



Gustavus Adolphus College

ADHD Medication & Addiction Survey

© 2015 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Methodology

- These are the findings from an Ipsos poll conducted from September 2 -10, 2015 on behalf of Gustavus Adolphus College. For the survey, a sample of 500 adults ages 18 – 24 who are currently enrolled in college was interviewed online, to better gauge the attitudes and behaviors around the use of non-prescription ADHD medications within the academic sphere, in advance of the Nobel Conference in October.
- More specifically, this national survey focuses on students who:
 - Have been diagnosed with ADHD (n=47)
 - Have not been diagnosed with ADHD (n=453)
 - Have not been diagnosed with ADHD, but take medication (n=41)
 - Due to the low base size of some of these groups, however, some of the findings are more directional in nature.
- The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 5.0 percentage points for all respondents.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.
- Findings among different demographic audiences in this study are compared using arrows (↑/↓) to indicate any significant differences.

Executive Summary: Prevalence

- When it comes to the use of ADHD medication without a prescription, roughly three quarters (73%) of all students surveyed believe that college administrators, faculty, and other campus employees are aware that students are doing this to help them study.
- Further, nearly half of all students overall (43%) know someone who uses ADHD medication without a prescription to help them study.
- Among those who have not been diagnosed with ADHD, roughly one in ten (9%) say that they themselves have taken ADHD medication - such as Adderall, Ritalin, Concerta, Vyvanse, or Dexedrine.
- Among those who have not been diagnosed with ADHD, 43% agree that it would be easy to get ADHD medication if they wanted it (including 90% among those who have taken this medication without a prescription), while a third (32%) say that they have been offered/encouraged to take ADHD medication as a way to improve their academic performance by someone in their life (mostly their friends).
- One in ten (9%) students have been diagnosed with ADHD, and among them, just over half (53%) are currently taking medication to treat their condition.
- Among ADHD sufferers, nearly six in ten (56%) say that other students have asked them for/tried to buy their ADHD medication. However, only 12% say that they have actually given or sold their ADHD medication to other students.

Executive Summary: Uses

- When it comes to those who take non-prescription ADHD medication, 85% say that they do so to help them study or concentrate – while the same proportion also agree that taking ADHD medications *has* helped them concentrate better (85%).
- Even among those who have ADHD, a third (32%) say that they have taken more than their prescribed dosage of ADHD medication to help their academic performance.
- More than half (54%), however, believe that it is cheating if someone uses ADHD drugs without a prescription to help their academic performance.
- In comparison, very few believe that those who are prescribed the medication have an unfair academic advantage over others (16%).
- The use of ADHD medication among those who are not diagnosed with the condition is not strictly reserved for academic purposes, however, with three in ten of those taking non-prescribed medications saying that they have drunk alcohol while taking ADHD medication (29%), and one in ten explicitly stating that they use these drugs to either enhance the effects of other drugs (12%) or to enhance the effects of drinking (10%).

Executive Summary: Perceived Risks

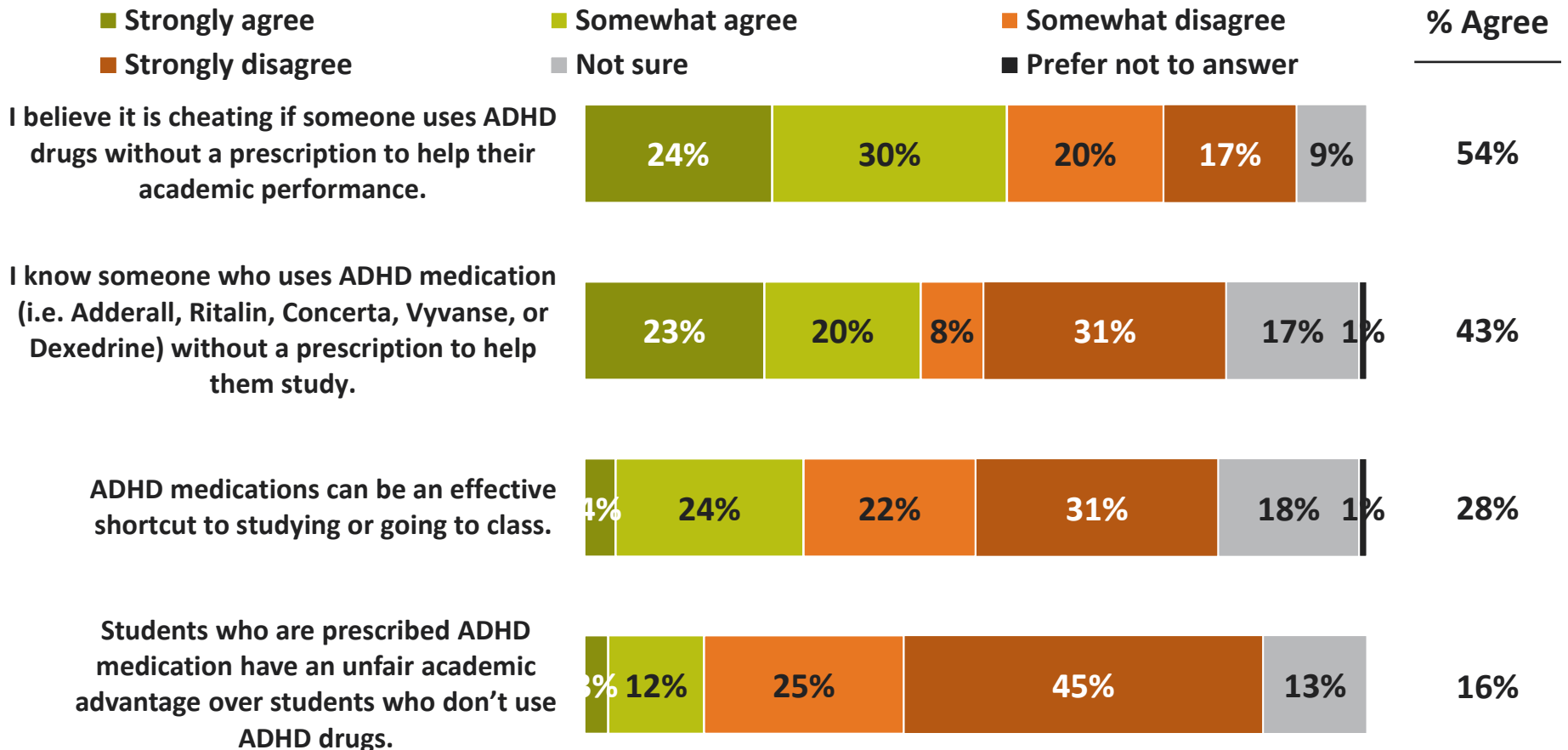
- Not only do most students believe non-prescribed use of this type of medication is unfair, but seven in ten further acknowledge that there can be dangerous side-effects (70%), while a similar proportion are aware that without a prescription, ADHD medication is considered an illegal drug (72%).
- In addition here, more than two in five believe ADHD medications are addictive (42%), and less than a third believe them to be safe (32%).
- However, nearly half (44%) of those who are currently taking non-prescribed ADHD medications admit feeling some adverse effects from taking the medication, such as sleeplessness, anxiety, depression, etc., and more than a third (34%) agree that these medications are becoming less effective the longer they are taking them.



DETAILED FINDINGS

Over Two in Five Students Say that They Know Someone Using ADHD Medication without a Prescription

- A majority of students believe it is cheating if someone uses ADHD drugs without a prescription to help them study, and more than two in five say that they know someone who uses ADHD medication for these exact reasons. However, only one in five (16%) agree that students who *are* prescribed ADHD medication have an unfair advantage over other students who do not use ADHD drugs.
- A quarter of all college students surveyed further agree that ADHD medication can be an effective shortcut to studying or going to class.



Q1. Please indicate how much you agree or disagree with the following statements.
 Base: All Respondents (n=500)

Attitudes across Demographics

- Looking at demographic differences, a significantly greater proportion of those who do not take non-prescription ADHD medication, and those who do not believe ADHD medication is safe, agree that it is cheating if someone uses these drugs to help their academic performance, especially compared to their demographic counterparts.
- Other the other hand, those who both take non-prescription ADHD medication or know someone who uses non-prescription ADHD medication are significantly more likely to know someone who uses such drugs without a prescription to help them study, and also believe that ADHD medications can be an effective shortcut to studying or going to class.

	Total	Takes Non- Prescribed ADHD Med (n=41)	Does Not Take Non- Prescribed ADHD Med (n=405)	Knows Someone who uses Non- Prescribed ADHD Med (n=216)	Doesn't know someone who uses Non- Prescribed ADHD Med (n=195)	Believes ADHD Medication is Safe (n=160)	Does Not Believe ADHD Medication is Safe (n=141)
I believe it is cheating if someone uses ADHD drugs without a prescription to help their academic performance.	54%	29%↓	58%↑	50%	57%	41%↓	63%↑
I know someone who uses ADHD medication (i.e. Adderall, Ritalin, Concerta, Vyvanse, or Dexedrine) without a prescription to help them study.	43%	73%↑	39%↓	100%↑	-↓	51%	46%
ADHD medications can be an effective shortcut to studying or going to class.	28%	54%↑	25%↓	40%↑	19%↓	29%	35%

Q1. Please indicate how much you agree or disagree with the following statements.
Base: All Respondents (n=500)

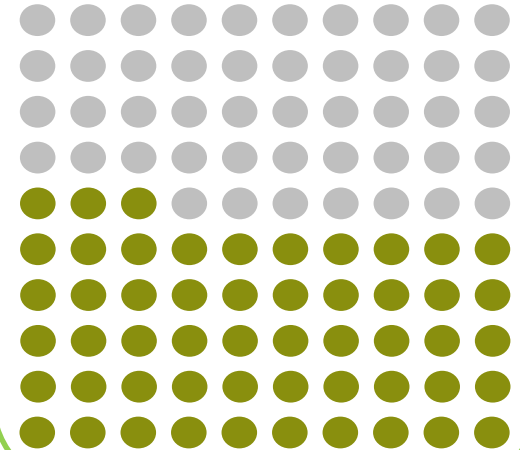
ADHD Diagnosis, Medication

- Among all students surveyed, roughly one in ten say that they have been diagnosed with ADHD.
- Among those who have been diagnosed, slightly more than half say that they are currently taking medication for ADHD – compared to 47% who are not.
- Those who know someone who uses ADHD medication without a prescription are significantly more likely to say that they have been diagnosed with ADHD (12%), compared to those who don't know anyone using non-prescription ADHD meds (6%).

Ever Been Diagnosed with ADHD



Among those diagnosed, **53%** are currently taking medication for their ADHD.

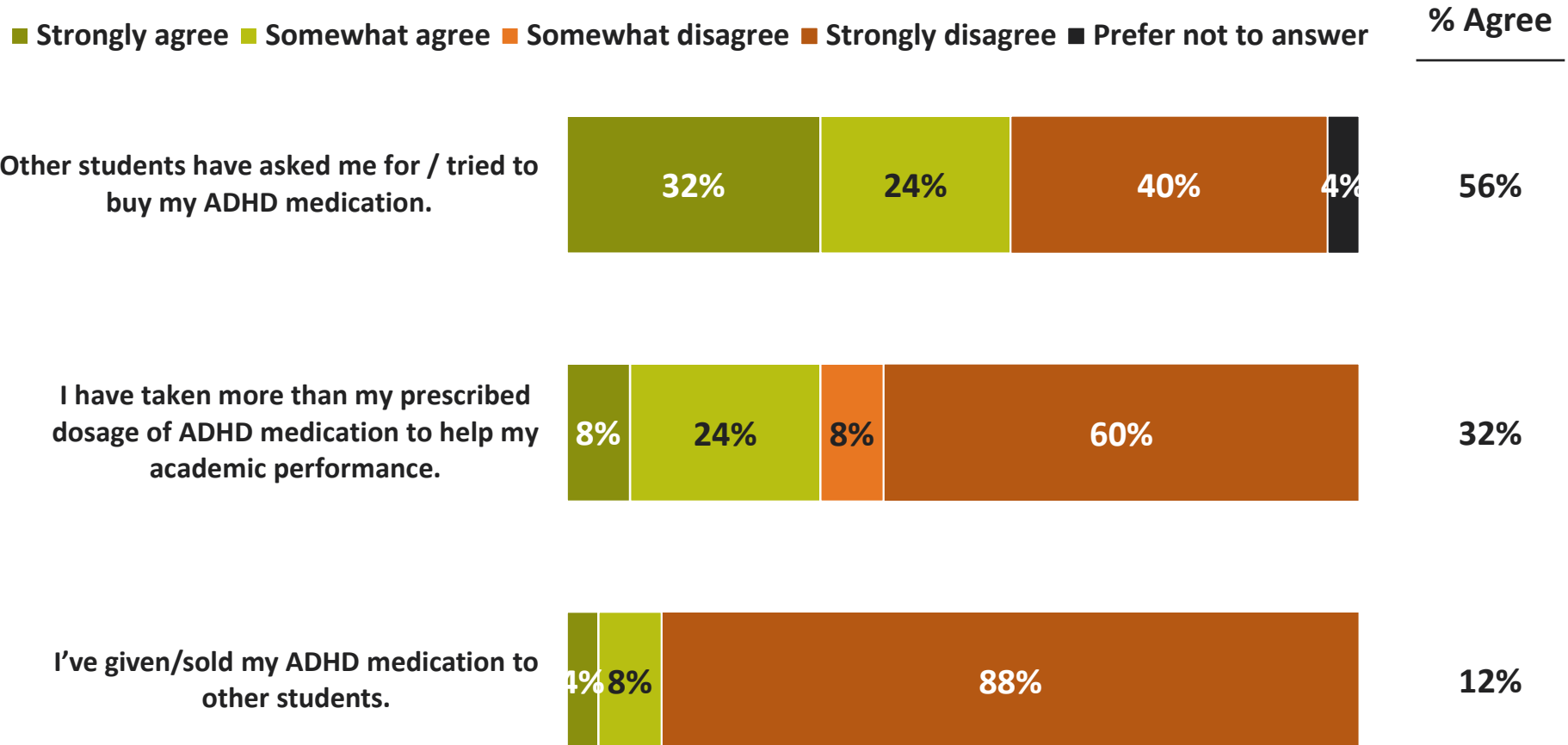


Q2. Have you ever been diagnosed with ADHD? Base: All Respondents (n=500)

Q3. Are you currently taking medication for ADHD? Base: Respondents who have been diagnosed with ADHD (n=47)

Majority of Students Taking Prescribed ADHD Medication Have Been Asked for Their Meds by Other Students

- Among the few students surveyed who are currently taking ADHD medication that has been prescribed to them, nearly six in ten say that other students have asked them for/tried to buy their ADHD medication off of them. However, only about one in ten (12%) agree that they have given/sold their ADHD medication to other students.
- When it comes to their own use of ADHD medication, roughly a third say that they have taken more than their prescribed dosage of ADHD medication to help their academic performance.



Q4. Please indicate how much you agree or disagree with the following statements.

Base: Respondents who are currently taking medication for their ADHD (n=25)

Few Students who Do Not Have ADHD Have Taken ADHD Medication

- When asked if they have ever taken ADHD medication (such as Adderall, Ritalin, Concerta, Vyvanse, or Dexedrine), nearly nine in ten of those who have not been diagnosed with the condition say that they have never done so.
- However, one in ten say that they have taken ADHD medication, and 2% prefer not to answer this question.
- Those who already know someone taking ADHD medication without a prescription are more likely to say that they have taken ADHD medication before (16%), as are those who do not believe ADHD medication is addictive (23%).

Ever Taken ADHD Medication

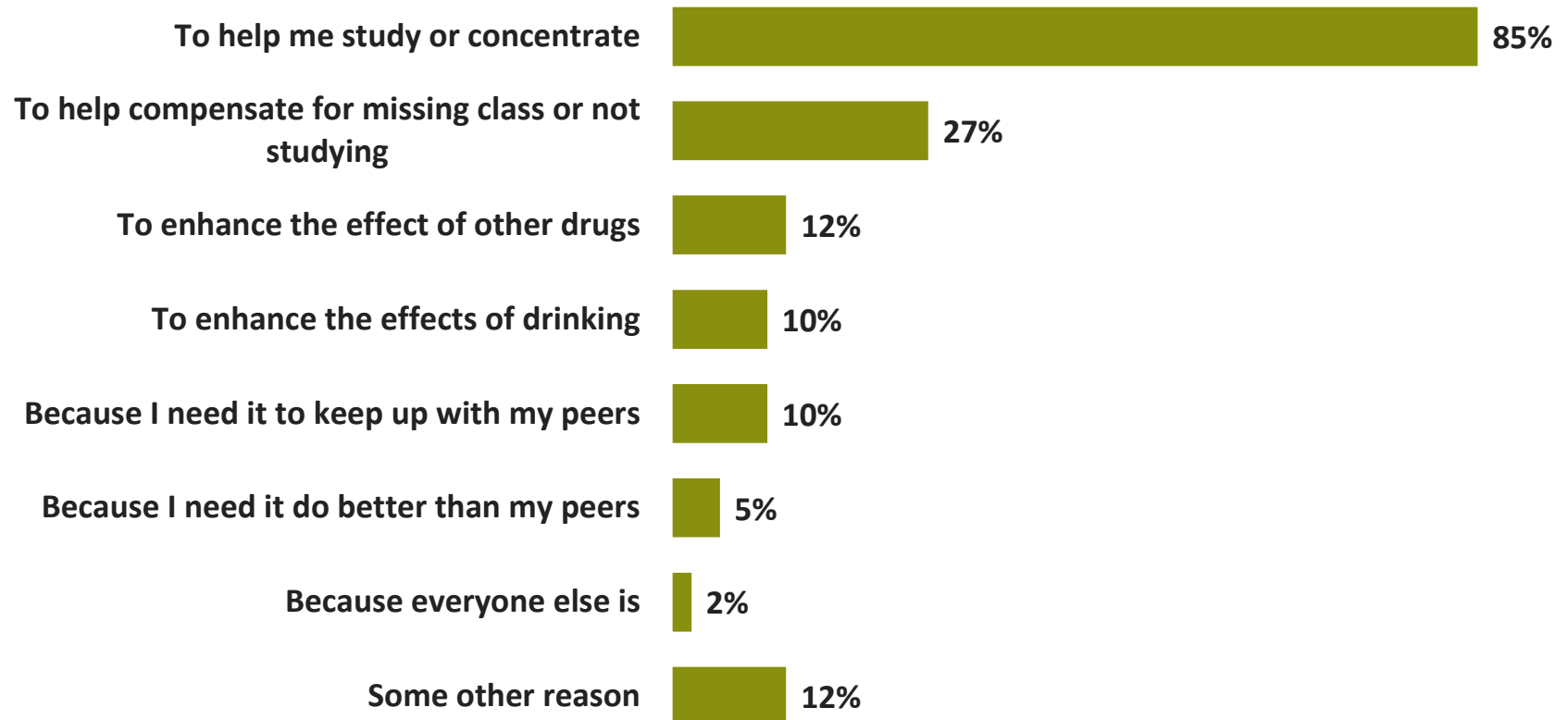


Q7. Have you ever taken ADHD medication (such as Adderall, Ritalin, Concerta, Vyvanse, or Dexedrine)?

Base: Respondents who have not been diagnosed with ADHD (n=453)

Reasons for Taking ADHD Medication among Student who Have not Been Diagnosed

- Among those who have taken ADHD medication without a prescription, the number one reason for doing so is to help them study or concentrate, selected by 85% of these students.
- More than a quarter say that they have taken ADHD medication to help compensate for missing class or not studying, while about one in ten each say that they have done so to either enhance the effects of other drugs, enhance the effects of drinking, or because they say they need to keep up with their peers. Students who are not diagnosed with ADHD are not as likely to say that they take this medication because they need it to do better than their peers, or because everyone else is.
- Meanwhile, one in ten mention some other reason for taking ADHD medication, despite not being diagnosed with this condition.

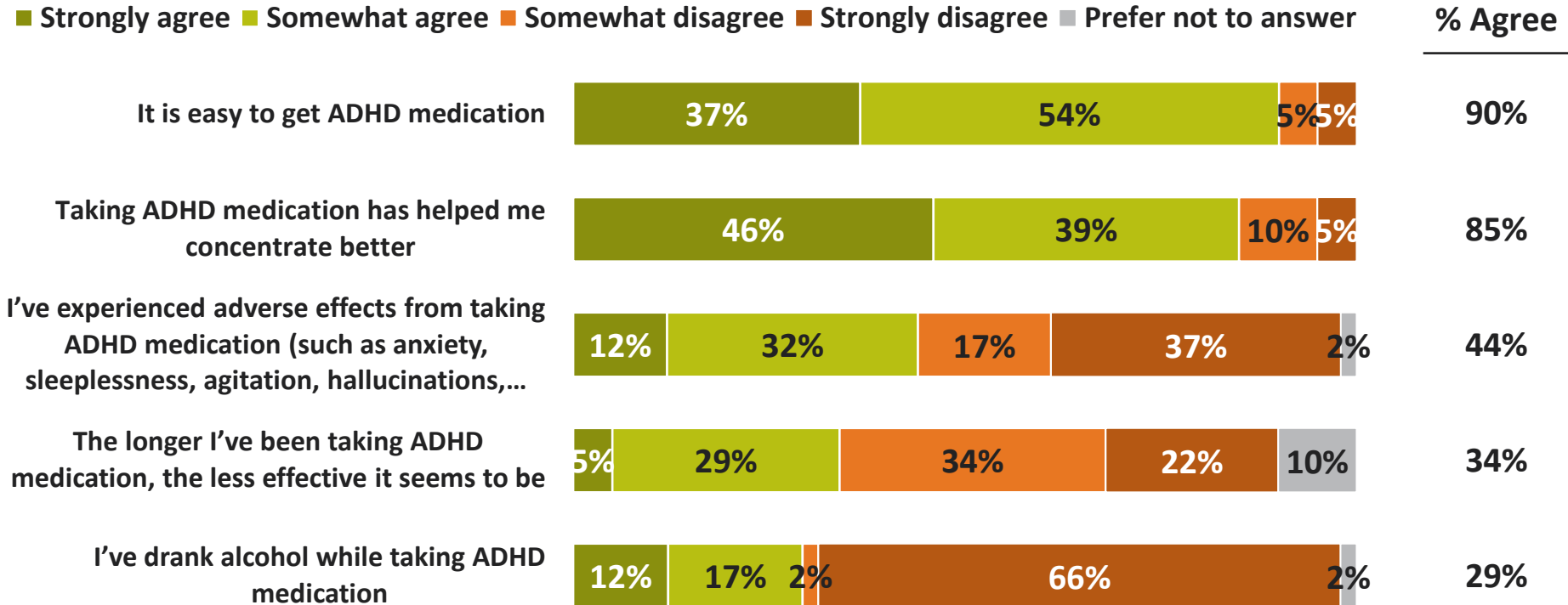


Q8. For which of the following reasons have you taken ADHD medication?

Base: Respondents who have not been diagnosed with ADHD, but take medication (n=41)

Nearly All Students Taking Non-Prescribed ADHD Medication Agree It Is Easy to Get Ipsos Public Affairs

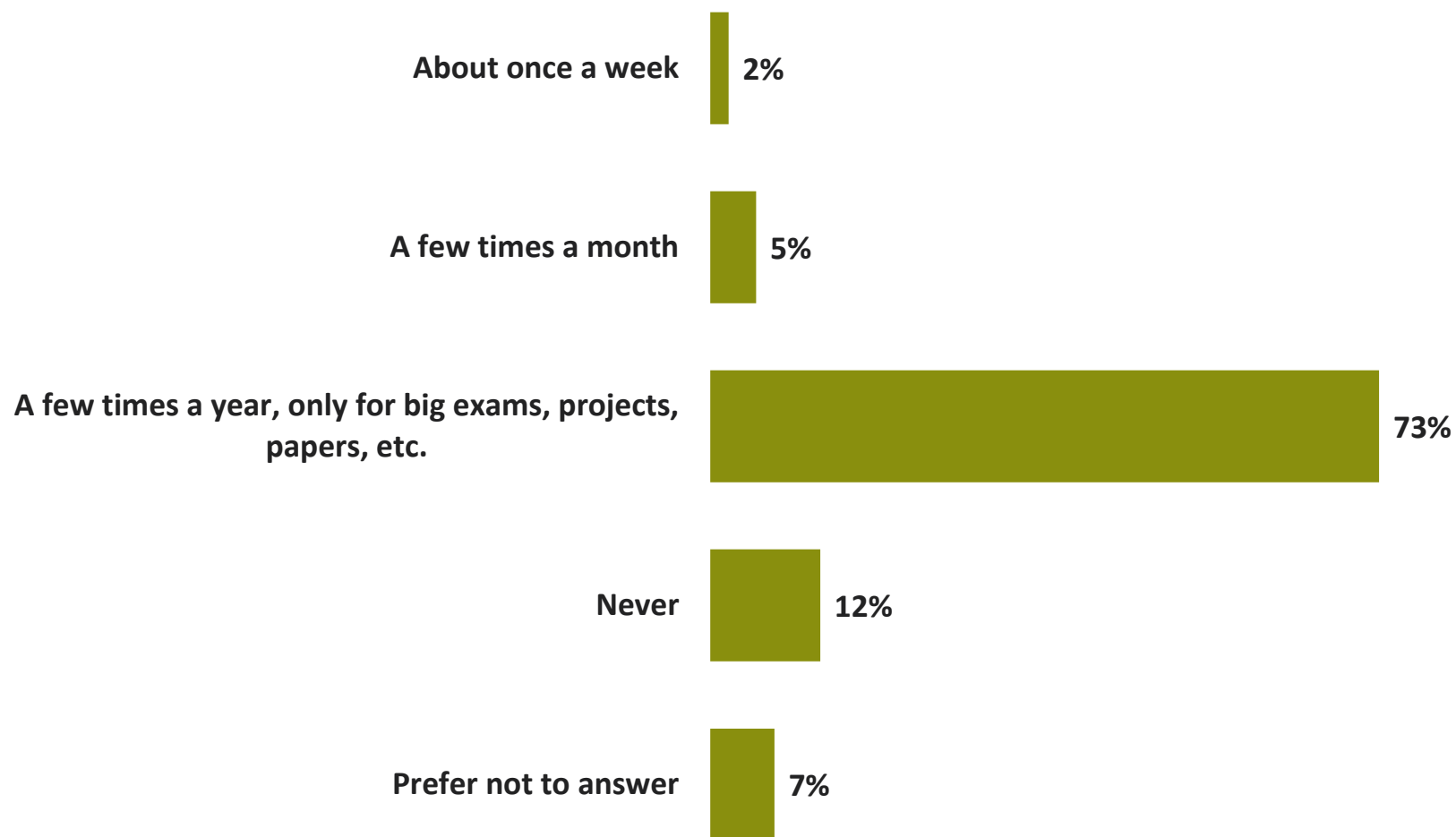
- Nine in ten of those who take medication for ADHD despite not being diagnosed agree that it is easy to get ADHD medication, including 37% who strongly agree.
- Furthermore, over eight in ten believe that taking ADHD medication has helped them concentrate better, although a third say that the longer they've been taking ADHD medication, the less effective it seems to be. Additionally, almost half (44%) say that they have experienced adverse effects, such as anxiety, sleeplessness, agitation, hallucinations, depression, etc., as a result of taking such medication.
- Students who take ADHD medication without a prescription are least likely to agree that they have drunk alcohol while taking ADHD medication, although three in ten nevertheless say that they have done so.



Q10. Please indicate how much you agree or disagree with the following statements.
 Base: Respondents who have not been diagnosed with ADHD, but take medication (n=41)

Most Students Taking Non-Prescribed ADHD Medication Doing so a Few Times Year

- Looking at usage, students who take non-prescribed ADHD medication are most likely to say that they do so only a few times a year – for big exams, projects, papers, etc. Few report that they take this medication more frequently.

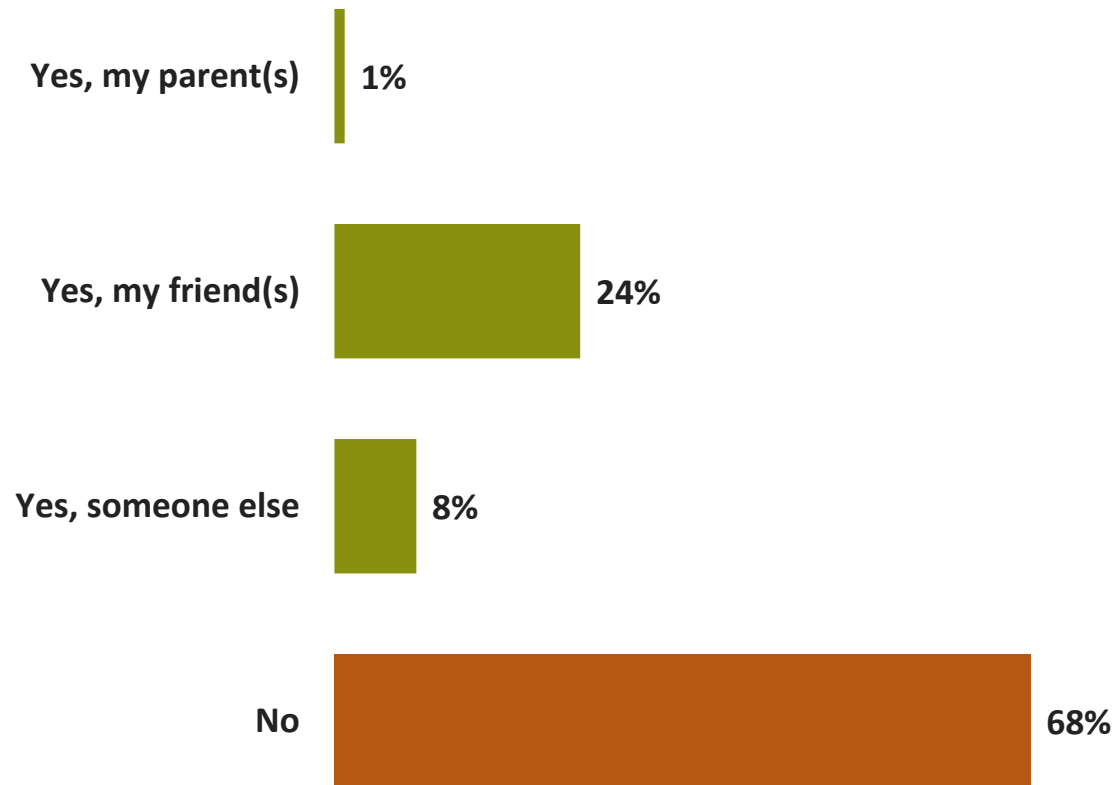


Q11. How often do you take ADHD medication?

Base: Respondents who have not been diagnosed with ADHD, but take medication (n=41)

Friends Most Likely to Offer/ Encourage Use of Non-Prescribed ADHD Medication

- When asking students who have not been diagnosed with ADHD if anyone has ever offered or encouraged them to take ADHD medication as a way to improve their academic performance, the majority of students say no.
- However, a quarter of students who have not been diagnosed say that their friends have done this, while nearly one in ten mention that someone else has encouraged them to take these meds for such reasons. Only 1% say that their parents are the ones offering and encouraging them to take ADHD medication to improve their performance at school.



Q5. Has anyone ever offered you or encouraged you to take ADHD medication as a way to improve your academic performance?

Base: Respondents who have not been diagnosed with ADHD (n=453)

Those Who Take Non-Prescribed Meds, or Know Someone Who Is, Most Likely to Have Been Offered or Encouraged

- Those who take ADHD medication without a prescription, who know someone who uses non-prescribed ADHD medication, and those who do not believe ADHD medication is addictive, are among those most likely to say that they have been offered or encouraged to take these drugs by their friends. Those who know someone who uses non-prescribed ADHD medications are also significantly more likely to say that someone else offered or encouraged them to improve their academic performance by taking ADHD medication.
- Those who do not take non-prescribed ADHD medication, and who don't know someone else who is doing this, are significantly more likely, in their turn, to say that no one has ever offered or encouraged them to take ADHD medication to enhance their academic performance.

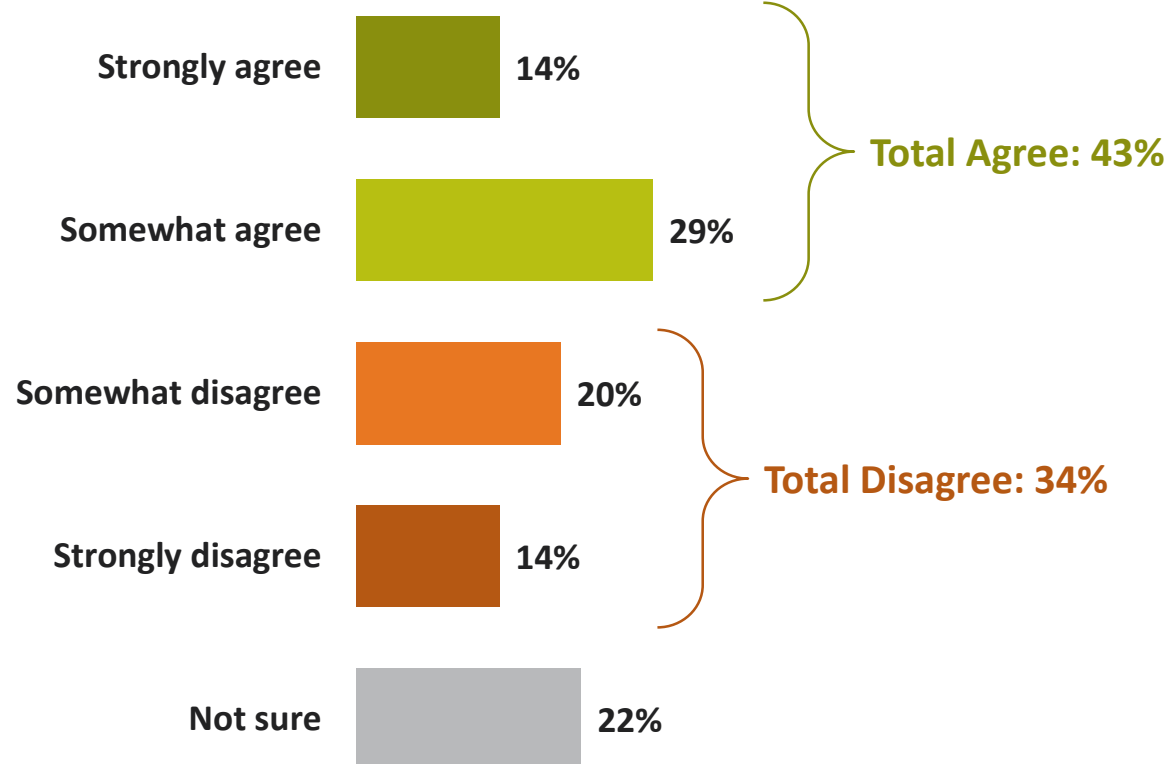
	Total	Takes Non-Prescribed ADHD Med	Does Not Take Non-Prescribed ADHD Med	Knows Someone who uses Non-Prescribed ADHD Med	Doesn't know someone who uses Non-Prescribed ADHD Med	Believes ADHD Med Addictive	Does Not Believe ADHD Med Addictive	Believes ADHD Medication Safe	Does Not Believe ADHD Medication Safe
	(n=453)	(n=41)	(n=405)	(n=190)	(n=183)	(n=186)	(n=69)	(n=133)	(n=128)
Yes, my parent(s)	1%	2%	-	1%	-	1%	1%	2%	-
Yes, my friend(s)	24%	66%↑	20%↓	46%↑	9%↓	24%↓	43%↑	23%	26%
Yes, someone else	8%	12%	7%	12%↑	4%↓	12%	4%	8%	11%
No	68%	20%↓	73%↑	41%↓	87%↑	63%	51%	66%	63%

Q5. Has anyone ever offered you or encouraged you to take ADHD medication as a way to improve your academic performance?
 Base: Respondents who have not been diagnosed with ADHD (n=453)

Students More Likely to Agree than Disagree that it Would Be Easy to Get ADHD Medication if They Wanted it

- More than two in five students who have not been diagnosed with ADHD agree that it would be easy to get ADHD medication if they wanted it, including one in seven who *strongly* agree with this statement. Not surprisingly, those who currently take non-prescribed ADHD medication (83%) and those who know someone who uses ADHD medication without a prescription (68%) are among those most likely to agree it would be easy to get these meds if they wanted them.
- Conversely, a third disagree that it would be easy to get ADHD medication if they wanted it, while one in five of those who are not diagnosed are not sure.

It would be easy to get ADHD medication if I wanted it

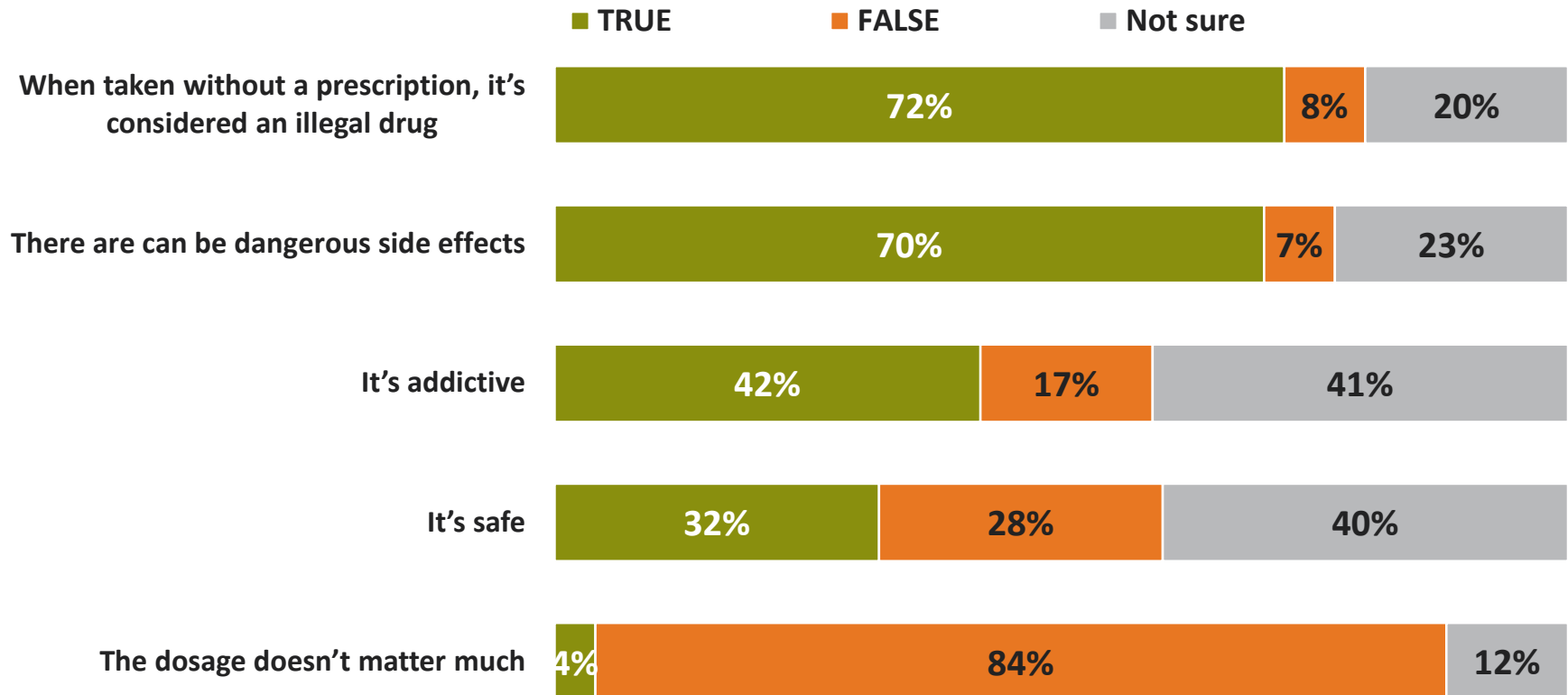


Q6. Please indicate how much you agree or disagree with the following statement.

Base: Respondents who have not been diagnosed with ADHD (n=453)

Students Aware of Potential Consequences, Side Effects Associated with ADHD Medication

- When thinking about ADHD medication, seven in ten students surveyed believe that when taken without a prescription, its considered an illegal drug, while a similar proportion also further agrees that there can be dangerous side effects.
- The proportion of respondents who believe that ADHD medication is addictive (42%) is on par with the proportion who say that they are not sure (41%).
- Similarly, while a third believe that ADHD medication is safe, greater proportions are not sure (40%).
- When it comes to dosage, over eight in ten acknowledge that the dosage is important.



Q9. Thinking about ADHD medication, please indicate whether you believe each of the following to be true or false.

Base: All Respondents (n=500)

Students Aware of Potential Consequences, Side Effects Associated with ADHD Medication Ipsos Public Affairs

- Those diagnosed with ADHD (57%) are significantly more likely than those who haven't been diagnosed (29%) to believe that ADHD medication is safe. This is also true among those who do not think this medication is addictive (54%).
- Those who believe that ADHD medication is addictive, along with those who do not believe it is safe, are among those most likely to agree that such drugs are illegal when taken without a prescription, that there can be dangerous side effects, and that such medications are addictive. Those who know someone who uses ADHD medication without a prescriptions also follow this pattern, though to a lesser extent.

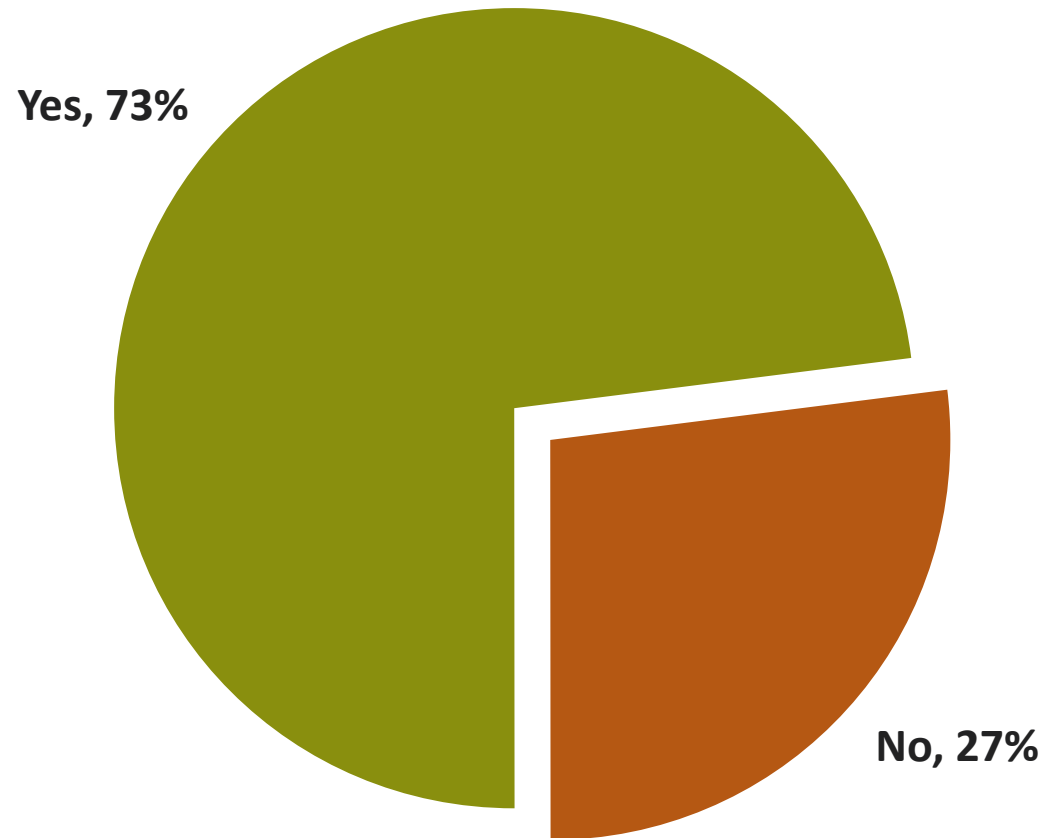
% True	Total	Diagnosed with ADHD (n=47)	Not Diagnosed with ADHD (n=453)	Knows Someone who uses Non- Prescribed ADHD Med (n=216)	Doesn't know someone who uses Non- Prescribed ADHD Med (n=195)	Believes ADHD Med Addictive (n=209)	Does Not Believe ADHD Med Addictive (n=85)	Believes ADHD Medication Safe (n=160)	Does Not Believe ADHD Medication Safe (n=141)
When taken without a prescription, it's considered an illegal drug	72%	81%	71%	79%↑	68%↓	84%↑	67%	68%↓	84%↑
There are can be dangerous side effects	70%	74%	70%	72%	70%	88%↑	58%	62%↓	88%↑
It's addictive	42%	49%	41%	45%	40%	100%↑	-	34%↓	61%↑
It's safe	32%	57%↑	29%↓	38%	31%	26%↓	54%↑	100%↑	-↓
The dosage doesn't matter much	4%	4%	4%	4%	5%	7%	4%	7%	4%

Q9. Thinking about ADHD medication, please indicate whether you believe each of the following to be true or false.

Base: All Respondents (n=500)

Most Believe College Administrators & Faculty Are Aware of Non-Prescription Medication Use

- Three quarters of all respondents believe that college administrators, faculty and other campus employees are aware that students are taking ADHD medication without a prescription to help their academic performance.
- This is particularly true among those who say that they know someone who uses ADHD Medication without prescription (82%) versus those who do not know someone who uses ADHD medication without prescription (66%).



Q12. Do you think that college administrators, faculty and other campus employees are aware that students are taking ADHD medication without a prescription to help their academic performance?

Base: All Respondents (n=500)

DEMOGRAPHICS

Student Profile

Gender

Male	44%
Female	56%

Age

Under 20	67%
21 and over	33%

Region

Northeast	23%
Midwest	22%
South	31%
West	23%

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.