

Spotlight on Health: U.S. Adults Favor Simple Alcohol Guidance, but Many Are Unaware of Link to Cancer Risk

April 2026 AmeriSpeak® Omnibus Survey

Funded and conducted by NORC at the University of Chicago

Interviews: April 2-6, 2026

1,070 adults

Margin of sampling error: ± 4.2 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

NORCPH1. During the past 30 days, how many days per week did you have at least one drink of any alcoholic beverage?

	NORC 4/2-6/2026
0 Days per week	54
1 Day per week	15
2 Days per week	9
3 Days per week	6
4 Days per week	4
5 Days per week	5
6 Days per week	2
7 Days per week	3
<i>Mean days per week</i>	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	2
<i>N=</i>	1,070

If 1 or more in NORCPH1

NORCPH2. During the past 30 days, how many times did you have [5 for men / 4 for women] or more alcoholic drinks on one occasion?

	NORC 4/2-6/2026
Never	57
1 or 2 times	27
3 to 5 times	10
6 to 10 times	2
11 or more times	5
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	481

NORCPH3. In your opinion, how much does drinking alcohol affect the risk of getting cancer?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 4/2-6/2026
Decreases risk a lot	1
Decreases risk a little	1
No effect	12
Increases risk a little	29
Increases risk a lot	18
DON'T KNOW	38
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,070</i>

NORCPH4. Which type of guidance is most useful to you for making decisions about alcohol use?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 4/2-6/2026
Guideline A: Consume less alcohol for better overall health	68
Guideline B: If you choose to drink, limit alcoholic beverages to 1 drink or less in a day for women; 2 drinks or less in a day for men	29
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	3
<i>N=</i>	<i>1,070</i>

NORCPH5. Would you [oppose or support/support or oppose] a law that puts cancer warnings on alcohol containers?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 4/2-6/2026
I strongly oppose putting cancer warnings on alcohol containers	3
I oppose putting cancer warnings on alcohol containers	4
I neither support nor oppose putting cancer warnings on alcohol containers	38
I support putting cancer warnings on alcohol containers	24
I strongly support putting cancer warnings on alcohol containers	30
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,070</i>

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NORCPH6. Would you [oppose or support/support or oppose] a law that puts guidelines for low-risk drinking on alcohol containers?

Definition of guidelines for low risk drinking: Limit alcoholic beverages to 1 drink or less in a day for women OR 2 drinks or less in a day for men.

AGE

	NORC 4/2-6/2026
18-29	20
30-44	26
45-59	23
60+	31
<i>N=</i>	<i>1,070</i>

SEX

	NORC 4/2-6/2026
Male	49
Female	51
<i>N=</i>	<i>1,070</i>

RACE/ETHNICITY

	NORC 4/2-6/2026
White, non-Hispanic	60
Black, non-Hispanic	12
Hispanic	18
Other non-Hispanic	10
<i>N=</i>	<i>1,070</i>

EDUCATION

	NORC 4/2-6/2026
Less than high school	9
High school graduate or equivalent	28
Some college/associate's degree	26
Bachelor's degree	23
Postgraduate/professional degree	14
<i>N</i> =	1,070

HOUSEHOLD INCOME

	NORC 4/2-6/2026
Less than \$30,000	22
\$30,000 to under \$60,000	24
\$60,000 to under \$100,000	25
\$100,000 or more	29
<i>N</i> =	1,070

Study Methodology

This survey was funded and conducted by NORC. The data were collected using the AmeriSpeak® Omnibus, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews were conducted in English, online and by phone, between April 2-6, 2026, with adults ages 18 and older. Respondents were offered a small monetary incentive for completing the survey. Panel members were randomly drawn from AmeriSpeak, and 1,070 adults completed the survey, including 1,023 online and 47 by phone. Panel members were invited by email or by phone from a NORC telephone interviewer.

Quality assurance checks were conducted to ensure data quality. In total, 95 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

The margin of sampling error is ± 4.2 percentage points at the 95 percent confidence level. Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the U.S. population of adults ages 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at: <https://amerispeak.norc.org/about-amerispeak/panel-design.html>.

For more information, please contact info@norc.org.

About the NORC Spotlight on Health

NORC at the University of Chicago's Spotlight on Health is a series of quick-hitting national surveys on issues vital to health and well-being, conducted using AmeriSpeak's probability-based panels.

About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

NORC's Prevention & Health Promotion Expertise

NORC advances disease prevention and health promotion through rigorous research, program evaluation, and data-driven communications campaigns. Our work spans evaluation of cancer and chronic disease prevention initiatives, substance use prevention and early intervention, strategic communications initiatives, and implementation science to improve health outcomes. Leveraging advanced analytics and behavioral insights, we help government agencies and health providers design evidence-based policies and interventions, strengthen workforce capacity, and promote access to care for all. From substance use and cancer prevention to cardiovascular health and aging research, NORC delivers actionable data and tailored solutions that drive healthier communities. Learn more: [Prevention and Health Promotion | NORC at the University of Chicago](#)