

RECORD FROM SAMPLE:

Phone Type:
Cell 75%
Landline 25

Hello, I'm calling from FL Research, a national public opinion firm. I want to emphasize that this is not an attempt to sell anything or solicit funds. We're conducting a short survey in your area and this phone number is on my list. May I please speak with:

(IF THE TELEPHONE NUMBER ENDS IN AN EVEN NUMBER:)

The youngest woman living at this household who is 18 years old or older and is home at this time.

(IF THE TELEPHONE NUMBER ENDS IN AN ODD NUMBER:)

The youngest man living at this household who is 18 years old or older and is home at this time.

(IF NO WOMAN IS THERE, INTERVIEW ANY PERSON.)

(IF NO MAN IS THERE, INTERVIEW ANY PERSON.)

(IF AVAILABLE) Before we begin, I want to assure you that your responses will be kept anonymous, and all data will be analyzed in the aggregate only.

1. First, do you live in one of the five boroughs of New York City or Nassau **(NASS aw)** or Suffolk **(SUFF ick)** Counties?

Yes	100%	CONTINUE
No	<u>X</u>	TERMINATE
Not sure/Refused	<u>X</u>	TERMINATE

2. In which one do you live? **(DO NOT READ LIST)**

Bronx/Bronx County	11%	CONTINUE
Brooklyn/Kings County	22	CONTINUE
Manhattan/New York County	14	CONTINUE
Nassau County	14	CONTINUE
Queens/Queens County	20	CONTINUE
Staten Island/Richmond County	5	CONTINUE
Suffolk County	15	CONTINUE
Not sure/Refused	<u>X</u>	TERMINATE

3. Did you make a new year's resolution this year?

Yes	33%	ASK Q.4-7
No	64	SKIP TO Q.8
Not sure/Refused	4	SKIP TO Q.8

4. As of today, have you stuck with your new year's resolution?

Yes	70%
No	30
Not sure/Refused	1

Please tell me if your new year's resolution includes any of the following. **(RANDOMIZE)**

	<u>Yes</u>	<u>No</u>	<u>Not sure/Refused</u>
5. Losing weight	72%	26%	3%
6. Limiting alcohol use	38	61	1
7. Making healthy choices	75	22	3

8. **(ASK EVERYONE)** Please tell me which one of the following best describes how often you typically drink alcohol. **(READ LIST IN ORDER)**

Daily	4%	ASK Q.9
A few days per week	7	ASK Q.9
Weekly	19	ASK Q.9
Less than weekly, but occasionally	26	SKIP TO Q.10
Rarely	26	SKIP TO Q.10
OR Never	17	SKIP TO Q.12
(DON'T READ)		
Not sure/Refused	2	SKIP TO Q.12

9. On average, how many drinks do you have per week?

Note: based only on respondents who drink weekly or more often.

1-3	21%
4-7	36
8-14	22
15+	14
Not sure/Refused	7
MEAN	7.94

10. Regardless of whether or not it is a new year's resolution, are you working to reduce your alcohol consumption in 2025?

Yes	20%	ASK Q.11
No	58	SKIP TO Q.12
Not sure/Refused	22	SKIP TO Q.12

11. Are you participating in Dry January or a similar challenge to stop drinking for a specific period of time?

Yes	63%
No	36
Not sure/Refused	1

12. **(ASK EVERYONE)** Have you heard about the recent Surgeon General's advisory stating that alcohol increases cancer risk and calling for warning labels to be added to alcohol?

Yes	46%
No	35
Not sure/Refused	19

13. Do you believe alcohol use can increase the risk of cancer?

Yes	46%
No	26
Not sure/Refused	28

14. Do you generally believe warning labels that are on beverages or food?

Yes	54%
No	24
Not sure/Refused	22

Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements. **(RANDOMIZE)**

	Strongly Agree	Agree	Disagree	Strongly Disagree	NS/Ref.
15. I believe there is a safe level of alcohol consumption that would not increase cancer risk.	22%	36%	18%	5%	20%
16. I would consider drinking less alcohol or encouraging others to reduce alcohol consumption based on the Surgeon General's new warning.	18	33	17	5	28
17. Alcohol use can lead to overeating or smoking, which can also raise the risk of cancer.	19	39	13	3	26

**NOW I'D LIKE TO ASK YOU A FEW LAST QUESTIONS
FOR COMPARISON PURPOSES ONLY.**

18. What is your age? **(READ LIST IN ORDER, IF NECESSARY)**

18-34	13%
35-49	26
50-64	30
65 and over	31
Not sure/Refused	-

19. What is your primary race or ethnic background? **(READ LIST IN RANDOM ORDER, ONLY IF REQUESTED)**

Black or African American	19%
White	48
Hispanic or Latinx	16
Asian	10
American Indian or Alaska Native	2
Native Hawaiian or Other Pacific Islander	1
Two or More Races	5

(DON'T READ)

Not sure/Refused	-
------------------	---

THANK YOU. YOU HAVE BEEN MOST HELPFUL.

THIS INFORMATION IS TO BE RECORDED AFTER THE INTERVIEW HAS BEEN COMPLETED.

20. Respondent's Gender:

Male	48%
Female	52
Other/Don't know	-