

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]?

M. General David Petraeus

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	56	9	24	10
2007 Sep 14-16 ^	61	22	7	11
2007 Sep 7-8 ^	52	17	14	17
2007 Aug 3-5 ^	47	21	16	16

^ WORDING: Commander of U.S. forces in Iraq, General David Petraeus

32. *(Asked of a half sample)* Thinking now about U.S. military action in Afghanistan that began in October 2001, do you think the United States made a mistake in sending military forces to Afghanistan, or not?

BASED ON --492-- NATIONAL ADULTS IN FORM B

	<u>Yes, a mistake</u>	<u>No, not</u>	<u>No opinion</u>
2010 Jul 8-11 ^	38	58	4
2009 Nov 20-22	36	60	3
2009 Aug 31-Sep 2	37	61	2
2009 Jul 10-12 ^	36	61	3
2009 Jan 30-Feb 1	30	66	4
2008 Aug 21-23 ^	34	63	3
2008 Jul 25-27	28	68	4
2007 Aug 3-5	25	70	5
2004 Jul 19-21	25	72	3
2002 Jan 7-9	6	93	1
2001 Nov 8-11	9	89	2

^ Asked of a half sample

33. *(Asked of a half sample)* In general, how would you say things are going for the U.S. in Afghanistan—
[ROTATED: very well, moderately well, moderately badly, (or) very badly]?

BASED ON --492-- NATIONAL ADULTS IN FORM B

	<u>Very well</u>	Moder- ately <u>well</u>	Moder- ately <u>badly</u>	<u>Very badly</u>	<u>No opinion</u>	<i>Total well</i>	<i>Total badly</i>
2010 Jul 8-11 ^	1	36	43	17	4	37	60
2009 Nov 20-22	2	30	45	21	2	32	66
2009 Aug 31-Sep 2	4	34	45	16	2	38	61
2009 Jul 10-12 ^	4	50	31	12	2	54	43
2009 Jan 30-Feb 1	4	40	38	14	5	44	52
2008 Aug 21-23 ^	6	35	39	16	4	41	55
2008 Jul 25-27	5	41	33	18	3	46	51
2006 Sep 15-17	6	43	30	16	5	49	46

^ Asked of a half sample