

## **GALLUP NEWS SERVICE**

### **GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

**-- FINAL TOPLINE --**

Timberline: 937008  
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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  $\pm 4$  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  $\pm 6$  percentage points.

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

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

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

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8. *(Asked of smokers)* About how many cigarettes do you smoke each day?

**BASED ON --166-- SMOKERS**

	<u>Less than one pack</u>	<u>One pack</u>	<u>More than one pack</u>	<u>No answer</u>	<u>Mean</u>	<u>Median</u>
2012 Jul 9-12	68	31	1	1	12	10
2011 Jul 7-10	68	24	6	2	12	10
2010 Jul 8-11	59	29	10	1	15	10
2009 Jun 14-17	56	31	11	3	15	10
2008 Jul 10-13	61	30	6	2	13	10
2007 Jul 12-15	55	35	9	1	15	10
2006 Jul 6-9	55	36	8	1	14	10
2005 Jul 7-10	58	31	9	2	14	10
2004 Jul 8-11	52	33	14	1	16	15
2003 Jul 7-9	53	35	10	2	15	12
2002 Jul 9-11	54	29	17	*	16	10
2001 Jul 19-22	59	29	11	*	15	10
2000 Nov 13-15	62	29	9	0	15	10
1999 Sep 23-26	55	35	9	1	14	--
1997 Jun 26-29	48	32	19	1	--	20
1997 Jun 23-24	48	30	21	1	19	20
1996 May 9-12	43	38	16	3	17	20
1994 Mar 11-13	44	38	18	0	--	20
1991 Nov 7-10	48	34	17	1	--	20
1990 Jul 5-8	51	32	14	3	--	--
1989 May 15-18	39	39	20	2	--	20
1988 Jul 1-7	40	38	20	2	--	20
1987 Mar 14-18	48	32	18	2	--	20
1986 Jun 9-16	43	33	22	2	--	20
1981 Jan 26-29	38	37	24	1	--	20
1978 Jan 20-23	34	35	30	1	--	20
1977 Aug 19-22	41	31	27	1	--	20
1957 Jun	44	41	15	*	--	20
1954 Jun	39	35	26	--	--	20
1949 Oct	42	38	16	4	--	20
1944 Nov	43	33	22	2	--	20

9. *(Asked of smokers)* All things considered, would you like to give up smoking, or not?

**BASED ON --166-- SMOKERS**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2012 Jul 9-12	78	21	1
2011 Jul 7-10	78	20	1
2010 Jul 8-11	74	25	1
2008 Jul 10-13	74	24	2
2007 Jul 12-15	81	17	1
2006 Jul 6-9	75	22	3
2005 Jul 7-10	76	22	2
2004 Jul 8-11	82	17	1
2003 Jul 7-9	82	17	1
2002 Jul 9-11	79	18	3
2000 Nov 13-15	82	16	2
1999 Sep 23-26	76	23	1
1997 Jun 26-29	74	24	2
1997 Jun 23-24	64	34	2
1996 May 9-12	73	26	1
1994 Mar 11-13	70	28	2
1991 Nov 7-10	76	22	2
1990 Jul 6-8	74	24	2
1989 May 15-18	63	33	4
1988 Jul 1-7	68	27	5
1987 Mar 14-18	77	20	3
1986 Jun 9-16	75	22	3
1981 Jun 26-29	66	30	4
1977 Aug 19-22	66	29	5

10. *(Asked of smokers)* Do you consider yourself addicted to cigarettes or not?

**BASED ON --166-- SMOKERS**

	<u>Yes, addicted</u>	<u>No, not</u>	<u>No opinion</u>
2012 Jul 9-12	68	31	1
2011 Jul 7-10	63	36	*
2010 Jul 8-11	74	26	--
2008 Jul 10-13	67	30	2
2007 Jul 12-15	79	21	*
2006 Jul 6-9	75	24	*
2005 Jul 7-10	74	25	1
2004 Jul 8-11	78	21	1
2003 Jul 7-9	72	28	*
2000 Nov 13-15	74	26	--
1999 Sep 23-26	72	28	*
1997 Jun 26-29	73	27	*
1997 Jun 23-24	68	31	1
1996 May 9-12	69	31	--
1991 Oct 24-27	70	29	1
1990 Jul 5-8	61	39	*

11. If you had to do it over again, would you start smoking, or not?

**BASED ON --166-- SMOKERS**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2012 Jul 9-12	10	88	2
2000 Nov 13-15	12	88	0
1999 Sep 23-26	13	85	2
1990 Jul 6-8	13	83	4

12. (Asked of non-smokers) Did you, yourself, ever smoke cigarettes on a regular basis?

**BASED ON --848-- NON-SMOKERS**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2012 Jul 9-12	28	72	--
2011 Jul 7-10	30	70	*
2010 Jul 8-11	32	67	1
2009 Jun 14-17	29	71	--
2008 Jul 10-13	35	64	*
2007 Jul 12-15	29	71	--
2006 Jul 6-9	34	66	--
2005 Jul 7-10	30	70	*
2004 Jul 8-11	29	71	--
2003 Jul 7-9	35	65	*
2002 Jul 9-11	34	66	*
1997 Jun 26-29	32	68	--
1996 May 9-12	31	68	1
1994 Mar 11-13	36	64	--
1990 Jul 6-8	35	65	--

**COMBINED RESULTS (Q.7/Q.12): SMOKING HABITS (BASED ON NATIONAL ADULTS)**

	<u>Current smoker</u>	<u>Former smoker</u>	<u>Never smoked</u>	<u>No opinion</u>
2012 Jul 9-12	20	23	57	--
2011 Jul 7-10	22	24	55	*
2010 Jul 8-11	22	25	53	1
2009 Jun 14-17	20	23	57	--
2008 Jul 10-13	21	28	51	*
2007 Jul 12-15	21	23	56	--
2006 Jul 6-9	25	26	49	--
2005 Jul 7-10	25	22	52	*
2004 Jul 8-11	25	22	53	--
2003 Jul 7-9	25	26	49	*
2002 Jul 9-11	24	26	50	*
1997 Jun 26-29	26	24	50	--
1996 May 9-12	27	23	50	*
1994 Mar 11-13	27	26	47	--