GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Jeff Jones, Lydia Saad
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Results are based on telephone interviews conducted July 8-12, 2015 with a random sample of –1,009—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ±4 percentage points at the 95% confidence level.

For results based on the sample of –507—national adults in Form A, the margin of sampling error is ±6 percentage points.

For results based on the sample of –502—national adults in Form B, the margin of sampling error is ±6 percentage points.

For results based on the sample of –160—smokers, the maximum margin of sampling error is ±10 percentage points.

For results based on the sample of –849—non-smokers, the maximum margin of sampling error is ±4 percentage points.

For results based on the sample of –664—adults who drink alcoholic beverages, the maximum margin of sampling error is ±5 percentage points.

For results based on the sample of –675—coffee drinkers, 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 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 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2014 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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7. Have you, yourself, smoked any cigarettes in the past week?

	Yes	No		Yes	No
2015 Jul 8-12	19	81	1997 Jun 23-24	26	74
			1997 May 6-7	25	75
2014 Jul 7-10	21	79	1997 Mar 24-26	27	73
2013 Jul 10-14	19	80	1996 May 9-12	27	73
2012 Jul 9-12	20	80	1994 Jul 15-17	27	73
2011 Jul 7-10	22	78	1994 Mar 11-13	27	73
2010 Jul 8-11	22	78	1991 Nov 7-10	28	72
2009 Jun 14-17	20	80	1990 Jul 6-8	27	73
2008 Jul 10-13	21	79	1989 May 15-18	27	73
2007 Nov 11-14	20	80	1989 Apr 4-9	29	71
2007 Aug 3-5	24	76	1988 Jul 1-7	32	68
2007 Jul 12-15	21	79	1987 Mar 14-18	30	70
2006 Nov 9-12	23	77	1986 Jun 9-16	31	69
2006 Jul 6-9	25	75	1985 Jun 7-10	35	65
2005 Nov 7-10	25	75	1983	38	62
2005 Jul 7-10	25	75	1981 Jun 26-29	35	65
2004 Nov 7-10	22	78	1978 Jan 20-23	36	64
2004 Jul 8-11	25	75	1977 Aug 19-22	38	62
2003 Nov 3-5	26	74	1974 May 10-13	40	60
2003 Jul 7-9	25	75	1972 Apr 21-24	43	57
2002 Jul 9-11	24	76	1971 May 14-17	42	58
2001 Jul 19-22	28	72	1969 Jul 24-29	40	60
2000 Nov 13-15	25	75	1957 Jun	42	58
1999 Sep 23-26	23	77	1954 Jun	45	55
1998 Jun 22-23	28	72	1949 Oct	44	56
1997 Sep 25-28	26	74	1944 Nov	41	59
1997 Jun 26-29	26	74			

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

BASED ON --160-- SMOKERS

	Less than one pack	One pack	More than one pack	No answer	*Mean*	*Median*
2015 Jul 8-12	72	24	4	1	*12*	*10*
2014 Jul 7-10	68	20	7	5	*11*	*10*
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)*** All things considered, would you like to give up smoking, or not?

BASED ON --160-- SMOKERS

	Yes	No	No opinion
2015 Jul 8-12	58	42	*
2014 Jul 7-10	67	32	1
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

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

BASED ON --160-- SMOKERS

	Yes	No	No opinion
2015 Jul 8-12	8	91	*
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

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

BASED ON --849-- NON-SMOKERS

	Yes	No	No opinion
2015 Jul 8-12	26	74	1
2014 Jul 7-10	28	71	*
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.11): SMOKING HABITS (BASED ON NATIONAL ADULTS)

	Current smoker	Former smoker	Never smoked	No opinion
2015 Jul 8-12	19	21	60	*
2014 Jul 7-10	21	22	56	*
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	--

12. 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?

	Very harmful	Some-what harmful	Not too harmful	Not at all harmful	Depends (vol.)	No opinion
2015 Jul 8-12	56	31	9	3	*	1
2014 Jul 7-10	57	31	7	4	1	1
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

13. 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?

	Very harmful	Some-what harmful	Not too harmful	Not at all harmful	Depends (vol.)	No opinion
2015 Jul 8-12	80	15	2	1	1	1
2014 Jul 7-10	80	16	2	1	*	*
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

Q.14/15 SPLIT SAMPLED

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

BASED ON – 507 – NATIONAL ADULTS IN FORM A

	Yes, made illegal	No, not made illegal	No opinion
2015 Jul 8-12 ^	24	76	1
2014 Jul 7-10 ^	19	79	1
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

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

BASED ON --502-- NATIONAL ADULTS IN FORM B

	Yes, made illegal	No, not made illegal	No opinion
2015 Jul 8-12 ^	58	41	1
2014 Jul 7-10 ^	56	44	1
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

16. Which of the following statements better describes your view toward people who smoke -- [ROTATED: you are unsympathetic toward smokers because they continue to smoke even when they know it's harmful to their health and the health of those around them, or you are sympathetic toward smokers because they are addicted, and you understand that it is difficult to stop even if they want to]?

	Unsympathetic toward smokers	Sympathetic toward smokers	Both/mixed (vol.)	No opinion
2015 Jul 8-12	36	59	2	3
2007 Jul 12-15	37	58	4	2
2004 Jul 8-11	36	59	3	2
2001 Jul 19-22 ^	38	57	3	2
1997 Sep 25-28	36	53	7	4
1994 Mar 11-13	32	61	4	3

^ Asked of a half sample.