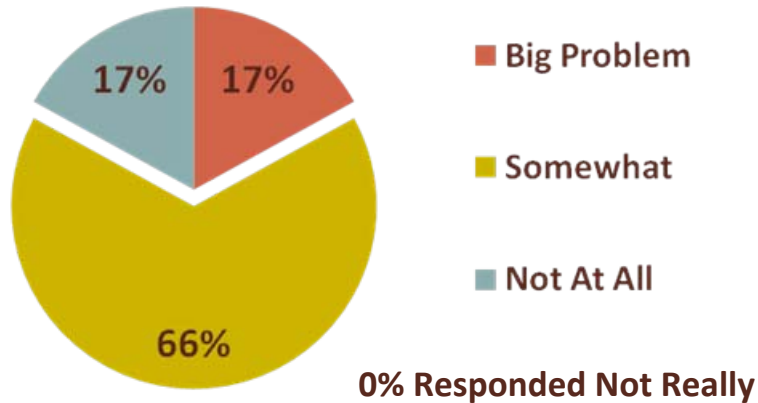


2010 & 2011 Phone Poll Comparisons

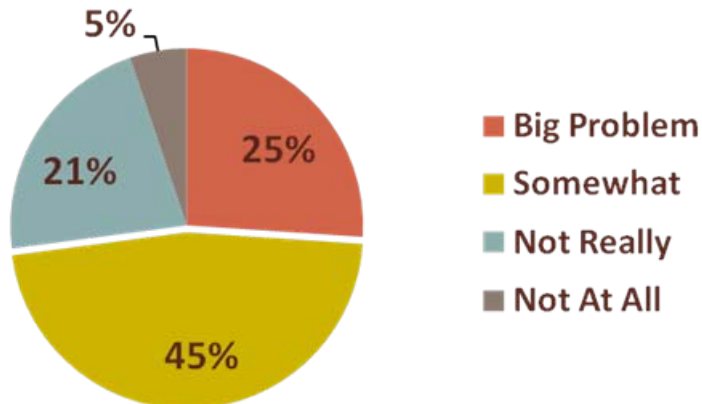
- Phone poll was implemented on September 7, 2010 and September 27, 2011
- Survey USA completed both surveys
- Respondents live in the counties of Botetourt, Craig and Roanoke and the cities of Roanoke and Salem
- Identical questions were used on both surveys

How big of a problem do you think Rx abuse is among teenagers in your community?

Ages 18 – 24 (n=40)

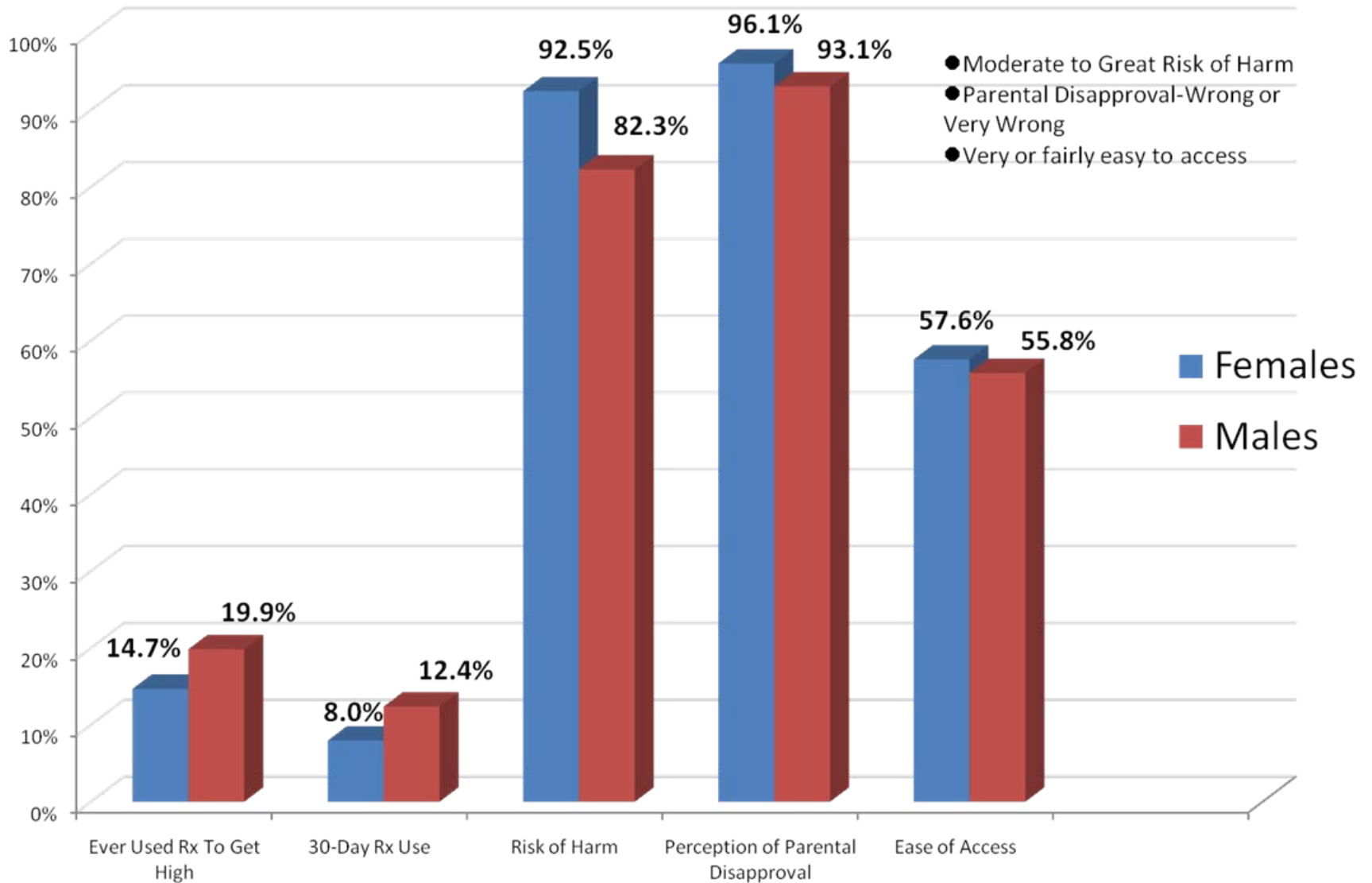


ALL Combined Responses (n = 500)



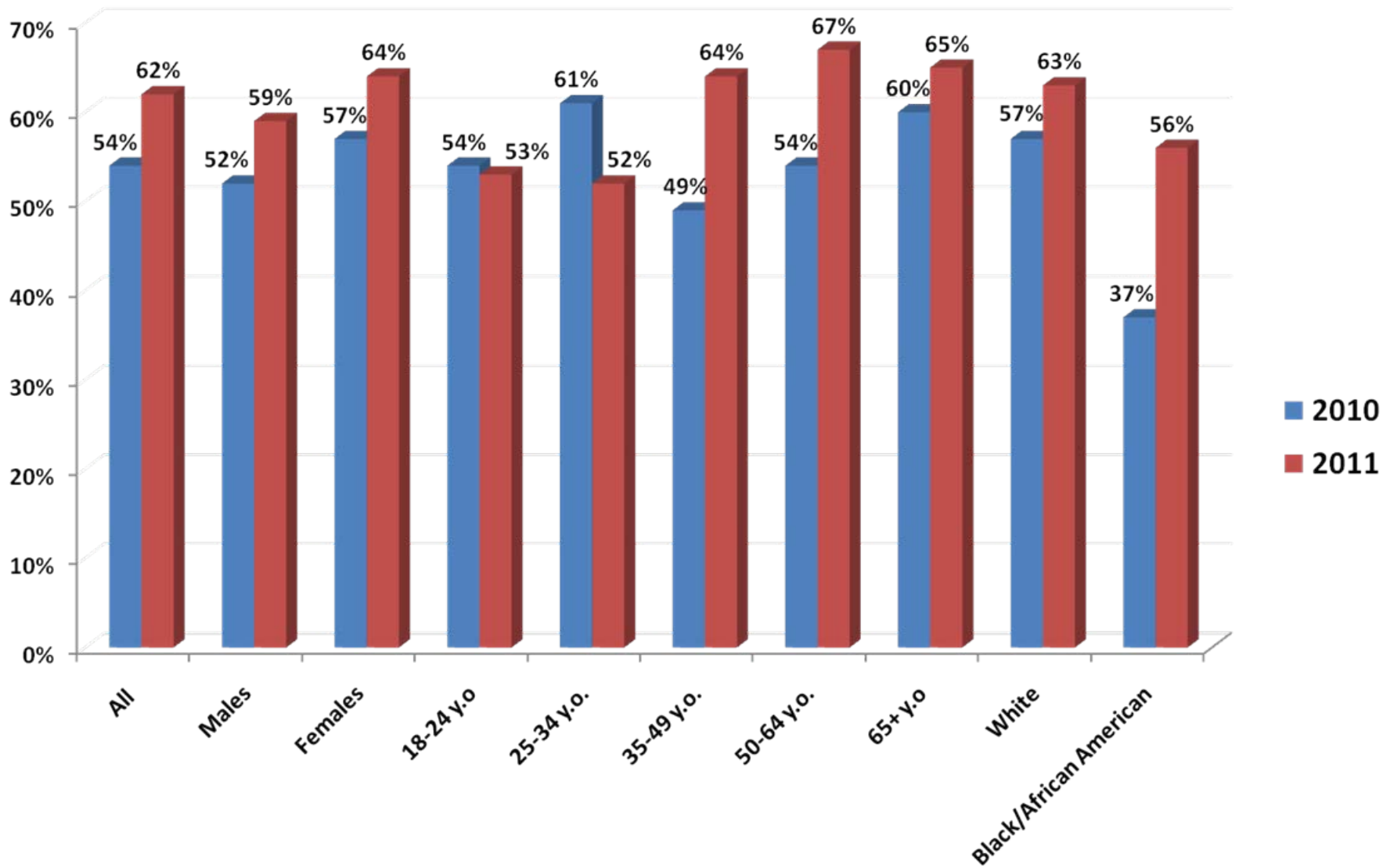
- 83% of 18 – 24 year olds responded that Rx abuse is a big problem or somewhat of a problem. Only 69% of 25+ year olds say it's a big or somewhat of a problem
- Other age groups responding it's a big problem or somewhat of a problem:
 - 25 – 34 = 81%
 - 35 – 49 = 63%
 - 50 – 64 = 74%
 - 65+ = 65%

Percentage of valley high school age youth that report ever using Rx abuse behaviors and perceptions



Roanoke Valley data includes Botetourt, Craig, Roanoke City, and Salem

Flushing medications can lead to traces of drugs in the drinking water. Response: True



How would you most likely dispose of unwanted Rx drugs in your home?

