

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 5-9, 2017 with a random sample of –1,021—adults, ages 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 –478—national adults in Form A, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –543—national adults in Form B, the margins of sampling error is ± 5 percentage points.

For results based on the sample of –147—smokers, the maximum margin of sampling error is ± 10 percentage points.

For results based on the sample of –874—non-smokers, the maximum margin of sampling error is ± 6 percentage points.

For results based on the sample of –675—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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Survey Sampling International. 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 2016 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2016 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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

On a different subject,

18. Do you have occasion to use alcoholic beverages such as liquor, wine or beer, or are you a total abstainer?

| | Yes, drink | No, total abstainer | | Yes, drink | No, total abstainer |
|----------------|---------------|------------------------|-------------------|---------------|------------------------|
| 2017 Jul 5-9 | 62 | 38 | 1987 Mar 14-18 | 65 | 35 |
| | | | 1985 Feb 15-18 | 67 | 33 |
| 2016 Jul 13-17 | 65 | 35 | 1984 Sep 6-9 | 64 | 36 |
| 2015 Jul 8-12 | 64 | 35 | 1984 Jul 6-9 | 64 | 36 |
| 2014 Jul 7-10 | 64 | 36 | 1983 Mar 11-14 | 65 | 35 |
| 2013 Jul 10-14 | 60 | 39 | 1982 Aug 13-16 | 65 | 35 |
| 2012 Jul 9-12 | 66 | 34 | 1981 Jan 9-12 | 70 | 30 |
| 2011 Jul 7-10 | 64 | 35 | 1979 May 4-7 | 69 | 31 |
| 2010 Jul 8-11 | 67 | 33 | 1978 Nov 10-13 | 66 | 34 |
| 2009 Jun 14-17 | 64 | 36 | 1978 Apr 21-24 | 71 | 29 |
| 2008 Jul 10-13 | 62 | 38 | 1977 Jan 14-17 | 71 | 29 |
| 2007 Jul 12-15 | 64 | 36 | 1976 | 71 | 29 |
| 2006 Jul 6-9 | 64 | 36 | 1974 May 10-13 | 68 | 32 |
| 2005 Jul 7-10 | 63 | 37 | 1969 Jan 1-6 | 64 | 36 |
| 2004 Jul 8-11 | 62 | 38 | 1969 Feb 22-27 | 63 | 37 |
| 2003 Jul 7-9 | 62 | 38 | 1966 Jan 21-26 | 65 | 35 |
| 2002 Jul 9-11 | 66 | 34 | 1964 | 63 | 37 |
| 2001 Jul 19-22 | 62 | 38 | 1960 Mar 30-Apr 4 | 62 | 38 |
| 2000 Nov 13-15 | 64 | 36 | 1959 Dec 10-15 | 61 | 39 |
| 1999 Sep 23-26 | 64 | 36 | 1958 Jan 24-29 | 55 | 45 |
| 1997 Jun 26-29 | 61 | 39 | 1957 Mar 15-20 | 58 | 42 |
| 1996 Jun 27-30 | 58 | 42 | 1956 Jan 6-11 | 60 | 40 |
| 1994 Jun 3-6 | 65 | 35 | 1952 Dec 11-16 | 60 | 40 |
| 1992 Jan 16-19 | 64 | 35 | 1951 Aug 26-31 | 59 | 41 |
| 1990 Dec 6-9 | 57 | 43 | 1950 Jun 4-9 | 60 | 40 |
| 1989 Sep 12-15 | 56 | 44 | 1949 Dec 1-6 | 58 | 42 |
| 1989 Apr 4-9 | 62 | 38 | 1947 Oct 3-8 | 63 | 37 |
| 1988 Jul 1-7 | 63 | 37 | 1946 Jul 26-31 | 67 | 33 |
| 1988 Mar 8-12 | 62 | 38 | 1945 Nov 23-28 | 67 | 33 |
| 1987 Jul 10-13 | 65 | 35 | 1939 | 58 | 42 |
| 1987 Apr 10-13 | 63 | 37 | | | |

19. *(Asked of those who drink alcohol)* When did you last take a drink of any kind of alcoholic beverage?

BASED ON --675-- WHO DRINK ALCOHOLIC BEVERAGES

| | <u>Within last 24 hours</u> | <u>Over 1 day to 1 week ago</u> | <u>Over 1 week ago</u> | <u>No opinion</u> |
|----------------|---------------------------------|-------------------------------------|----------------------------|-------------------|
| 2017 Jul 5-9 | 37 | 32 | 31 | * |
| 2016 Jul 13-17 | 40 | 27 | 33 | 1 |
| 2015 Jul 8-12 | 35 | 32 | 33 | 1 |
| 2014 Jul 7-10 | 27 | 40 | 33 | * |
| 2013 Jul 10-14 | 35 | 29 | 35 | 1 |
| 2012 Jul 9-12 | 31 | 36 | 32 | * |
| 2011 Jul 7-10 | 32 | 36 | 32 | * |
| 2010 Jul 8-11 | 37 | 31 | 31 | 1 |
| 2009 Jun 14-17 | 40 | 26 | 34 | * |
| 2008 Jul 10-13 | 36 | 32 | 32 | 1 |
| 2007 Jul 12-15 | 36 | 29 | 36 | * |
| 2006 Jul 6-9 | 36 | 35 | 29 | * |
| 2005 Jul 7-10 | 36 | 31 | 32 | 1 |
| 2004 Jul 8-11 | 33 | 38 | 29 | * |
| 2003 Jul 7-9 | 31 | 40 | 29 | * |
| 2002 Jul 9-11 | 28 | 38 | 34 | * |
| 2001 Jul 19-22 | 30 | 32 | 38 | * |
| 2000 Nov 13-15 | 26 | 32 | 42 | * |
| 1999 Sep 23-26 | 35 | 25 | 39 | 1 |
| 1997 Jun 26-29 | 33 | 25 | 42 | * |
| 1996 Jun 27-30 | 28 | 26 | 45 | 1 |
| 1994 Jun 3-6 | 34 | 23 | 42 | 1 |
| 1992 Jan 16-19 | 26 | 24 | 49 | 1 |
| 1990 Dec 6-9 | 29 | 23 | 47 | 1 |
| 1989 Sep 12-15 | 32 | 35 | 32 | 1 |
| 1988 Jul 1-7 | 39 | 25 | 34 | 2 |
| 1987 Jul 10-13 | 38 | 30 | 31 | 1 |
| 1984 Jul 6-9 | 39 | 29 | 31 | 1 |

20. *(Asked of those who drink alcohol in past seven days)* Approximately how many drinks of any kind of alcoholic beverages did you drink in the past SEVEN days?

COMBINED RESULTS (Q.19/20): BASED ON --675-- WHO DRINK ALCOHOLIC BEVERAGES

| | <u>0</u> | <u>1-7</u> | <u>8-19</u> | <u>20+</u> | No <u>opinion</u> | <u>Mean</u> | <u>Median</u> |
|----------------|----------|------------|-------------|------------|----------------------|-------------|---------------|
| 2017 Jul 5-9 | 32 | 51 | 9 | 5 | 2 | 4.1 | 2 |
| 2016 Jul 13-17 | 35 | 50 | 9 | 3 | 2 | 3.9 | 2 |
| 2015 Jul 8-12 | 35 | 50 | 10 | 4 | 1 | 4.5 | 2 |
| 2014 Jul 7-10 | 35 | 50 | 9 | 5 | 1 | 4.1 | 2 |
| 2013 Jul 10-14 | 37 | 48 | 9 | 4 | 2 | 3.8 | 1 |
| 2012 Jul 9-12 | 34 | 52 | 7 | 5 | 1 | 4.2 | 2 |
| 2011 Jul 7-10 | 33 | 54 | 8 | 4 | 1 | 4.1 | 2 |
| 2010 Jul 8-11 | 34 | 51 | 9 | 4 | 1 | 4.4 | 2 |
| 2009 Jun 14-17 | 34 | 51 | 9 | 5 | 2 | 4.8 | 2 |
| 2008 Jul 10-13 | 34 | 53 | 9 | 3 | 2 | 3.8 | 2 |
| 2007 Jul 12-15 | 37 | 48 | 9 | 5 | 1 | 4.8 | 2 |
| 2006 Jul 6-9 | 30 | 53 | 11 | 5 | * | 4.5 | 2 |
| 2005 Jul 7-10 | 34 | 49 | 11 | 5 | 1 | 4.3 | 2 |
| 2004 Jul 8-11 | 31 | 55 | 8 | 5 | 1 | 4.9 | 2 |
| 2003 Jul 7-9 | 30 | 50 | 12 | 6 | 2 | 5.1 | 2 |
| 2002 Jul 9-11 | 34 | 50 | 9 | 5 | 2 | 4.4 | 2 |
| 2001 Jul 19-22 | 39 | 48 | 9 | 4 | * | 3.4 | 1 |
| 2000 Nov 13-15 | 43 | 46 | 8 | 3 | * | 3.3 | 1 |
| 1999 Sep 23-26 | 40 | 47 | 8 | 4 | * | 3.7 | 2 |
| 1997 Jun 26-29 | 41 | 45 | 8 | 5 | 1 | 3.6 | 1 |
| 1996 Jun 27-30 | 47 | 42 | 7 | 2 | 2 | 2.8 | 1 |
| 1994 Jun 3-6 | 44 | 42 | 10 | 3 | 1 | -- | -- |
| 1992 Jan 16-19 | 51 | 36 | 10 | 2 | 1 | -- | -- |
| 1990 Dec 6-9 | 50 | 40 | 6 | 3 | 1 | -- | -- |
| 1989 Sep 12-15 | 33 | 47 | 13 | 5 | 2 | -- | -- |
| 1988 Jul 1-7 | 32 | 49 | 10 | 6 | 3 | -- | -- |
| 1987 Jul 10-13 | 29 | 50 | 11 | 6 | 4 | -- | -- |

21. *(Asked of those who drink alcohol)* Do you most often drink liquor, wine, or beer?

BASED ON --675-- WHO DRINK ALCOHOLIC BEVERAGES

| | <u>Beer</u> | <u>Wine</u> | <u>Liquor</u> | <u>All/Same (vol.)</u> | <u>Other (vol.)</u> | <u>No opinion</u> |
|----------------|-------------|-------------|---------------|----------------------------|-------------------------|-----------------------|
| 2017 Jul 5-9 | 40 | 30 | 26 | 3 | 1 | * |
| 2016 Jul 13-17 | 43 | 32 | 20 | 3 | 1 | 1 |
| 2015 Jul 8-12 | 42 | 34 | 21 | 3 | * | * |
| 2014 Jul 7-10 | 41 | 31 | 23 | 3 | * | 1 |
| 2013 Jul 10-14 | 36 | 35 | 23 | 3 | 1 | 2 |
| 2012 Jul 9-12 | 39 | 35 | 22 | 3 | * | 1 |
| 2011 Jul 7-10 | 36 | 35 | 23 | 4 | 1 | 1 |
| 2010 Jul 8-11 | 41 | 32 | 21 | 4 | * | 1 |
| 2009 Jun 14-17 | 40 | 34 | 21 | 5 | -- | 1 |
| 2008 Jul 10-13 | 42 | 31 | 23 | 4 | * | * |
| 2007 Jul 12-15 | 40 | 34 | 22 | 4 | * | * |
| 2006 Jul 6-9 | 41 | 33 | 23 | 3 | -- | * |
| 2005 Jul 7-10 | 36 | 39 | 21 | 3 | * | 1 |
| 2004 Jul 8-11 | 39 | 33 | 24 | 4 | * | * |
| 2003 Jul 7-9 | 42 | 33 | 22 | 3 | * | * |
| 2002 Jul 9-11 | 44 | 30 | 22 | 3 | 1 | * |
| 2001 Jul 19-22 | 46 | 31 | 18 | 4 | * | 1 |
| 2000 Nov 13-15 | 43 | 31 | 22 | 3 | 0 | 1 |
| 1999 Sep 23-26 | 42 | 34 | 19 | 4 | * | 1 |
| 1997 Jun 26-29 | 45 | 32 | 18 | 4 | * | 1 |
| 1996 Jul 25-28 | 46 | 27 | 20 | 6 | 0 | 1 |
| 1994 Jun 3-6 | 47 | 29 | 18 | 3 | 1 | 2 |
| 1992 Jan 16-19 | 47 | 27 | 21 | 3 | 1 | 1 |