

GALLUP NEWS SERVICE

**GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937614
GAL 013
Princeton Job #: 24-07-007

July 1-21, 2024

Results are based on telephone interviews conducted July 1-21, 2024, with a random sample of **–1,010—**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 **–504—**national adults in Form A and the sample of **–506—** national adults in Form B, the margin of sampling error is **±5** percentage points.

For results based on the sample of **–113—**smokers, the maximum margin of sampling error is **±12** percentage points.

For results based on the sample of **–616—**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. 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.

Turning now to the upcoming Olympic games,

52. Do you by chance know where the 2024 Summer Olympics are being held this month?

	<u>Correct Response</u>	<u>Partially correct</u>	<u>Incorrect</u>	<u>No opinion</u>
2024 Jul 1-21	<i>Paris, France</i> 51	<i>France</i> 5	3	41
2016 Jul 13-17	<i>Rio de Janeiro</i> 46	<i>Brazil</i> 17	4	34
2012 Jul 19-22	<i>London</i> 65	<i>England</i> 8	2	24
2008 Jul 25-27	<i>Beijing, China</i> 43	<i>China</i> 36	2	19
2004 Aug 9-11 ^	<i>Athens, Greece</i> 45	<i>Greece</i> 26	8	21
2000 Sep 11-13	<i>Sydney, Australia</i> 44	<i>Australia</i> 30	3	23
1952 Jun 15-20	<i>Helsinki, Finland</i> 28	<i>Europe</i> 4	27	41
1948 Jul 16-21	<i>London</i> 20	<i>England</i> 17	12	51

^ Asked of a half sample

53. How much of the Olympics do you intend to watch -- a great deal, a fair amount, not much, or none at all?

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2024 Jul 1-21	10	25	34	30	1
2016 Jul 13-17	14	34	30	21	1
2012 Jul 19-22 †	24	35	28	13	*
2008 Jul 25-27	16	40	29	14	1
2004 Aug 9-11 ^	14	45	29	12	*
2000 Sep 11-13	17	42	28	12	1

† Gallup poll.

^ Asked of a half sample

TREND FOR COMPARISON: Winter Olympics

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2006 Feb 9-12	15	32	34	19	1
2006 Jan 9-12	17	36	30	17	*
2002 Feb 4-6	20	38	32	10	*

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QN52RECODE: Do you by chance know where the 2024 Summer Olympics are being held this month? 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	1010	556	440	758	234	172	232	587	495	265	246	347	359	295	243	307	341
	Weighted n	1010	491	494	646	349	267	315	408	365	267	376	307	413	280	295	287	302
Paris (correct)		512	226	273	354	151	121	148	230	255	122	133	135	185	188	102	154	200
		51%	46%	55%	55%	43%	45%	47%	56%	70%	46%	35%	44%	45%	67%	35%	54%	66%
France (partially correct)		52	32	20	35	16	13	15	24	14	26	12	15	18	15	6	19	18
		5%	7%	4%	5%	5%	5%	5%	6%	4%	10%	3%	5%	4%	5%	2%	7%	6%
Other (incorrect)		32	22	8	15	18	3	13	15	11	11	10	8	18	6	12	6	7
		3%	5%	2%	2%	5%	1%	4%	4%	3%	4%	3%	3%	4%	2%	4%	2%	2%
No opinion		414	210	193	243	165	130	139	139	85	108	221	149	192	71	174	108	77
		41%	43%	39%	38%	47%	49%	44%	34%	23%	40%	59%	49%	46%	25%	59%	38%	26%

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QN53: How Much of Olympics Intend to Watch 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+
A great deal		100	41	59	61	36	21	30	46	50	24	25	29	30	41	27	25	38
		10%	8%	12%	9%	10%	8%	10%	11%	14%	9%	7%	9%	7%	15%	9%	9%	13%
A fair amount		256	118	134	157	95	62	67	126	113	74	68	67	101	88	64	75	95
		25%	24%	27%	24%	27%	23%	21%	31%	31%	28%	18%	22%	24%	31%	22%	26%	31%
Not much		344	178	154	232	106	87	115	131	135	94	114	100	148	90	83	105	110
		34%	36%	31%	36%	30%	33%	37%	32%	37%	35%	30%	33%	36%	32%	28%	37%	36%
None at all		301	149	143	191	108	97	95	103	65	74	161	111	126	61	122	77	60
		30%	30%	29%	30%	31%	36%	30%	25%	18%	28%	43%	36%	30%	22%	41%	27%	20%
DONT KNOW/REFUSED		10	6	4	6	4	-	8	2	2	0	7	0	8	1	0	5	-
		1%	1%	1%	1%	1%	-	3%	0%	1%	0%	2%	0%	2%	0%	0%	2%	-