

Annenberg Public Policy Center of the University of Pennsylvania

ASAPH W23 Raw Milk and Bird Flu Items

February 14, 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

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.

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
(W) 2/10/25	1716	4	94	2 ^t	0
(T) 7/18/24	1496	3	93	4 ^w	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	Refused WebBlank
(W) 2/10/25	1716	56	6	12	25	0	0
(T) 7/18/24	1496	54	6	13	27	0	0

RAW17.

RAW17. As far as you know, does drinking raw (unpasteurized) milk [increase], [decrease], or have no effect on a person's risk of foodborne illness, or are you not sure?

Wave	N	Increase (TRUE)	Decrease	Have no effect	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	32	3	14	51	0

RAW18.

RAW18. As far as you know, are children typically (more), (less), or about as vulnerable to getting sick as adults are from the viruses and bacteria that can occur in raw (unpasteurized) milk, or are you not sure?

Wave	N	More vulnerable (TRUE)	Less vulnerable	About as vulnerable	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	35	5	16	45	e

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	Refused WebBlank
(W) 2/10/25	1716	28	4	28	40	0	e
(T) 7/18/24	1496	26	4	30	40	0	0

RAW10.

RAW10. As far as you know, is regularly consuming raw (unpasteurized) milk [more], [less], or about as effective at preventing bone thinning (osteoporosis) as consuming pasteurized milk, or aren't you sure?

Wave	N	More effective	Less effective	About as effective (TRUE)	Not sure	Refused WebBlank
(W) 2/10/25	1716	10	5	26	59	e

RAW14.

RAW14. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Regularly consuming raw (unpasteurized) milk cures lactose intolerance. (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	40	19	22	10	8	2	50	e

RAW15.

RAW15. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Regularly consuming raw (unpasteurized) milk reduces the symptoms of asthma. (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	39	16	23	7	5	2	54	0

RAW16.

RAW16. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Regularly consuming raw (unpasteurized) milk enhances the human immune system. (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	30	12	18	23	19	4	47	0

RAW18.

RAW18. As far as you know, are children typically (more), (less), or about as vulnerable to getting sick as adults are from the viruses and bacteria that can occur in raw (unpasteurized) milk, or are you not sure?

Wave	N	More vulnerable (TRUE)	Less vulnerable	About as vulnerable	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	35	5	16	45	e

RAW19.

RAW19. As far as you know, has bird flu (H5N1) virus been found in the U.S. only in [raw (unpasteurized) milk], only in [pasteurized milk], in both [raw] and [pasteurized] milk, in neither [raw] nor [pasteurized] milk, or are you not sure?

Wave	N	Only in raw (unpasteurized) milk (TRUE)	Only in pasteurized milk	In both raw and pasteurized milk	In neither raw nor pasteurized milk	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	17	2	7	7	68	0

BIRDFLU3.

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

Wave	N	helps protect you against H5N1, also known as bird flu	increases the chances you will get 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	Refused Web Blank
(W) 2/10/25	1716	3 ^v	22 ^t	22 ^{lv}	53 ^v	0	e
(V) 11/24/24	1771	1 ^w	21 ^t	35 ^w	43 ^{tw}	0	0
(T) 7/18/24	1496	2	15 ^{vw}	33 ^w	49 ^v	e	0

RAWEXP4.

RAWEXP4. The Food and Drug Administration (FDA) prohibits the interstate sale of raw (unpasteurized) milk. Do you (oppose) or (favor) the interstate sale of raw (unpasteurized) milk?

Wave	N	NET Oppose	Strongly oppose	Somewhat oppose	NET Favor	Somewhat favor	Strongly favor	Neither favor nor oppose	Not sure	Refused Web blank
(W) 2/10/25	1716	28	17	11	24	12	12	29	18	e
(U) 9/30/24	1744	31	19	12	21	11	10	31	17	0

RAWEXP5.

RAWEXP5. Thirty (30) states permit the sale of raw (unpasteurized) milk in some form. What position would you like the state in which you live to take on the sale of raw (unpasteurized) milk?

Wave	N	Ban the sale of raw (unpasteurized) milk	Permit the sale of raw (unpasteurized) milk without restriction	Ban the sale of raw (unpasteurized) milk except for sale by farmers from their own dairy herds on their own land	Not sure	Refused Web blank
(W) 2/10/25	1716	14	24 ^u	25	37	e
(U) 9/30/24	1744	16	17 ^w	26	41	e

RAW11.

RAW11. Please indicate whether you agree or disagree with the following statement. Federal government regulations of raw (unpasteurized) milk are another example of unnecessary government intervention in people's lives.

Wave	N	NET Disagree	Strongly disagree	Somewhat disagree	NET Agree	Somewhat agree	Strongly agree	Neither agree nor disagree	Don't know	Refused Web blank
(W) 2/10/25	1716	34	19	15	32	18	14	33	e	e

RAW12A.

RAW12A. Please indicate whether you agree or disagree with the following statement. State laws prohibiting the sale of raw (unpasteurized) milk violate the constitutional rights of raw milk sellers.

Wave	N	NET Disagree	Strongly disagree	Somewhat disagree	NET Agree	Somewhat agree	Strongly agree	Neither agree nor disagree	Don't know	Refused Web blank
(W) 2/10/25	858	34	19	14	25	16	9	41	0	e

RAW12B.

RAW12B. Please indicate whether you agree or disagree with the following statement. State laws requiring warning labels on raw (unpasteurized) milk containers about the risks of consuming raw milk violate the constitutional rights of raw milk sellers.

Wave	N	NET Disagree	Strongly disagree	Somewhat disagree	NET Agree	Somewhat agree	Strongly agree	Neither agree nor disagree	Don't know	Refused Web blank
(W) 2/10/25	858	56	38	18	14	9	5	30	e	e

RAW13NEW.

RAW13NEW. As far as you know, is the U.S. Department of Agriculture (USDA) currently testing raw (unpasteurized) milk for bird flu virus (H5N1) in (all, most, some, or none)/(none, some, most, or all) of the 50 states in the U.S., or are you not sure?

Wave	N	None	Some	Most	All	Not sure	Refused Decline WebBlank
(W) 2/10/25	1716	2	10	9	5	74	0