

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937008  
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Jeff Jones, Lydia Saad  
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Results are based on telephone interviews conducted July 10-14, 2013 with a random sample of  $-2,027$ —adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on these samples of national adults, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the samples of  $-972$ —national adults in Form A and  $-1,055$ —national adults in Form B, the margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of  $-338$ —smokers, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of  $-1,689$ —non-smokers, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of  $-546$ —former smokers, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of  $-1,259$ —adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of  $-1,000$ —adults who are employed full- or part-time, the maximum margin of sampling error is  $\pm 4$  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 of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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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17. 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>
2013 Jul 10-14	59	29	7	3	1	1
2012 Jul 9-12	56	32	8	4	*	1
2011 Jul 7-10	54	30	9	4	1	2
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

18. In general, how harmful do you feel smoking is to adults who smoke -- 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>
2013 Jul 10-14	82	13	2	2	*	1
2012 Jul 9-12	80	15	1	3	*	1
2011 Jul 7-10	81	14	2	1	*	1
2010 Jul 8-11	81	15	2	2	*	1
2008 Jul 10-13	82	14	2	2	1	*
2007 Jul 12-15	79	14	3	2	1	*
2006 Jul 6-9	84	10	2	2	*	*
2005 Jul 7-10	81	16	2	1	*	*
2004 Jul 8-11	83	14	1	1	*	1
2003 Jul 7-9	82	15	2	1	*	*
2002 Jul 9-11	80	15	2	1	1	1

21. *(Asked of a half sample)* Should smoking in this country be made totally illegal, or not?

**BASED ON --972-- NATIONAL ADULTS IN FORM A**

	<u>Yes, made illegal</u>	<u>No, not made illegal</u>	<u>No opinion</u>
2013 Jul 10-14 ^	22	77	2
2011 Jul 7-10 ^	19	79	2
2009 Jun 14-17	17	83	1
2007 Jul 12-15 ^	12	87	1
2005 Jul 7-10 ^	16	83	1
2003 Jul 7-9 ^	16	84	*
2001 Jul 19-22 ^	14	84	2
1994 Mar 11-13	11	86	3
1990 Jul 6-8	14	84	2

^ Asked of a half sample

22. *(Asked of a half sample)* Should smoking in all public places be made totally illegal, or not?

**BASED ON --1,055-- NATIONAL ADULTS IN FORM B**

	<u>Yes, made illegal</u>	<u>No, not made illegal</u>	<u>No opinion</u>
2013 Jul 10-14 ^	55	42	3
2011 Jul 7-10 ^	59	38	2
2007 Jul 12-15 ^	40	59	1
2005 Jul 7-10 ^	39	60	1
2003 Jul 7-9 ^	31	68	1
2001 Jul 19-22 ^	39	60	1

^ Asked of a half sample