

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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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 ± 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 ± 4 percentage points.

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

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

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

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

Now, turning to another topic,

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

	Yes	No		Yes	No
2013 Jul 10-14	19	80	1997 May 6-7	25	75
			1997 Mar 24-26	27	73
2012 Jul 9-12	20	80	1996 May 9-12	27	73
2011 Jul 7-10	22	78	1994 Jul 15-17	27	73
2010 Jul 8-11	22	78	1994 Mar 11-13	27	73
2009 Jun 14-17	20	80	1991 Nov 7-10	28	72
2008 Jul 10-13	21	79	1990 Jul 6-8	27	73
2007 Nov 11-14	20	80	1989 May 15-18	27	73
2007 Aug 3-5	24	76	1989 Apr 4-9	29	71
2007 Jul 12-15	21	79	1988 Jul 1-7	32	68
2006 Nov 9-12	23	77	1987 Mar 14-18	30	70
2006 Jul 6-9	25	75	1986 Jun 9-16	31	69
2005 Nov 7-10	25	75	1985 Jun 7-10	35	65
2005 Jul 7-10	25	75	1983	38	62
2004 Nov 7-10	22	78	1981 Jun 26-29	35	65
2004 Jul 8-11	25	75	1978 Jan 20-23	36	64
2003 Nov 3-5	26	74	1977 Aug 19-22	38	62
2003 Jul 7-9	25	75	1974 May 10-13	40	60
2002 Jul 9-11	24	76	1972 Apr 21-24	43	57
2001 Jul 19-22	28	72	1971 May 14-17	42	58
2000 Nov 13-15	25	75	1969 Jul 24-29	40	60
1999 Sep 23-26	23	77	1957 Jun	42	58
1998 Jun 22-23	28	72	1954 Jun	45	55
1997 Sep 25-28	26	74	1949 Oct	44	56
1997 Jun 26-29	26	74	1944 Nov	41	59
1997 Jun 23-24	26	74			

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

BASED ON --338-- 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>
2013 Jul 10-14	67	23	5	5	12	10
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)* At what age did you begin smoking?

BASED ON --338-- SMOKERS

	<u>Under 16</u>	<u>16-18</u>	<u>Over 18</u>	<u>No opinion</u>	<u>Mean</u>
2013 Jul 10-14	34	40	24	2	17
2007 Jul 12-15	25	40	35	*	18
2002 Jul 9-11	37	29	33	1	18
2000 Nov 13-15	37	39	21	3	17
1999 Sep 23-26	36	35	29	*	18
1994 Mar 11-13	32	37	29	2	--
1991 Nov 7-10	34	36	29	1	--

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

BASED ON --338-- SMOKERS

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2013 Jul 10-14	74	24	1
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

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

BASED ON --338-- SMOKERS

	<u>Yes, addicted</u>	<u>No, not</u>	<u>No opinion</u>
2013 Jul 10-14	72	27	1
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	*

12. How many different times in your life, if any, have you made serious attempts to quit smoking? [OPEN-ENDED]

BASED ON --338--SMOKERS

	<u>Never</u>	<u>Once or twice</u>	<u>Three-ten times</u>	<u>More than 10 times</u>	<u>No answer</u>	<u>Mean</u>	<u>Median</u>
2013 Jul 10-14	12	40	41	4	2	3.6	2
2006 Jul 6-9	16	37	42	5	1	4.1	2

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

BASED ON --1,689-- NON-SMOKERS

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2013 Jul 10-14	30	69	*
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.13): SMOKING HABITS (BASED ON NATIONAL ADULTS)

	<u>Current smoker</u>	<u>Former smoker</u>	<u>Never smoked</u>	<u>No opinion</u>
2013 Jul 10-14	19	24	56	*
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	--

14. *(Asked of former smokers)* How many different times in your life did you make serious attempts to quit smoking? [OPEN-ENDED]

BASED ON -546—FORMER SMOKERS

	Once or <u>twice</u>	Three-ten <u>times</u>	More than 10 <u>times</u>	No <u>answer</u>	<u>Mean</u>	<u>Median</u>
2013 Jul 10-14	56	32	6	6	5.9	2
2006 Jul 6-9	55	33	8	4	6.1	2

15. *(Asked of former smokers)* What were some of the major reasons or factors that caused you to quit smoking? [OPEN-ENDED]

BASED ON -546—FORMER SMOKERS

2013 Jul 10-14

Health (non-specific)	20
Concerned about link between smoking and health/death	16
Too expensive	14
Concerned for own health/Wanted to be healthier	12
Had personal health problem due to smoking	12
Pregnancy related/For health of baby	10
Lost desire/Didn't want to anymore/Didn't care for it	8
Bad habit/Disgusting/Bad tasting/Smelly	7
For my family/friends	5
Grew up/Got older	4
Family history of related illnesses/death	3
Bronchitis	1
Significant Other/Family/Friends Quit/didn't smoke	1
Doctor insisted	1
Cancer (non-specific)	1
Spiritual help with quitting	1
Other	5
Nothing	1
No opinion	1

Percentages total more than 100% due to multiple responses

16. *(Asked of former smokers)* Trying to be as specific as possible, what strategies or methods for quitting smoking were the most effective for you? *[OPEN-ENDED]*

BASED ON -546—FORMER SMOKERS

2013 Jul 10-14

Just quit/Decided it was time/Quit cold turkey	48
Will power/Commitment/Mind over matter	8
Support from family, friends/prayer	6
Used nicotine patch	5
Was experiencing health issues related to smoking	5
Stopped being around people who smoke	4
Used chewing gun/candy/seeds/lozenges to help	3
Used electronic cigarette	3
Cut down, then quit	2
Used prescription drugs	2
Became pregnant	1
Used hypnosis	1
Used nicotine gum	1
Other	12
Nothing	2
No opinion	3

Percentages total more than 100% due to multiple responses