

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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

July 3-27, 2023

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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  $\pm 4$  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  $\pm 5$  percentage points.

For results based on the sample of –108—smokers, the maximum margin of sampling error is  $\pm 11$  percentage points.

For results based on the sample of –631—adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 5$  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](mailto:galluphelp@gallup.com).

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21. Do you, personally, think drinking in moderation -- that is, one or two drinks a day -- [ROTATED: is good for your health, makes no difference, or is bad for your health]?

	<u>Good for health</u>	<u>Makes no difference</u>	<u>Bad for health</u>	<u>No opinion</u>
2023 Jul 3-27	10	50	39	1
2018 Jul 1-11	16	55	28	2
2016 Jul 13-17	19	51	26	3
2015 Jul 8-12	17	52	28	2
2011 Jul 7-10	22	50	25	3
2007 Jul 12-15	22	49	25	4
2005 Jul 7-10	25	51	22	2
2003 Jul 7-9	24	49	25	2
2001 Jul 19-22	22	46	27	5

27. In general, how harmful do you feel each of the following is to people who use them—very harmful, somewhat harmful, not too harmful, or not at all harmful? How about – [RANDOM ORDER, ITEM G ALWAYS READ LAST]?

<i>2023 Jul 3-27 (sorted by “very harmful”)</i>	<u>Very harmful</u>	<u>Somewhat harmful</u>	<u>Not too/Not at all harmful</u>
Cigarettes	76	19	4
A pipe	58	31	9
E-cigarettes, also known as “vaping”	54	36	9
Chewing tobacco	39	42	16
Cigars	39	41	18
Alcohol	30	50	16
Marijuana	23	35	40

**FULL RESULTS AND TRENDS:**

**A. Cigarettes**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	76	19	3	1	*	*

**B. A pipe**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	39	42	11	5	1	3

**C. Cigars**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	39	41	15	3	*	1

**D. Chewing tobacco**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	58	31	7	2	*	1

**E. E-cigarettes, also known as “vaping”**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	54	36	8	1	*	2

**F. Marijuana**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	23	35	25	15	1	*

**G. Alcohol**

	<u>Very harmful</u>	<u>Some-what harmful</u>	<u>Not too harmful</u>	<u>Not at all harmful</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2023 Jul 3-27	30	50	14	2	4	*

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

**QN21: Moderate Drinking BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Is good for your health		99	63	36	72	26	10	33	55	30	29	40	33	48	19	47	27	21
		10%	13%	7%	11%	8%	4%	9%	14%	8%	11%	11%	12%	10%	7%	14%	10%	7%
Makes no difference		511	257	251	360	145	107	180	212	183	130	195	150	223	122	156	131	178
		50%	51%	50%	54%	43%	43%	51%	55%	51%	47%	52%	55%	48%	49%	47%	48%	56%
Is bad for your health		392	177	208	225	159	128	140	110	140	116	135	84	189	104	125	112	118
		39%	35%	41%	34%	47%	52%	39%	29%	39%	42%	36%	31%	41%	41%	37%	41%	37%
(DK)/(Refused)		13	5	7	7	6	2	4	7	5	2	6	4	2	6	6	3	3
		1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	0%	3%	2%	1%	1%

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**QN27A: Harmfulness of Cigarettes BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		776	373	393	502	261	181	270	302	288	219	265	202	351	196	256	200	257
		76%	74%	78%	76%	77%	73%	76%	79%	80%	79%	71%	74%	76%	78%	77%	73%	80%
Somewhat harmful		195	108	87	142	52	48	75	69	64	51	79	57	90	46	60	62	58
		19%	21%	17%	21%	15%	19%	21%	18%	18%	18%	21%	21%	19%	18%	18%	23%	18%
Not too harmful		30	12	17	18	12	12	9	9	5	4	21	11	12	5	7	8	4
		3%	2%	3%	3%	4%	5%	2%	2%	1%	1%	6%	4%	3%	2%	2%	3%	1%
Not at all harmful		11	7	3	1	10	6	3	2	1	2	8	1	6	3	6	2	1
		1%	1%	1%	0%	3%	2%	1%	0%	0%	1%	2%	0%	1%	1%	2%	1%	0%
Depends (vol.)		2	0	2	1	1	-	-	2	0	0	1	0	0	1	2	-	-
		0%	0%	0%	0%	0%	-	-	1%	0%	0%	0%	0%	0%	0%	1%	-	-
(DK)/(Refused)		2	2	1	1	2	-	-	1	-	1	2	-	2	-	2	-	-
		0%	0%	0%	0%	0%	-	-	0%	-	0%	0%	-	0%	-	1%	-	-

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**QN27B: Harmfulness of a Pipe BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		391	183	203	231	154	96	133	149	142	114	134	110	177	90	130	105	115
		39%	36%	40%	35%	46%	39%	37%	39%	40%	41%	36%	40%	38%	36%	39%	39%	36%
Somewhat harmful		429	209	217	313	113	105	157	158	167	119	141	107	191	124	127	114	164
		42%	42%	43%	47%	33%	43%	44%	41%	47%	43%	38%	39%	41%	49%	38%	42%	51%
Not too harmful		109	59	50	65	42	26	38	45	35	22	52	34	54	18	43	30	28
		11%	12%	10%	10%	12%	11%	11%	12%	10%	8%	14%	12%	12%	7%	13%	11%	9%
Not at all harmful		48	33	15	34	15	7	22	17	10	10	28	12	22	12	12	20	7
		5%	7%	3%	5%	4%	3%	6%	4%	3%	4%	8%	4%	5%	5%	3%	7%	2%
Depends (vol.)		11	9	3	8	3	1	2	8	1	4	7	5	4	2	5	1	2
		1%	2%	1%	1%	1%	0%	1%	2%	0%	1%	2%	2%	1%	1%	1%	0%	1%
(DK)/(Refused)		26	10	15	14	11	11	5	8	4	8	14	4	14	5	16	3	3
		3%	2%	3%	2%	3%	4%	1%	2%	1%	3%	4%	2%	3%	2%	5%	1%	1%

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**QN27C: Harmfulness of Cigars BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		399	174	220	252	139	88	131	167	141	121	135	99	177	105	143	99	117
		39%	35%	44%	38%	41%	36%	37%	43%	40%	44%	36%	36%	38%	42%	43%	36%	37%
Somewhat harmful		413	217	192	287	121	99	156	149	154	110	148	112	186	109	121	119	146
		41%	43%	38%	43%	36%	40%	44%	39%	43%	40%	39%	41%	40%	43%	36%	44%	46%
Not too harmful		152	85	66	101	51	51	48	51	51	27	75	51	67	28	50	37	50
		15%	17%	13%	15%	15%	21%	13%	13%	14%	10%	20%	19%	15%	11%	15%	13%	16%
Not at all harmful		34	16	17	15	18	7	15	10	11	16	7	6	20	7	7	16	5
		3%	3%	3%	2%	5%	3%	4%	3%	3%	6%	2%	2%	4%	3%	2%	6%	2%
Depends (vol.)		3	2	1	1	2	-	-	3	1	1	1	1	0	1	2	-	1
		0%	0%	0%	0%	1%	-	-	1%	0%	0%	0%	0%	0%	0%	0%	-	0%
(DK)/(Refused)		14	8	6	8	6	2	7	5	0	3	11	3	11	1	10	1	0
		1%	2%	1%	1%	2%	1%	2%	1%	0%	1%	3%	1%	2%	0%	3%	0%	0%

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**QN27D: Harmfulness of Chewing tobacco BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		593	253	337	390	193	143	198	234	223	187	180	151	254	166	183	162	191
		58%	50%	67%	59%	57%	58%	56%	61%	62%	67%	48%	56%	55%	66%	55%	60%	60%
Somewhat harmful		318	184	128	223	92	80	125	107	112	78	127	86	170	58	107	88	104
		31%	37%	25%	34%	27%	32%	35%	28%	31%	28%	34%	32%	37%	23%	32%	32%	32%
Not too harmful		74	47	26	42	31	18	25	30	17	7	49	31	17	21	26	17	22
		7%	9%	5%	6%	9%	7%	7%	8%	5%	3%	13%	12%	4%	8%	8%	6%	7%
Not at all harmful		21	12	9	8	13	6	5	10	4	4	12	2	13	5	10	4	3
		2%	2%	2%	1%	4%	2%	1%	3%	1%	2%	3%	1%	3%	2%	3%	2%	1%
Depends (vol.)		2	1	1	0	2 -	-	-	2	1	0	1	1	0	1	1	0	1
		0%	0%	0%	0%	1% -	-	-	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(DK)/(Refused)		7	5	1	2	5 -	-	4	2	0	1	6 -	-	6	1	7 -	-	0
		1%	1%	0%	0%	2% -	-	1%	0%	0%	0%	2% -	-	1%	0%	2% -	-	0%

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**QN27E: Harmfulness of E-cigarettes BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		546	247	296	335	204	122	189	215	197	162	184	143	246	138	177	142	174
		54%	49%	59%	50%	61%	50%	53%	56%	55%	59%	49%	53%	53%	55%	53%	52%	54%
Somewhat harmful		361	189	168	253	103	103	122	131	126	91	144	89	169	95	121	102	119
		36%	38%	33%	38%	31%	42%	34%	34%	35%	33%	38%	33%	37%	38%	36%	37%	37%
Not too harmful		79	50	28	57	21	19	36	21	23	16	39	35	27	14	25	22	20
		8%	10%	6%	9%	6%	8%	10%	6%	7%	6%	10%	13%	6%	5%	8%	8%	6%
Not at all harmful		11	8	3	8	3	2	6	3	4	2	5	1	8	1	2	3	3
		1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%
Depends (vol.)		2	0	1	2 -	-	-	-	2 -	-	2 -	-	2 -	-	1	0 -	-	-
		0%	0%	0%	0% -	-	-	-	0% -	-	1% -	-	1% -	-	0%	0% -	-	-
(DK)/(Refused)		17	8	7	11	6 -	-	4	12	7	5	5	2	11	4	7	3	4
		2%	2%	1%	2%	2% -	-	1%	3%	2%	2%	1%	1%	2%	1%	2%	1%	1%

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**QN27F: Harmfulness of Marijuana BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		235	110	124	142	90	35	63	127	86	52	95	93	95	36	84	49	71
		23%	22%	25%	21%	27%	14%	18%	33%	24%	19%	25%	34%	21%	14%	25%	18%	22%
Somewhat harmful		359	164	192	259	98	83	141	128	156	100	102	89	169	94	102	100	135
		35%	33%	38%	39%	29%	34%	40%	33%	44%	36%	27%	33%	37%	37%	31%	37%	42%
Not too harmful		257	137	115	163	91	93	81	76	78	72	106	49	122	78	87	73	74
		25%	27%	23%	25%	27%	38%	23%	20%	22%	26%	28%	18%	27%	31%	26%	27%	23%
Not at all harmful		152	87	64	96	53	34	70	46	34	49	69	37	72	40	55	49	37
		15%	17%	13%	14%	16%	14%	20%	12%	9%	18%	18%	13%	16%	16%	18%	18%	11%
Depends (vol.)		8	1	7	4	3	1	2	5	4	3	1	3	1	4	3	2	3
		1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%
(DK)/(Refused)		4	2	1	2	2	-	-	2	-	1	2	0	2	-	3	-	0
		0%	0%	0%	0%	1%	-	-	1%	-	0%	1%	0%	0%	-	1%	-	0%

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**QN27G: Harmfulness of Alcohol BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			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
Very harmful		309	135	173	168	132	89	107	99	80	86	141	69	162	60	125	73	75
		30%	27%	34%	25%	39%	36%	30%	26%	22%	31%	37%	25%	35%	24%	37%	27%	23%
Somewhat harmful		505	260	237	347	155	117	178	202	189	151	164	145	213	139	150	159	164
		50%	52%	47%	52%	46%	48%	50%	52%	53%	54%	44%	53%	46%	55%	45%	58%	51%
Not too harmful		141	79	62	103	37	32	58	46	61	27	53	39	60	38	37	28	62
		14%	16%	12%	15%	11%	13%	16%	12%	17%	10%	14%	14%	13%	15%	11%	10%	19%
Not at all harmful		16	7	9	9	7	6	3	6	8	5	3	3	8	5	5	7	4
		2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	3%	1%
Depends (vol.)		40	21	19	33	6	2	8	29	16	8	15	15	15	9	14	6	15
		4%	4%	4%	5%	2%	1%	2%	8%	5%	3%	4%	5%	3%	4%	4%	2%	5%
(DK)/(Refused)		4	-	-	2	4	-	-	2	2	3	1	-	4	0	3	-	1
		0%	-	-	0%	1%	-	-	1%	0%	1%	0%	-	1%	0%	1%	-	0%

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**GALLUP POLL SOCIAL SURVEY  
July 2023**

**QN27 Summary Table**

	Total	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+
Cigarettes	76%	74%	78%	76%	77%	73%	76%	79%	80%	79%	71%	74%	76%	78%	77%	73%	80%
Chewing tobacco	58%	50%	67%	59%	57%	58%	56%	61%	62%	67%	48%	56%	55%	66%	55%	60%	60%
E-cigarettes	54%	49%	59%	50%	61%	50%	53%	56%	55%	59%	49%	53%	53%	55%	53%	52%	54%
Cigars	39%	35%	44%	38%	41%	36%	37%	43%	40%	44%	36%	36%	38%	42%	43%	36%	37%
A pipe	39%	36%	40%	35%	46%	39%	37%	39%	40%	41%	36%	40%	38%	36%	39%	39%	36%
Alcohol	30%	27%	34%	25%	39%	36%	30%	26%	22%	31%	37%	25%	35%	24%	37%	27%	23%
Marijuana	23%	22%	25%	21%	27%	14%	18%	33%	24%	19%	25%	34%	21%	14%	25%	18%	22%

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