YouGov

November 3 - 5, 2016

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1. Smoker ID

Would you classify yourself as a current smoker, ex-smoker, or non-smoker? Please call yourself a non-smoker if you have smoked fewer than 100 cigarettes in your lifetime.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Current Smoker	17%	16%	18%	14%	27%	16%	11%	18%	19%	13%	5%
Ex-smoker	26%	26%	25%	12%	22%	29%	38%	29%	16%	21%	19%
Non-smoker	57%	58%	56%	74%	51%	55%	51%	53%	65%	66%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(460)	(538)	(218)	(238)	(349)	(193)	(729)	(103)	(98)	(68)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Current Smoker	17%	15%	21%	14%	24%	16%	6%	9%	17%	19%	19%	12%
Ex-smoker	26%	27%	23%	27%	29%	24%	25%	18%	27%	28%	24%	24%
Non-smoker	57%	58%	56%	58%	47%	59%	69%	74%	56%	52%	57%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(380)	(372)	(246)	(427)	(267)	(166)	(138)	(193)	(228)	(337)	(240)

2. Smoking and Drinking | Opinion of Smokers

If you find out that someone smokes, does it improve or worsen your opinion of them?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Improve	2%	2%	3%	4%	3%	1%	1%	2%	2%	5%	3%
Makes no difference	65%	62%	67%	49%	61%	72%	74%	67%	68%	56%	46%
Worsen	28%	33%	23%	39%	26%	26%	23%	28%	21%	29%	46%
Not sure	5%	3%	7%	9%	10%	2%	2%	4%	9%	10%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(459)	(539)	(219)	(236)	(350)	(193)	(729)	(102)	(98)	(69)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Improve	2%	4%	—	3%	3%	1%	1%	1%	4%	1%	2%	1%
Makes no difference	65%	62%	64%	69%	67%	69%	56%	60%	65%	67%	68%	56%
Worsen	28%	28%	29%	26%	25%	28%	37%	29%	24%	29%	24%	37%
Not sure	5%	6%	7%	2%	6%	2%	6%	10%	6%	3%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(381)	(372)	(245)	(426)	(267)	(166)	(139)	(193)	(229)	(337)	(239)

3. Smoking and Drinking | Smoking Looks Cool
Do you think that smoking does or does not look cool?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Smoking does look cool	9%	10%	7%	12%	12%	8%	3%	8%	4%	20%	9%
Smoking does not look cool	79%	77%	80%	73%	75%	80%	88%	80%	77%	70%	78%
Not sure	13%	12%	13%	15%	13%	13%	9%	12%	19%	10%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(458)	(538)	(219)	(235)	(349)	(193)	(728)	(102)	(97)	(69)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Smoking does look cool	9%	9%	7%	11%	10%	9%	7%	7%	7%	6%	9%	12%
Smoking does not look cool	79%	80%	76%	80%	75%	84%	86%	73%	80%	80%	78%	78%
Not sure	13%	10%	17%	9%	16%	6%	7%	20%	13%	14%	13%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(379)	(371)	(246)	(425)	(266)	(166)	(139)	(193)	(228)	(336)	(239)

4. Alcohol - drinkers
Do you consume or buy alcohol for either yourself or for someone else?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	57%	50%	48%	57%	58%	48%	57%	50%	41%	46%
No	44%	41%	47%	49%	40%	39%	50%	41%	47%	55%	50%
Prefer not to say	2%	2%	3%	3%	2%	3%	2%	2%	3%	4%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(460)	(539)	(218)	(238)	(350)	(193)	(729)	(103)	(98)	(69)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	54%	58%	52%	50%	50%	64%	58%	41%	54%	52%	57%	49%
No	44%	40%	44%	49%	47%	35%	42%	51%	43%	47%	41%	48%
Prefer not to say	2%	1%	4%	2%	2%	1%	0%	8%	4%	1%	3%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(381)	(372)	(246)	(428)	(267)	(166)	(138)	(193)	(228)	(337)	(241)

5. Smoking and Drinking | Type of Drinker
Are you a heavyweight or a lightweight drinker?
Asked of those who consume or buy alcohol

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Heavyweight	19%	28%	10%	33%	23%	18%	2%	20%	16%	16%	16%
Lightweight	72%	61%	83%	53%	65%	72%	97%	71%	75%	73%	72%
Not sure	9%	12%	7%	14%	12%	9%	1%	9%	8%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(557)	(266)	(291)	(112)	(148)	(204)	(93)	(424)	(57)	(44)	(32)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Heavyweight	19%	16%	23%	18%	23%	13%	29%	6%	15%	18%	20%	22%
Lightweight	72%	78%	63%	76%	68%	83%	60%	72%	76%	69%	72%	70%
Not sure	9%	6%	14%	7%	9%	4%	11%	22%	9%	13%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(557)	(232)	(200)	(125)	(216)	(172)	(106)	(63)	(111)	(126)	(192)	(128)

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6. Smoking and Drinking | Opinion of Heavyweight Drinkers
If you find out that someone can handle drinking a lot, does that improve or worsen your opinion of them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Improve	4%	4%	3%	6%	6%	1%	2%	3%	5%	5%	6%
Makes no difference	60%	65%	55%	61%	63%	60%	53%	60%	61%	57%	56%
Worsen	29%	25%	32%	24%	24%	30%	36%	29%	27%	27%	29%
Not sure	8%	6%	10%	8%	8%	9%	8%	8%	7%	11%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(459)	(540)	(219)	(237)	(350)	(193)	(729)	(103)	(98)	(69)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Improve	4%	5%	2%	5%	5%	3%	3%	1%	2%	3%	4%	5%
Makes no difference	60%	62%	61%	54%	60%	61%	65%	49%	55%	61%	62%	58%
Worsen	29%	26%	27%	35%	27%	30%	28%	32%	29%	28%	28%	30%
Not sure	8%	7%	10%	6%	8%	6%	4%	18%	13%	8%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(380)	(373)	(246)	(428)	(266)	(166)	(139)	(193)	(228)	(337)	(241)

7. Smoking and Drinking | Heavyweight Drinkers Are Cool
Do you think it is or is not cool to be able to handle drinking a lot?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Is cool	8%	11%	6%	12%	9%	7%	5%	7%	6%	12%	13%
Is not cool	67%	62%	71%	49%	64%	72%	80%	67%	70%	64%	58%
Not sure	25%	27%	24%	39%	28%	21%	14%	25%	24%	23%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(459)	(538)	(218)	(237)	(349)	(193)	(728)	(103)	(98)	(68)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Is cool	8%	10%	5%	10%	8%	8%	8%	8%	8%	7%	9%	7%
Is not cool	67%	68%	62%	73%	68%	70%	61%	64%	69%	64%	68%	65%
Not sure	25%	21%	33%	17%	24%	22%	31%	28%	23%	29%	23%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(379)	(372)	(246)	(426)	(266)	(166)	(139)	(192)	(228)	(337)	(240)

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November 3 - 5, 2016

Interviewing Dates	November 3 - 5, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, geographic region, and 2012 Presidential vote. The weights range from 0.177 to 5.273, with a mean of one and a standard deviation of 0.628.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	19 questions not reported.