

**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 13-17, 2016 with a random sample of **-1,023—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 **-510—national adults in Form A**, the margin of sampling error is **±5 percentage points**.

For results based on the sample of **-513—national adults in Form B**, the margins of sampling error is **±5 percentage points**.

For results based on the sample of **-161—smokers**, the maximum margin of sampling error is **±10 percentage points**.

For results based on the sample of **-862—non-smokers**, the maximum margin of sampling error is **±4 percentage points**.

For results based on the sample of **-275—former smokers**, the maximum margin of sampling error is **±7 percentage points**.

For results based on the sample of **-682—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 of national adults includes a minimum quota of 60% cell phone respondents and 40% 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 has the next 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 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2015 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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31. Do you by chance know where the 2012 Summer Olympics are being held this month?

	<u>Correct Response</u>	<u>Partially correct</u>	<u>Incorrect</u>	<u>No opinion</u>
2016 Jul 13-17	<i>Rio de Janeiro</i> 46	<i>Brazil</i> 17	4	34
2012 Jul 19-22	<i>London</i> 65	<i>England</i> 8	2	24
2008 Jul 25-27	<i>Beijing, China</i> 43	<i>China</i> 36	2	19
2004 Aug 9-11 ^	<i>Athens, Greece</i> 45	<i>Greece</i> 26	8	21
2000 Sep 11-13	<i>Sydney, Australia</i> 44	<i>Australia</i> 30	3	23
1952 Jun 15-20	<i>Helsinki, Finland</i> 28	<i>Europe</i> 4	27	41
1948 Jul 16-21	<i>London</i> 20	<i>England</i> 17	12	51

^ Asked of a half sample

32. How much of the Olympics do you intend to watch -- a great deal, a fair amount, not much, or none at all?

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2016 Jul 13-17	14	34	30	21	1
2012 Jul 19-22 †	24	35	28	13	*
2008 Jul 25-27	16	40	29	14	1
2004 Aug 9-11 ^	14	45	29	12	*
2000 Sep 11-13	17	42	28	12	1

† Gallup poll.

^ Asked of a half sample

**TREND FOR COMPARISON: Winter Olympics**

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2006 Feb 9-12	15	32	34	19	1
2006 Jan 9-12	17	36	30	17	*
2002 Feb 4-6	20	38	32	10	*