulants that have not been prescribed to them.

- Members of Greek organizations (fraternities and sororities) and women are more likely than their counterparts to think access is easy (78% Greeks vs. 70% non-Greeks; 76% women vs. 66% men) and are also more likely to think most college students have misused at some point (26% Greeks vs. 16% non-Greeks; 19% women vs. 15% men).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Most familiar with ADHD; fewer are familiar with ADHD prescription stimulant misuse

The large majority of college students have heard of and are familiar with ADHD, however, only two-thirds have a similar degree of familiarity with the fact that ADHD prescription stimulants are misused.

Familiarity with ADHD and Prescription Stimulant Misuse

Heard of and Familiar (NET): 88%

- Familiarity with ADHD: 2% Never heard of, 11% Heard of, but not familiar, 42% Somewhat familiar, 29% Very familiar, 17% Extremely familiar

Heard of and Familiar (NET): 67%

- Familiarity with ADHD prescription stimulant misuse: 14% Never heard of, 20% Heard of, but not familiar, 32% Somewhat familiar, 19% Very familiar, 15% Extremely familiar

Women are more likely than men to be familiar with ADHD, to think that it is a serious medical condition, and to be aware that ADHD prescription stimulants are misused.

Midwesterners are more likely to be familiar with ADHD than all other regions; Westerners are least likely. Compared to Westerners, Midwesterners are also more likely to be aware that stimulants are misused.

Athletes (members of varsity, junior varsity, intramural and/or club teams) are more likely than non-athletes to be aware that ADHD prescription stimulants are misused, as are sophomores and juniors compared to freshmen.

72% agree ADHD is a serious medical condition.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q800 How familiar are you with attention deficit hyperactivity disorder (ADHD)?
Q810 Prior to taking this survey, were you aware that ADHD prescription stimulants are misused?
Q831 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Most college students are aware that prescription sharing and misuse is illegal

And about 4 in 5 believe that people who misuse ADHD prescription stimulants specifically can experience severe side effects and that addiction is possible.

**True or False?**

- It is illegal to share certain kinds of prescription medication that have been prescribed to you with others. (88% True, 4% False, 8% Not sure)
- It is illegal to use certain kinds of prescription medication not prescribed to you by a health care provider. (86% True, 9% False, 5% Not sure)
- People who misuse ADHD prescription stimulants can experience severe side effects. (82% True, 15% False, 4% Not sure)
- It is possible to become addicted to prescription stimulants used to treat ADHD. (77% True, 16% False, 6% Not sure)

Women are more likely than men to say that all of these statements are true.

Midwesterners and Southerners are more likely than those from other regions to believe that misusing prescriptions is illegal and more than all other regions, Midwesterners more likely to know that sharing prescription medication is illegal.

**Base:** All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q826: Please indicate whether you believe the following statements to be true or false.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students consider physical impacts to be the biggest risk associated with misuse
Fewer believe that misusers are at risk of negatively impacting how others view them and that misuse might result in losing friends.

**What do you believe are the biggest risks a college student faces when they misuse ADHD prescription stimulants?**

<table>
<thead>
<tr>
<th>Risk Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical risks</td>
<td>79%</td>
</tr>
<tr>
<td>Academic consequences</td>
<td>61%</td>
</tr>
<tr>
<td>Disappointing parents or family</td>
<td>46%</td>
</tr>
<tr>
<td>Cheating themselves by taking away the opportunity to accomplish things without misusing medication</td>
<td>46%</td>
</tr>
<tr>
<td>Been seen as a “cheater” by others</td>
<td>32%</td>
</tr>
<tr>
<td>Offending someone who has been diagnosed with ADHD</td>
<td>26%</td>
</tr>
<tr>
<td>Being seen as “someone who can’t cut it” by others</td>
<td>26%</td>
</tr>
<tr>
<td>Losing friends</td>
<td>24%</td>
</tr>
<tr>
<td>Not sure</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
</tbody>
</table>

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and women are all less likely than others to identify the physical risks and academic consequences as the biggest risks.

Easterners and Westerners are more likely than Southerners to believe that disappointing parents or family is one of the biggest risks associated with misuse.

**Base: All Qualified Respondents (n=2056)**

**Multiple responses were accepted**

Q860 What, if any, do you believe are the biggest risks a college student faces when they misuse ADHD prescription stimulants? Please select all that apply.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students agree that misuse diverts medication from someone who needs it

Three-quarters of college students would agree that, when a college student misuses ADHD prescription stimulants, they are taking away medicine from someone who really needs it.

When a college student misuses ADHD prescription stimulants they are taking medicine away from someone who really needs it.

Women and non-athletes are more likely than their counterparts to agree that when a college student misuses ADHD prescription stimulants they are taking the medicine away from someone who really needs it.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q851 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Three in four college students think that at least some have used ADHD prescription stimulants not prescribed to them.

And the number one source by far is thought to be friends; almost no one thinks that obtaining ADHD prescription stimulants would be very difficult.

*The asterisk (*) represents <0.5% of students who think all students have ever used ADHD prescription stimulants not prescribed to them.*

Women and members of Greek organizations (fraternities and sororities) are more likely than their counterparts to believe that all or most college students have misused ADHD prescription stimulants and that it’s easy for students to obtain them. Compared to Midwesterners or Southerners, Westerners feel that it’s more difficult to get the medication and compared to Easterners or Southerners, Westerners feel that fewer students are misusing.

**Base:** All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q835 How many college students do you think have ever used ADHD prescription stimulants not prescribed to them?

Q840 How easy or difficult do you think it is for college students who do not have a prescription for ADHD prescription stimulants to obtain them?

Q845 Where do you think college students who misuse get them? Please select all that apply.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Many agree it is easy to hide misuse

Nearly three-quarters of college students agree it is easy for students who misuse to hide their misuse from others.

It’s easy for students who misuse ADHD prescription stimulants to hide their misuse from others.

<table>
<thead>
<tr>
<th>Strongly/Somewhat Disagree</th>
<th>Somewhat/Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>20%</td>
</tr>
<tr>
<td>48%</td>
<td>24%</td>
</tr>
<tr>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Midwesterners and Southerners are more likely than Westerners to agree that it’s easy for other students to hide their misuse of ADHD prescription stimulants.

**Base: All Qualified Respondents (n=2056)**

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q831 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Overall College Students’ Attitudes & Beliefs

Misuse and Misusers
Overall Attitudes & Beliefs: Misuse and Misusers (slide 1 of 2)

- Most college students (75%) agree that it is unethical to take ADHD prescription stimulants that were not prescribed to them, regardless of the situation. However, a proportion of students (20%) do not seem to appreciate the dangers and agree that it is not a big deal if someone who doesn’t have ADHD uses prescription stimulants.
  - Compared to their respective counterparts, men (29% vs. 21% women), members of Greek organizations (37% vs. 23% non-Greeks), and athletes (members of varsity, junior varsity, intramural and/or club teams) (33% vs. 22% non-athletes) are more likely to agree there are certain situations where it’s OK to take ADHD prescription stimulants not prescribed to them.

- College students believe the main drivers for college students to start misusing ADHD prescription stimulants are related to academic pressures, such as a desire to get good grades (70%) and pressure to succeed (68%), rather than the desire to stay out longer to party (31%) or to lose weight or stay thin (25%).

- College students who misuse ADHD prescription stimulants are most commonly viewed by their peers as being stressed (58%) and poor decision-makers (56%), and about half (48%) agree that these students are just doing what they have to do to keep up with the pressures of college.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Overall Attitudes & Beliefs: Misuse and Misusers (slide 2 of 2)

- The large majority of college students find sharing (83%) or selling (86%) of ADHD prescription stimulants by college students with ADHD to other college students to be unacceptable, but in line with other findings, men, members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) are more likely than others to find this behavior acceptable:
  - Men are more likely than women to believe it is acceptable to share (21% vs. 14%) or sell (18% vs. 10%) ADHD prescription stimulants.
  - Members of Greek organizations are more likely than non-Greeks to believe it is acceptable to share (30% vs. 15%) or sell (21% vs. 12%) ADHD prescription stimulants.
  - Athletes are more likely than non-athletes to believe it is acceptable to share (24% vs. 15%) or sell (20% vs. 11%) ADHD prescription stimulants.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Many college students agree that using ADHD prescription stimulants that are not prescribed is a “big deal”

But it’s important to note that 1 in 4 agree there are certain situations when it’s OK to take ADHD prescription stimulants not prescribed to them.

There are certain situations when it is OK to take ADHD prescription stimulants that were not prescribed to you.

It is not a big deal if someone who doesn’t have ADHD uses prescription stimulants.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are more likely than their respective counterparts to feel that misusing is not a big deal and that there are certain situations when misusing is OK. Further, juniors are more likely than seniors and Easterners are more likely than Southerners to feel that misusing is not a big deal.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q821 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Three out of four college students do not agree that it is OK for someone who doesn’t have ADHD to use prescription stimulants for schoolwork.

And more than 2 in 5 strongly oppose this notion. However, the remaining 1 in 4 do agree that it’s okay for someone who doesn’t have ADHD to use prescription stimulants for schoolwork.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are all more likely than their respective counterparts to agree that misuse is ok when it’s used for schoolwork by those without ADHD. Notably, almost half of male members of fraternities agree (47%).

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q926 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Most college students find it unacceptable for a college student without ADHD to use ADHD prescription stimulants for academic purposes.

However, sizable minorities feel that it is acceptable for a college student without ADHD who gets good grades to use ADHD prescription stimulants once in awhile when doing schoolwork and for a student who is struggling to often do the same.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are all more likely than their respective counterparts to feel that misusing ADHD prescription stimulants is acceptable in these two situations.

Students with lower GPAs (3.0 and lower) are more likely to find this acceptable than those with the highest GPAs (3.6 and higher).

Base: All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q831 How strongly do you agree or disagree with each of the following statements?

Q901 How acceptable or unacceptable is each of the following situations?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Using ADHD prescription stimulants without ADHD is even less acceptable for non-academic reasons

Only about one in ten college students believe it is acceptable to use ADHD prescription stimulants to get high or enhance the effects of other drugs/alcohol, to stay out late at parties, clubs and bars, or to lose weight.

Similar to their acceptance of misuse for schoolwork, members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are all more likely than their counterparts to feel that misusing ADHD prescription stimulants is acceptable in these situations.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q901 How acceptable or unacceptable is each of the following situations?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students most commonly believe that a desire to get good grades, pressure to succeed and an attempt to balance the different aspects of their lives drive college students to start misusing ADHD prescription stimulants.

What do you think are the most common reasons why a college student decides to start misusing ADHD prescription stimulants?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A desire to get good grades</td>
<td>70%</td>
</tr>
<tr>
<td>Pressure to succeed</td>
<td>68%</td>
</tr>
<tr>
<td>Trying to balance school, social life and/or work</td>
<td>67%</td>
</tr>
<tr>
<td>To compete with others or to get ahead</td>
<td>52%</td>
</tr>
<tr>
<td>They don’t understand or aren’t aware of the risks</td>
<td>50%</td>
</tr>
<tr>
<td>Peer pressure</td>
<td>37%</td>
</tr>
<tr>
<td>They believe everyone else is doing it</td>
<td>33%</td>
</tr>
<tr>
<td>To stay out longer at parties, clubs, and bars</td>
<td>31%</td>
</tr>
<tr>
<td>A desire to lose weight or stay thin</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Not sure</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Multiple responses accepted.

Base: All Qualified Respondents (n=2056)

Women are more likely than men to cite many of the reasons as drivers.

Southerners are more likely than Westerners to cite a desire to get good grades.

Freshmen are more likely than seniors to cite peer pressure and a desire to lose weight or stay thin; sophomores are more likely than seniors to cite pressure to succeed; sophomores and juniors are more likely than seniors to cite a desire to get good grades.

Non-athletes are more likely than athletes (members of varsity, junior varsity, intramural and/or club teams) to cite a desire for good grades and the pressure to succeed as a driver of misuse.
Fewer believe that the motivation to misuse is driven by wanting to lose weight or have fun.

What do you think college students who misuse ADHD prescription stimulants are trying to accomplish when they use it?**

- Stay awake to study or do schoolwork: 80%
- Improve their concentration: 72%
- Stay awake to be able to work at their paid job: 52%
- Stay awake to go to parties, clubs, etc.: 41%
- Stay awake for some other reason: 39%
- Have fun: 33%
- Lose weight: 20%
- Other: 5%
- Not sure: 6%

**Multiple responses accepted.

Base: All Qualified Respondents (n=2056)

Women are more likely than men to believe that students who misuse are doing so to stay awake to study/do schoolwork/work at their paid job, to improve their concentration, and to lose weight.

Easterners are more likely than Westerners to say students misuse to stay awake to study/do schoolwork and to improve their concentration. And students in the East are more likely than those in the South to cite staying awake to party and have fun as reasons for misuse.
College students who misuse are seen by their peers as more stressed and poor decision makers than as cheaters.

Additionally, college students who misuse are somewhat likely to be seen by their peers as misinformed.

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stressed</td>
<td>58%</td>
</tr>
<tr>
<td>Poor decision makers</td>
<td>56%</td>
</tr>
<tr>
<td>Misinformed</td>
<td>43%</td>
</tr>
<tr>
<td>Unethical</td>
<td>39%</td>
</tr>
<tr>
<td>Risk-takers</td>
<td>33%</td>
</tr>
<tr>
<td>Cheaters</td>
<td>27%</td>
</tr>
<tr>
<td>Lazy</td>
<td>26%</td>
</tr>
<tr>
<td>Competitive</td>
<td>25%</td>
</tr>
<tr>
<td>Depressed</td>
<td>23%</td>
</tr>
<tr>
<td>Disrespectful</td>
<td>22%</td>
</tr>
<tr>
<td>Disorganized</td>
<td>19%</td>
</tr>
<tr>
<td>Losers</td>
<td>15%</td>
</tr>
<tr>
<td>Arrogant</td>
<td>14%</td>
</tr>
<tr>
<td>Ambitious</td>
<td>14%</td>
</tr>
<tr>
<td>Normal</td>
<td>14%</td>
</tr>
<tr>
<td>Over-achievers</td>
<td>14%</td>
</tr>
<tr>
<td>Just like you</td>
<td>10%</td>
</tr>
<tr>
<td>Smart</td>
<td>7%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Which of the following describes how you feel about other college students who misuse ADHD prescription stimulants? Do you think they are...?**

Those who are not member of Greek organizations (fraternities and sororities) and non-athletes are more likely than their respective counterparts to have a negative view of misusers, describing them as poor decision-makers, misinformed, and unethical. Those who are fraternity/sorority members, on the other hand, are more likely to describe these students as ambitious, normal and just like them.

While women are more likely than men to describe misusers as stressed, poor decision-makers, misinformed and unethical, they are also more likely to describe them as competitive and over-achievers.
College students are split on reason behind misuse

About half of students feel that their peers who misuse ADHD prescription stimulants are just doing what they have to do to keep up with the pressures of college.

Students who misuse ADHD prescription stimulants are just doing what they have to do to keep up with the pressures of college.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams), men, sophomores (more than seniors) and Easterners (more than Midwesterners and Westerners) are more likely than their respective counterparts to feel that students who misuse ADHD prescription stimulants are just doing what they have to do to keep up with the pressures of college.

---

**Base: All Qualified Respondents (n=2056)**

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

**Q926** How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
The large majority feel that diversion is not acceptable

Fewer than 1 in 5 college students believe it is acceptable for a college student diagnosed with ADHD to share their prescription stimulants with a friend, and even fewer believe it is acceptable for the diagnosed student to sell them.

Misuse Acceptance: Diversion

Once again, men, members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) are all more likely than their counterparts to find it acceptable for students with ADHD to share or sell their prescription stimulants.

Midwesterners are more likely than Southerners to say it is acceptable to share, and juniors are more likely than seniors to say it is acceptable to sell.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q901  How acceptable or unacceptable is each of the following situations?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College Students’ Views on Ethics & Cheating
Ethics & Cheating

Most college students see the downside of misusing ADHD prescription stimulants both for the perpetrator and for the diagnosed student. Most feel it is:

- Wrong to pretend to have ADHD in order to get a prescription (88%)
- Disrespectful to someone with ADHD to ask them to share or sell their medication (82%);
- Unethical to take ADHD prescription stimulants not prescribed to you (75%);
- Harmful to long term success to misuse ADHD prescription stimulants to do schoolwork (69%).

Further, almost 3 in 5 college students (59%) view misuse as a form of cheating and a similar proportion (65%) liken misuse of ADHD prescription stimulants to do schoolwork to athletes who use performance-enhancing drugs.

Overall, men are consistently less likely than women to hold these views regarding ADHD prescription stimulant misuse:

<table>
<thead>
<tr>
<th>% agree</th>
<th>Men (n=922)</th>
<th>Women (n=1134)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is wrong to pretend to have ADHD in order to get a prescription</td>
<td>83%</td>
<td>92%</td>
</tr>
<tr>
<td>Asking a person who has ADHD to share or sell their medication is disrespectful</td>
<td>75%</td>
<td>87%</td>
</tr>
<tr>
<td>It is unethical to take ADHD prescription stimulants not prescribed to you</td>
<td>72%</td>
<td>77%</td>
</tr>
<tr>
<td>Misuse in order to do schoolwork hurts chances to be successful in the long run</td>
<td>65%</td>
<td>72%</td>
</tr>
<tr>
<td>Misuse in order to do schoolwork is no different than athletes using performance-enhancing drugs</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Misuse in order to do schoolwork is a form of cheating</td>
<td>56%</td>
<td>62%</td>
</tr>
</tbody>
</table>

All differences shown are statistically significant.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
The large majority of college students agree that it’s wrong to pretend to have ADHD to get a prescription stimulant.

In fact, 3 in 5 strongly agree that this behavior is wrong. The majority also feel that it’s unethical to use prescription stimulants not prescribed to them.

Women are more likely than men and Southerners are more likely than Westerners to agree with both of these statements.

Base: All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q821/Q851 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Though friends may be believed to be the top source for obtaining prescription stimulants, most feel that asking college students to share their medication is disrespectful.

Almost half of college students strongly agree that asking a person who has been diagnosed with ADHD to share or sell their medication is disrespectful.

Members of Greek organizations (fraternities and sororities), athletes (members of varsity, junior varsity, intramural and/or club teams) and men are all less likely than their respective counterparts to agree that asking a person with ADHD to share or sell their medication is disrespectful to them.

Base: All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q851 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Thinking about the near-term, almost 3 in 5 college students consider misusing ADHD prescription stimulants for schoolwork is a form of cheating.

If someone misuses ADHD prescription stimulants to do schoolwork, they are hurting their chances to be successful in the long run. 31% strongly disagree and 7% somewhat disagree. 24% somewhat agree and 39% strongly agree.

Misusing ADHD prescription stimulants in order to do schoolwork is a form of cheating. 41% strongly disagree, 13% somewhat disagree, 28% somewhat agree, and 35% strongly agree.

Women are more likely than men to agree that if someone misuses ADHD prescription stimulants to do schoolwork, it is both cheating and will hurt their chances of success in the long run. Juniors and seniors are more likely than sophomores to agree that misusing in order to do schoolwork is a form of cheating.

Base: All Qualified Respondents (n=2056)
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.
Q926 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Almost two out of three liken student misuse of ADHD prescription stimulants for schoolwork to athletes who use performance-enhancing drugs.

More than a quarter of college students strongly agree with this sentiment.

Misusing ADHD prescription stimulants in order to do schoolwork is no different than athletes who use performance-enhancing drugs.

Strongly/Somewhat Disagree

Somewhat/Strongly Agree

35% 11% 24% 39% 26% 65%

Women are more likely than men to agree that misusing ADHD prescription stimulant medication to do schoolwork is no different than athletes who use performance-enhancing drugs.

Base: All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q926 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College Students’ Perceptions of School Policy
School Policy

- Despite recognition of the consequences of misuse and a belief by 2 in 5 college students (40%) that misuse is a problem at their school, nearly 3 in 5 students (57%) believe that their school administration and professors are unaware of the misuse of ADHD prescription stimulants on campus.
  - Some of the students who are most likely to misuse—members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams)—are also the students who are more likely to agree that misuse is a problem at their school (53% Greeks vs. 38% non-Greeks; 49% athletes vs. 36% non-athletes).
  - Students attending east coast schools are also more likely than those on the west coast to agree that misuse is a problem at their school (45% vs. 37%). The same is true of students at larger schools (10,000+) compared to smaller schools (less than 5,000) (45% vs. 36%).

- Moreover, about 3 in 5 college students do not feel that their school administration and professors have made prevention of ADHD prescription stimulant misuse a priority (63%) or have made it clear that they do not approve of misuse (58%).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Two out of every five college students agree that misuse of ADHD prescription stimulants is a problem at their school.

And a similar proportion agree that the administration and professors at their school are aware of the misuse, leaving nearly 3 in 5 feeling that their school is unaware of the issue.

The administration and professors at my school are aware of the misuse of ADHD prescription stimulants on campus. 57%

Misuse of ADHD prescription stimulants is a problem at my school. 60%

Students at larger schools are more likely to agree than those at smaller schools. 43%

Members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams)—also two of the groups most likely to misuse—and Easterners (compared to Westerners) are more likely than their respective counterparts to feel that misuse is a problem at their school. Athletes are also more likely than non-athletes to feel that their school is aware of misuse on campus.

Base: All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q926  How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
More than 6 in 10 college students agree that preventing misuse is not a priority at their school.

Almost 6 in 10 also agree that their school does not make it clear that they disapprove of the misuse of ADHD prescription stimulants.

Athletes (members of varsity, junior varsity, intramural and/or club teams), men, seniors (compared to sophomores) and Southerners (compared to Midwesterners and Westerners) are all more likely to feel their school is clear in their disapproval of the misuse of ADHD prescription stimulants. Notably, there is no difference by school size.

**Base: All Qualified Respondents (n=2056)**

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q926 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Deep Dive: College Students Diagnosed with ADHD
Though equally as likely as college students without ADHD to recognize the tangible dangers of misuse (both the illegality and the risk of side effects or addiction), college students diagnosed with ADHD are much less likely to identify the misuse of ADHD prescription stimulants as extremely or very harmful.

- 87% of those diagnosed with ADHD and 86% of those without believe that it is illegal to use certain kinds of prescription medication not prescribed to them. Likewise 90% of those with ADHD and 88% of those without believe that it is illegal to share certain kinds of prescription medication with others that have been prescribed to them. Further, 81% of those diagnosed with ADHD and 77% of those without believe that it is possible to become addicted to prescription stimulants used to treat ADHD and 83% of those diagnosed with ADHD and 81% of those without believe people who misuse can experience severe side effects.

- When it comes to harm though, only 53% of those diagnosed with ADHD believe misuse of prescription stimulants is extremely or very harmful, compared to 75% of those without ADHD.
Deep Dive: Perceptions of College Students Diagnosed with ADHD (slide 2 of 3)

- College students with ADHD are more likely to believe misuse is commonplace and widespread. And while all students believe misuse is predominantly occurring to support schoolwork, those with ADHD are more likely to also cite non-academic reasons for misuse.
  - 37% of college students with ADHD believe most or all college students have, at some point, used ADHD prescription stimulants not prescribed to them vs. 16% of students without ADHD.
  - 52% of students with ADHD believe misuse occurs to stay awake for partying (vs. 40% of non-ADHD students) and 63% with ADHD cite staying awake for a job (vs. 51%).

- College students with ADHD are more likely than college students without ADHD to agree that using ADHD prescription stimulants can help students get better grades even if they don’t have ADHD (54% vs. 42% of non-ADHD students) and nearly 3 in 10 (28%) agree that it is not a big deal to misuse (vs. 19% of non-ADHD students).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Deep Dive: Perceptions of College Students Diagnosed with ADHD (slide 3 of 3)

- College students diagnosed with ADHD are almost twice as likely as their counterparts to agree there are certain situations when it is OK to take ADHD prescription stimulants that were not prescribed to them (45% vs. 23%) and they are less likely to disapprove of students with ADHD sharing their medications with friends (73% vs. 83%) or selling their prescriptions to make money (74% vs. 87%). Further, those with ADHD are less likely than college students without ADHD to feel that misuse is unethical (58% vs. 76%) or a form of cheating (43% vs. 60%).

- Most college students diagnosed with ADHD as well as those without ADHD are in college to get a good job when they graduate (94% and 91% respectively) and see college as a time to have fun and make friends (76% and 78% respectively). However, students diagnosed with ADHD are more likely than college students without ADHD to often feel depressed (22% vs. 12%), overwhelmed (39% vs. 29%), and stressed (50% vs. 40%) and to struggle to keep up with their schoolwork (61% vs. 37%).
  - College students diagnosed with ADHD are also more likely than college students without ADHD to report having used energy drinks to stay awake (69% vs. 54%), marijuana (43% vs. 27%), cigarettes, tobacco or e-cigarette (38% vs. 26%) or to have used prescription medication that was not prescribed to them (22% vs. 15%) during the past year.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Who are they?

Eight percent of college students reported being diagnosed with ADHD.

Diagnosed Medical Conditions Reported Among College Students

- Depression: 18%
- Asthma: 15%
- ADHD: 8%
- High blood pressure or hypertension: 4%
- Diabetes: 2%
- Other: 9%
- None: 60%

- 26% of college students reporting ADHD are in a fraternity or sorority (significantly more than the 14% of students without ADHD)
- 56% of college students reporting ADHD are also diagnosed with depression (significantly more than the 15% of students without ADHD)
- 82% of students reporting ADHD are full time students (significantly less than the 92% of students without ADHD)
- Of college students reporting ADHD:
  - 50% are male
  - 50% are female
- 41% of college students reporting ADHD go to school in the South (significantly more than the 28% of students without ADHD; there are no other significant regional differences)
- 16% of college students reporting ADHD are on a varsity or JV sports team (significantly more than the 10% of students without ADHD; there are no other significant extracurricular differences among those surveyed)

Base: All Qualified Respondents (n=2056)
Q640 Have you ever been diagnosed with any of the following conditions by a physician or other health care provider? Please select all that apply.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Among college students diagnosed with ADHD, nearly 6 in 10 currently have a prescription for an ADHD stimulant medication.

And of those with a prescription, almost half (46%) feel at least a little pressure to share or sell their medication.

55% of college students who do not have ADHD agree that students who have been diagnosed with ADHD feel a lot of pressure from other students to share their prescription stimulants.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

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**Currently Has a Prescription for an ADHD Stimulant**

- Yes, 57%
- No, 40%
- Decline to answer, 3%

**Pressure Felt to Share/Sell Their Prescription Stimulants***

- A lot: 11%
- A little: 54%
- None: 35%

*Small base (n<100)*
Only half of college students with ADHD view misuse of prescription stimulants by people their age as harmful

College students who don’t have ADHD are far more likely to believe that using ADHD prescription stimulants that are not their own by other people their age is extremely or very harmful.

Base: All Qualified Respondents (n=2056)
Q761 How harmful do you feel it is for other people your age to do each of the following?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students with ADHD do understand the dangers of misuse

Though only slightly more than half of college students with ADHD view misuse of prescription stimulants by other people their age as harmful, the large majority understand the illegality and physical risks of misusing prescription medication.

### Awareness of Issues Associated with Misuse

<table>
<thead>
<tr>
<th>Statement</th>
<th>Diagnosed with ADHD (n=164)</th>
<th>Not diagnosed with ADHD (n=1892)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is illegal to share certain kinds of prescription medication that have been prescribed to you with others.</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td>It is illegal to use certain kinds of prescription medication not prescribed to you by a health care professional.</td>
<td>87%</td>
<td>86%</td>
</tr>
<tr>
<td>People who misuse ADHD prescription stimulants can experience severe side effects (e.g., high blood pressure, increased heart rate, heart palpitations, seizures, hallucinations, aggression,)</td>
<td>83%</td>
<td>81%</td>
</tr>
<tr>
<td>It is possible to become addicted to prescription stimulants used to treat ADHD.</td>
<td>81%</td>
<td>77%</td>
</tr>
</tbody>
</table>

Base: All Qualified Respondents (n=2056)

Q826 Please indicate whether you believe the following statements to be true or false.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Compared to college students without ADHD, college students with ADHD are more likely to believe misuse is common

Nearly 2 in 5 college students with ADHD think all or most college students have misused ADHD prescription stimulants not prescribed to them. And while both groups believe friends are the most common perceived source, college students with ADHD are more likely to believe college students without ADHD pretend to have symptoms to get a prescription.

Perceived % of College Students Who Have Ever Used Without a Prescription

- Friends who have a prescription: 89%
- From someone who illegally sells drugs: 70%
- Pretend to have ADHD to get a prescription from a health care provider: 63%
- Theft - either from someone with a prescription or from a pharmacy, wholesaler, etc.: 35%
- Other: 9%
- Not sure: 1%

Perceived Ease of Obtaining Prescription Stimulants

- % Very/Somewhat Easy to Obtain:
  - Diagnosed with ADHD (n=164): 79%
  - Not diagnosed with ADHD (n=1892): 71%

Base: All Qualified Respondents (n=2056)

**Multiple responses accepted.

Q835 How many college students do you think have ever used ADHD prescription stimulants not prescribed to them?
Q840 How easy or difficult do you think it is for college students who do not have a prescription for ADHD prescription stimulants to obtain them?
Q845 Where do you think college students who misuse ADHD prescription stimulants get them? Please select all that apply.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

Indicates significantly higher than comparative subgroup at 95% confidence.
College students with ADHD more likely to link misuse to non-academic reasons compared to college students without ADHD

While both groups believe the most common reasons for misuse concern academics, college students with ADHD are more likely to believe the prescriptions are also misused for other non-school related reasons.

**What Are College Students Who Misuse ADHD Prescription Stimulants Trying to Accomplish?**

- **Stay awake to study or do schoolwork**: 84% (Diagnosed with ADHD: 80%, Not diagnosed with ADHD: 80%)
- **Improve their concentration**: 71% (Diagnosed with ADHD: 80%, Not diagnosed with ADHD: 80%)
- **Stay awake to be able to work at their paid job**: 51% (Diagnosed with ADHD: 63%, Not diagnosed with ADHD: 51%)
- **Stay awake to go to parties, clubs, etc.**: 40% (Diagnosed with ADHD: 52%, Not diagnosed with ADHD: 52%)
- **Stay awake for some other reason**: 38% (Diagnosed with ADHD: 51%, Not diagnosed with ADHD: 51%)
- **Have fun**: 35% (Diagnosed with ADHD: 33%, Not diagnosed with ADHD: 33%)
- **Lose weight**: 34% (Diagnosed with ADHD: 19%, Not diagnosed with ADHD: 34%)
- **Other**: 6% (Diagnosed with ADHD: 5%, Not diagnosed with ADHD: 5%)
- **Not sure**: 2% (Diagnosed with ADHD: 7%, Not diagnosed with ADHD: 7%)

Base: All Qualified Respondents (n=2056)

*Multiple responses accepted.*

Q855 What do you think college students who misuse ADHD prescription stimulants are trying to accomplish when they use it? Please select all that apply.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students with ADHD are almost twice as likely to agree that there are certain situations when it is OK to take ADHD prescription stimulants that aren’t prescribed.

Further, more than half agree that prescription stimulants can help anyone get better grades.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Diagnosed with ADHD (n=164)</th>
<th>Not diagnosed with ADHD (n=1892)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using ADHD prescription stimulants can help students get better grades even if they don’t have ADHD.</td>
<td>54%</td>
<td>42%</td>
</tr>
<tr>
<td>There are certain situations when it is OK to take ADHD prescription stimulants that were not prescribed to you.</td>
<td>45%</td>
<td>23%</td>
</tr>
<tr>
<td>It is not a big deal if someone who doesn’t have ADHD uses prescription stimulants.</td>
<td>28%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Though still a small proportion, college students diagnosed with ADHD are more likely than college students without ADHD to say that college students who misuse ADHD prescription stimulants are “just like me” (16% vs. 9%).
Misuse for academic reasons more acceptable to college students with ADHD than those without

While a minority, college students who have ADHD are more likely to think misuse is acceptable when it is done to help college students with their schoolwork.

### Acceptability of Misuse

% Very/Somewhat Acceptable

- **Diagnosed with ADHD** (n=164)
  - A college student without ADHD, who usually gets good grades, uses ADHD prescription stimulants once in awhile when doing schoolwork: 33%
  - A college student without ADHD, who is struggling academically, uses ADHD prescription stimulants often when doing schoolwork: 33%
  - A college student without ADHD uses ADHD prescription stimulants to help them lose weight: 17%
  - A college student without ADHD uses ADHD prescription stimulants so they can stay out longer at parties, clubs, and bars: 15%
  - A college student without ADHD uses ADHD prescription stimulants to get high or to enhance the effect of other drugs or alcohol: 12%

- **Not diagnosed with ADHD** (n=1892)
  - 24%
  - 20%
  - 11%
  - 10%
  - 8%

Indicates significantly higher than comparative subgroup at 95% confidence.

Base: All Qualified Respondents (n=2056)

Q901 How acceptable or unacceptable is each of the following situations?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students with ADHD are significantly less likely than college students without ADHD to see misuse as an ethical issue.

College students with ADHD are significantly less likely than those without ADHD to feel that misuse is unethical and/or a form of cheating.

<table>
<thead>
<tr>
<th>Misuse as Unethical/Cheating</th>
<th>% Strongly/Somewhat Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is unethical to take ADHD prescription stimulants that were not prescribed to you.</td>
<td>58%</td>
</tr>
<tr>
<td>Misusing ADHD prescription stimulants in order to do schoolwork is no different than athletes who use performance-enhancing drugs.</td>
<td>55%</td>
</tr>
<tr>
<td>Misusing ADHD prescription stimulants in order to do schoolwork is a form of cheating.</td>
<td>43%</td>
</tr>
</tbody>
</table>

Base: All Qualified Respondents (n=2056)
Q821/Q826 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students with ADHD more likely to believe sharing or selling ADHD prescription stimulants is acceptable

Over one-quarter of college students diagnosed with ADHD believe it is acceptable to share their prescription with a friend and/or sell it to make money.

Acceptability of Diversion
% Very/Somewhat Acceptable

- A college student with ADHD shares their ADHD prescription stimulants with a friend.
  - Not diagnosed with ADHD (n=164): 27%
  - Diagnosed with ADHD (n=1892): 17%

- A college student with ADHD sells their ADHD prescription stimulants to make money.
  - Not diagnosed with ADHD (n=164): 26%
  - Diagnosed with ADHD (n=1892): 13%

Indicates significantly higher than comparative subgroup at 95% confidence.

Base: All Qualified Respondents (n=2056)
Q901 How acceptable or unacceptable is each of the following situations?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Who are they?

College students with ADHD are more likely than those without ADHD to describe themselves as impulsive and partiers, and less likely to describe themselves as responsible and motivated.

### Student Self Descriptors

<table>
<thead>
<tr>
<th>Description</th>
<th>Diagnosed with ADHD (n=164)</th>
<th>Not Diagnosed with ADHD (n=1892)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible</td>
<td>66%</td>
<td>62%</td>
</tr>
<tr>
<td>Ambitious</td>
<td>76%</td>
<td>63%</td>
</tr>
<tr>
<td>Motivated</td>
<td>55%</td>
<td>65%</td>
</tr>
<tr>
<td>Like to do it all</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Social</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>Health-conscious</td>
<td>36%</td>
<td>42%</td>
</tr>
<tr>
<td>Impulsive</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Risk-taker</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Over-extended</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>Partier</td>
<td>28%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Diagnosed with ADHD (n=164)

Indicates significantly higher than comparative subgroup at 95% confidence.

**Base:** All Qualified Respondents (n=2056)

**Q736** How well does each of the following describe you?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Who are they?

College students with ADHD are less likely than college students without ADHD to say they are comfortable managing the stress of day-to-day life and more likely to say they struggle to keep up with their schoolwork. However, both groups are equally driven to succeed.

Attitudes About College Life
% Strongly/Somewhat Agree

- I am in college so I can get a good job when I graduate. 94% (91%)
- College is the time to have fun and make friends. 76% (78%)
- The amount of time I need to spend on schoolwork is manageable. 75% (82%)
- I am comfortable managing the stress of day-to-day college life. 61% (79%)
- I would do anything to get an A. 61% (64%)
- I struggle to keep up with my schoolwork. 37% (61%)
- I often prioritize my friends and social life over my schoolwork. 44% (36%)
- I will do whatever it takes to succeed academically, even if I have to break the rules. 30% (28%)

Base: All Qualified Respondents (n=2056)
Q731 How much do you agree or disagree with each of the following?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

Indicates significantly higher than comparative subgroup at 95% confidence.
Who are they?

In line with their struggle to keep up, college students with ADHD were more likely to have often felt stressed and overwhelmed in the past year.

Almost 4Xs as many college students with ADHD reported ever having been diagnosed with depression than those without ADHD (56% vs. 15%).

Base: All Qualified Respondents (n=2056)
Q640 Have you ever been diagnosed with any of the following conditions by a physician or other health care provider?
Q751 Thinking about the past school year, how often did you feel...?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Who are they?

College students with ADHD are more likely than college students without ADHD to have used a number of different substances in the past year.

<table>
<thead>
<tr>
<th>Substance</th>
<th>Diagnosed with ADHD (n=164)</th>
<th>Not Diagnosed with ADHD (n=1892)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had an alcoholic beverage, like beer, wine, or vodka</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>Used an energy drink or energy shot to help you stay awake or alert</td>
<td>54%</td>
<td>69%</td>
</tr>
<tr>
<td>Smoked or used marijuana</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Smoked a cigarette or e-cigarette or used another tobacco product</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>Used prescription medication that was not prescribed to you by a doctor or other health care professional, for any reason</td>
<td>15%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Base: All Qualified Respondents (n=2056)

Q766 During the past school year, about how often did you do each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

Indicates significantly higher than comparative subgroup at 95% confidence.
### Who are they?

<table>
<thead>
<tr>
<th>Diagnosed with ADHD?</th>
<th>Yes (n=164)</th>
<th>No (n=1892)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>Fraternity or sorority member?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Extracurricular participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY (NET)</td>
<td>66%</td>
<td>72%</td>
</tr>
<tr>
<td>Clubs or organizations</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>Intramural sports or sports club</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>College varsity/junior varsity sports</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Student newspaper</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Has job or internship?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>65%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Indicates significantly higher than comparative subgroup at 95% confidence.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Deep Dive: Attitudes Based on Likelihood of ADHD Prescription Stimulant Misuse Among College Students
Throughout this section of the report, we have analyzed three key groups based on their history of misuse and reported likelihood to misuse in the future:

Each of these groups excludes college students diagnosed with ADHD.

- **Past Misusers**: college students who have used any prescription medications not prescribed to them in the past school year.

- **Potential Misusers**: college students who have not used prescription medications not prescribed to them in the past school year, but say they are at least somewhat likely to use ADHD prescription stimulants in a way that is different from a doctor’s instructions. These college students are “sitting on the fence” and may be the best group to try and influence/target for prevention.

- **Unlikely Misusers**: college students who have not used prescription medications not prescribed to them in the past school year and say they are not at all likely to use ADHD prescription stimulants in a way that is different from a doctor’s instructions.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Past, potential and unlikely misusers exist on a continuum of permissiveness, both in terms of their reported attitudes and behaviors toward general substance use and the misuse of ADHD prescription stimulants specifically.

- In general, both past and potential misusers (but especially past misusers) are more likely than unlikely misusers to have used other substances over the past year:

<table>
<thead>
<tr>
<th>% Ever</th>
<th>Past Misusers (n=282)</th>
<th>Potential Misusers (n=270)</th>
<th>Unlikely Misusers (n=1320)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had an alcoholic beverage, like beer, wine, or vodka</td>
<td>93%(^{BC})</td>
<td>78%(^{C})</td>
<td>67%</td>
</tr>
<tr>
<td>Used an energy drink or energy shot to help you stay awake or alert</td>
<td>82%(^{BC})</td>
<td>60%(^{C})</td>
<td>47%</td>
</tr>
<tr>
<td>Smoked or used marijuana</td>
<td>74%(^{BC})</td>
<td>34%(^{C})</td>
<td>16%</td>
</tr>
<tr>
<td>Smoked a cigarette or e-cigarette or used another tobacco product</td>
<td>62%(^{BC})</td>
<td>27%(^{C})</td>
<td>17%</td>
</tr>
</tbody>
</table>

Past misusers are significantly more likely than potential and unlikely misusers to have used any of these substances in the past year; potential misusers are more likely than unlikely misusers to have used any of these substances in the past year.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Specifically with respect to misuse of ADHD prescription stimulants, both past and potential misusers are more likely than unlikely misusers to feel it is generally “no big deal” (49% vs. 31% vs. 10% respectively) and just a natural reaction to the pressures of college (70% vs. 60% vs. 41% respectively).

When examining certain situations of misuse (both academic and other), both past and potential misusers are more likely to have a tolerant, if not consenting, attitude. Notably, past misusers are by far the most likely to be lenient in their views. For example:

- Is it acceptable for a college student without ADHD, who usually gets good grades, to use ADHD prescription stimulants once in awhile when doing school work?
  - 51% past misusers, 41% potential misusers, 14% unlikely misusers agree that this is very/somewhat acceptable

- Is it acceptable if a college student without ADHD uses ADHD prescription stimulants so they can stay out longer at parties, clubs, and bars?
  - 30% past misusers; 15% potential misusers; 4% unlikely misusers agree that this is very/somewhat acceptable

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Deep Dive: Likelihood of ADHD Prescription Stimulant Misuse Among College Students (slide 3 of 3)

- Not only are past and potential misusers more likely to be tolerant of ADHD prescription stimulant misuse, they are also less likely than unlikely misusers to see the downside and recognize the harm, including: the illegality of sharing (80%, 84% vs. 90% respectively); the potential for serious side effects (75%, 73% vs. 85%) or addiction (70%, 70% vs. 80%); believing it to be unethical (55%, 64% vs. 84%); and the negative impact it may have on their chances for success in the long run (51%, 57% vs. 77%). In fact, they are more likely than unlikely users to feel that ADHD prescription stimulants are safe for anyone to use (27%, 23% vs. 6%).

- Notably, past misusers are more likely than potential misusers and unlikely misusers to describe themselves as social (51% vs. 41%, 36% describes me very well/completely respectively), over-extended (35% vs. 24%, 20%), and impulsive (35% vs. 23%, 17%)—and both past and potential misusers are more likely than unlikely misusers to say they are risk-takers (44% vs. 32% vs. 21%) and partiers (35% vs. 18% vs. 10%).
College students who misused prescription medication in the past are more likely to use other substances.

The majority of past misusers (and some potential misusers) have also used substances like alcohol, marijuana, and tobacco during the past school year.

**Past Year Substance Use**

- **% Ever**
  - Had an alcoholic beverage, like beer, wine, or vodka: 93% (Past misusers [A] n=282), 78% (Potential misusers [B] n=270), 67% (Unlikely misusers [C] n=1320)
  - Used an energy drink or energy shot to help you stay awake or alert: 82% (Past misusers [A] n=282), 60% (Potential misusers [B] n=270), 47% (Unlikely misusers [C] n=1320)
  - Smoked or used marijuana: 74% (Past misusers [A] n=282), 34% (Potential misusers [B] n=270), 16% (Unlikely misusers [C] n=1320)
  - Smoked a cigarette or e-cigarette or used another tobacco product: 62% (Past misusers [A] n=282), 27% (Potential misusers [B] n=270), 17% (Unlikely misusers [C] n=1320)

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base: All Qualified Respondents** (n=2056)

Q766 During the past school year, about how often did you do each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Past and potential college student misusers are less likely to perceive substance use as harmful

Past and potential misusers are generally less likely than unlikely misusers to believe use (and misuse) of a variety of substances (from cigarettes and alcohol to prescription painkillers and ADHD prescription stimulants) is harmful.

**Harmfulness of Substances**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use crystal meth</td>
<td>88%</td>
<td>79%</td>
<td>69%</td>
</tr>
<tr>
<td>Use steroids for non-medical reasons</td>
<td>90% A</td>
<td>94% A</td>
<td>88% AB</td>
</tr>
<tr>
<td>Smoke cigarettes</td>
<td>79% A</td>
<td>88% AB</td>
<td>79%</td>
</tr>
<tr>
<td>Use prescription painkillers that are not their own</td>
<td>57%</td>
<td>83% A</td>
<td>69%</td>
</tr>
<tr>
<td>Use ADHD prescription stimulants that are not their own</td>
<td>42%</td>
<td>63% A</td>
<td>42%</td>
</tr>
<tr>
<td>Use marijuana</td>
<td>25%</td>
<td>33%</td>
<td>45% AB</td>
</tr>
<tr>
<td>Drink alcohol</td>
<td>24%</td>
<td>34% A</td>
<td>43% AB</td>
</tr>
<tr>
<td>Drink a large amount of caffeine</td>
<td>24%</td>
<td>33%</td>
<td>36% A</td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base:** All Qualified Respondents (n=2056)

Q761 How harmful do you feel it is for other people your age to do each of the following? Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM.
Potential and unlikely college student misusers differ on attitudes about misuse

While the majority of potential misusers seem to take misuse seriously, they are still significantly more likely than the unlikely misusers to agree that misuse is no big deal, that it’s OK to use for schoolwork and that there are situations when misusing is OK.

**Attitudes & Beliefs about Misuse**

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Strongly/Somewhat Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are certain situations when it is OK to take ADHD prescription stimulants that were not prescribed to you.</td>
<td></td>
</tr>
<tr>
<td>Past misusers [A] (n=282)</td>
<td>58% BC</td>
</tr>
<tr>
<td>Potential misusers [B] (n=270)</td>
<td>53% BC</td>
</tr>
<tr>
<td>Unlikely misusers [C] (n=1320)</td>
<td>42% C</td>
</tr>
<tr>
<td>It is okay for someone who doesn't have ADHD to use prescription stimulants to do schoolwork.</td>
<td></td>
</tr>
<tr>
<td>Past misusers [A] (n=282)</td>
<td>53% BC</td>
</tr>
<tr>
<td>Potential misusers [B] (n=270)</td>
<td>36% C</td>
</tr>
<tr>
<td>Unlikely misusers [C] (n=1320)</td>
<td>14%</td>
</tr>
<tr>
<td>It is not a big deal if someone who doesn't have ADHD uses prescription stimulants.</td>
<td></td>
</tr>
<tr>
<td>Past misusers [A] (n=282)</td>
<td>49% BC</td>
</tr>
<tr>
<td>Potential misusers [B] (n=270)</td>
<td>31% C</td>
</tr>
<tr>
<td>Unlikely misusers [C] (n=1320)</td>
<td>10%</td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

Base: All Qualified Respondents (n=2056)

Q821/Q926 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Past and potential college student misusers are more likely than unlikely misusers to see misuse as generally acceptable.

Very few unlikely misusers appear to have any tolerance for prescription stimulant misuse for any reason.

**Acceptability of Misuse**

% Very/Somewhat Acceptable

- A college student without ADHD, who usually gets good grades, uses ADHD prescription stimulants once in awhile when doing schoolwork.
  - Past misusers [A] (n=282) - 51%
  - Potential misusers [B] (n=270) - 43%
  - Unlikely misusers [C] (n=1320) - 14%

- A college student without ADHD, who is struggling academically, uses ADHD prescription stimulants often when doing schoolwork.
  - Past misusers [A] (n=282) - 43%
  - Potential misusers [B] (n=270) - 32%
  - Unlikely misusers [C] (n=1320) - 12%

- A college student without ADHD uses ADHD prescription stimulants to help them lose weight.
  - Past misusers [A] (n=282) - 28%
  - Potential misusers [B] (n=270) - 15%
  - Unlikely misusers [C] (n=1320) - 6%

- A college student without ADHD uses ADHD prescription stimulants so they can stay out longer at parties, clubs, and bars.
  - Past misusers [A] (n=282) - 30%
  - Potential misusers [B] (n=270) - 15%
  - Unlikely misusers [C] (n=1320) - 4%

- A college student without ADHD uses ADHD prescription stimulants to get high or to enhance the effect of other drugs or alcohol.
  - Past misusers [A] (n=282) - 26%
  - Potential misusers [B] (n=270) - 15%
  - Unlikely misusers [C] (n=1320) - 3%

**Base:** All Qualified Respondents (n=2056)

Q901 How acceptable or unacceptable is each of the following situations?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Past and potential college student misusers less likely to see negative long run impact of misuse

Past and potential misusers are more likely to think that college students who misuse are just doing what they have to do to keep up with the pressures of college and less likely to feel it hurts chances for success in the long run.

**Attitudes & Beliefs about Misuse**

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Strongly/Somewhat Agree</th>
<th>Base: All Qualified Respondents (n=2056)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students who misuse ADHD prescription stimulants are just doing what they have to do to keep up with the pressures of college.</td>
<td>70%BC</td>
<td>Past misusers [A] (n=282)</td>
</tr>
<tr>
<td></td>
<td>60%C</td>
<td>Potential misusers [B] (n=270)</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>Unlikely misusers [C] (n=1320)</td>
</tr>
<tr>
<td>If someone misuses ADHD prescription stimulants to do schoolwork, they are hurting their chances to be successful in the long run.</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>77%AB</td>
<td></td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base: All Qualified Respondents (n=2056)**

Q926 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Even some college students that are unlikely misusers agree ADHD stimulants can help college students without ADHD get better grades

However, the past and potential misusers are much more likely to agree ADHD prescription stimulants can help college students without ADHD get better grades and are also more likely than unlikely misusers to agree that they are safe for anyone to use.

**Misuse Awareness and Knowledge**

% Strongly/Somewhat Agree

- Using ADHD prescription stimulants can help students get better grades even if they don’t have ADHD.
  - Past misusers [A] (n=282): 68%
  - Potential misusers [B] (n=270): 50%
  - Unlikely misusers [C] (n=1320): 33%

- Using ADHD prescription stimulants that are not prescribed to you is no more harmful than an energy drink or a strong cup of coffee.
  - Past misusers [A] (n=282): 47%
  - Potential misusers [B] (n=270): 47%
  - Unlikely misusers [C] (n=1320): 39%

- Prescription stimulants used to treat ADHD are safe for anyone to use.
  - Past misusers [A] (n=282): 23%
  - Potential misusers [B] (n=270): 27%
  - Unlikely misusers [C] (n=1320): 6%

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base: All Qualified Respondents (n=2056)**

Q831 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students that are past and potential misusers are somewhat less knowledgeable about the risks of misuse.

Though the majority do seem to recognize the illegality of sharing or selling prescription medication and the physical risks of side effects and addiction.

<table>
<thead>
<tr>
<th>Awareness of Issues Associated with Misuse</th>
<th>% True</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is illegal to share certain kinds of prescription medication that have been prescribed to you with others.</td>
<td>80% (n=282) 84% (n=270) 90%AB (n=1320)</td>
</tr>
<tr>
<td>It is illegal to use certain kinds of prescription medication not prescribed to you by a health care professional.</td>
<td>78% (n=282) 80% (n=270) 89%AB (n=1320)</td>
</tr>
<tr>
<td>People who misuse ADHD prescription stimulants can experience severe side effects</td>
<td>75% (n=282) 73% (n=270) 85%AB (n=1320)</td>
</tr>
<tr>
<td>It is possible to become addicted to prescription stimulants used to treat ADHD.</td>
<td>70% (n=282) 70% (n=270) 80%AB (n=1320)</td>
</tr>
</tbody>
</table>

Base: All Qualified Respondents (n=2056)
Q826 Please indicate whether you believe the following statements to be true or false.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.
College students that are past and potential misusers less likely than unlikely misusers to feel misuse is a matter of ethics

It’s the unlikely misusers who are more likely to feel that it’s unethical to misuse, disrespectful to ask someone to share/sell their medication and wrong to fake having ADHD in order to obtain a prescription.

### Misuse as Unethical

% Strongly/Somewhat Agree

- **It is unethical to take ADHD prescription stimulants that were not prescribed to you.**
  - Past misusers [A] (n=282) 84% AB
  - Potential misusers [B] (n=270) 92% AB
  - Unlikely misusers [C] (n=1320) 88% AB

- **It’s wrong to pretend to have ADHD in order to get an ADHD prescription stimulant from a health care provider.**
  - Past misusers [A] (n=282) 76%
  - Potential misusers [B] (n=270) 81%
  - Unlikely misusers [C] (n=1320) 92%

- **Asking a person who has been diagnosed with ADHD to share or sell their medication is disrespectful to them.**
  - Past misusers [A] (n=282) 69%
  - Potential misusers [B] (n=270) 73%
  - Unlikely misusers [C] (n=1320) 88%

- **When a college student misuses ADHD prescription stimulants they are taking medicine away from someone who really needs it.**
  - Past misusers [A] (n=282) 54%
  - Potential misusers [B] (n=270) 64%
  - Unlikely misusers [C] (n=1320) 81% AB

**Base:** All Qualified Respondents (n=2056)

Q821/Q851 How strongly do you agree or disagree with each of the following statement?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.
College students that are past and potential misusers also less likely to equate misuse with cheating

Past and potential misusers are less likely than unlikely misusers to say misuse of ADHD prescription stimulants is a form of cheating and to equate it with athletes who use performance-enhancing drugs.

### Misuse as Cheating

<table>
<thead>
<tr>
<th>Statement</th>
<th>Past misusers [A] (n=282)</th>
<th>Potential misusers [B] (n=270)</th>
<th>Unlikely misusers [C] (n=1320)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misusing ADHD prescription stimulants in order to do schoolwork is no different than athletes who use performance-enhancing drugs.</td>
<td>70% AB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Misusing ADHD prescription stimulants in order to do schoolwork is a form of cheating.</td>
<td>66% AB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base: All Qualified Respondents (n=2056)**

Q926 How strongly do you agree or disagree with each of the following statements?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students that are past misusers are more likely to observe misuse as a school-wide problem

More unlikely misusers than potential misusers feel that their school makes it clear that they do not approve of misuse.

**School Policy**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Past misusers [A] (n=282)</th>
<th>Potential misusers [B] (n=270)</th>
<th>Unlikely misusers [C] (n=1320)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preventing the misuse of ADHD prescription stimulants is not a priority among the administration and professors at my school.</td>
<td>65%</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>Misuse of ADHD prescription stimulants is a problem at my school.</td>
<td>55% (BC)</td>
<td>43% (BC)</td>
<td>41%</td>
</tr>
<tr>
<td>The administration and professors at my school are aware of the misuse of ADHD prescription stimulants on campus.</td>
<td>52% (C)</td>
<td>46% (C)</td>
<td>43% (B)</td>
</tr>
<tr>
<td>My school makes it clear that they do not approve of the misuse of ADHD prescription stimulants.</td>
<td>41%</td>
<td>33%</td>
<td>43% (B)</td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

**Base:** All Qualified Respondents (n=2056)

Q926 How strongly do you agree or disagree with each of the following statements?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students that are potential and unlikely misusers differ on key characteristics

Potential misusers are more likely than unlikely misusers to describe themselves as risk-takers and partiers. Unlikely misusers are more likely than potential misusers to say they are responsible and motivated.

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

Base: All Qualified Respondents (n=2056)
Q736 How well does each of the following describe you?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Who are they?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53% [C]</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>50%</td>
<td>55% [A]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fraternity or sorority member?</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>21% [C]</td>
<td>24% [C]</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extracurricular participation</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY (NET)</td>
<td>77% [C]</td>
<td>82% [C]</td>
<td>69%</td>
</tr>
<tr>
<td>Clubs or organizations</td>
<td>60%</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Intramural sports or sports club</td>
<td>30% [C]</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>College varsity/junior varsity sports</td>
<td>12%</td>
<td>19% [AC]</td>
<td>8%</td>
</tr>
<tr>
<td>Student newspaper</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>None of these</td>
<td>23%</td>
<td>18%</td>
<td>31% [AB]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Has job or internship?</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67% [C]</td>
<td>60%</td>
<td>58%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Comorbid conditions</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression</td>
<td>21% [C]</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>None</td>
<td>60%</td>
<td>59%</td>
<td>67% [AB]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College student status</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time student</td>
<td>88%</td>
<td>89%</td>
<td>94% [AB]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School region</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>26%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Midwest</td>
<td>20%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>South</td>
<td>28%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>West</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School urbanicity</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban or city area</td>
<td>56%</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Suburban area near a city</td>
<td>28%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Small town or rural area</td>
<td>15%</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School type</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>70%</td>
<td>71%</td>
<td>75%</td>
</tr>
<tr>
<td>Private</td>
<td>28%</td>
<td>27%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GPA</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>3.1</td>
<td>3.1</td>
<td>3.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online courses?</th>
<th>Past misusers (n=282) [A]</th>
<th>Potential misusers (n=270) [B]</th>
<th>Unlikely misusers (n=1320) [C]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some online and some in-person</td>
<td>48% [C]</td>
<td>41%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Letters (ABC) indicate significantly higher than comparative subgroup(s) at 95% confidence.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
About College Students
About College Students Who Completed the Survey (slide 1 of 2)

- Most college students say they feel comfortable handling the stress of college life (77%) and feel the amount of time they need to spend on schoolwork is manageable (81%). However, almost 2 in 5 (39%) still say they struggle to keep up with schoolwork.

- The majority of college students (91%) say they are in college to get a good job when they graduate. And almost two-thirds of college students (64%) would do anything to get an A, though most (71%) would not break the rules to do so.

- Despite the strong focus on academics, most college students (78%) feel that college is a time to make friends and have fun and just about 2 in 5 (37%) say socializing often takes precedence over schoolwork.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Most college students describe themselves positively as responsible (75% describes me completely/very well), motivated (64%), and ambitious (63%).

With the many new experiences and responsibilities that college brings, it’s not surprising that college students often feel a range of emotions over the course of a school year from positive (confident (27%), satisfied (26%) and in control (24%)) to negative (stressed (41%), overwhelmed (30%) and anxious (29%)).
The majority of college students find school to be manageable
However, 2 in 5 say they struggle to keep up with their schoolwork.

**The amount of time I need to spend on schoolwork is manageable.**
- Strongly/Somewhat Disagree: 19%
- Somewhat/Strongly Agree: 81%

**I am comfortable managing the stress of day-to-day college life.**
- Strongly/Somewhat Disagree: 42%
- Somewhat/Strongly Agree: 77%

**I struggle to keep up with my schoolwork.**
- Strongly/Somewhat Disagree: 19%
- Somewhat/Strongly Agree: 39%

Men are more likely than women to find schoolwork manageable and, along with athletes (members of varsity, junior varsity, intramural and/or club teams) as opposed to non-athletes, to feel comfortable managing the stress of day-to-day college life. Members of Greek organizations (fraternities and sororities), on the other hand, are more likely than non-Greeks to struggle to keep up with their schoolwork. Interestingly, there are no significant differences by year in school.

**Base:** All Qualified Respondents (n=2056)

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q731 How much do you agree or disagree with each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Greater than nine in ten college students say they are in college to get a good job after they graduate, and nearly 2 in 3 would do anything to get an A. Almost three in ten would go as far as breaking rules to succeed academically.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly/Somewhat Disagree</th>
<th>Somewhat/Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am in college so I can get a good job when I graduate.</td>
<td>9% 2%</td>
<td>29% 62%</td>
</tr>
<tr>
<td>I would do anything to get an A.</td>
<td>36% 8%</td>
<td>42% 22%</td>
</tr>
<tr>
<td>I will do whatever it takes to succeed academically, even if I have to break the rules.</td>
<td>71% 36%</td>
<td>20% 8%</td>
</tr>
</tbody>
</table>

Members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) indicate they are more likely than non-Greeks and non-athletes to do anything to get an A. They are also the students more likely to indicate they would break the rules to succeed. Men too are more likely than women to indicate they would break the rules whereas women are more likely than men to say they are in college to get a good job. Seniors indicate they are the least likely class to do anything to get an A.

**Base:** All Qualified Respondents *(n=2056)*

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q731 How much do you agree or disagree with each of the following?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
And college students focus on fun and friends

Over three-quarters of college students agree college is the time for having fun and making friends. Nearly 2 in 5 admit they often prioritize friends and social life over their schoolwork.

**College is the time to have fun and make friends.**
- **Strongly/Somewhat Disagree:** 22%
- **Somewhat/Strongly Agree:** 78%

**I often prioritize my friends and social life over my schoolwork.**
- **Strongly disagree:** 21%
- **Somewhat disagree:** 42%
- **Somewhat agree:** 28%
- **Strongly agree:** 9%

Members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) are more likely than their respective counterparts to feel college is a time to have fun and make friends; they (along with men, as opposed to women) are also more likely to prioritize socializing over schoolwork.

**Base: All Qualified Respondents (n=2056)**
Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q731 How much do you agree or disagree with each of the following?
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
College students feel responsible and driven
Most college students describe themselves as responsible, motivated, and/or ambitious.

Women are more likely than men to say they are responsible, motivated and ambitious, while men are more likely to say they are risk-takers, impulsive, and partiers.

Juniors are more likely than freshmen and sophomores to describe themselves as over-extended.

With the exception of “responsible,” athletes (members of varsity, junior varsity, intramural and/or club teams) are, across the board, more likely than their non-sports team counterparts to say they are all of these things. And Members of Greek organizations (fraternities and sororities), similar to athletes, are more likely than non-Greeks to say they like to do it all and are social, risk-takers, over-extended, impulsive and partiers.

Base: All Qualified Respondents (n=2056) **Multiple responses accepted. Q736 How well does each of the following describe you? Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM

<table>
<thead>
<tr>
<th>Student Self Descriptors</th>
<th>% Describes Me Completely/Very Well**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible</td>
<td>75%</td>
</tr>
<tr>
<td>Motivated</td>
<td>64%</td>
</tr>
<tr>
<td>Ambitious</td>
<td>63%</td>
</tr>
<tr>
<td>Like to do it all</td>
<td>44%</td>
</tr>
<tr>
<td>Health-conscious</td>
<td>42%</td>
</tr>
<tr>
<td>Social</td>
<td>40%</td>
</tr>
<tr>
<td>Risk-taker</td>
<td>27%</td>
</tr>
<tr>
<td>Over-extended</td>
<td>23%</td>
</tr>
<tr>
<td>Impulsive</td>
<td>22%</td>
</tr>
<tr>
<td>Partier</td>
<td>16%</td>
</tr>
</tbody>
</table>

42% of students say “partier” does not describe them at all.
More college students report giving advice than seeking advice

More than seven in ten college students often give advice to others, compared to slightly more than half who frequently seek advice. Nearly four in ten say they are the first to try new things.

Trend Setting Characteristics
% Describes Me**

- I often give advice to others. 72%
- I like to see and hear what others are doing before making decisions. 62%
- I often seek advice from others. 53%
- I don’t typically care about what others think of me. 44%
- I am among the first to try new things. 37%
- I rarely take advice from others. 13%
- None of these 2%

Athletes (members of varsity, junior varsity, intramural and/or club teams) over non-athletes, women and freshman/sophomores/juniors over men and seniors respectively are more likely to give advice to others, while Easterners are more likely than Southerners to seek advice from others. Men are more likely than women to prefer to see/hear what others do before making decisions but also less likely to care what others think of them.

Base: All Qualified Respondents (n=2056)
**Multiple responses accepted.
Q740 Which of the following describe you? Please select all that apply.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Stress permeates the lives of many college students

While college students experience a range of positive and negative emotions, more than 2 in 5 say they often felt stressed during the past school year.

Frequency of Past Year Feelings

Over the past school year, women and non-athletes were more likely than men and athletes to feel some of the more negative emotions such as stressed, overwhelmed, anxious, depressed and lonely, while men and athletes (members of varsity, junior varsity, intramural and/or club teams) were more likely than women and non-athletes to feel the more positive emotions like in control and confident.

**Base: All Qualified Respondents (n=2056)**

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Q751 Thinking about the past school year, how often did you feel...?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
More than three-quarters of college students feel a great deal/a lot of stress to get good grades. Academics tops the list of stressors:

<table>
<thead>
<tr>
<th>Stressor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To get good grades</td>
<td>76%</td>
</tr>
<tr>
<td>To have time to do everything you want to do</td>
<td>58%</td>
</tr>
<tr>
<td>To get or keep a job</td>
<td>44%</td>
</tr>
<tr>
<td>To please your parents</td>
<td>43%</td>
</tr>
<tr>
<td>To lose weight</td>
<td>31%</td>
</tr>
<tr>
<td>To keep up with what your friends are doing</td>
<td>27%</td>
</tr>
<tr>
<td>To be popular</td>
<td>12%</td>
</tr>
</tbody>
</table>

Women feel more stress than men to get good grades, have time to do everything they want, get or keep a job, please their parents, and lose weight. Though not a majority of either group, members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams) feel more stress than their respective counterparts to keep up with their friends and be popular.

Towards the end of their college careers, seniors, more than freshmen or juniors, feel the stress of finding or keeping a job whereas freshman are more likely than the seniors to feel stressed to get good grades. Freshmen are also more likely than sophomores and seniors to feel stressed to lose weight.

**Base: All Qualified Respondents (n=2056)**

Q756 During the past school year, how stressed did you feel...?

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
## Demographic Profile: College Student Status

<table>
<thead>
<tr>
<th>Enrollment status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time student</td>
<td>91%</td>
</tr>
<tr>
<td>A part-time student seeking a degree</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year in school</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First year student/Freshman</td>
<td>18%</td>
</tr>
<tr>
<td>Second year student/Sophomore</td>
<td>22%</td>
</tr>
<tr>
<td>Third year student/Junior</td>
<td>29%</td>
</tr>
<tr>
<td>Fourth year student/Senior</td>
<td>23%</td>
</tr>
<tr>
<td>Fifth year or higher student</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online courses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Some of the classes that I attend are online and some are in-person.</td>
<td>38%</td>
</tr>
<tr>
<td>All of my classes are in-person with other students in a classroom or lecture hall. I attend no classes online.</td>
<td>62%</td>
</tr>
</tbody>
</table>
### Demographic Profile: School Information

#### School type
- A public college or university: 74%
- A private college or university: 25%
- Don't know: 1%

#### School urbanicity
- In an urban or city area: 51%
- In a suburban area near a city: 31%
- In a small town or rural area: 18%

#### School size
- Less than 500: 3%
- 500 – 999: 6%
- 1000 – 4999: 31%
- 5000 – 9999: 20%
- 10,000 or more: 40%

#### School region
- East: 25%
- Midwest: 23%
- South: 30%
- West: 23%

#### Housing status
- In an on-campus/school dorm: 34%
- In an apartment/house/dorm that is not campus-owned (not with parents): 30%
- At home, with my parents: 29%
- In an off-campus dorm that is owned by the college: 4%
- In fraternity/sorority housing: 2%
- Somewhere else: 1%

#### GPA
- 4.0-3.6: 32%
- 3.5-3.1: 34%
- 3.0-2.6: 22%
- 2.5-0.0: 12%
- Mean: 3.1
- Median: 3

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Demographic Profile: Work and Extracurriculars

<table>
<thead>
<tr>
<th>Fraternity or sorority member?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>85%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extracurricular participation**</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY (NET)</td>
<td>71%</td>
</tr>
<tr>
<td>Clubs or organizations (e.g., student organization, community service or social justice clubs, etc.)</td>
<td>60%</td>
</tr>
<tr>
<td>Intramural sports or sports club</td>
<td>21%</td>
</tr>
<tr>
<td>College varsity/junior varsity sports</td>
<td>11%</td>
</tr>
<tr>
<td>Student newspaper</td>
<td>6%</td>
</tr>
<tr>
<td>None of these</td>
<td>29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Has job or internship??</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY (NET)</td>
<td>60%</td>
</tr>
<tr>
<td>JOB (SUB-NET)</td>
<td>54%</td>
</tr>
<tr>
<td>Yes, an off campus job</td>
<td>32%</td>
</tr>
<tr>
<td>Yes, an on campus job</td>
<td>25%</td>
</tr>
<tr>
<td>Yes, an internship</td>
<td>11%</td>
</tr>
<tr>
<td>I did not have a job or internship.</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Multiple responses accepted.
Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
### General Demographics

**Gender**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
</tr>
</tbody>
</table>

**Age**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20</td>
<td>50%</td>
</tr>
<tr>
<td>21-24</td>
<td>50%</td>
</tr>
<tr>
<td>Mean</td>
<td>20.6</td>
</tr>
<tr>
<td>Median</td>
<td>20</td>
</tr>
</tbody>
</table>

**Have you ever been diagnosed with any of the following conditions by a physician or other HCP?**

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression</td>
<td>18%</td>
</tr>
<tr>
<td>Attention deficit hyperactivity disorder (ADHD)</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>54%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>13%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>12%</td>
</tr>
<tr>
<td>Native American or Alaskan Native</td>
<td>&lt;0.5%</td>
</tr>
<tr>
<td>Some other race</td>
<td>1%</td>
</tr>
<tr>
<td>Decline to answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Only selected responses shown

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Physician and College Administrator Support Points
Notable Findings from the Survey for Physicians (slide 1 of 2)

- A majority of college students (72%) recognize that ADHD is a serious medical condition. Similar proportions recognize the prescription stimulants used to treat ADHD are not safe for everyone (88%) and are extremely or very harmful if misused by someone their age (73%).

- However, nearly 3 in 4 college students (71%) believe it is fairly easy for college students without a prescription to get access to ADHD prescription stimulants. College students most commonly believe friends who have a prescription are a source of prescription ADHD stimulants for those who are misusing (87%) and about 1 in 2 (48%) think a main avenue of attainment is by pretending to have ADHD and getting a prescription from a health care provider.

- Though a minority, about 1 in 7 (15%) college students say they have used a medication not prescribed to them over the past year, and more than 1 in 4 (26%) say they are at least somewhat likely to use ADHD prescription stimulants in a way that is different from a doctor's instructions.

- While the majority of college students recognize that misuse can be “very harmful,” about 4 in 10 (42%) say misuse of ADHD prescription stimulants is no more harmful than an energy drink or strong cup of coffee. About 2 in 3 college students (65%) liken it to an athlete using performance-enhancing drugs.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Notable Findings from the Survey for Physicians (slide 2 of 2)

College students with ADHD may benefit from messages about the harm and consequences of misuse.

- Almost half (46%) of those with a prescription feel at least a little pressure to share or sell their medication and over a quarter feel it is acceptable for college students with ADHD to share their prescription with a friend (27%) or sell their prescription to make money (26%).
- Only 53% of college students with ADHD view misuse of prescription stimulants as harmful (vs. 75% of college students without ADHD).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Notable Findings from the Survey for College Administrators (slide 1 of 2)

- About 2 in 3 college students (63%) say preventing misuse is not a priority at their school among the administration and professors, and the majority (58%) feel the school doesn’t make it clear they don't approve of the misuse of ADHD prescription stimulants. Most (57%) believe the administration and the professors are not aware of misuse on campus. But, many college students (40%) do feel it is a problem at their school. Further, the majority (71%) say it is easy for college students without a prescription to obtain ADHD prescription stimulants.

- The culture of college and the resulting pressure to achieve good grades appear to contribute significantly to misuse among college students. Most college students (64%) would do anything to get an A, and the majority say they have felt a great deal or a lot of stress in the past year to get good grades (76%), more so than to please their parents (43%) or to keep up with their friends (27%).

- According to a majority of college students, the primary drivers to start misusing ADHD prescription stimulants stem from a desire to get good grades (70%), the pressure to succeed (68%), and an attempt to balance school, social life and work (67%). The main objective for misusing tends to be academic-related: to improve concentration (72%) or stay awake to accomplish schoolwork (80%). And about 1 in 2 (48%) say college students who misuse are just doing so to keep up with the pressures of college.

- However, most college students agree that misusing ADHD prescription stimulants in order to do schoolwork is a form of cheating (59%) and that if someone misuses ADHD prescription stimulants to do schoolwork, they are hurting their chances to be successful in the long run (69%). And 3 in 4 college students (75%) agree it is unethical to take ADHD prescription stimulants that were not prescribed to them.

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM
Notable Findings from the Survey for College Administrators (slide 2 of 2)

Specifically regarding members of Greek organizations (fraternities and sororities) and athletes (members of varsity, junior varsity, intramural and/or club teams):

- Though still a minority, members of Greek organizations and athletes are more likely than their respective counterparts to think misuse is not a big deal (31% Greeks vs. 18% non-Greeks; 25% athletes vs. 18% non-athletes) and OK in certain situations (37% Greeks vs. 23% non-Greeks; 33% athletes vs. 22% non-athletes).

- Members of Greek organizations and athletes are less likely than their respective counterparts to recognize the harm in misusing and believing ADHD prescription stimulants are safe for anyone to use (23% Greeks vs. 10% non-Greeks; 20% athletes vs. 9% non-athletes).

Source: 2014 online survey of college students conducted by Harris Poll on behalf of CPAMM