Annenberg Public Policy Center of the University of Pennsylvania

ASAPH W30 Kratom Items

October 21, 2026

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
x-24	1653	3.4	2.04	2025-04-15	2025-04-28	ASAPH 24	64%	2568
y-25	1699	3.5	2.13	2025-08-05	2025-08-18	ASAPH 25	67%	2550
z-26	1637	3.5	2.05	2025-11-17	2025-12-01	ASAPH 26	65%	2529
A-27	1604	3.5	2.03	2025-12-08	2025-12-22	ASAPH 27	64%	2509
B-28	1650	3.5	2.05	2026-02-03	2026-02-17	ASAPH 28	66%	2498
C-29	1639	3.5	2.03	2026-04-14	2026-04-28	ASAPH 29	66%	2486
D-30	1904**	3.2	2.05	2026-08-04	2026-08-17	ASAPH 30	75%	2545
E-31	1842	3.2	2.00	2026-09-22	2026-10-05	ASAPH 31	73%	2537

* 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.
** To account for attrition, a small replenishment sample was recruited prior to W30 using a random probability sampling design. This replenishment added 328 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.

Notes.

- KRAT02 and KRAT03 were only asked of those with some familiarity of kratom
  - (KRAT01 = "not too familiar", "somewhat familiar", or "very familiar")
- KRAT02A was only asked of those who report ever using kratom
  - (KRAT02 = "Yes")
- KRAT03A was only asked of those with some familiarity of the distinction between natural and synthetic kratom
  - (KRAT03 = "not too familiar", "somewhat familiar", or "very familiar")
- The order of KRAT04A and KRAT04B was randomized for each person
- The order of KRAT06A and KRAT06B was randomized for each person

KRAT01.

KRAT01. How familiar, if at all, are you with capsules, tonics, beverages or pressed tablets called kratom?

Wave	N	NET Not familiar	Not at all familiar	Not too familiar	NET Familiar	Somewhat familiar	Very familiar	Not sure	Refused
(D) 08/17/26	1904	83	66	18	17	15	2	0	e

KRAT01.

[subgroups by age category]

Group	N	NET Not familiar	Not at all familiar	Not too familiar	NET Familiar	Somewhat familiar	Very familiar	Not sure	Refused
(a) 18–34	331	78^{d}	53^{cd}	25^{cd}	22^{d}	19^{d}	3	0	0
(b) 35–49	550	79^{d}	58^{cd}	21^{d}	21^{d}	17^{d}	4^{d}	0	e
(c) 50–64	489	84^{d}	70^{abd}	15^{a}	16^{d}	14^{d}	1	0	0
(d) 65+	534	92^{abc}	83^{abc}	9^{ab}	8^{abc}	7^{abc}	1^{b}	0	0

KRAT02.

KRAT02. Have you ever even once used kratom?

Wave	N	Yes	No	Not sure	Refused
(D) 08/17/26	677	10	82	8	0

KRAT02A.

KRAT02A. How long has it been since you last used kratom?

Wave	N	Within past 30 days	More than 30 days ago, but in the past 12 months	More than 12 months ago	Not sure	Refused
(D) 08/17/26	71	17	4	79	0	0

KRAT03.

KRAT03. How familiar, if at all, are you with the distinction between natural and synthetic kratom?

Wave	N	NET Not familiar	Not at all familiar	Not too familiar	NET Familiar	Somewhat familiar	Very familiar	Not sure	Refused
(D) 08/17/26	677	82	46	36	18	15	3	0	0

KRAT03A.

KRAT03A. Should regulation of synthetic kratom be (increased), (decreased), or stay about the same?

Wave	N	Increased	Decreased	Stay about the same	Not sure	Refused
(D) 08/17/26	360	44	21	35	0	0

KRAT04A.

KRAT04_A. Please indicate whether Robert F. Kennedy Jr., Secretary of Health and Human Services, favors, opposes, or neither favors nor opposes regulation of the following things, or are you not sure − Synthetic kratom

Wave	N	NET Oppose	Strongly oppose	Somewhat oppose	NET Favor	Somewhat favor	Strongly favor	Neither favor nor oppose	Not sure	Refused
(D) 08/17/26	1904	7	4	3	5	2	2	7	81	e

KRAT04B.

KRAT04_B. Please indicate whether Robert F. Kennedy Jr., Secretary of Health and Human Services, favors, opposes, or neither favors nor opposes regulation of the following things, or are you not sure − Natural kratom

Wave	N	NET Oppose	Strongly oppose	Somewhat oppose	NET Favor	Somewhat favor	Strongly favor	Neither favor nor oppose	Not sure	Refused
(D) 08/17/26	1904	5	3	2	5	2	3	7	83	e

KRAT05.

KRAT05. Please indicate how much you (agree) or (disagree) that kratom poses a serious hazard to public safety?

Wave	N	NET Disagree	Strongly disagree	Somewhat disagree	NET Agree	Somewhat agree	Strongly agree	Neither agree nor disagree	Not sure	Refused
(D) 08/17/26	1904	5	2	2	18	10	8	11	66	e

KRAT06A.

KRAT06A. Robert F. Kennedy Jr., Secretary of Health and Human Services, supports regulation of 7−OH, a synthetic, concentrated form of kratom, to protect the pharmaceutical industry's sales of prescription pain medicine and addiction−treatment products.

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(D) 08/17/26	1904	8	2	6	14	11	3	78	e

KRAT06B.

KRAT06B. Robert F. Kennedy Jr., Secretary of Health and Human Services, supports regulation of 7−OH, a synthetic, concentrated form of kratom, to prevent opioid addiction.

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(D) 08/17/26	1904	7	2	5	14	12	2	79	e