

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 927524
G: 392
Princeton Job #: 10-07-009

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July 8-11, 2010

Results are based on telephone interviews conducted July 8-11, 2010 with a random sample of –1,020—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

For results based on the sample of –528—national adults in Form A and –492—national adults in Form B, the maximum margins of sampling error are ±5 percentage points.

For results based on the sample of –685—adults who drink alcoholic beverages, the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

19. Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

	Yes, drink	No, total abstainer		Yes, drink	No, total abstainer
2010 Jul 8-11	67	33	1984 Jul 6-9	64	36
			1983 Mar 11-14	65	35
2009 Jun 14-17	64	36	1982 Aug 13-16	65	35
2008 Jul 10-13	62	38	1981 Jan 9-12	70	30
2007 Jul 12-15	64	36	1979 May 4-7	69	31
2006 Jul 6-9	64	36	1978 Nov 10-13	66	34
2005 Jul 7-10	63	37	1978 Apr 21-24	71	29
2004 Jul 8-11	62	38	1977 Jan 14-17	71	29
2003 Jul 7-9	62	38	1976	71	29
2002 Jul 9-11	66	34	1974 May 10-13	68	32
2001 Jul 19-22	62	38	1969 Jan 1-6	64	36
2000 Nov 13-15	64	36	1969 Feb 22-27	63	37
1999 Sep 23-26	64	36	1966 Jan 21-26	65	35
1997 Jun 26-29	61	39	1964	63	37
1996 Jun 27-30	58	42	1960 Mar 30-Apr 4	62	38
1994 Jun 3-6	65	35	1959 Dec 10-15	61	39
1992 Jan 16-19	64	35	1958 Jan 24-29	55	45
1990 Dec 6-9	57	43	1957 Mar 15-20	58	42
1989 Sep 12-15	56	44	1956 Jan 6-11	60	40
1989 Apr 4-9	62	38	1952 Dec 11-16	60	40
1988 Jul 1-7	63	37	1951 Aug 26-31	59	41
1988 Mar 8-12	62	38	1950 Jun 4-9	60	40
1987 Jul 10-13	65	35	1949 Dec 1-6	58	42
1987 Apr 10-13	63	37	1947 Oct 3-8	63	37
1987 Mar 14-18	65	35	1946 Jul 26-31	67	33
1985 Feb 15-18	67	33	1945 Nov 23-28	67	33
1984 Sep 6-9	64	36	1939	58	42

20. *(Asked of those who drink alcohol)* When did you last take a drink of any kind of alcoholic beverage?

BASED ON --685-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>24 hours</u>	<u>Over 1 day to 1 week ago</u>	<u>Over 1 week ago</u>	<u>Don't know</u>
2010 Jul 8-11	37	31	31	1
2009 Jun 14-17	40	26	34	*
2008 Jul 10-13	36	32	32	1
2007 Jul 12-15	36	29	36	*
2006 Jul 6-9	36	35	29	*
2005 Jul 7-10	36	31	32	1
2004 Jul 8-11	33	38	29	*
2003 Jul 7-9	31	40	29	*
2002 Jul 9-11	28	38	34	*
2001 Jul 19-22	30	32	38	*
2000 Nov 13-15	26	32	42	*
1999 Sep 23-26	35	25	39	1
1997 Jun 26-29	33	25	42	*
1996 Jun 27-30	28	26	45	1
1994 Jun 3-6	34	23	42	1
1992 Jan 16-19	26	24	49	1
1990 Dec 6-9	29	23	47	1
1989 Sep 12-15	32	35	32	1
1988 Jul 1-7	39	25	34	2
1987 Jul 10-13	38	30	31	1
1984 Jul 6-9	39	29	31	1

22. (Asked of those who drink alcohol) Do you most often drink liquor, wine, or beer?

BASED ON --685-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>Beer</u>	<u>Wine</u>	<u>Liquor</u>	<u>All/Same (vol.)</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2010 Jul 8-11	41	32	21	4	*	1
2009 Jun 14-17	40	34	21	5	--	1
2008 Jul 10-13	42	31	23	4	*	*
2007 Jul 12-15	40	34	22	4	*	*
2006 Jul 6-9	41	33	23	3	--	*
2005 Jul 7-10	36	39	21	3	*	1
2004 Jul 8-11	39	33	24	4	*	*
2003 Jul 7-9	42	33	22	3	*	*
2002 Jul 9-11	44	30	22	3	1	*
2001 Jul 19-22	46	31	18	4	*	1
2000 Nov 13-15	43	31	22	3	0	1
1999 Sep 23-26	42	34	19	4	*	1
1997 Jun 26-29	45	32	18	4	*	1
1996 Jul 25-28	46	27	20	6	0	1
1994 Jun 3-6	47	29	18	3	1	2
1992 Jan 16-19	47	27	21	3	1	1