GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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 –191—smokers, the maximum margin of sampling error is ±8 percentage points.

For results based on the sample of –829—non-smokers, the maximum margin of sampling error is ±4 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.

18.   If you were in a position to hire someone for a job, and you learned that the person smoked, would it make you more likely to hire that person, less likely, or would it make no difference?

	More likely	Less likely	No difference	No opinion
2010 Jul 8-11	1	24	74	1
2003 Jul 7-9	2	25	73	*
1994 Mar 11-13	1	20	78	1
1991 Oct 24-27	1	21	77	1
1990 Jul 5-8	1	24	73	2

27.   If you were in a position to hire someone for a job, and you learned that the person was overweight, would it make you more likely to hire that person, less likely, or would it make no difference?

	More likely	Less likely	No difference	No opinion
2010 Jul 8-11	1	19	79	2
2003 Jul 7-9	1	20	78	1