

Annenberg Public Policy Center of the University of Pennsylvania

ASAPH Raw Milk Items

July 25, 2024

1 Overview

These studies were conducted for the Annenberg Public Policy Center of the University of Pennsylvania via web and telephone by SSRS, an independent research company. Interviews were conducted among a nationally representative probability sample drawn from SSRS's Opinion panel. Data were weighted to represent the target U.S. adult population. Summaries of the sample size, field dates, and estimated design effects (Deff) of the particular waves can be found in the table below.

ASAPH panelists are quarantined from other survey panel membership to avoid being affected by the content of other surveys. Data used in Wave 11, however, contains 19 respondents who self-reported membership in other opinion panels. Diagnostics revealed no significant differences in the responses of these 19 panelists and the results presented in this report are unaffected by their exclusion.

Wave	N	MOE	Deff	Fielded	Closed	Survey
A-1	1941	2.9	1.76	2021-03-30	2021-04-19	ASAPH 1
B-2	1719	3.2	1.83	2021-06-09	2021-06-22	ASAPH 2
C-3	1669	3.2	1.83	2021-08-16	2021-09-05	ASAPH 3
D-4	1672	3.3	1.86	2021-11-03	2021-11-09	ASAPH 4
E-5	1656	3.3	1.86	2022-01-11	2022-01-17	ASAPH 5
F-6	1638	3.3	1.87	2022-03-29	2022-04-04	ASAPH 6
G-7	1580	3.2	1.82	2022-07-12	2022-07-18	ASAPH 7
H-8	1584	3.4	1.86	2022-08-02	2022-08-08	CIVICS 1
I-9	1621	3.3	1.87	2022-08-16	2022-08-23	ASAPH 8
J-10	1646	3.2	1.80	2022-10-11	2022-10-18	ASAPH 9
K-11	1657	3.2	1.77	2023-01-10	2023-01-16	ASAPH 10
L-12	1,638	3.2	1.75	2023-02-22	2023-02-28	ASK 2023
M-13	1622	3.2	1.76	2023-03-23	2023-03-29	BINGE
N-14	1586	3.3	1.83	2023-05-31	2023-06-06	ASAPH 11
O-15	1482	3.5	1.88	2023-08-09	2023-08-15	ASAPH 12
P-16	1559	3.4	1.91	2023-10-05	2023-10-12	ASAPH 13
Q-17	1538	3.3	1.73	2023-11-14	2023-11-20	CLIMATE
R-18	1555	3.4	1.89	2024-02-06	2024-02-12	ASK 2024
S-19	1522	3.5	1.89	2024-04-18	2024-04-25	ASAPH 14
T-20	1496	3.6	1.96	2024-07-11	2024-07-18	ASAPH 15

2 Topline

The remaining portion of this document provides the topline results reported in the release. All figures are rounded to the nearest whole number and may not add to 100%. Combined subcategories may not add to totals in topline and text due to rounding. A lowercase e stands in for values that round to 0, but are not exactly 0. Aggregated NET categories are highlighted in grey. Superscript letters indicate statistically significant differences with the corresponding wave.

BIRDFLU1_1.

BIRDFLU1_1. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Freezing beef to a temperature of at least 20 degrees Fahrenheit

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	93	7

BIRDFLU1_2.

BIRDFLU1_2. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Heating beef to a temperature of at least 120 degrees Fahrenheit

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	90	10

BIRDFLU1_3.

BIRDFLU1_3. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Heating steak to a temperature of at least 145 degrees Fahrenheit

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	79	21

BIRDFLU1_4.

BIRDFLU1_4. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Heating ground beef to a temperature of at least 165 degrees Fahrenheit

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	71	29

BIRDFLU1_5.

BIRDFLU1_5. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Heating poultry to a temperature of at least 165 degrees Fahrenheit

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	62	38

BIRDFLU1_6.

BIRDFLU1_6. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – None of these will kill the H5N1 virus in meat

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	96	4

BIRDFLU1_998.

BIRDFLU1_998. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Or are you not sure?

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	49	51

BIRDFLU1_999.

BIRDFLU1_999. Thinking about the H5N1 virus, also known as the bird flu, please indicate which of the following will kill the H5N1 virus in meat. – Refused/Web blank

Wave	N	NOT Selected	Selected
(T) 7/18/24	1496	100	0

BIRDFLU2.

BIRDFLU2. As far as you know, which of the following statements is the most accurate? Getting a seasonal flu vaccine:

Wave	N	helps prevent a person exposed to the H5N1 bird flu virus from developing severe illness	does NOT help prevent a person exposed to the H5N1 bird flu virus from developing severe illness	Not sure	Refused Web blank
(T) 7/18/24	1496	21	35	44	0

BIRDFLU3.

BIRDFLU3. As far as you know, which of the following statements is the most accurate? Drinking raw (unpasteurized) milk:

Wave	N	increases the chances you will get H5N1, also known as bird flu	helps protect you against H5N1, also known as bird flu	has no effect one way or the other on whether you will get H5N1, also known as bird flu	Not sure	Refused Web blank
(T) 7/18/24	1496	15	2	33	49	e

RAW0.

RAW0. In the past 12 months, did you drink any raw milk or milk that was not pasteurized?

Wave	N	Yes	No	Not sure	Refused Web blank
(T) 7/18/24	1496	3	93	4	0

RAW1.

RAW1. Raw milk is milk from cows, sheep, or goats that is unpasteurized. As far as you know, is raw milk [less safe to drink than pasteurized milk], [safer to drink than pasteurized milk], just as safe to drink as pasteurized milk, or are you not sure?

Wave	N	Less safe to drink	Safer to drink	Just as safe to drink	Not sure	Refused Web blank
(T) 7/18/24	1496	54	6	13	27	0

RAW2.

RAW2. As far as you know, how likely, if at all, is it that raw milk contains bacteria and viruses that can make you sick?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused Web blank
(T) 7/18/24	1496	16	2	14	62	40	22	22	e

RAW5.

RAW5. As far as you know, how effective, if at all, is pasteurization at killing bacteria and viruses in raw milk that can make you sick?

Wave	N	NET Ineffective	Not at all effective	Not too effective	NET Effective	Somewhat effective	Very effective	Not sure	Refused Web blank
(T) 7/18/24	1496	4	1	3	77	18	58	20	0

RAW6A.

RAW6A. As far as you know, does raw unpasteurized milk have:

Wave	N	More nutrients than pasteurized milk	Less nutrients than pasteurized milk	About the same amount of nutrients as pasteurized milk	Not sure	Refused Web blank
(T) 7/18/24	1496	26	4	30	40	0

TEMP0.

TEMP0. How often, if at all, do you use a thermometer to determine whether the meat, poultry, or fish you consume has reached an internal temperature that makes the food safe to eat?

Wave	N	Never	NET Ever	Rarely	Sometimes	Often	All the time	I don't ever cook meat, poultry, or fish	Don't know	Refused Web blank
(T) 7/18/24	1496	29	67	20	20	16	11	4	0	0