

Annenberg Public Policy Center of the University of Pennsylvania

ASAPH W23 Alcohol and Cancer Items

March 25, 2025

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	RR	N
A-1	1941	2.9	1.76	2021-03-30	2021-04-19	ASAPH 1	56%	3480
B-2	1719	3.2	1.83	2021-06-09	2021-06-22	ASAPH 2	89%	1941
C-3	1669	3.2	1.83	2021-08-16	2021-09-05	ASAPH 3	86%	1940
D-4	1672	3.3	1.86	2021-11-03	2021-11-09	ASAPH 4	86%	1940
E-5	1656	3.3	1.86	2022-01-11	2022-01-17	ASAPH 5	85%	1937
F-6	1638	3.3	1.87	2022-03-29	2022-04-04	ASAPH 6	85%	1932
G-7	1580	3.2	1.82	2022-07-12	2022-07-18	ASAPH 7	82%	1928
H-8	1584	3.4	1.86	2022-08-02	2022-08-08	CIVICS 1	83%	1907
I-9	1621	3.3	1.87	2022-08-16	2022-08-23	ASAPH 8	85%	1907
J-10	1646	3.2	1.80	2022-10-11	2022-10-18	ASAPH 9	86%	1905
K-11	1641	3.2	1.77	2023-01-10	2023-01-16	ASAPH 10	82%	2029
L-12	1638	3.2	1.75	2023-02-22	2023-02-28	ASK 2023	81%	2025
M-13	1622	3.2	1.76	2023-03-23	2023-03-29	BINGE	80%	2024
N-14	1586	3.3	1.83	2023-05-31	2023-06-06	ASAPH 11	79%	1997
O-15	1482	3.5	1.88	2023-08-09	2023-08-15	ASAPH 12	75%	1979
P-16	1559	3.4	1.91	2023-10-05	2023-10-12	ASAPH 13	79%	1976
Q-17	1538	3.3	1.73	2023-11-14	2023-11-20	CLIMATE	78%	1975
R-18	1555	3.4	1.89	2024-02-06	2024-02-12	ASK 2024	79%	1963
S-19	1522	3.5	1.89	2024-04-18	2024-04-25	ASAPH 19	78%	1962
T-20	1496	3.6	1.96	2024-07-11	2024-07-18	ASAPH 20	76%	1961
U-21	1744*	3.5	2.26	2024-09-13	2024-09-30	ASAPH 21	67%	2616
V-22	1771	3.3	2.02	2024-11-14	2024-11-24	ASAPH 22	68%	2589
W-23	1716	3.4	2.02	2025-01-30	2025-02-10	ASAPH 23	67%	2578

* To account for attrition, a small replenishment sample was recruited prior to W21 using a random probability sampling design. This replenishment added 360 respondents to the sample.

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.

ALCOHOL1.

ALCOHOL1. As far as you know, does regularly consuming alcohol (increase your chances), (decrease your chances), have no effect on your chances of later developing cancer, or are you not sure?

Wave	N	Increase your chances of later developing cancer	Decrease your chances of later developing cancer	Have no effect on your chances of later developing cancer	Not sure	Refused Web blank	Refused Decline WebBlank
(W) 2/10/25	1716	56 ^u	2 ^u	16 ^u	26 ^u	0	e
(U) 9/30/24	1744	40 ^w	1 ^w	20 ^w	40 ^w	0	0

ALCOHOL1A.

ALCOHOL1A. Have you read or heard about one or more recent reports on the impact of alcohol on health?

Wave	N	I have not read or heard about any recent reports	I have read or heard about one report	I have read or heard about two reports	I have read or heard about three reports	I have read or heard about more than three reports	Don't know	Refused Web blank
(W) 2/10/25	1716	52	24	10	3	11	e	e

ALCOHOL1B_1.

ALCOHOL1B_1. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – NASEM (National Academies of Science, Engineering, and Medicine)

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	89	11

ALCOHOL1B_2.

ALCOHOL1B_2. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – The International Beverage Association

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	93	7

ALCOHOL1B_3.

ALCOHOL1B_3. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – The U.S. Surgeon General

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	54	46

ALCOHOL1B_4.

ALCOHOL1B_4. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – A group other than NASEM asked by Congress to summarize what science knows about alcohol consumption and health

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	92	8

ALCOHOL1B_5.

ALCOHOL1B_5. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – Some other group (Specify)

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	96	4

ALCOHOL1B_998.

ALCOHOL1B_998. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – Or are you not sure?

Wave	N	NOT Selected	Selected
(W) 2/10/25	942	56	44

ALCOHOL1B_999.

ALCOHOL1B_999. Which group's report on the impact of alcohol on health did you read or hear about? You can select as many as apply. – Refused/Decline/WebBlank

Wave	N	NOT Selected	Selected
(W) 2/10/25	18	100	0

ALCOHOL1C.

ALCOHOL1C. Moderate alcohol use is defined as up to one (1) drink per day for women and up to two (2) drinks per day for men. Did the recent report say that moderate alcohol use:

(Among those who read or heard about 1 report (ALCOHOL1A))

Wave	N	Does not affect health	Has some harmful and some positive health effects	Has harmful health effects	Has positive health effects	Not sure	Refused Decline WebBlank
(W) 2/10/25	485	5	25	47	2	20	0

ALCOHOL1E.

ALCOHOL1E. Has anything that you heard or read about the report(s) made you (more likely) to accept an alcoholic drink if one is offered on a social occasion, (less likely), or had no effect on whether you would accept a drink if one is offered?

Wave	N	More likely	Less likely	Had no effect	Don't know	Refused Web blank
(W) 2/10/25	942	9	29	61	0	1

ALCOHOL1F.

ALCOHOL1F. Has anything that you heard or read about the report(s) made you (more likely) to accept a 2nd drink if one is offered on a social occasion, (less likely), or had no effect on whether you would accept a 2nd drink if one is offered?

(Among those who were more likely to accept a drink if it were offered (ALCOHOL1E))

Wave	N	More likely	Less likely	Had no effect	Don't know	Refused Web blank
(W) 2/10/25	70	73	22	5	0	0