

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 8-11, 2010 with a random sample of –1,020—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

For results based on the sample of –528—national adults in Form A and –492—national adults in Form B, the maximum margins of sampling error are ±5 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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.

28. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEM A READ FIRST, THEN ITEMS B-N READ IN RANDOM ORDER]?

D. Al Gore

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2010</u>				<u>2006</u>			
2010 Jul 8-11	44	49	8	2006 Jun 23-25	48	45	8
				<u>2003</u>			
<u>2007</u>				2003 Jun 27-29	49	45	6
2007 Oct 12-14	58	37	5	<u>2002</u>			
2007 Aug 13-16	50	42	8	2002 Dec 16-17	49	45	6
2007 Aug 3-5	48	46	6	2002 Sep 23-26	46	47	7
2007 Jul 12-15	51	40	8	2002 Apr 29-May 1	46	48	6
2007 Jul 6-8	52	42	6	<u>2001</u>			
2007 Jun 1-3	50	43	7	2001 Aug 3-5	52	42	6
2007 May 10-13	57	38	5	2001 Apr 20-22	55	41	4
2007 May 4-6	49	43	8	2001 Jan 15-16	56	41	3
2007 Apr 13-15	48	47	5	<u>2000</u>			
2007 Apr 2-5	50	44	6	2000 Dec 15-17	57	40	3
2007 Mar 23-25	56	38	6	2000 Dec 2-4	46	52	2
2007 Mar 2-4	55	39	6	2000 Nov 13-15	53	44	3
2007 Feb 9-11	52	45	3	2000 Nov 4-5 †	56	39	5

Al Gore Favorable Trend continued on the next page

Q.28 (FAVORABLES) CONTINUED

D. Al Gore (continued)

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2000</u>				<u>1997</u>			
2000 Oct 24-26 †	53	42	5	1997 Dec 18-21	50	37	13
2000 Oct 23-25 †	55	40	5	1997 Oct 27-29	53	38	9
2000 Oct 20-22 †	57	39	4	1997 Oct 3-5	47	42	11
2000 Oct 5-7 †	57	37	6	1997 Sep 25-28	51	39	10
2000 Sep 28-30 †	61	31	8	1997 Sep 6-7	55	32	13
2000 Sep 15-17 †	62	30	8	1997 Jun 26-29	57	32	10
2000 Aug 18-19	64	30	6	1997 Apr 18-20	56	34	10
2000 Aug 4-5	52	42	6	1997 Mar 24-26	57	31	12
2000 Jul 25-26	56	38	6	1997 Jan 3-5	60	26	14
2000 Jul 14-16	58	34	8	<u>1996</u>			
2000 Jun 23-25	52	39	9	1996 Oct 26-29 †	61	31	8
2000 Jun 6-7	59	35	6	1996 Aug 30- Sep 1 †	61	27	12
2000 Apr 28-30	53	38	9	1996 Aug 28-29 †	60	26	14
2000 Mar 10-12	59	36	5	1996 Aug 16-18 †	59	30	11
2000 Feb 20-21	56	37	7	1996 Jan 12-15	52	34	14
2000 Feb 4-6	57	37	6	<u>1995</u>			
2000 Jan 17-19	56	38	6	1995 Jan 16-18	57	29	14
<u>1999</u>				1994 Sep 6-7	56	31	13
1999 Dec 20-21	57	36	7	1994 Apr 22-24	60	28	12
1999 Dec 9-12	54	42	4	1994 Mar 25-27	56	29	15
1999 Oct 21-24	58	36	6	1994 Jan 15-17	62	26	12
1999 Oct 8-10	54	42	4	<u>1993</u>			
1999 Sep 23-26	55	40	5	1993 Nov 15-16	53	32	15
1999 Aug 16-18	58	37	5	1993 Nov 2-4	49	30	21
1999 Aug 3-4	52	40	8	1993 Jul 19-21	55	30	15
1999 Jul 22-25	53	35	12	1993 Apr 22-24	55	24	21
1999 Jun 25-27	56	39	5	1993 Jan 18-19	63	22	15
1999 Apr 30-May 2	55	37	8	<u>1992</u>			
1999 Apr 13-14	54	39	7	1992 Nov 10-11	56	28	16
1999 Apr 13-14	54	39	7	1992 Oct 9-11 †	63	24	14
1999 Feb 19-21	59	33	8	1992 Sep 11-15 †	56	26	18
1999 Feb 4-8	61	31	8	1992 Aug 31-Sep 2 †	63	24	13
<u>1998</u>				1992 Aug 21-23 †	60	23	17
1998 Dec 28-29	57	28	15	1992 Aug 10-12 †	62	20	18
1998 Sep 14-15	56	32	12	1992 Jul 23-24 †	59	13	28
1998 Feb 13-15	57	33	10	1992 Jul 17-18 †	64	14	22
1998 Jan 30-Feb 1	62	31	7	1992 Jul 6-8 †	39	17	44
1998 Jan 23-25	56	32	12				

^ Asked of a half sample.

† Based on registered voters.

F. Dick Cheney

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2010</u>				<u>2003</u>			
2010 Jul 8-11	36	52	12	2003 Oct 24-26	55	33	12
<u>2009</u>				2003 Sep 19-21	54	36	10
2009 May 29-31	37	54	9	2003 Jun 27-29 ^	54	34	12
2009 Mar 27-29	30	63	7	2003 Jan 31-Feb 2	61	28	11
<u>2007</u>				<u>2002</u>			
2007 Jul 12-15	30	62	8	2002 Sep 23-26	65	24	11
2007 Feb 9-11	37	58	4	2002 Jul 26-28	57	30	13
2007 Jan 5-7	38	52	10	2002 Jan 11-14	67	20	13
<u>2006</u>				<u>2001</u>			
2006 Apr 28-30	34	62	3	2001 Apr 20-22	64	22	14
<u>2005</u>				2001 Mar 5-7	63	18	19
2005 Dec 16-18	41	50	9	2001 Jan 15-16	61	23	16
2005 Oct 28-30	42	51	7	<u>2000</u>			
2005 Oct 13-16	43	47	10	2000 Dec 15-17	61	23	16
2005 Jun 24-26	48	44	8	2000 Dec 2-4	58	23	19
2005 Feb 4-6	51	41	8	2000 Nov 13-15	51	22	27
<u>2004</u>				2000 Sep 15-17 †	46	24	30
2004 Nov 19-21	53	41	6	2000 Aug 18-19	51	19	30
2004 Oct 9-10	46	46	8	2000 Aug 4-5	44	22	34
2004 Sep 3-5	48	44	8	2000 Jul 25-26	46	15	39
2004 Aug 23-25 ^	44	45	11				
2004 Jul 19-21 ^	47	43	10				
2004 Jul 8-11	46	42	12				
2004 Feb 16-17	45	42	13				

^ Asked of a half sample.

† Based on registered voters.

J. Joe Biden

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	43	41	7	9
2009 Oct 16-19	42	40	7	11
2009 Jul 10-12	48	36	8	9
2009 Jan 9-11	53	29	7	11
2008 Nov 7-9	59	29	5	7
2008 Oct 31-Nov 2 †	53	32	5	11
2008 Oct 3-5	57	27	6	9
2008 Sep 5-7	49	30	7	14
2008 Aug 23 ^	34	15	23	28
2007 Apr 2-5	20	25	38	17

^ Based on one-night Biden vice presidential selection poll of registered voters (*USA Today*/Gallup poll asked on Gallup daily tracking survey)

† *USA Today*/Gallup poll asked on Gallup tracking survey