

Broadcast Survey

OMB Control No. 0920-1154

Exp. Date 03/31/2026

The public reporting burden of this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to - CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333 ATTN: PRA (0920-1154).

The Centers for Disease Control and Prevention (CDC) developed and launched the Stop Overdose campaigns, four education campaigns, to prevent and reduce drug overdoses. This is research in which you will respond to multiple choice and open-ended questions to give your opinions about Stop Overdose campaign messages and materials. Participation is voluntary and you may complete all or some of the survey. If you have questions about this research, you may contact the principal investigator, Everett L. Long, PhD., by email at elong@brunetgarcia.com or phone, (704)-657-5338.

By continuing to the survey, you are indicating your consent for us to collect the information you provide in your responses.



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What is your age?

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What state do you live in?

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5%

Please list the zip code where you currently live.

33601

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10%

Typically, how often do you listen to AM or FM radio, including both music and talk stations?

Please consider all the ways you might listen to radio, including on a regular radio, in the car, online through your computer, streamed through a phone/tablet/other mobile device, or through a game console, smart speaker or other connected device.

- ☐ Several times a day
- ☐ About once a day
- ☒ Several times a week
- ☐ A few times a week
- ☐ About once a week
- ☐ Less than once a week

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10%

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- ☐ About once a week
- ☐ Less than once a week

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Feb 1

12:19



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8%

How often do you do the following on your computer, smartphone, tablet, connected TV, or other streaming devices?

	Daily	A few times per week	About once a week	Less than once a week	Never
Listen to/stream a podcast	☒	☐	☐	☐	☐
Listen to/stream music	☐	☒	☐	☐	☐
Watch a short video clip	☐	☒	☐	☐	☐
Watch a movie or TV show	☐	☒	☐	☐	☐

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21%

We'd like to know about your radio listening habits. Please indicate which stations you have listened to in the past week. (Select all that apply)

Please consider all the ways you might listen to radio, including on a regular radio, in the car, online through your computer, streamed through a phone/tablet/other mobile device, or through a game console, smart speaker or other connected device.

- ☐ Z105 (WTZB-FM, 105.9)
- ☒ 95.7 The Beat (WBTP-FM, 95.7)
- ☐ 93.3 FLZ (WFLZ-FM, 93.3)
- ☒ Newsradio 790 WFLA (WFLA-AM, 970)
- ☐ 107.9 WSRZ (WSRZ-FM, 107.9)
- ☒ Mix 100.7 (WMTX-FM, 100.7)
- ☒ Rumba 106.5 Tampa (WRUB-FM, 106.5)
- ☒ 1250 WHNZ (WHNZ-AM, 1250)
- ☐ US 103.5 (WFUS-FM, 103.5)
- ☐ 620 WDAE (WDAE-AM, 620)
- ☐ 98ROCK (WXTB-FM, 97.9)
- ☐ None of the above

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23%

Are you or someone you care about currently at risk for opioid misuse or overdose?

- ☒ Yes
- ☐ No

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How Interested are you in learning more information about opioid misuse and reducing drug overdose?

- ☐ Extremely interested
- ☒ Very Interested
- ☐ Somewhat Interested
- ☐ Slightly interested
- ☐ Not at all interested

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The survey is about CDC's Stop Overdose campaigns. Read each statement and indicate your level of agreement or answer each question by selecting a response.

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Please indicate to what extent you agree or disagree with each of the statements below regarding fentanyl.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Fentanyl can cause an overdose	☐	☒	☐	☐	☐
I feel confident I can protect myself from a fentanyl overdose	☐	☒	☐	☐	☐
Fentanyl can be found mixed with many drugs such as heroin, cocaine, methamphetamine, and ecstasy	☐	☒	☐	☐	☐

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Have you ever searched for information about fentanyl?

☐ Yes

☒ No

☐ Prefer not to answer

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Fentanyl test strips are used to determine whether drugs have been laced with fentanyl. Please indicate your response to each of the statements below regarding fentanyl test strips.

	Yes	No	Don't know	Prefer not to answer
Have heard of fentanyl test strips	☐	☒	☐	☐
Have ever used a fentanyl test strip	☐	☒	☐	☐
Currently carry or use fentanyl test strips	☐	☒	☐	☐

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36%

Do you plan to seek out further information about the dangers of fentanyl?

- ☒ Yes
- ☐ No
- ☐ Prefer not to answer

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38%

Naloxone is a drug that can reverse an overdose from opioids, including heroin, fentanyl, and prescription opioid medications. (You may have also heard of Narcan, a brand of naloxone).

Please indicate your response to each of the statements below regarding naloxone.

	Yes	No	Don't know	Prefer not to answer
I'm familiar with naloxone	☒	☐	☐	☐
Naloxone is available where I live	☐	☐	☒	☐
I need a prescription to get naloxone	☐	☐	☒	☐

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41%

Have you ever searched for information about naloxone?

- ☐ Yes
- ☒ No
- ☐ Prefer not to answer

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This is a test interview.



44%

Please indicate to what extent you agree or disagree with each of the statements below regarding naloxone.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Naloxone is easy to carry	☐	☐	☐	☐	☒
If I carry naloxone, I could help save a life	☐	☒	☐	☐	☐
Using naloxone in time can help prevent overdose deaths	☐	☐	☐	☐	☒

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This is a test interview.



46%

Please indicate if you have ever done or currently do each of the following.

	Yes	No	Don't know	Prefer not to answer
I have obtained naloxone (purchased, received for free through a health care provider or fire department, etc.)	☐	☒	☐	☐
I have used/administered naloxone to help reverse an overdose	☐	☒	☐	☐
I currently carry/have naloxone or keep it accessible in case of an emergency	☐	☒	☐	☐

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49%

Do you plan to seek out further information about naloxone?

- ☒ Yes
- ☐ No
- ☐ Prefer not to answer

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This is a test interview.



51%

Do you plan to obtain naloxone to carry with you in case of emergency?

- ☒ Yes
- ☐ No
- ☐ Prefer not to answer

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This is a test interview.



54%

Do you recall seeing or hearing any of the Stop Overdose campaigns to prevent and reduce drug overdoses?

- ☐ Yes
- ☒ No
- ☐ Not Sure

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Lastly, we want to find out a little more about you.

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77%

Last year, that is in 2022, what was your total household income from all sources, before taxes?

- ☐ Less than \$15,000
- ☐ \$15,000 to \$24,999
- ☐ \$25,000-\$34,999
- ☐ \$35,000-\$49,999
- ☒ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000+
- ☐ Prefer not to answer

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79%

What is the highest level of education you have completed?

- ☐ Some high school
- ☐ High school diploma
- ☒ Some college or associate's degree
- ☐ Bachelor's degree
- ☐ Advanced degree

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82%

In the last 3 months, have you used illicit drugs at least once? When referring to illicit drugs, this includes drugs such as cocaine, methamphetamine, ecstasy, molly, opioids, heroin, fentanyl, or misuse of prescription opioids. **This does not include alcohol or marijuana alone.**

- ☒ Yes
- ☐ No
- ☐ Prefer not to answer

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This is a test interview.



85%

In the past 3 months, have you intentionally taken more than one illicit drug, either together or within a short period of time?

- ☐ Yes
- ☒ No
- ☐ Prefer not to answer

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This is a test interview.



87%

Have you ever intentionally taken more than one illicit drug, either together or within a short period of time?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

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This is a test interview.



90%

Does your use of drugs cause health problems, disability, or challenges with major responsibilities at work, school, or home?

- ☒ Yes
- ☐ No
- ☐ Prefer not to answer

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This is a test interview.



92%

In the last year, have you been diagnosed with, or in recovery or treatment for a substance use disorder?

- ☐ Yes
- ☒ No
- ☐ Prefer not to answer

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This is a test interview.



95%

Do you have a close friend or family member who, in the last 3 months, has used illicit drugs at least once? When referring to illicit drugs, this includes drugs such as cocaine, methamphetamine, ecstasy, molly, opioids, heroin, fentanyl, or misuse of prescription opioids. **This does not include alcohol or marijuana alone.**

☒ Yes

☐ No

☐ Prefer not to answer

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This is a test interview.



That completes the survey. Thank you for your participation. Please click on the "Next" button to submit your responses.

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Thank you for participating in this survey!

For some reason you have been re-directed to this default landing page instead of your usual end page.
It could be due to an error in the survey set-up, survey being performed in an external system, or a momentary break in your internet connection.
Once the survey has been closed, the correct status will be applied to your account, but please allow one to two weeks for this to take place.

If you have any questions, please visit our [FAQs](#).

Thank you.

Technical information
Correlation: 2b2c4002-a280-4e81-b8e5-d0567c8f9c7f
/Survey/Complete?ProjectToken=c81d84e5-ca1b-4a6a-853b-27fa6fe3c29f

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