

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937614  
T: 498  
Princeton Job #: 22-07-007

July 5-26, 2022

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Results are based on telephone interviews conducted July 5-26, 2022, with a random sample of –1,013—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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –686—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 75% cell phone respondents and 25% 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 2021 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2020 National Health Interview Survey. Population density targets are based on the 2020 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,

19. 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
2022 Jul 5-26	67	33	1987 Jul 10-13	65	35
			1987 Apr 10-13	63	37
2021 Jul 6-21	60	39	1987 Mar 14-18	65	35
2019 Jul 1-12	65	34	1985 Feb 15-18	67	33
2018 Jul 1-11	63	36	1984 Sep 6-9	64	36
2017 Jul 5-9	62	38	1984 Jul 6-9	64	36
2016 Jul 13-17	65	35	1983 Mar 11-14	65	35
2015 Jul 8-12	64	35	1982 Aug 13-16	65	35
2014 Jul 7-10	64	36	1981 Jan 9-12	70	30
2013 Jul 10-14	60	39	1979 May 4-7	69	31
2012 Jul 9-12	66	34	1978 Nov 10-13	66	34
2011 Jul 7-10	64	35	1978 Apr 21-24	71	29
2010 Jul 8-11	67	33	1977 Jan 14-17	71	29
2009 Jun 14-17	64	36	1976	71	29
2008 Jul 10-13	62	38	1974 May 10-13	68	32
2007 Jul 12-15	64	36	1969 Jan 1-6	64	36
2006 Jul 6-9	64	36	1969 Feb 22-27	63	37
2005 Jul 7-10	63	37	1966 Jan 21-26	65	35
2004 Jul 8-11	62	38	1964	63	37
2003 Jul 7-9	62	38	1960 Mar 30-Apr 4	62	38
2002 Jul 9-11	66	34	1959 Dec 10-15	61	39
2001 Jul 19-22	62	38	1958 Jan 24-29	55	45
2000 Nov 13-15	64	36	1957 Mar 15-20	58	42
1999 Sep 23-26	64	36	1956 Jan 6-11	60	40
1997 Jun 26-29	61	39	1952 Dec 11-16	60	40
1996 Jun 27-30	58	42	1951 Aug 26-31	59	41
1994 Jun 3-6	65	35	1950 Jun 4-9	60	40
1992 Jan 16-19	64	35	1949 Dec 1-6	58	42
1990 Dec 6-9	57	43	1947 Oct 3-8	63	37
1989 Sep 12-15	56	44	1946 Jul 26-31	67	33
1989 Apr 4-9	62	38	1945 Nov 23-28	67	33
1988 Jul 1-7	63	37	1939	58	42
1988 Mar 8-12	62	38			

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

**BASED ON -686-- 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>
2022 Jul 5-26	30	36	33	*
2021 Jul 6-21	34	33	33	*
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

21. *(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.20/21): BASED ON -686-- 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>
2022 Jul 5-26	34	53	8	4	1	3.9	2
2021 Jul 6-21	34	52	10	3	*	3.6	2
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	--	--

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

**BASED ON -686-- WHO DRINK ALCOHOLIC BEVERAGES**

	<u>Beer</u>	<u>Wine</u>	<u>Liquor</u>	All/Same (vol.)	Other (vol.)	No <u>opinion</u>
2022 Jul 5-26	35	31	30	2	*	1
2021 Jul 6-21	39	31	27	3	*	*
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

Q.23/24 ROTATED

23. What effect do you think the use of alcohol has on most people who drink – very positive, somewhat positive, somewhat negative or very negative?

	<u>Very positive</u>	<u>Somewhat positive</u>	<u>Somewhat negative</u>	<u>Very negative</u>	<u>No opinion</u>
2022 Jul 5-26	3	24	52	19	2

24. What effect do you think the use of alcohol has on society – very positive, somewhat positive, somewhat negative or very negative?

	<u>Very positive</u>	<u>Somewhat positive</u>	<u>Somewhat negative</u>	<u>Very negative</u>	<u>No opinion</u>
2022 Jul 5-26	2	21	55	20	1

**GALLUP POLL SOCIAL SURVEY  
July 2022  
Public Release Data**

**QN19: Occasion To Use Alcoholic Beverages BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	1013	531	472	724	257	215	274	506	475	312	213	311	389	280	385	341	242
	Weighted n	1013	484	516	656	335	288	302	407	358	281	368	282	416	291	365	347	258
Yes, have occasion		674	336	333	458	206	192	215	255	282	182	207	178	299	187	241	227	180
		67%	69%	65%	70%	61%	67%	71%	63%	79%	65%	56%	63%	72%	64%	66%	65%	70%
No, abstainer		337	146	183	197	129	96	87	150	75	98	160	103	117	103	123	119	78
		33%	30%	35%	30%	39%	33%	29%	37%	21%	35%	43%	37%	28%	35%	34%	34%	30%
(DK)/(Refused)		2	2	-	0	-	-	-	2	-	0	1	-	-	2	0	1	-
		0%	0%	-	0%	-	-	-	0%	-	0%	0%	-	-	1%	0%	0%	-

**GALLUP POLL SOCIAL SURVEY  
July 2022  
Public Release Data**

**QN20RECODE: Last Drink of Alcohol BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	686	379	304	508	163	151	200	325	363	200	118	202	280	190	256	234	172
	Weighted n	674	336	333	458	206	192	215	255	282	182	207	178	299	187	241	227	180
Last 24 hours		203	117	86	153	48	43	72	86	107	53	43	49	95	58	65	67	61
		30%	35%	26%	33%	23%	22%	33%	34%	38%	29%	21%	27%	32%	31%	27%	29%	34%
Over 1 day to a week ago		245	128	115	161	82	77	78	85	108	54	82	64	109	70	81	88	67
		36%	38%	35%	35%	40%	40%	36%	34%	38%	29%	40%	36%	36%	37%	34%	39%	37%
Over a week ago		222	90	130	144	74	72	66	80	68	76	79	65	93	58	94	70	52
		33%	27%	39%	31%	36%	38%	31%	31%	24%	41%	38%	37%	31%	31%	39%	31%	29%
No opinion		3	1	2	-	3	-	-	3	-	-	3	-	3	-	1	2	-
		0%	0%	1%	-	2%	-	-	1%	-	-	2%	-	1%	-	0%	1%	-





**GALLUP POLL SOCIAL SURVEY  
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**QN22: Alcohol Type BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	686	379	304	508	163	151	200	325	363	200	118	202	280	190	256	234	172
	Weighted n	674	336	333	458	206	192	215	255	282	182	207	178	299	187	241	227	180
Beer	Unweighted n	238	168	68	163	73	72	84	80	91	56	90	65	115	54	98	81	52
	Weighted n	35%	50%	20%	36%	35%	37%	39%	31%	32%	30%	44%	36%	38%	29%	41%	35%	29%
Wine	Unweighted n	211	59	152	146	61	47	59	100	116	48	47	61	86	63	75	67	59
	Weighted n	31%	17%	46%	32%	30%	25%	27%	39%	41%	26%	23%	34%	29%	34%	31%	30%	33%
Liquor	Unweighted n	200	98	100	135	62	66	65	67	67	72	60	48	90	58	62	75	60
	Weighted n	30%	29%	30%	30%	30%	34%	30%	26%	24%	39%	29%	27%	30%	31%	26%	33%	33%
All about equally (vol.)	Unweighted n	16	9	7	8	8	3	6	5	5	7	5	3	5	8	6	3	4
	Weighted n	2%	3%	2%	2%	4%	1%	3%	2%	2%	4%	2%	2%	2%	4%	2%	1%	2%
Cordials (vol.)	Unweighted n	2	-	2	2	-	2	-	-	-	-	2	-	-	2	-	-	2
	Weighted n	0%	-	1%	1%	-	1%	-	-	-	-	1%	-	-	1%	-	-	1%
(DK)/(Refused)	Unweighted n	6	3	3	3	3	1	2	3	3	0	3	1	4	1	1	1	3
	Weighted n	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	2%

**GALLUP POLL SOCIAL SURVEY  
July 2022  
Public Release Data**

**QN23: Effect Of Alcohol On Most People BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	1013	531	472	724	257	215	274	506	475	312	213	311	389	280	385	341	242
	Weighted n	1013	484	516	656	335	288	302	407	358	281	368	282	416	291	365	347	258
Very positive	Unweighted n	27	18	9	9	15	2	11	14	4	5	17	8	11	8	12	9	5
	Weighted n	3%	4%	2%	1%	4%	1%	4%	4%	1%	2%	5%	3%	3%	3%	3%	3%	2%
Somewhat positive	Unweighted n	241	132	107	157	81	64	79	95	112	50	78	62	106	69	79	90	62
	Weighted n	24%	27%	21%	24%	24%	22%	26%	23%	31%	18%	21%	22%	26%	24%	22%	26%	24%
Somewhat negative	Unweighted n	530	238	287	379	145	162	153	202	200	165	162	154	208	160	189	187	139
	Weighted n	52%	49%	56%	58%	43%	56%	51%	50%	56%	59%	44%	55%	50%	55%	52%	54%	54%
Very negative	Unweighted n	191	84	101	99	84	48	56	84	35	52	101	54	79	46	81	49	46
	Weighted n	19%	17%	20%	15%	25%	17%	19%	21%	10%	18%	27%	19%	19%	16%	22%	14%	18%
(DK)/(Refused)	Unweighted n	24	13	12	12	11	11	3	11	6	9	9	3	12	8	4	13	6
	Weighted n	2%	3%	2%	2%	3%	4%	1%	3%	2%	3%	3%	1%	3%	3%	1%	4%	2%

**GALLUP POLL SOCIAL SURVEY**  
**July 2022**  
**Public Release Data**

**QN24: Effect Of Alcohol On Society 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	1013	531	472	724	257	215	274	506	475	312	213	311	389	280	385	341	242
	Weighted n	1013	484	516	656	335	288	302	407	358	281	368	282	416	291	365	347	258
Very positive		21	16	5	9	9	3	8	11	3	2	16	5	9	7	11	8	2
		2%	3%	1%	1%	3%	1%	3%	3%	1%	1%	4%	2%	2%	2%	3%	2%	1%
Somewhat positive		214	117	92	129	78	72	58	82	97	55	61	54	83	74	69	78	59
		21%	24%	18%	20%	23%	25%	19%	20%	27%	19%	16%	19%	20%	25%	19%	22%	23%
Somewhat negative		558	250	305	405	149	154	168	226	212	165	180	171	223	158	204	193	146
		55%	52%	59%	62%	44%	53%	56%	56%	59%	59%	49%	61%	53%	54%	56%	56%	57%
Very negative		206	94	107	106	94	56	65	82	41	54	109	49	99	46	76	66	47
		20%	19%	21%	16%	28%	20%	22%	20%	12%	19%	30%	17%	24%	16%	21%	19%	18%
(DK)/(Refused)		13	7	6	6	6	3	4	5	5	5	2	3	2	7	5	2	4
		1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	2%