

Background Questions

Ethnicity Breakdown

Asia (Taiwan) - 620 (89%)

Asia (China) - 23 (3.3%)

Asia (Other) - 24 (3.4%)

Other - 37 (5.3%)

Age Breakdown

17 or under - 71 (10.2%)

18-25 - 109 (15.7%)

26-33 - 102 (14.7%)

34-41 - 104 (14.9%)

42-49 - 133 (19.1%)

50-57 - 104 (14.9%)

58-65 - 48 (6.9%)

66 or over - 25 (3.6%)

Sex Breakdown

Male - 276 (39.6%)

Female - 421 (60.4%)

Where do you receive health-related information? (Check all that apply)

Educational Institutions - 284

Television, Radio, News - 510

Billboards, Digital Boards, Posters - 147

Publications (ex. Newspapers, Magazines) - 371

Social Media (ex. Facebook, Instagram, Twitter) - 390

Friends and Family - 358

Health Institutions - 421

Other - 11

Alcohol Consumption (18+)

Do you turn red when consuming alcohol?

Yes - 343 (54.8%)

No - 234 (37.4%)

I don't know - 49 (7.8%)

Does anyone you know turn red when consuming alcohol?

Yes - 597 (95.4%)

No - 29 (4.6%)

Do you also smoke when you drink?

Yes - 60 (9.6%)

No - 447 (71.4%)

No, I don't drink - 119 (19%)

On average, how many alcoholic beverages do you usually consume?

3 or more a day - 9 (1.4%)

1-2 a day - 21 (3.4%)

3-6 a week - 45 (7.2%)

Less than 3 a week - 186 (29.7%)

I don't drink regularly - 365 (58.3%)

What types of alcoholic beverages do you usually consume? (Check all that apply)

Beer - 265

Wine - 315

Liquor - 161

I don't drink - 154

Project Specific Questions

Why do some people turn red after a few drinks? (Check all that apply)

- Healthy liver - 80
- Unhealthy liver - 132
- High blood pressure - 53
- Fast metabolism - 145
- Slow metabolism - 128
- Low alcohol tolerance - 129
- Body unable to process alcohol - 415
- There is no reason - 38
- Other - 18

Have you heard of ALDH2 deficiency?

- Yes - 271 (38.9%)
- No - 426 (61.1%)

Currently an ALDH2 deficiency test costs about 1800 NTD. Would you get tested?

- Yes, I'm willing to pay 1800 NTD for the test - 80 (11.5%)
- I would like to, but 1800 NTD is too expensive - 231 (33.1%)
- No, it's too much of a hassle - 151 (21.7%)
- No, I don't care about ALDH2 deficiency - 110 (15.8%)
- No, I don't think I have ALDH2 deficiency - 125 (17.9%)

If you found out that you are ALDH2 deficient, would you change your drinking habits?

- Yes, I would stop drinking completely! - 91 (13.1%)
- Yes, I would be a more conscious drinker! - 262 (37.6%)
- Yes, I would not drink unless I had to - 254 (36.4%)
- No, I would drink normally - 90 (12.9%)

Project Specific Questions

Assuming we are able to engineer a solution to this deficiency, what would be your preferred method of application?

Oral medication - 209 (30%)

Nasal spray - 28 (4%)

Using probiotics (ex. yogurt drinks) - 371 (53.2%)

I wouldn't buy any of these - 79 (11.3%)

Other - 10 (1.5%)

How often are you willing to apply this treatment?

Monthly - 65 (9.3%)

Weekly - 183 (26.3%)

Daily - 102 (14.6%)

Only when I drink - 266 (38.2%)

Never - 81 (11.6%)

Would you drink more if ALDH2 deficiency could be treated?

Yes - 127 (18.2%)

No - 570 (81.2%)

Who should be responsible for raising awareness of ALDH2 deficiency? (Check all that apply)

Alcohol manufacturers - 376

Government - 476

Health professionals - 361

Educational institutions (ex. school) - 397

Other - 12

Project Specific Questions

In general, which type of warning label do you think is the most effective?



Images of damaging effects -
504 (72.3%)



Text warnings -
35 (5%)



Graphic warnings -
115 (16.5%)

I don't pay attention to labels -
43 (6.2%)

Current alcohol labels do not warn about increased cancer risks associated with alcohol consumption. Do you think they should be added?

Yes - 558 (80.1%)

No - 44 (6.3%)

No preference - 95 (13.6%)