

**GALLUP NEWS SERVICE**  
**GALLUP POLL SOCIAL SERIES:**  
**CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937008  
JT: 310  
Princeton Job #: 19-07-012

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July 1-12, 2019

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Results are based on telephone interviews conducted July 1-12, 2019 with a random sample of –1,525—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  $\pm 3$  percentage points at the 95% confidence level.

For results based on the sample of –1,007—adults who drink alcoholic beverages, 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 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 Dynata. 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 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 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](mailto:galluphelp@gallup.com).

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On a different subject,

21. 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
2019 Jul 1-12	65	34	1987 Apr 10-13	63	37
			1987 Mar 14-18	65	35
2018 Jul 1-11	63	36	1985 Feb 15-18	67	33
2017 Jul 5-9	62	38	1984 Sep 6-9	64	36
2016 Jul 13-17	65	35	1984 Jul 6-9	64	36
2015 Jul 8-12	64	35	1983 Mar 11-14	65	35
2014 Jul 7-10	64	36	1982 Aug 13-16	65	35
2013 Jul 10-14	60	39	1981 Jan 9-12	70	30
2012 Jul 9-12	66	34	1979 May 4-7	69	31
2011 Jul 7-10	64	35	1978 Nov 10-13	66	34
2010 Jul 8-11	67	33	1978 Apr 21-24	71	29
2009 Jun 14-17	64	36	1977 Jan 14-17	71	29
2008 Jul 10-13	62	38	1976	71	29
2007 Jul 12-15	64	36	1974 May 10-13	68	32
2006 Jul 6-9	64	36	1969 Jan 1-6	64	36
2005 Jul 7-10	63	37	1969 Feb 22-27	63	37
2004 Jul 8-11	62	38	1966 Jan 21-26	65	35
2003 Jul 7-9	62	38	1964	63	37
2002 Jul 9-11	66	34	1960 Mar 30-Apr 4	62	38
2001 Jul 19-22	62	38	1959 Dec 10-15	61	39
2000 Nov 13-15	64	36	1958 Jan 24-29	55	45
1999 Sep 23-26	64	36	1957 Mar 15-20	58	42
1997 Jun 26-29	61	39	1956 Jan 6-11	60	40
1996 Jun 27-30	58	42	1952 Dec 11-16	60	40
1994 Jun 3-6	65	35	1951 Aug 26-31	59	41
1992 Jan 16-19	64	35	1950 Jun 4-9	60	40
1990 Dec 6-9	57	43	1949 Dec 1-6	58	42
1989 Sep 12-15	56	44	1947 Oct 3-8	63	37
1989 Apr 4-9	62	38	1946 Jul 26-31	67	33
1988 Jul 1-7	63	37	1945 Nov 23-28	67	33
1988 Mar 8-12	62	38	1939	58	42
1987 Jul 10-13	65	35			

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

**BASED ON --1,007-- 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>
2019 Jul 1-12	29	40	30	1
2018 Jul 1-11	39	29	31	*
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

23. *(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.22/23): BASED ON -1,007-- 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>
2019 Jul 1-12	31	55	9	4	2	4.0	2
2018 Jul 1-11	33	54	9	4	1	3.9	2
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	--	--

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

**BASED ON --1,007-- WHO DRINK ALCOHOLIC BEVERAGES**

	<u>Beer</u>	<u>Wine</u>	<u>Liquor</u>	All/Same (vol.)	Other (vol.)	No <u>opinion</u>
2019 Jul 1-12	38	30	29	2	*	1
2018 Jul 1-11	42	34	19	4	*	1
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

**GALLUP POLL SOCIAL SURVEY**  
**July 2019**  
**Public Release Data**

**QN21: Alcoholic beverages usage BY Total + Gender + Race | + Age + Education + Party I.D. + Ideology**

		Gender		Race		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1525	827	698	1133	356	310	378	813	639	510	367	491	582	411	600	527	335
	Weighted n	1525	752	773	1022	478	437	464	602	502	440	577	447	612	414	575	535	344
Yes, have occasion		998	513	485	709	271	292	318	375	379	306	311	301	402	273	360	355	244
		65%	68%	63%	69%	57%	67%	69%	62%	75%	70%	54%	67%	66%	66%	63%	66%	71%
No, abstainer		525	237	288	310	207	145	145	225	122	134	265	145	209	140	213	179	100
		34%	32%	37%	30%	43%	33%	31%	37%	24%	30%	46%	32%	34%	34%	37%	34%	29%
(DK)/(Refused)		2	1	1	2	-	-	-	1	1	-	1	1	1	-	2	-	-
		0%	0%	0%	0%	-	-	-	0%	0%	-	0%	0%	0%	-	0%	-	-

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**QN22: When did you drink alcohol BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1007	572	435	768	215	216	269	509	469	343	191	313	394	281	373	365	239
	Weighted n	998	513	485	709	271	292	318	375	379	306	311	301	402	273	360	355	244
Within the last 24 hours (1 day)		291	184	106	235	49	75	77	135	114	82	94	89	113	82	100	107	69
		29%	36%	22%	33%	18%	26%	24%	36%	30%	27%	30%	30%	28%	30%	28%	30%	28%
2 days ago		98	46	52	66	30	44	31	22	38	37	23	38	32	26	40	32	20
		10%	9%	11%	9%	11%	15%	10%	6%	10%	12%	8%	13%	8%	9%	11%	9%	8%
3 to 4 days ago		151	75	75	100	47	48	55	46	64	33	53	41	55	49	51	39	52
		15%	15%	16%	14%	17%	16%	17%	12%	17%	11%	17%	14%	14%	18%	14%	11%	21%
5 to 7 days ago		149	69	80	93	53	52	48	49	74	36	38	43	55	50	50	57	43
		15%	14%	16%	13%	20%	18%	15%	13%	20%	12%	12%	14%	14%	18%	14%	16%	17%
8 days to 1 month ago		145	74	71	97	46	41	61	40	47	55	42	46	64	34	49	64	30
		14%	14%	15%	14%	17%	14%	19%	11%	12%	18%	14%	15%	16%	12%	14%	18%	12%
Over 1 month ago to 3 months		76	31	46	52	23	15	27	34	22	23	31	23	37	16	32	29	14
		8%	6%	9%	7%	8%	5%	9%	9%	6%	8%	10%	7%	9%	6%	9%	8%	6%
Over 3 months to 1 year		52	21	30	37	15	17	10	22	15	23	14	11	29	12	23	14	12
		5%	4%	6%	5%	5%	6%	3%	6%	4%	8%	4%	4%	7%	4%	6%	4%	5%
Over 1 year ago		20	9	11	17	3	-	5	14	3	10	7	7	9	4	10	5	4
		2%	2%	2%	2%	1%	-	2%	4%	1%	3%	2%	2%	2%	1%	3%	1%	2%
Only drink at holidays, religious festivals, etc.		11	1	10	7	4	-	3	7	1	4	5	3	3	2	2	7	-
		1%	0%	2%	1%	1%	-	1%	2%	0%	1%	2%	1%	1%	1%	0%	2%	-
(DK)/(Refused)		6	3	3	5	1	-	1	5	1	2	4	1	5	0	3	2	0
		1%	1%	1%	1%	0%	-	0%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%





**GALLUP POLL SOCIAL SURVEY**  
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**QN24: Liquor, wine, or beer consumption BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1007	572	435	768	215	216	269	509	469	343	191	313	394	281	373	365	239
	Weighted n	998	513	485	709	271	292	318	375	379	306	311	301	402	273	360	355	244
Liquor		292	136	156	204	86	114	102	73	91	98	103	84	122	83	93	106	81
		29%	26%	32%	29%	32%	39%	32%	20%	24%	32%	33%	28%	30%	31%	26%	30%	33%
Wine		296	79	217	218	72	46	77	166	151	93	50	94	92	101	102	101	84
		30%	15%	45%	31%	27%	16%	24%	44%	40%	30%	16%	31%	23%	37%	28%	28%	34%
Beer		381	281	100	271	105	118	132	127	130	104	146	117	175	82	157	138	72
		38%	55%	21%	38%	39%	41%	41%	34%	34%	34%	47%	39%	43%	30%	44%	39%	29%
All about equally (vol.)		23	16	7	11	8	11	8	4	5	8	10	3	12	5	4	9	6
		2%	3%	1%	1%	3%	4%	3%	1%	1%	3%	3%	1%	3%	2%	1%	2%	2%
Cordials (vol.)		1	-	1	1	-	1	-	-	-	1	-	-	1	-	-	-	1
		0%	-	0%	0%	-	0%	-	-	-	0%	-	-	0%	-	-	-	1%
(DK)/(Refused)		5	2	4	5	1	1	-	5	1	2	2	3	1	2	4	1	-
		1%	0%	1%	1%	0%	0%	-	1%	0%	1%	1%	1%	0%	1%	1%	0%	-