



Key Findings from Research on Dangers of Counterfeit Drugs and Fentanyl among Teens and Young Adults

Introduction

Snap is committed to doing our part to fight the growing fentanyl epidemic on our platform and helping raise awareness with young people. This research was commissioned from Morning Consult to help inform Snap's in-app educational awareness resources, building on an initial set of public service announcements we launched earlier this summer with Song for Charlie, a national nonprofit focused on raising awareness about the dangers of fentanyl. In addition to helping guide our own work, Snap is releasing the findings of this research to help advance the public's knowledge of and dialogue surrounding counterfeit pills and fentanyl, especially as it relates to young people.

Today, Snap is building on the company's efforts by launching new in-app resources developed from the findings of this research. In the coming months, Snap will continue expanding on this campaign with additional educational resources and partners. These efforts are supported by operational improvements Snap has been making to better prevent, detect, and combat the drug-related activity on Snapchat.

Key Research Findings

1. Young Americans face significant mental health challenges connected to high levels of stress.
2. Mental health challenges are complicated by stigma surrounding mental health and lack of comfort seeking help from parents, school resources, or medical professionals.
3. Young people are seeking coping strategies, and, unfortunately, many are turning to or considering prescription drugs without a prescription.
4. Young people broadly lack information about the extent to which fentanyl is now endemic in the illicit prescription drug supply, along with the extraordinary danger and deadliness of fentanyl.

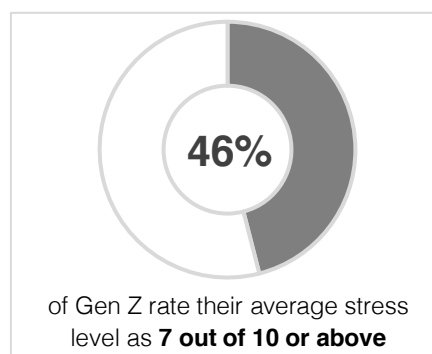
Methodology

This research was commissioned by Snap and executed by Morning Consult. Interviews were conducted online between July 15-July 29, 2021, among a nationwide sample of 1,449 Americans aged 13-24. Results from the full survey have a margin of error of plus or minus 3 percentage points. Quotas and weights were used to ensure the national demographic representation among this age cohort. In this report, references to Gen Z include all respondents ages 13-24, we defined the Teen audience as ages 13-17 and Young Adults as ages 18-24. Parental consent was required for minors between the ages of 13-17 before participation in the survey.

Key Data Points

1. Young Americans face significant mental health challenges connected to high levels of stress.

- Nearly half of Gen Z (46%) rate their average stress level as 7 out of 10 or above.
- Stress levels increase with age within this cohort. 50% of Young Adults rate their stress level as 7 out of 10 or above, while a slightly smaller share of Teens (40%) rate their average stress at similarly high levels.
- Nearly 9 in 10 (86%) Americans ages 13-24 agree that people their age feel overwhelmed. More than half (57%) of both Young Adults and Teens strongly agree with this idea.



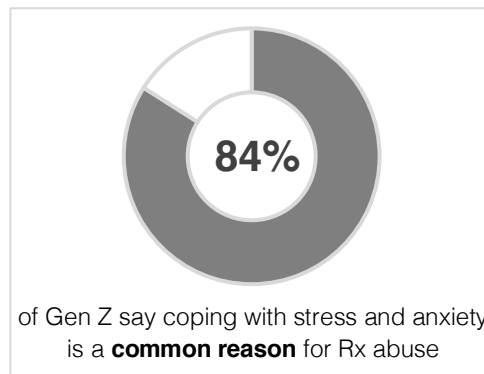
2. Mental health challenges are complicated by stigma surrounding mental health and lack of comfort seeking help from parents, school resources, or medical professionals.

- 57% of Teens disagree when asked if people their age are comfortable talking about their mental health with others, compared to just 34% that agree.
- More than two-thirds of Gen Zers agree that there is a stigma surrounding mental health issues among people their age (71%).
- 74% of Gen Z say they are likely to talk to a close friend, while 57% say they are likely to talk to a trusted adult, and 53% are likely to seek help from a professional.
- Just 49% say they are likely to talk to their parents, while only 28% say they are likely to seek help from school-based resources.

Likely Actions in Response to Mental Health Challenges	
Showing % Likely among Gen Z	
Talk to your close friends	74%
Talk to a trusted adult	57%
Seek help from a mental health professional	53%
Talk to your parents	49%
Seek help from school-based resources	28%

3. Young people are seeking coping strategies, and, unfortunately, many are turning to or considering prescription drugs without a prescription.

- 15% of Gen Zers have abused prescription medicines, 1-in-5 have thought about doing so, and 40% know a peer who has done so.
- Two-thirds (66%) of Gen Z, including 63% of Teens and 69% of Young Adults, have heard of people abusing prescription drugs.
- Coping with stress is the top reason cited for using prescription drugs without a prescription. 84% of Gen Zers say that “coping with stress and anxiety” is a reason people may abuse prescription drugs.



4. Young people broadly lack information about the extent to which fentanyl is now endemic in the illicit prescription drug supply, along with the extraordinary danger and deadliness of fentanyl.

- While most Gen Zers (60%) have heard of drug deaths involving fentanyl, just about 2-in-5 have heard of fentanyl being used to create counterfeit pills.
- Only 27% of Teens are aware of fentanyl being illicitly used in counterfeit pills, while half of Young Adults (50%) are aware of this issue.
- When asked to rate how dangerous various drugs are, Young Americans are most likely to say heroin (61%) and cocaine (50%) are extremely dangerous, while the share who say the same about fentanyl (37%) trails considerably.
- Nearly 1-in-4 (23%) Young Americans don't know enough to rate fentanyl's danger at all, the highest level of uncertainty among drugs evaluated. This lack of information on fentanyl is even more common among Teens (35%).

