

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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

July 1-21, 2024

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

For results based on the sample of –616—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. 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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On a different subject,

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
2024 Jul 1-21	58	41	1988 Mar 8-12	62	38
			1987 Jul 10-13	65	35
2023 Jul 3-27	62	38	1987 Apr 10-13	63	37
2022 Jul 5-26	67	33	1987 Mar 14-18	65	35
2021 Jul 6-21	60	39	1985 Feb 15-18	67	33
2019 Jul 1-12	65	34	1984 Sep 6-9	64	36
2018 Jul 1-11	63	36	1984 Jul 6-9	64	36
2017 Jul 5-9	62	38	1983 Mar 11-14	65	35
2016 Jul 13-17	65	35	1982 Aug 13-16	65	35
2015 Jul 8-12	64	35	1981 Jan 9-12	70	30
2014 Jul 7-10	64	36	1979 May 4-7	69	31
2013 Jul 10-14	60	39	1978 Nov 10-13	66	34
2012 Jul 9-12	66	34	1978 Apr 21-24	71	29
2011 Jul 7-10	64	35	1977 Jan 14-17	71	29
2010 Jul 8-11	67	33	1976	71	29
2009 Jun 14-17	64	36	1974 May 10-13	68	32
2008 Jul 10-13	62	38	1969 Jan 1-6	64	36
2007 Jul 12-15	64	36	1969 Feb 22-27	63	37
2006 Jul 6-9	64	36	1966 Jan 21-26	65	35
2005 Jul 7-10	63	37	1964	63	37
2004 Jul 8-11	62	38	1960 Mar 30-Apr 4	62	38
2003 Jul 7-9	62	38	1959 Dec 10-15	61	39
2002 Jul 9-11	66	34	1958 Jan 24-29	55	45
2001 Jul 19-22	62	38	1957 Mar 15-20	58	42
2000 Nov 13-15	64	36	1956 Jan 6-11	60	40
1999 Sep 23-26	64	36	1952 Dec 11-16	60	40
1997 Jun 26-29	61	39	1951 Aug 26-31	59	41
1996 Jun 27-30	58	42	1950 Jun 4-9	60	40
1994 Jun 3-6	65	35	1949 Dec 1-6	58	42
1992 Jan 16-19	64	35	1947 Oct 3-8	63	37
1990 Dec 6-9	57	43	1946 Jul 26-31	67	33
1989 Sep 12-15	56	44	1945 Nov 23-28	67	33
1989 Apr 4-9	62	38	1939	58	42
1988 Jul 1-7	63	37			

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

**BASED ON -616-- 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>
2024 Jul 1-21	28	33	38	1
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.15/16): BASED ON -616-- 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>
2024 Jul 1-21	39	48	9	3	1	3.8	1
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 -616-- 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>
2024 Jul 1-21	34	33	29	4	*	1
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 -616-- WHO DRINK ALCOHOLIC BEVERAGES**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2024 Jul 1-21	16	84	*
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	--

20. Has drinking ever been a cause of trouble in your family?

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
2024 Jul 1-21	25	74	1
2023 Jul 3-27	30	70	*
2019 Jul 1-12	36	64	*
2018 Jul 1-11	37	63	--
2016 Jul 13-17	33	67	*
2015 Jul 8-12	32	67	*
2014 Jul 7-10	36	64	1
2013 Jul 10-14	29	71	*
2011 Jul 7-10	30	70	*
2010 Jul 8-11	31	68	*
2008 Jul 10-13	30	70	*
2007 Jul 12-15	35	65	*
2006 Jul 6-9	29	71	*
2005 Jul 7-10	29	71	*
2004 Jul 8-11	37	63	--
2003 Jul 7-9	31	69	*
2002 Jul 9-11	28	72	*
2001 Jul 19-22	36	64	*
2000 Nov 13-15	36	64	*
1999 Sep 23-26	36	64	*
1997 Jun 26-29	30	70	*
1996 Jun 27-30	23	77	*
1994 Jun 3-6	27	72	1
1992 Jan 16-19	24	76	--
1990 Dec 6-9	23	76	1
1989 Sep 12-15	19	81	--
1987 Mar 14-18	24	76	--
1985 Feb 15-18	21	79	--
1984 Jul 6-9	18	82	--
1981	22	78	--
1978	22	78	--
1976	17	83	--
1974	12	88	--
1966	12	88	--
1947	15	85	--

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>
2024 Jul 1-21	8	43	45	3
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

21-1. How much do you worry about the long-term effects of drinking alcohol on your health – a great deal, a fair amount, not much, or not at all?

**BASED ON –616-- WHO DRINK ALCOHOLIC BEVERAGES**

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>Not at all</u>	<u>No opinion</u>
2024 Jul 1-21	5	11	33	51	*

21-2. How much have you heard about recent studies on the long-term effects of drinking alcohol on people's health – a great deal, a fair amount, not much or nothing at all?

	<u>Great deal</u>	<u>Fair amount</u>	<u>Not much</u>	<u>Nothing</u>	<u>No opinion</u>
2024 Jul 1-21	19	30	30	21	*

21-3. What do you think the best health advice is for a person who drinks an average amount of alcohol – [ROTATED: stop drinking altogether, reduce the amount of alcohol they drink, (or) not change their drinking habits]?

	<u>Stop drinking altogether</u>	<u>Reduce the amount</u>	<u>Not change habits</u>	<u>No opinion</u>
2024 Jul 1-21	22	55	17	6

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]?

**27A-F AND H RELEASED SEPARATELY**

**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>
2024 Jul 1-21	33	53	8	2	2	1
2023 Jul 3-27	30	50	14	2	4	*

**GALLUP POLL SOCIAL SURVEY  
July 2024  
Public Release Data**

**QN14: Occasion To Use Alcoholic Beverages 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	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
Yes, have occasion		588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
		58%	61%	56%	64%	48%	50%	70%	54%	70%	61%	46%	57%	58%	61%	47%	62%	70%
No, abstainer		415	186	216	228	177	130	94	183	110	102	201	131	167	109	153	109	88
		41%	38%	44%	35%	51%	49%	30%	45%	30%	38%	54%	43%	40%	39%	52%	38%	29%
DONT KNOW/REFUSED		7	5	2	3	5	3	2	3	1	3	4	1	6	0	2	1	1
		1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%

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**QN15RECODE: Last Drink 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	616	354	254	486	122	97	165	344	344	159	112	204	226	183	116	190	253
	Weighted n	588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
Last 24 hours		166	95	70	129	35	24	62	77	69	47	49	59	66	41	35	47	60
		28%	32%	25%	31%	21%	18%	28%	35%	27%	29%	29%	33%	27%	24%	25%	26%	28%
Over 1 day to a week ago		192	104	83	130	60	54	73	59	101	40	50	46	79	66	33	57	85
		33%	35%	30%	31%	36%	41%	33%	27%	40%	25%	29%	26%	33%	39%	24%	32%	40%
Over a week ago		225	97	122	151	71	56	83	83	81	73	70	68	93	62	70	72	67
		38%	32%	44%	36%	43%	42%	38%	38%	32%	45%	41%	39%	39%	37%	50%	41%	32%
No opinion		6	5	1	5	1	-	2	3	3	2	1	3	2	1	2	1	1
		1%	2%	0%	1%	0%	-	1%	1%	1%	1%	1%	2%	1%	0%	2%	0%	0%

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**GALLUP POLL SOCIAL SURVEY  
July 2024**

**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	588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
	Unweighted n	616	354	254	486	122	97	165	344	344	159	112	204	226	183	116	190	253
None		227	98	123	153	71	57	83	84	84	73	70	69	93	64	70	74	68
		39%	33%	45%	37%	43%	43%	38%	38%	33%	45%	41%	39%	39%	38%	50%	42%	32%
Less than one		0 -		0	0 -	-	-		0	0 -	-	-	-	-		0 -		0 -
		0% -		0%	0% -	-	-		0%	0% -	-	-	-	-		0% -		0% -
One		63	25	36	36	26	10	26	24	29	22	12	22	23	19	16	20	20
		11%	8%	13%	9%	16%	8%	12%	11%	14%	7%	12%	12%	10%	11%	12%	11%	9%
Two-Three		126	70	56	96	30	31	47	48	66	25	35	33	48	46	20	38	57
		22%	23%	20%	23%	18%	23%	21%	22%	26%	15%	21%	19%	20%	27%	15%	21%	27%
Four-Five		55	27	28	42	12	12	22	20	30	14	11	16	24	15	9	15	28
		9%	9%	10%	10%	7%	9%	10%	9%	12%	9%	6%	9%	10%	9%	7%	8%	13%
Six-Seven		33	16	15	31	2	5	5	19	16	8	10	9	15	9	7	7	13
		6%	5%	5%	8%	1%	4%	2%	9%	6%	5%	6%	5%	6%	6%	5%	4%	6%
Eight-Nine		11	6	6	10	1	3	5	3	6	5	1	1	5	6	1	3	7
		2%	2%	2%	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%	3%	1%	2%	3%
Ten-Nineteen		39	31	8	29	10	6	18	15	13	11	15	13	21	5	3	15	15
		7%	10%	3%	7%	6%	5%	8%	7%	5%	7%	9%	7%	9%	3%	2%	9%	7%
20 or more		18	16	1	10	8	4	11	3	4	3	11	11	3	5	6	3	4
		3%	5%	0%	3%	5%	3%	5%	1%	2%	2%	6%	6%	1%	3%	4%	1%	2%
Don't know		6	4	2	4	2 -		3	3	3	2	1	2	2	2	2	1	2
		1%	1%	1%	1%	1% -		1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%
Refused		7	7	1	2	5	4	1	2	2 -		5	1	6	1	4	2 -	
		1%	2%	0%	0%	3%	3%	0%	1%	1% -		3%	0%	3%	0%	3%	1% -	
Mean (with 0)		3.83	5.40	2.12	3.99	3.47	3.01	4.59	3.60	3.15	3.13	5.54	5.30	3.28	3.09	3.27	3.01	3.60
Mean (without 0)		6.33	8.17	3.87	6.39	6.26	5.37	7.44	5.88	4.74	5.73	9.66	8.82	5.47	4.99	6.85	5.22	5.30
Median		1.00	2.00	1.00	2.00	1.00	1.00	1.00	1.00	2.00	1.00	1.00	1.00	2.00	2.00	0.00	1.00	2.00

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July 2024  
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**QN17: Preferred Alcohol Type 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	616	354	254	486	122	97	165	344	344	159	112	204	226	183	116	190	253
	Weighted n	588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
Beer	Unweighted n	199	162	33	126	71	55	78	62	69	50	80	62	96	40	54	60	64
	Weighted n	34%	54%	12%	30%	42%	41%	36%	28%	27%	31%	46%	35%	40%	23%	39%	34%	30%
Wine	Unweighted n	192	51	136	142	47	34	64	91	103	48	41	51	70	71	37	54	78
	Weighted n	33%	17%	49%	34%	28%	25%	29%	41%	30%	24%	29%	29%	29%	42%	27%	30%	37%
Liquor	Unweighted n	171	70	98	130	41	42	72	55	74	53	43	51	62	58	40	60	62
	Weighted n	29%	23%	36%	31%	25%	32%	33%	25%	29%	33%	25%	29%	26%	34%	29%	34%	29%
ALL ABOUT EQUALLY (VOL)	Unweighted n	21	14	7	13	8	3	4	10	4	10	7	10	9	2	7	2	6
	Weighted n	4%	4%	3%	3%	5%	2%	2%	5%	2%	6%	4%	6%	4%	1%	5%	1%	3%
CORDIALS (VOL)	Unweighted n	1	1	0	-	1	-	1	0	0	1	-	-	1	0	-	-	1
	Weighted n	0%	0%	0%	-	1%	-	0%	0%	0%	0%	-	-	0%	0%	-	-	0%
DONT KNOW/REFUSED	Unweighted n	5	3	1	5	-	-	1	4	3	1	1	2	2	1	1	1	1
	Weighted n	1%	1%	1%	1%	-	-	0%	2%	1%	1%	0%	1%	1%	0%	1%	0%	1%

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**QN18: Drink Too Much (drinkers) 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	616	354	254	486	122	97	165	344	344	159	112	204	226	183	116	190	253
	Weighted n	588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
Yes	Unweighted n	94	61	30	68	26	25	43	25	40	27	27	27	38	29	25	22	40
	Weighted n	16%	20%	11%	16%	15%	19%	20%	11%	16%	17%	15%	15%	16%	17%	18%	12%	19%
No	Unweighted n	492	237	246	345	141	108	176	196	212	135	145	147	201	142	114	155	171
	Weighted n	84%	79%	89%	83%	85%	81%	80%	88%	83%	83%	85%	84%	84%	83%	82%	88%	80%
DONT KNOW/REFUSED	Unweighted n	2	2	1	2	-	1	-	1	2	-	-	1	1	-	-	-	1
	Weighted n	0%	1%	0%	1%	-	0%	-	1%	1%	-	-	1%	0%	-	-	-	1%

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**QN20: Family Problems: 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	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
Yes		252	95	141	173	73	74	76	97	68	77	106	63	111	77	100	49	73
		25%	19%	29%	27%	21%	28%	24%	24%	19%	29%	28%	21%	27%	28%	34%	17%	24%
No		752	392	351	471	273	190	240	311	294	190	267	243	301	200	192	238	229
		74%	80%	71%	73%	78%	71%	76%	76%	81%	71%	71%	79%	73%	71%	65%	83%	76%
DONT KNOW/REFUSED		5	4	2	3	3	3	-	1	3	-	3	1	2	3	3	-	-
		1%	1%	0%	0%	1%	1%	-	0%	1%	-	1%	0%	0%	1%	1%	-	-

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**QN21: Moderate Drinking Good for Health 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	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
Is good for your health		86	52	34	62	24	17	32	35	20	17	49	27	44	15	25	23	18
		8%	11%	7%	10%	7%	6%	10%	9%	6%	6%	13%	9%	11%	5%	9%	8%	6%
Makes no difference		435	242	184	323	107	73	156	198	157	127	151	159	160	114	116	132	146
		43%	49%	37%	50%	31%	27%	49%	49%	43%	47%	40%	52%	39%	41%	39%	46%	48%
Is bad for your health		457	188	254	242	208	174	118	158	171	117	168	111	195	144	142	125	131
		45%	38%	51%	37%	60%	65%	37%	39%	47%	44%	45%	36%	47%	51%	48%	44%	43%
DONT KNOW/REFUSED		32	10	22	20	10	3	9	16	17	6	9	10	14	7	11	7	7
		3%	2%	5%	3%	3%	1%	3%	4%	5%	2%	3%	3%	3%	3%	4%	3%	2%

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**QN21\_1: Worry About Long-Term Effects of Drinking 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	616	354	254	486	122	97	165	344	344	159	112	204	226	183	116	190	253
	Weighted n	588	300	276	416	167	134	220	222	254	162	171	175	240	171	139	177	213
A great deal		31	15	17	16	15	8	12	11	14	13	4	10	10	11	5	8	17
		5%	5%	6%	4%	9%	6%	5%	5%	6%	8%	2%	6%	4%	6%	4%	5%	8%
A fair amount		62	37	25	35	27	23	22	18	24	20	18	20	28	14	12	31	18
		11%	12%	9%	8%	16%	17%	10%	8%	9%	13%	10%	12%	11%	8%	9%	17%	8%
Not much		194	97	93	135	58	62	72	58	88	51	55	45	83	66	55	53	73
		33%	32%	34%	32%	35%	46%	33%	26%	35%	32%	32%	26%	35%	39%	40%	30%	34%
Not at all		297	149	141	228	68	41	114	134	125	77	95	98	119	79	66	85	104
		51%	50%	51%	55%	41%	31%	52%	60%	49%	47%	55%	56%	50%	46%	48%	48%	49%
DONT KNOW/REFUSED		2	2	0	2	-	-	-	2	2	-	-	1	-	1	-	0	1
		0%	1%	0%	1%	-	-	-	1%	1%	-	-	1%	-	0%	-	0%	0%

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**QN21\_2: How Much Heard Studies About Effects of 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	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
A great deal		187	75	111	111	71	33	68	80	71	50	66	49	76	62	72	45	50
		19%	15%	22%	17%	20%	12%	22%	20%	19%	19%	18%	16%	18%	22%	24%	16%	17%
A fair amount		307	147	150	187	113	76	91	138	123	81	103	86	112	102	69	99	94
		30%	30%	30%	29%	32%	28%	29%	34%	34%	30%	27%	28%	27%	36%	23%	35%	31%
Not much		299	145	141	200	98	92	88	113	115	77	106	99	123	76	86	89	100
		30%	29%	29%	31%	28%	34%	28%	28%	32%	29%	28%	32%	30%	27%	29%	31%	33%
Nothing at all		216	123	92	148	67	66	68	76	56	59	100	73	100	41	68	54	58
		21%	25%	19%	23%	19%	25%	22%	19%	15%	22%	27%	24%	24%	15%	23%	19%	19%
DONT KNOW/REFUSED		1	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-
		0%	0%	-	0%	-	-	-	0%	-	-	0%	-	0%	-	-	-	-

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**QN21\_3: Best Advice for Person Who Drinks Average Amount 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	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
Stop drinking altogether		220	105	109	112	104	61	73	85	54	55	110	66	106	45	102	43	52
		22%	21%	22%	17%	30%	23%	23%	21%	15%	21%	29%	21%	26%	16%	34%	15%	17%
Reduce the amount of alcohol they drink		557	265	274	352	198	177	159	211	209	153	195	158	219	176	150	177	172
		55%	54%	55%	54%	57%	67%	51%	52%	57%	57%	52%	52%	53%	63%	51%	62%	57%
Not change their drinking habits		172	91	80	137	34	26	66	78	79	49	44	61	59	52	36	47	67
		17%	19%	16%	21%	10%	10%	21%	19%	22%	18%	12%	20%	14%	18%	12%	16%	22%
DONT KNOW/REFUSED		62	30	32	46	13	3	17	34	23	11	28	23	29	8	7	19	11
		6%	6%	7%	7%	4%	1%	5%	8%	6%	4%	7%	7%	7%	3%	2%	7%	4%

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