



OVERVIEW

The study was conducted for CNN via web and telephone on the SSRS Opinion Panel, a nationally representative panel of U.S. adults ages 18 or older recruited using probability-based sampling techniques. SSRS is an independent research company. Surveys were obtained **January 9-12, 2025**, with a representative sample of **n=1,205** respondents. The margin of sampling error for total respondents is **+/-3.2** at the 95% confidence level. The design effect is **1.3**. More information about SSRS can be obtained by visiting www.ssrs.com.

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NOTE ABOUT RESULTS

Unless otherwise noted, results beginning with the August 3-6, 2017 survey and ending with the April 21-26, 2021 survey are from polls conducted by SSRS via telephone only. For more information about other trend data included in this topline, please see the “More on Methodology” section at the end of this document.

Results beginning with the March 31-April 2, 2006 survey and ending with the April 22-25, 2017 survey are from telephone surveys conducted by ORC International. Results before March 31, 2006 are from telephone surveys conducted by Gallup.

Question text noted in parentheses was rotated or randomized. Values less than 0.5 percent are indicated by an asterisk (*).

NOTE ABOUT CROSSTABS

Surveys were conducted among a representative sample of the adult population, age 18 or older, of the United States. Members of demographic groups not shown in the published crosstabs are represented in the results for each question in the poll. Crosstabs on the pages that follow only include results for subgroups with a minimum N=125 unweighted cases. Results for subgroups with fewer than N=125 unweighted cases are not displayed and instead are denoted with "SN" because samples of that size carry larger margins of sampling error and can be too small to be projectable with confidence to their true values in the population.

Q25. Which comes closer to your opinion? [RESPONSES ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF]

	The government should provide guidance to Americans about how best to keep healthy	The government should let Americans make up their own minds about how best to keep healthy	No opinion
January 9-12, 2025	50%	49%	*

Q23. Have you ever happened to participate in Dry January – that is, choosing not to drink alcohol during the month of January? [RESPONSES ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF]

	NET Yes	Yes, participating in Dry January this year	Yes, not participating in Dry January this year but have done it in the past	NET No	No, I drink alcohol but have never participated in Dry January	No, I never drink alcohol	No opinion
January 9-12, 2025	13%	8%	5%	87%	47%	40%	*

Q24. Do you, personally, think drinking in moderation--that is one or two drinks a day--is good for your health, makes no difference, or is bad for your health? [RESPONSES ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF]

	Good for your health	Makes no difference	Bad for your health	No opinion
January 9-12, 2025	8%	43%	50%	0%

GALLUP TRENDS FOR COMPARISON

	<u>Good for your health</u>	<u>Makes no difference</u>	<u>Bad for your health</u>	<u>No opinion</u>
2024 Jul 1-21	8%	43%	45%	3%
2023 Jul 3-27	10%	50%	39%	1%
2018 Jul 1-11	16%	55%	28%	2%
2016 Jul 13-17	19%	51%	26%	3%
2015 Jul 8-12	17%	52%	28%	2%
2007 Jul 12-15	22%	49%	25%	4%

CNN/USA TODAY/GALLUP TRENDS FOR COMPARISON

	<u>Good for your health</u>	<u>Makes no difference</u>	<u>Bad for your health</u>	<u>No opinion</u>
2005 Jul 7-10	25%	51%	22%	2%

Q26. How much have you heard about a new Surgeon General’s advisory on alcohol and cancer risk?

[RESPONSES ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF]

	NET Great deal/good amount	A great deal	A good amount	NET A little bit/Nothing at all	A little bit	Nothing at all	No opinion
January 9-12, 2025	22%	8%	14%	78%	34%	43%	0%

Q27. A new Surgeon General’s advisory on alcohol and cancer risk warns that alcohol is a “well-established, preventable cause of cancer” and calls for an updated health warning label on alcoholic beverages. Would you (support) or (oppose) Congress taking action to add language on cancer to the warning labels on alcoholic beverages? **[RESPONSES ROTATED IN ORDER FOR HALF/IN REVERSE ORDER FOR HALF]**

	Support	Oppose	No opinion
January 9-12, 2025	74%	25%	*

MORE ON METHODOLOGY

A total of n=**1,205** adults were surveyed via web and phone on the SSRS Opinion Panel, a nationally representative panel of U.S. adults ages 18 or older recruited using probability-based sampling techniques. Surveys were conducted in English and Spanish.

Results for the full sample have a margin of sampling error of +/- 3.2 percentage points.

Among the entire sample, **29%** described themselves as Democrats, **30%** described themselves as Republicans, and **41%** described themselves as independents or members of another party.

The entire sample was weighted to reflect national Census figures for gender, age, education, race, Hispanic Nativity, and census region. The sample was also weighted to reflect benchmarks for population density, civic engagement, and Pew Research Center's NPORS figures for religious affiliation and frequency of internet use. The sample was also weighted for party identification in detail (leaners broken out) and collapsed crossed by ideology, voter registration, race and education. The benchmarks for party identification crosses were taken from CNN's national poll conducted by SSRS via web and phone from June 3-23,2024, which implemented a full probability design via Address-Based Sampling (ABS).

Surveys were conducted among a representative sample of the adult population, age 18 or older, of the United States. Members of demographic groups not shown in the published crosstabs are represented in the results for each question in the poll. Crosstabs on the pages that follow only include results for subgroups with a minimum n=125 unweighted cases. Results for subgroups with fewer than n=125 unweighted cases are not displayed and instead are denoted with "**SN**" because samples of that size carry larger margins of sampling error and can be too small to be projectable with confidence to their true values in the population.

NOTE ON TRENDS

All included trend points were based on surveys conducted using probability-based sampling methods. Some surveys included as trend points in this document were conducted using different methodologies, or with different combinations of sponsors. Unless otherwise noted, results beginning with the August 3-6, 2017 survey and ending with the April 21-26, 2021 survey are from polls conducted by SSRS via telephone only. Here are more details on the methodology behind each CNN poll conducted by SSRS using other methods.

Address-Based Sampling	Probability Panel: Web + Phone	Probability Panel: Web only	Probability Panel: SMS only
August 3-September 7, 2021	November 1-4, 2021	March 25-26, 2019	February 25-26, 2022
January 10-February 6, 2022	December 8-12, 2021	September 21-22, 2020	May 12-13, 2022
June 13-July 13, 2022	January 13-18, 2022	October 7-11, 2021	March 31-April 1, 2023
September 3-October 5, 2022	April 28-May 1, 2022	February 23-26, 2022	October 12-13, 2023
March 1-31, 2023	October 26-31, 2022	May 3-5, 2022	
July 1-31, 2023	December 1-7, 2022	July 22-24, 2022 (Recontact)	
November 1-30, 2023	January 19-23, 2023		
June 3-23, 2024	March 8-12, 2023		
	May 17-20, 2023		
	June 13-17, 2023		
	August 25-31, 2023		
	October 4-9, 2023		
	October 27-November 2, 2023		
	January 25-30, 2024		
	April 19-23, 2024		
	June 28-30, 2024		
	September 19-22, 2024		
	October 20-23, 2024		
	December 5-8, 2024		

Results beginning with the March 31-April 2, 2006 survey and ending with the April 22-25, 2017 survey are from telephone surveys conducted by ORC International. Results before March 31, 2006 are from telephone surveys conducted by Gallup.

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 089
 Question Q25
 25. Which comes closer to your opinion?
 Base: Total Respondents

	Total	Men	Women	White	Ppl of Color		
	=====	=====	=====	=====	=====	=====	=====
The government should provide guidance to Americans about how best to keep healthy.....	50%	50%	50%	47%	56%		
The government should let Americans make up their own minds about how best to keep healthy.....	49%	50%	49%	53%	43%		
Don't know/Refused	*	*	1%	0%	1%		
Sampling Error (+/-)	3.2	4.7	4.5	4.2	5.3		

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
The government should provide guidance to Americans about how best to keep healthy.....	50%	60%	50%	47%	43%	58%	44%
The government should let Americans make up their own minds about how best to keep healthy.....	49%	40%	50%	53%	56%	42%	56%
Don't know/Refused	*	0%	*	0%	1%	0%	1%
Sampling Error (+/-)	3.2	5.9	6.4	7.0	6.6	4.7	4.4

	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White Non-coll. grad.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
The government should provide guidance to Americans about how best to keep healthy.....	50%	47%	54%	47%	57%	43%	53%
The government should let Americans make up their own minds about how best to keep healthy.....	49%	52%	46%	53%	43%	57%	47%
Don't know/Refused	*	1%	*	*	*	0%	0%
Sampling Error (+/-)	3.2	4.9	4.3	4.0	5.4	5.2	6.9

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
The government should provide guidance to Americans about how best to keep healthy.....	50%	63%	51%	38%	65%	52%	39%
The government should let Americans make up their own minds about how best to keep healthy.....	49%	36%	49%	62%	34%	48%	61%
Don't know/Refused	*	*	*	*	1%	0%	*
Sampling Error (+/-)	3.2	5.9	5.2	5.7	6.8	4.8	5.7

	Total	Lean Demo-cratic	Lean Repub lican	Reg. Voter	2024 Harrs	2024 Trump
	=====	=====	=====	=====	=====	=====
The government should provide guidance to Americans about how best to keep healthy.....	50%	64%	38%	50%	66%	36%
The government should let Americans make up their own minds about how best to keep healthy.....	49%	36%	62%	49%	33%	64%
Don't know/Refused	*	*	*	*	*	1%
Sampling Error (+/-)	3.2	5.0	4.8	3.6	5.4	5.4

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 090

Question Q23

23. Have you ever happened to participate in Dry January - that is, choosing not to drink alcohol during the month of January?

Base: Total Respondents

	Total	Men	Women	White	Ppl of Color		
	=====	=====	=====	=====	=====	=====	=====
Yes (NET)	13%	15%	12%	10%	18%		
Yes, participating in Dry January this year	8%	9%	7%	6%	10%		
Yes, not participating in Dry January this year but have done it in the past.....	5%	6%	5%	4%	7%		
No (NET)	87%	85%	88%	89%	82%		
No, I drink alcohol but have never participated in Dry January.....	47%	52%	42%	50%	42%		
No, I never drink alcohol	40%	33%	45%	39%	40%		
Don't know/Refused	*	0%	1%	*	1%		
Sampling Error (+/-)	3.2	4.7	4.5	4.2	5.3		
	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Yes (NET)	13%	20%	15%	8%	6%	19%	8%
Yes, participating in Dry January this year	8%	11%	10%	4%	5%	12%	4%
Yes, not participating in Dry January this year but have done it in the past.....	5%	9%	5%	4%	2%	7%	4%
No (NET)	87%	80%	85%	91%	93%	81%	91%
No, I drink alcohol but have never participated in Dry January.....	47%	45%	45%	46%	51%	46%	48%
No, I never drink alcohol	40%	35%	39%	45%	42%	36%	43%
Don't know/Refused	*	0%	0%	1%	1%	0%	1%
Sampling Error (+/-)	3.2	5.9	6.4	7.0	6.6	4.7	4.4
	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White Non-coll. grad.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Yes (NET)	13%	14%	12%	15%	10%	10%	11%
Yes, participating in Dry January this year	8%	8%	7%	9%	6%	6%	6%
Yes, not participating in Dry January this year but have done it in the past.....	5%	6%	5%	6%	5%	4%	5%
No (NET)	87%	85%	88%	85%	90%	90%	89%
No, I drink alcohol but have never participated in Dry January.....	47%	39%	54%	42%	55%	46%	58%
No, I never drink alcohol	40%	46%	34%	43%	34%	44%	31%
Don't know/Refused	*	1%	0%	1%	0%	*	0%
Sampling Error (+/-)	3.2	4.9	4.3	4.0	5.4	5.2	6.9
	Total	Demo-crat	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Yes (NET)	13%	14%	14%	12%	16%	14%	10%
Yes, participating in Dry January this year	8%	8%	8%	7%	9%	8%	6%
Yes, not participating in Dry January this year but have done it in the past.....	5%	6%	6%	4%	7%	6%	4%
No (NET)	87%	86%	86%	88%	84%	86%	89%
No, I drink alcohol but have never participated in Dry January.....	47%	46%	45%	50%	50%	48%	43%
No, I never drink alcohol	40%	40%	41%	38%	35%	38%	46%
Don't know/Refused	*	0%	1%	1%	0%	0%	1%
Sampling Error (+/-)	3.2	5.9	5.2	5.7	6.8	4.8	5.7

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 090
 Question Q23

23. Have you ever happened to participate in Dry January - that is, choosing not to drink alcohol during the month of January?

Base: Total Respondents

	Total	Lean Demo- crat	Lean Repub- lican	Reg. Voter	2024 Harris	2024 Trump
Yes (NET)	13%	13%	12%	12%	13%	12%
Yes, participating in Dry January this year	8%	8%	8%	8%	7%	8%
Yes, not participating in Dry January this year but have done it in the past.....	5%	6%	4%	4%	6%	4%
No (NET)	87%	87%	87%	88%	87%	88%
No, I drink alcohol but have never participated in Dry January.....	47%	47%	50%	48%	49%	49%
No, I never drink alcohol	40%	39%	38%	39%	38%	39%
Don't know/Refused	*	0%	*	1%	0%	1%
Sampling Error (+/-)	3.2	5.0	4.8	3.6	5.4	5.4

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 091
 Question Q24

24. Do you, personally, think drinking in moderation -- that is one or two drinks a day -- is (good for your health, makes no difference, or is bad for your health)?

Base: Total Respondents

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Good for your health	8%	11%	5%	5%	11%
Makes no difference	43%	46%	40%	47%	36%
Bad for your health	50%	44%	55%	48%	53%
Don't know/Refused	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	4.7	4.5	4.2	5.3

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Good for your health	8%	8%	8%	10%	5%	8%	7%
Makes no difference	43%	37%	38%	50%	48%	37%	47%
Bad for your health	50%	55%	54%	40%	47%	55%	46%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	5.9	6.4	7.0	6.6	4.7	4.4

	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White Non-coll. grad.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Good for your health	8%	10%	5%	9%	6%	6%	5%
Makes no difference	43%	42%	43%	45%	39%	50%	43%
Bad for your health	50%	48%	52%	47%	55%	45%	52%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	4.9	4.3	4.0	5.4	5.2	6.9

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Good for your health	8%	7%	8%	9%	7%	7%	8%
Makes no difference	43%	40%	39%	50%	33%	45%	46%
Bad for your health	50%	54%	53%	41%	60%	48%	46%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	5.9	5.2	5.7	6.8	4.8	5.7

	Total	Lean Demo-cratic	Lean Repub lican	Reg. Voter	2024 Harrs	2024 Trump
	=====	=====	=====	=====	=====	=====
Good for your health	8%	6%	7%	8%	6%	8%
Makes no difference	43%	39%	48%	42%	39%	47%
Bad for your health	50%	55%	45%	50%	55%	45%
Don't know/Refused	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	5.0	4.8	3.6	5.4	5.4

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 092

Question Q26

26. How much have you heard about a new Surgeon General's advisory on alcohol and cancer risk?

Base: Total Respondents

	Total	Men	Women	White	Ppl of Color		
	=====	=====	=====	=====	=====	=====	=====
A great deal/A good amount (NET)	22%	21%	24%	21%	24%		
A great deal	8%	8%	8%	7%	9%		
A good amount	14%	14%	15%	14%	15%		
A little bit/Nothing at all (NET)	78%	79%	76%	79%	76%		
A little bit	34%	37%	33%	38%	30%		
Nothing at all	43%	42%	43%	41%	46%		
Don't know/Refused	0%	0%	0%	0%	0%		
Sampling Error (+/-)	3.2	4.7	4.5	4.2	5.3		
	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
A great deal/A good amount (NET)	22%	19%	18%	25%	29%	17%	27%
A great deal	8%	5%	8%	9%	11%	5%	10%
A good amount	14%	14%	10%	16%	18%	12%	16%
A little bit/Nothing at all (NET)	78%	81%	82%	75%	71%	83%	73%
A little bit	34%	23%	32%	38%	47%	27%	40%
Nothing at all	43%	57%	50%	38%	24%	55%	33%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	5.9	6.4	7.0	6.6	4.7	4.4
	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White Non-coll. grad.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
A great deal/A good amount (NET)	22%	22%	23%	21%	25%	18%	26%
A great deal	8%	9%	8%	8%	8%	6%	8%
A good amount	14%	13%	15%	13%	17%	13%	17%
A little bit/Nothing at all (NET)	78%	78%	77%	79%	75%	82%	74%
A little bit	34%	32%	37%	32%	39%	36%	41%
Nothing at all	43%	46%	40%	47%	37%	46%	34%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	4.9	4.3	4.0	5.4	5.2	6.9
	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
A great deal/A good amount (NET)	22%	25%	23%	20%	25%	21%	22%
A great deal	8%	8%	10%	6%	7%	7%	10%
A good amount	14%	17%	13%	14%	17%	15%	12%
A little bit/Nothing at all (NET)	78%	75%	77%	80%	75%	79%	78%
A little bit	34%	37%	29%	38%	29%	37%	34%
Nothing at all	43%	38%	48%	42%	46%	42%	43%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%
Sampling Error (+/-)	3.2	5.9	5.2	5.7	6.8	4.8	5.7
	Total	Lean Demo-cratic	Lean Repub lican	Reg. Voter	2024 Harrs	2024 Trump	
	=====	=====	=====	=====	=====	=====	
A great deal/A good amount (NET)	22%	24%	21%	23%	25%	22%	
A great deal	8%	8%	8%	8%	9%	6%	
A good amount	14%	15%	13%	15%	16%	16%	
A little bit/Nothing at all (NET)	78%	76%	79%	77%	75%	78%	
A little bit	34%	39%	37%	38%	42%	38%	
Nothing at all	43%	38%	41%	39%	33%	40%	
Don't know/Refused	0%	0%	0%	0%	0%	0%	
Sampling Error (+/-)	3.2	5.0	4.8	3.6	5.4	5.4	

CNN/SSRS Poll -- January 09, 2025 to January 12, 2025

TABLE 093
Question Q27

27. A new Surgeon General's advisory on alcohol and cancer risk warns that alcohol is a 'well-established, preventable cause of cancer' and calls for an updated health warning label on alcoholic beverages.

Would you (support) or (oppose) Congress taking action to add language on cancer to the warning labels on alcoholic beverages?

Base: Total Respondents

	Total	Men	Women	White	Ppl of Color
	=====	=====	=====	=====	=====
Support	74%	69%	79%	72%	78%
Oppose	25%	30%	21%	27%	21%
Don't know/Refused	*	*	*	*	*
Sampling Error (+/-)	3.2	4.7	4.5	4.2	5.3

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Support	74%	73%	78%	74%	72%	74%	74%
Oppose	25%	27%	21%	26%	28%	25%	26%
Don't know/Refused	*	0%	1%	*	0%	*	*
Sampling Error (+/-)	3.2	5.9	6.4	7.0	6.6	4.7	4.4

	Total	<\$50K	\$50K+	Non- coll. grad.	White Coll. grad.	White Non- coll. grad.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Support	74%	75%	74%	74%	75%	71%	75%
Oppose	25%	25%	25%	26%	24%	29%	25%
Don't know/Refused	*	0%	*	0%	1%	0%	1%
Sampling Error (+/-)	3.2	4.9	4.3	4.0	5.4	5.2	6.9

	Total	Demo- crat	Indep endnt Other	Repub lican	Lib- eral	Mode- rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Support	74%	82%	72%	70%	84%	73%	70%
Oppose	25%	17%	28%	30%	16%	26%	30%
Don't know/Refused	*	*	*	0%	*	*	0%
Sampling Error (+/-)	3.2	5.9	5.2	5.7	6.8	4.8	5.7

	Total	Lean Demo- crat	Lean Repub lican	Reg. Voter	2024 Harrs	2024 Trump
	=====	=====	=====	=====	=====	=====
Support	74%	81%	69%	75%	80%	71%
Oppose	25%	19%	30%	25%	20%	29%
Don't know/Refused	*	*	*	*	*	0%
Sampling Error (+/-)	3.2	5.0	4.8	3.6	5.4	5.4