

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937614  
GAL 048  
Princeton Job #: 25-07-009

July 7-21, 2025

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Results are based on telephone interviews conducted July 7-21, 2025, with a random sample of –1,002—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 –583—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, party identification, 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. Party identification targets are based on the average of the three most recent Gallup polls. 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
2025 Jul 7-21	54	44	1988 Jul 1-7	63	37
			1988 Mar 8-12	62	38
2024 Jul 1-21	58	41	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

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

**BASED ON -583-- 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>
2025 Jul 7-21	24	34	40	1
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 -583-- 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>
2025 Jul 7-21	41	48	7	2	2	2.8	1
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 -583-- 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>
2025 Jul 7-21	38	29	30	2	*	1
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

18-20. NOT ASKED

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>
2025 Jul 7-21	6	37	53	3
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

**GALLUP POLL SOCIAL SURVEY**  
**July 2025**  
**Public Release Data**

**QN14: Occasion To Use Alcoholic Beverages BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

	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 +
<b>Total</b>	<b>57%</b>	<b>51%</b>	<b>56%</b>	<b>52%</b>	<b>50%</b>	<b>56%</b>	<b>56%</b>	<b>66%</b>	<b>56%</b>	<b>41%</b>	<b>46%</b>	<b>55%</b>	<b>61%</b>	<b>39%</b>	<b>54%</b>
Yes, have occasion	54%	51%	56%	52%	50%	56%	56%	66%	56%	41%	46%	55%	61%	39%	54%
No, abstainer	44%	47%	43%	46%	49%	42%	43%	34%	44%	56%	53%	44%	37%	60%	45%
DON'T KNOW/REFUSED	1%	2%	1%	2%	1%	1%	1%	1%	0%	3%	1%	1%	3%	2%	1%

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**July 2025**  
**Public Release Data**

**QN15: Last Take A Drink BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

	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 +
<b>Total</b>	<b>28%</b>	<b>22%</b>	<b>28%</b>	<b>18%</b>	<b>18%</b>	<b>23%</b>	<b>29%</b>	<b>24%</b>	<b>24%</b>	<b>26%</b>	<b>30%</b>	<b>23%</b>	<b>22%</b>	<b>25%</b>	<b>30%</b>
Within the last 24 hours (1 day)	24%	22%	28%	18%	18%	23%	29%	24%	24%	26%	30%	23%	22%	25%	30%
2 days ago	9%	10%	8%	11%	7%	14%	7%	12%	6%	7%	5%	12%	8%	6%	10%
3 to 4 days ago	11%	10%	10%	11%	13%	13%	8%	13%	8%	9%	10%	9%	13%	4%	12%
5 to 7 days ago	14%	15%	13%	16%	18%	17%	11%	15%	16%	11%	14%	14%	15%	17%	16%
8 days to 1 month ago	20%	21%	22%	16%	24%	8%	28%	15%	24%	24%	19%	17%	25%	25%	14%

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Over 1 month to 3 months ago	10%	11%	9%	6%	15%	11%	12%	7%	10%	7%	11%	7%	8%	10%	6%	11%
Over 3 months to 1 year ago	8%	8%	8%	8%	7%	7%	7%	6%	8%	11%	5%	10%	6%	5%	8%	8%
Over 1 year ago	2%	1%	2%	1%	2%	1%	4%	1%	1%	2%	2%	2%	1%	4%	1%	1%
Only drink at holidays, religious festivals, etc.	1%	1%	2%	2%	1%	1%	2%	1%	0%	1%	4%	3%	0%	2%	2%	0%
DONT KNOW/REFUSED	1%	0%	2%	1%	1%	-	1%	2%	1%	1%	2%	-	2%	2%	3%	-

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#### QN15COLLAPSED: Last Drink of Alcohol 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 Graduate	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000 - 100,000 +	
Last 24 hours	24%	28%	22%	28%	18%	18%	23%	29%	24%	24%	26%	30%	23%	22%	25%	30%	23%
Over 1 day to a week ago	34%	33%	35%	31%	38%	38%	44%	25%	41%	30%	27%	29%	36%	36%	27%	38%	37%
Over 1 week ago	40%	39%	42%	39%	42%	44%	32%	44%	34%	45%	45%	41%	40%	40%	46%	30%	40%
No opinion	1%	0%	2%	1%	1%	-	1%	2%	1%	1%	2%	-	1%	2%	2%	3%	-

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### GALLUP POLL SOCIAL SURVEY July 2025

#### QN16: Number of Drinks in Past Week (Alcohol Drinkers) + QN16MEAN1 + QN16MEAN2 + QN16MEAN1 BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

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	Gender		Race I		Age			Education			Party I.D.			Household Income		
	Total	Male	White	Non-white	18-34	35-54	55+	Colleg e Grad	Some Colleg e	HS Grad or Less	Republica n	Independe nt	Democr at	Less than \$50,000	\$50,000 - 100,000	\$100,000 +
		%														
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
None	41%	40%	44%	32%	46%	47%	41%	42%	41%	41%	41%	42%	47%	32%	41%	41%
Less than one	0%	0%	0%	0%	1%	-	1%	1%	-	1%	1%	0%	1%	-	1%	1%
One	9%	8%	9%	12%	9%	8%	10%	7%	8%	10%	10%	8%	8%	5%	13%	13%
Two-Three	25%	22%	19%	29%	17%	21%	26%	27%	21%	18%	26%	28%	22%	36%	21%	21%
Four-Five	8%	10%	9%	7%	7%	6%	11%	5%	6%	8%	7%	10%	9%	7%	8%	8%
Six-Seven	6%	5%	8%	7%	8%	3%	7%	8%	3%	7%	5%	6%	4%	7%	6%	6%
Eight-Nine	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	-	-	1%	0%	0%
Ten-Nineteen	6%	9%	8%	9%	5%	8%	5%	4%	8%	5%	8%	3%	6%	7%	6%	6%
20 or more	2%	3%	3%	0%	4%	3%	2%	1%	3%	6%	1%	1%	1%	2%	3%	3%
Don't Know/Refused	2%	2%	3%	2%	3%	3%	2%	2%	3%	1%	2%	2%	2%	4%	0%	0%
Mean (with 0)	2.79	3.56	3.34	2.84	3.11	2.90	2.26	3.18	2.40	2.21	2.60	2.21	2.40	3.14	3.10	3.10
Mean (without 0)	4.84	5.98	5.72	4.25	5.94	4.49	4.22	6.23	4.63	3.90	4.46	3.90	4.63	4.69	5.26	5.26
Median	1.00	2.00	1.00	2.00	1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	2.00	1.00	1.00

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### QN17: Preferred Alcohol Type BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Gender		Race I		Age			Education			Party I.D.			Household Income		
	Total	Male	White	Non-white	18-34	35-54	55+	Colleg e Grad	Some Colleg e	HS Grad or Less	Republica n	Independe nt	Democr at	Less than \$50,000	\$50,000 - 100,000	\$100,000 +
		%														
Beer	38%	52%	37%	37%	43%	40%	32%	33%	38%	45%	40%	36%	38%	43%	34%	34%

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Liquor	30%	29%	32%	33%	27%	33%	28%	31%	28%	32%	34%	32%	35%	23%	31%	23%	34%
Wine	29%	14%	44%	18%	33%	27%	37%	34%	30%	27%	17%	25%	29%	33%	29%	30%	29%
All about equally (VOL)	2%	2%	1%	3%	1%	2%	2%	1%	1%	2%	2%	2%	1%	3%	1%	3%	1%
Cordials (VOL)	0%	0%	0%	-	0%	0%	0%	0%	0%	-	-	-	0%	0%	-	-	0%
DON'T KNOW/REFUSE	1%	2%	0%	3%	1%	1%	0%	1%	-	1%	2%	1%	0%	1%	2%	1%	1%

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#### QN21: Moderate Drinking Good for Health 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 Graduate	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000 - 100,000	\$100,000 +
Is good for your health	6%	8%	5%	5%	9%	1%	9%	7%	6%	8%	5%	7%	6%	6%	7%	8%	6%
Makes no difference	37%	41%	34%	41%	31%	31%	37%	41%	38%	35%	39%	45%	36%	34%	33%	39%	40%
Is bad for your health	53%	47%	60%	50%	57%	66%	50%	48%	55%	54%	51%	44%	55%	58%	56%	50%	52%
DON'T KNOW/REFUSE	3%	4%	2%	3%	3%	1%	4%	4%	1%	2%	5%	4%	3%	3%	4%	3%	2%

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