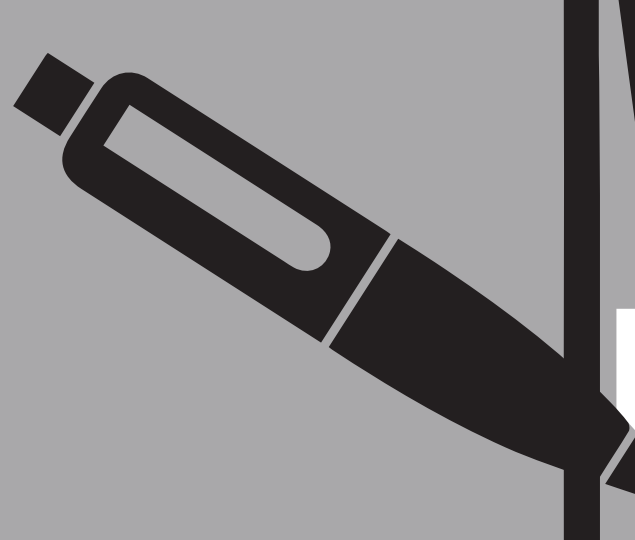




75%
OF STUDENTS
BELIEVE

AT LEAST SOME OF
THEIR PEERS HAVE MISUSED
ADHD PRESCRIPTION
STIMULANTS
NOT PRESCRIBED TO THEM

87% OF STUDENTS BELIEVE
MISUSERS GET ADHD
STIMULANTS FROM A FRIEND



**WITH A
PRESCRIPTION** Rx

**STUDENTS
BELIEVE**
THE MAIN DRIVERS TO START
MISUSING ADHD
PRESCRIPTION
STIMULANTS
ARE A DESIRE TO GET
GOOD GRADES (70%)
AND PRESSURE TO
SUCCEED (68%)



63% OF STUDENTS
SAY PREVENTING MISUSE OF ADHD
PRESCRIPTION STIMULANTS IS
NOT A PRIORITY AT THEIR SCHOOL AMONG THE
ADMINISTRATION AND PROFESSORS



THREE IN FIVE
COLLEGE STUDENTS (59%)
VIEW MISUSE FOR SCHOOLWORK
AS A FORM OF CHEATING
AND A SIMILAR PROPORTION (65%)
LIKEN ACADEMIC MISUSE OF
ADHD PRESCRIPTION STIMULANTS
TO ATHLETES WHO USE
PERFORMANCE-ENHANCING
DRUGS

67%

OF COLLEGE STUDENTS
HAVE SOME FAMILIARITY WITH
ADHD PRESCRIPTION STIMULANT
MISUSE AND MOST CONSIDER MISUSE
OF THESE MEDICATIONS WITHOUT
A PRESCRIPTION TO BE
HARMFUL, UNETHICAL AND A
“BIG DEAL”
IF SOMEONE WHO DOESN'T HAVE ADHD
USES PRESCRIPTION STIMULANTS

Harris Poll conducted a 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%, or part-time, 9%) aged 18-24 enrolled and seeking a degree at a 4-year college or university, including 164 who 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 the 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.