

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 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 Survey figures.

