GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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.

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

	Yes	No		Yes	No
2012 Jul 9-12	20	80	1997 May 6-7	25	75
			1997 Mar 24-26	27	73
2011 Jul 7-10	22	78	1996 May 9-12	27	73
2010 Jul 8-11	22	78	1994 Jul 15-17	27	73
2009 Jun 14-17	20	80	1994 Mar 11-13	27	73
2008 Jul 10-13	21	79	1991 Nov 7-10	28	72
2007 Nov 11-14	20	80	1990 Jul 6-8	27	73
2007 Aug 3-5	24	76	1989 May 15-18	27	73
2007 Jul 12-15	21	79	1989 Apr 4-9	29	71
2006 Nov 9-12	23	77	1988 Jul 1-7	32	68
2006 Jul 6-9	25	75	1987 Mar 14-18	30	70
2005 Nov 7-10	25	75	1986 Jun 9-16	31	69
2005 Jul 7-10	25	75	1985 Jun 7-10	35	65
2004 Nov 7-10	22	78	1983	38	62
2004 Jul 8-11	25	75	1981 Jun 26-29	35	65
2003 Nov 3-5	26	74	1978 Jan 20-23	36	64
2003 Jul 7-9	25	75	1977 Aug 19-22	38	62
2002 Jul 9-11	24	76	1974 May 10-13	40	60
2001 Jul 19-22	28	72	1972 Apr 21-24	43	57
2000 Nov 13-15	25	75	1971 May 14-17	42	58
1999 Sep 23-26	23	77	1969 Jul 24-29	40	60
1998 Jun 22-23	28	72	1957 Jun	42	58
1997 Sep 25-28	26	74	1954 Jun	45	55
1997 Jun 26-29	26	74	1949 Oct	44	56
1997 Jun 23-24	26	74	1944 Nov	41	59