

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937008  
H: 656  
Princeton Job #: 13-07-010

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July 10-14, 2013

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Results are based on telephone interviews conducted July 10-14, 2013 with a random sample of 2,027 adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on these samples of national adults, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the samples of 972 national adults in Form A and 1,055 national adults in Form B, the margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of 338 smokers, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of 1,689 non-smokers, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of 546 former smokers, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of 1,259 adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of 1,000 adults who are employed full- or part-time, 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 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by 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 had the most recent 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). ( )9(62.1)16loTBT1 also amhoma14(o)-5(n)14(den)14(t)8(s0(s)16(ul)15(t(o)6(nd)

44. Thinking now about your family and closest friends, how many of them – [RANDOM ORDER]-- many, some, only a few, or none?

<i>2013 Jul 10-14</i> <i>(sorted by "many")</i>	Many	Some	Only a few	None	No opinion
Drink alcoholic beverages	23	28	36	12	1
Are overweight	8	29	45	17	1
Smoke	8	17	41		