

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 927524  
G: 392  
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July 8-11, 2010

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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  $\pm 4$  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  $\pm 5$  percentage points.**

For results based on the sample of **-191—smokers, the maximum margin of sampling error is  $\pm 8$  percentage points.**

For results based on the sample of **-829—non-smokers, the maximum margin of sampling error is  $\pm 4$  percentage points.**

For results based on the sample of **-685—adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 4$  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.

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Now, turning to another topic,

10. Have you, yourself, smoked any cigarettes in the past week?

	Yes	No		Yes	No
2010 Jul 8-11	22	78	1997 Mar 24-26	27	73
			1996 May 9-12	27	73
2009 Jun 14-17	20	80	1994 Jul 15-17	27	73
2008 Jul 10-13	21	79	1994 Mar 11-13	27	73
2007 Nov 11-14	20	80	1991 Nov 7-10	28	72
2007 Aug 3-5	24	76	1990 Jul 6-8	27	73
2007 Jul 12-15	21	79	1989 May 15-18	27	73
2006 Nov 9-12	23	77	1989 Apr 4-9	29	71
2006 Jul 6-9	25	75	1988 Jul 1-7	32	68
2005 Nov 7-10	25	75	1987 Mar 14-18	30	70
2005 Jul 7-10	25	75	1986 Jun 9-16	31	69
2004 Nov 7-10	22	78	1985 Jun 7-10	35	65
2004 Jul 8-11	25	75	1983	38	62
2003 Nov 3-5	26	74	1981 Jun 26-29	35	65
2003 Jul 7-9	25	75	1978 Jan 20-23	36	64
2002 Jul 9-11	24	76	1977 Aug 19-22	38	62
2001 Jul 19-22	28	72	1974 May 10-13	40	60
2000 Nov 13-15	25	75	1972 Apr 21-24	43	57
1999 Sep 23-26	23	77	1971 May 14-17	42	58
1998 Jun 22-23	28	72	1969 Jul 24-29	40	60
1997 Sep 25-28	26	74	1957 Jun	42	58
1997 Jun 26-29	26	74	1954 Jun	45	55
1997 Jun 23-24	26	74	1949 Oct	44	56
1997 May 6-7	25	75	1944 Nov	41	59

15. In general, how harmful do you feel second-hand smoke is to adults -- very harmful, somewhat harmful, not too harmful, or not at all harmful?

	<u>Very harmful</u>	<u>Some- what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2010 Jul 8-11	55	31	10	4	*	1
2008 Jul 10-13	56	30	9	4	*	1
2007 Jul 12-15	56	29	10	5	*	*
2006 Jul 6-9	56	29	8	4	*	1
2005 Jul 7-10	53	31	12	3	*	1
2004 Jul 8-11	55	30	9	4	1	1
2003 Jul 7-9	51	36	9	3	*	1
2002 Jul 9-11	56	31	7	4	*	2
2001 Jul 19-22	52	33	9	5	*	1
1999 Sep 23-26	43	39	11	5	1	1
1997 Jun 26-29	55	29	9	5	*	2
1996 May 9-12	48	36	9	5	*	2
1994 Mar 11-13	36	42	12	6	1	3

17. What is your opinion regarding smoking in public places? First, in [ITEMS A-C ROTATED, THEN ITEM D READ] -- should they SET ASIDE certain areas, should they totally BAN smoking, or should there be NO RESTRICTIONS on smoking? How about in ... ?

**A. Hotels & motels**

	<u>Set aside areas</u>	<u>Totally ban</u>	<u>No restrictions</u>	<u>No opinion</u>
2010 Jul 8-11	58	36	6	1
2007 Jul 12-15	59	34	6	1
2005 Jul 7-10	60	34	5	1
2003 Jul 7-9	68	25	6	1
2001 Jul 19-22	66	27	6	1
2000 Nov 13-15	65	28	7	*
1999 Sep 23-26	70	24	6	*
1994 Mar 11-13	68	20	10	2
1991 Oct 24-27	70	17	12	1
1990 Jul 6-8	73	18	8	1
1987 Jun	67	10	20	3

**B. Workplaces**

	<u>Set aside areas</u>	<u>Totally ban</u>	<u>No restrictions</u>	<u>No opinion</u>
2010 Jul 8-11	52	44	4	1
2007 Jul 12-15	52	44	3	1
2005 Jul 7-10	56	41	2	1
2003 Jul 7-9	61	36	3	*
2001 Jul 19-22	58	38	3	1
2000 Nov 13-15	57	37	6	*
1999 Sep 23-26	61	34	4	1
1994 Mar 11-13	63	32	4	1
1991 Oct 24-27	67	24	8	1
1990 Jul 6-8	69	25	5	1
1987 Jun	70	17	11	2

**C. Restaurants**

	<u>Set aside areas</u>	<u>Totally ban</u>	<u>No restrictions</u>	<u>No opinion</u>
2010 Jul 8-11	36	59	4	1
2007 Jul 12-15	42	54	3	1
2005 Jul 7-10	42	54	3	1
2003 Jul 7-9	52	45	3	*
2001 Jul 19-22	52	44	4	*
2000 Nov 13-15	48	47	5	*
1999 Sep 23-26	56	40	4	*
1994 Mar 11-13	57	38	4	1
1991 Oct 24-27	66	28	5	1
1990 Jul 6-8	66	30	4	--
1987 Jun	74	17	8	1

**Q.17 (SMOKING RESTRICTIONS IN PUBLIC PLACES) CONTINUED**

**D. Bars**

	<u>Set aside areas</u>	<u>Totally ban</u>	<u>No restrictions</u>	<u>No opinion</u>
2010 Jul 8-11	43	31	23	2
2007 Jul 12-15	45	29	23	3
2005 Jul 7-10	40	29	28	3
2003 Jul 7-9	44	23	31	2

