

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 9-12, 2012 with a random sample of **-1,014—adults**, aged 18+, living in all 50 U.S. states and the District of Columbia.

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 **-492—national adults in Form A** and **-522—national adults in Form B**, the maximum margins of sampling error are **±6 percentage points**.

For results based on the sample of **-166—smokers**, the maximum margin of sampling error is **±10 percentage points**.

For results based on the sample of **-848—non-smokers**, the maximum margin of sampling error is **±4 percentage points**.

For results based on the sample of **-676—adults who drink alcoholic beverages**, the maximum margin of sampling error is **±5 percentage points**.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in 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.

15. 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
2012 Jul 9-12	66	34	1984 Sep 6-9	64	36
			1984 Jul 6-9	64	36
2011 Jul 7-10	64	35	1983 Mar 11-14	65	35
2010 Jul 8-11	67	33	1982 Aug 13-16	65	35
2009 Jun 14-17	64	36	1981 Jan 9-12	70	30
2008 Jul 10-13	62	38	1979 May 4-7	69	31
2007 Jul 12-15	64	36	1978 Nov 10-13	66	34
2006 Jul 6-9	64	36	1978 Apr 21-24	71	29
2005 Jul 7-10	63	37	1977 Jan 14-17	71	29
2004 Jul 8-11	62	38	1976	71	29
2003 Jul 7-9	62	38	1974 May 10-13	68	32
2002 Jul 9-11	66	34	1969 Jan 1-6	64	36
2001 Jul 19-22	62	38	1969 Feb 22-27	63	37
2000 Nov 13-15	64	36	1966 Jan 21-26	65	35
1999 Sep 23-26	64	36	1964	63	37
1997 Jun 26-29	61	39	1960 Mar 30-Apr 4	62	38
1996 Jun 27-30	58	42	1959 Dec 10-15	61	39
1994 Jun 3-6	65	35	1958 Jan 24-29	55	45
1992 Jan 16-19	64	35	1957 Mar 15-20	58	42
1990 Dec 6-9	57	43	1956 Jan 6-11	60	40
1989 Sep 12-15	56	44	1952 Dec 11-16	60	40
1989 Apr 4-9	62	38	1951 Aug 26-31	59	41
1988 Jul 1-7	63	37	1950 Jun 4-9	60	40
1988 Mar 8-12	62	38	1949 Dec 1-6	58	42
1987 Jul 10-13	65	35	1947 Oct 3-8	63	37
1987 Apr 10-13	63	37	1946 Jul 26-31	67	33
1987 Mar 14-18	65	35	1945 Nov 23-28	67	33
1985 Feb 15-18	67	33	1939	58	42

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

BASED ON --676-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>Within last 24 hours</u>	<u>Over 1 day to 1 week ago</u>	<u>Over 1 week ago</u>	<u>No opinion</u>
2012 Jul 9-12	31	36	32	*
2011 Jul 7-10	32	36	32	*
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

17. *(Asked of those who drink alcohol in past seven days)* Approximately how many drinks of any kind of alcoholic beverages did you drink in the past SEVEN days?

COMBINED RESULTS (Q.16-17): BASED ON --676-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>0</u>	<u>1-7</u>	<u>8-19</u>	<u>20+</u>	No <u>opinion</u>	<u>Mean</u>	<u>Median</u>
2012 Jul 9-12	34	52	7	5	1	4.2	2
2011 Jul 7-10	33	54	8	4	1	4.1	2
2010 Jul 8-11	34	51	9	4	1	4.4	2
2009 Jun 14-17	34	51	9	5	2	4.8	2
2008 Jul 10-13	34	53	9	3	2	3.8	2
2007 Jul 12-15	37	48	9	5	1	4.8	2
2006 Jul 6-9	30	53	11	5	*	4.5	2
2005 Jul 7-10	34	49	11	5	1	4.3	2
2004 Jul 8-11	31	55	8	5	1	4.9	2
2003 Jul 7-9	30	50	12	6	2	5.1	2
2002 Jul 9-11	34	50	9	5	2	4.4	2
2001 Jul 19-22	39	48	9	4	*	3.4	1
2000 Nov 13-15	43	46	8	3	*	3.3	1
1999 Sep 23-26	40	47	8	4	*	3.7	2
1997 Jun 26-29	41	45	8	5	1	3.6	1
1996 Jun 27-30	47	42	7	2	2	2.8	1
1994 Jun 3-6	44	42	10	3	1	--	--
1992 Jan 16-19	51	36	10	2	1	--	--
1990 Dec 6-9	50	40	6	3	1	--	--
1989 Sep 12-15	33	47	13	5	2	--	--
1988 Jul 1-7	32	49	10	6	3	--	--
1987 Jul 10-13	29	50	11	6	4	--	--

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

BASED ON --676-- 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>
2012 Jul 9-12	39	35	22	3	*	1
2011 Jul 7-10	36	35	23	4	1	1
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

19. *(Asked of those who drink alcohol)* Do you sometimes drink more alcoholic beverages than you think you should?

BASED ON --676-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2012 Jul 9-12	22	78	*
2011 Jul 7-10	17	83	*
2010 Jul 8-11	23	77	*
2008 Jul 10-13	23	77	--
2007 Jul 12-15	22	77	*
2006 Jul 6-9	22	78	*
2005 Jul 7-10	21	79	--
2004 Jul 8-11	25	75	*
2003 Jul 7-9	24	76	*
2002 Jul 9-11	21	79	*
2001 Jul 19-22	20	80	*
2000 Nov 13-15	26	74	*
1999 Sep 23-26	24	76	*
1997 Jun 26-29	22	78	*
1996 Jul 25-28	25	75	*
1994 Jun 3-6	29	71	--
1992 Jan 16-19	29	71	--
1990 Dec 6-9	23	76	1
1989 Sep 12-15	35	65	--
1987 Jul 1-7	29	71	--
1985 Feb 15-18	32	68	--
1978 Nov 10-13	23	77	--