

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 7-10, 2011 with a random sample of 1,016 adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the sample of 497 national adults in Form A and 519 national adults in Form B, the maximum margins of sampling error are ± 5 percentage points.

For results based on the sample of 897 registered voters, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of 170 smokers, the maximum margin of sampling error is ± 9 percentage points.

For results based on the sample of 846 non-smokers, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of 666 adults who drink alcoholic beverages, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of 482 Republicans and Republican-leaning independents, the maximum margin of sampling error is ± 6 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 includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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.
