

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937614
T: 548
Princeton Job #: 23-07-007

July 3-27, 2023

Results are based on telephone interviews conducted July 3-27, 2023, with a random sample of –1,015—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 –485—national adults in Form A and the sample of –530— national adults in Form B, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –631—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 80% cell phone respondents and 20% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent 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.

14. 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
2023 Jul 3-27	62	38	1988 Mar 8-12	62	38
			1987 Jul 10-13	65	35
2022 Jul 5-26	67	33	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

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

BASED ON -631-- 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>
2023 Jul 3-27	32	37	32	*
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

16. *(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 -631-- 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>
2023 Jul 3-27	33	55	8	4	1	4.0	2
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	--	--

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

BASED ON -631-- 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>
2023 Jul 3-27	37	29	31	1	*	1
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

18. (Asked of those who drink alcohol) Do you sometimes drink more alcoholic beverages than you think you should?

BASED ON -631-- WHO DRINK ALCOHOLIC BEVERAGES

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2023 Jul 3-27	19	81	--
2021 Jul 6-21	18	82	*
2019 Jul 1-12	18	82	*
2018 Jul 1-11	19	80	*
2016 Jul 13-17	25	75	*
2015 Jul 8-12	24	75	*
2014 Jul 7-10	18	81	*
2013 Jul 10-14	21	78	*
2012 Jul 9-12	22	78	*
2011 Jul 7-10	17	83	*
2010 Jul 8-11	23	77	*
2008 Jul 10-13	23	77	--
2007 Jul 12-15	22	77	*
2006 Jul 6-9	22	78	*
2005 Jul 7-10	21	79	--
2004 Jul 8-11	25	75	*
2003 Jul 7-9	24	76	*
2002 Jul 9-11	21	79	*
2001 Jul 19-22	20	80	*
2000 Nov 13-15	26	74	*
1999 Sep 23-26	24	76	*
1997 Jun 26-29	22	78	*
1996 Jul 25-28	25	75	*
1994 Jun 3-6	29	71	--
1992 Jan 16-19	29	71	--
1990 Dec 6-9	23	76	1
1989 Sep 12-15	35	65	--
1987 Jul 1-7	29	71	--
1985 Feb 15-18	32	68	--
1978 Nov 10-13	23	77	--

19. *(Asked of non-drinkers)* What would you say are the main reasons you do not drink alcoholic beverages?
[OPEN-ENDED]

BASED ON – 381 – NON-DRINKERS; ±6 PCT PTS

	<u>2023 Jul 3-27</u>	<u>1978 Apr 21-24</u>
No reason/Don't want it/Have no desire	24	13
Don't like/Don't care for it	16	36
Unhealthful/Not good for your body	14	16
Afraid of the consequences	13	7
Bad past experience with alcohol	13	7
Unable to drink due to bad health	11	6
Against my religious beliefs	10	9
My age	4	--
Too expensive/Costly	3	5
I have children	2	1
Wrong/Don't believe in it/Don't approve	1	10
Was not raised to drink	1	3
Causes trouble/Destroys families	*	4
Other	4	1
No opinion	*	5

**GALLUP POLL SOCIAL SURVEY
July 2023
Public Release Data**

QN14: Occasion To Use Alcoholic Beverages BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	1015	566	442	726	268	175	300	515	441	327	237	300	434	252	313	279	337
	Weighted n	1015	503	503	665	337	246	357	384	358	277	376	272	461	252	334	273	320
Yes, have occasion		630	311	314	444	182	144	235	236	266	177	186	177	280	161	181	160	253
		62%	62%	63%	67%	54%	58%	66%	61%	74%	64%	49%	65%	61%	64%	54%	59%	79%
No, abstainer		383	190	189	221	154	101	121	147	91	100	190	94	180	90	152	113	68
		38%	38%	37%	33%	46%	41%	34%	38%	25%	36%	51%	34%	39%	36%	46%	41%	21%
(DK)/(Refused)		2	2	-	1	1	1	-	1	1	1	-	1	1	-	-	-	-
		0%	0%	-	0%	0%	0%	-	0%	0%	0%	-	0%	0%	-	-	-	-

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QN15RECODE: Last Drink of Alcohol BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	631	350	277	476	148	108	199	314	311	198	119	182	276	162	167	167	261
	Weighted n	630	311	314	444	182	144	235	236	266	177	186	177	280	161	181	160	253
Last 24 hours		200	112	84	155	43	33	68	90	86	51	62	58	85	50	51	50	86
		32%	36%	27%	35%	24%	23%	29%	38%	32%	29%	34%	33%	30%	31%	28%	31%	34%
Over 1 day to a week ago		231	105	124	158	72	57	87	81	103	70	57	61	106	62	70	42	107
		37%	34%	40%	36%	40%	39%	37%	34%	39%	39%	31%	34%	38%	38%	38%	26%	42%
Over a week ago		199	93	106	130	67	54	80	65	77	56	66	58	89	49	60	68	59
		32%	30%	34%	29%	37%	37%	27%	29%	29%	32%	35%	33%	32%	30%	33%	42%	24%
No opinion		1	0	1	1	-	-	-	1	0	-	1	1	0	-	-	-	0
		0%	0%	0%	0%	-	-	-	0%	0%	-	0%	0%	0%	-	-	-	0%

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QN16: Number of Drinks in Past Week (Alcohol Drinkers) + QN16MEAN1 + QN16MEAN2 + QN16MEAN1 BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Weighted n	630	311	314	444	182	144	235	236	266	177	186	177	280	161	181	160	253
	Unweighted n	631	350	277	476	148	108	199	314	311	198	119	182	276	162	167	167	261
None		205	98	107	133	71	56	81	67	80	56	69	61	89	53	60	69	62
		33%	32%	34%	30%	39%	39%	35%	28%	30%	32%	37%	34%	32%	33%	33%	43%	25%
Less than one		0	-	0	0	-	-	-	0	-	0	-	-	-	0	0	-	-
		0%	-	0%	0%	-	-	-	0%	-	0%	-	-	-	0%	0%	-	-
One		65	29	35	51	14	19	23	22	28	22	15	16	28	22	26	15	23
		10%	9%	11%	12%	8%	13%	10%	9%	11%	12%	8%	9%	10%	13%	14%	10%	9%
Two-Three		155	58	96	110	46	28	55	66	72	37	45	43	75	36	49	28	68
		25%	19%	30%	25%	25%	19%	23%	28%	27%	21%	24%	24%	27%	22%	27%	18%	27%
Four-Five		84	42	41	61	22	16	33	32	39	29	15	24	38	18	17	17	43
		13%	14%	13%	14%	12%	11%	14%	13%	15%	16%	8%	13%	14%	11%	9%	11%	17%
Six-Seven		45	26	19	36	8	9	14	21	21	12	11	9	22	12	13	12	19
		7%	8%	6%	8%	5%	6%	6%	9%	8%	7%	6%	5%	8%	8%	7%	7%	8%
Eight-Nine		10	7	2	6	3	3	4	2	4	4	1	1	4	5	1	3	6
		2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	3%	1%	2%	2%
Ten-Nineteen		40	28	12	25	13	6	18	14	17	11	11	11	15	14	8	7	23
		6%	9%	4%	6%	7%	4%	8%	6%	7%	6%	6%	6%	5%	9%	5%	5%	9%
20 or more		22	21	1	17	6	5	4	11	2	5	15	10	7	2	6	6	8
		4%	7%	0%	4%	3%	4%	2%	4%	1%	3%	8%	6%	3%	1%	3%	4%	3%
Don't know		5	2	2	5	-	1	2	1	2	0	2	2	3	0	3	1	1
		1%	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	1%	1%	0%	2%	0%	
Mean (with 0)		3.97	5.59	2.39	4.17	3.46	3.66	3.61	4.24	3.17	3.54	5.56	4.90	3.51	3.42	3.67	3.35	4.56
Mean (without 0)		5.90	8.20	3.63	5.97	5.64	6.05	5.54	5.94	4.53	5.18	8.90	7.48	5.18	5.09	5.50	5.97	6.06
Median		2.00	3.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	3.00

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QN17: Alcohol Type BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	631	350	277	476	148	108	199	314	311	198	119	182	276	162	167	167	261
	Weighted n	630	311	314	444	182	144	235	236	266	177	186	177	280	161	181	160	253
Beer		236	166	70	169	66	61	80	89	78	60	97	68	109	55	86	55	87
		37%	53%	22%	38%	36%	42%	34%	38%	29%	34%	52%	38%	39%	34%	48%	35%	34%
Liquor		195	92	99	132	61	57	80	55	79	57	58	52	89	52	57	54	72
		31%	29%	31%	30%	33%	40%	34%	23%	30%	32%	31%	29%	32%	32%	32%	34%	29%
Wine		186	47	139	136	50	23	74	83	103	53	29	51	77	53	36	46	90
		29%	15%	44%	31%	27%	16%	31%	35%	39%	30%	16%	29%	28%	33%	20%	29%	35%
All about equally (vol.)		7	4	3	3	2	1	1	5	3	4	-	3	3	1	1	1	4
		1%	1%	1%	1%	1%	1%	2%	1%	2%	-	2%	1%	1%	1%	1%	2%	
Cordials (vol.)		2	-	2	-	2	-	-	-	-	2	-	-	2	-	-	-	2
		0%	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	-	1%	-
(DK)/(Refused)		5	3	2	3	2	-	1	4	3	-	1	4	-	1	1	1	1
		1%	1%	1%	1%	1%	-	0%	2%	1%	-	1%	2%	-	1%	0%	1%	0%

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QN18: Drink Too Much (drinkers) BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	631	350	277	476	148	108	199	314	311	198	119	182	276	162	167	167	261
	Weighted n	630	311	314	444	182	144	235	236	266	177	186	177	280	161	181	160	253
Yes		118	65	50	88	29	32	48	33	50	38	30	26	50	39	24	29	60
		19%	21%	16%	20%	16%	22%	20%	14%	19%	22%	16%	15%	18%	24%	13%	18%	24%
No		512	246	264	356	154	112	187	204	216	139	156	152	231	123	157	130	193
		81%	79%	84%	80%	84%	78%	80%	86%	81%	78%	84%	85%	82%	76%	87%	82%	76%

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