

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

**-- FINAL TOPLINE --**

Timberline: 927524  
G: 392  
Princeton Job #: 10-07-009

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July 8-11, 2010

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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.**

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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]?

### G. Newt Gingrich

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	36	38	13	14
2007 Jun 1-3	27	48	11	14
2007 Mar 23-25	29	48	9	14
2007 Mar 2-4	29	49	10	12
2003 Jul 25-27 ^	39	42	8	11
1998 Dec 28-29 †	38	51	2	9
1998 Nov 20-22 †	32	53	4	11
1998 Oct 9-12 †	42	49	2	7
1998 Jun 5-7	32	53	5	10
1998 Feb 13-15	37	48	4	11
1997 Dec 18-21 †	30	55	6	9
1997 Oct 27-29 †	30	58	3	9
1997 Jul 25-27	26	64	3	7
1997 Jun 26-29	25	61	4	10
1997 Apr 18-20	24	62	6	8
1997 Jan 3-5	25	61	5	9
1996 Aug 5-7 ♥	32	56	5	7
1996 Mar 15-17	24	58	6	12
1996 Jan 12-15	31	57	4	8
1995 Nov 6-8	25	56	9	10
1995 Aug 4-7	31	47	6	16
1995 Apr 17-19 †	37	51	4	8
1995 Mar 17-19 †	33	47	6	14
1995 Jan 16-18	34	37	9	20
1994 Dec 28-30 ‡	27	35	14	24
1994 Nov 28-29 ‡	29	25	22	24
1994 Oct 7-9 ♠	19	22	42	17

- ^ WORDING: Former Speaker of the House, Newt Gingrich  
† WORDING: Speaker of the House, Newt Gingrich  
‡ WORDING: Incoming Speaker of the House, Newt Gingrich  
♠ WORDING: House Minority Leader, Newt Gingrich  
♥ Based on registered voters.

## H. Mitt Romney

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	36	28	18	18
2009 Jul 10-12	37	29	16	18
2008 Feb 8-10	34	46	7	13
2008 Jan 30- Feb 2	37	39	10	14
2008 Jan 10-13 ^	32	42	13	14
2007 Dec 14-16	32	35	17	15
2007 Nov 30-Dec 2	36	30	20	14
2007 Nov 2-4	28	31	24	17
2007 Oct 12-14	26	34	23	17
2007 Oct 4-7	29	26	29	15
2007 Sep 14-16	27	35	23	15
2007 Sep 7-8	27	28	28	17
2007 Aug 13-16	33	24	26	17
2007 Aug 3-5	22	31	30	17
2007 Jul 12-15	22	28	31	18
2007 Jul 6-8	23	31	30	16
2007 Jun 1-3	25	24	31	19
2007 May 10-13	27	19	41	14
2007 May 4-6	24	22	39	15
2007 Apr 13-15	23	24	36	17
2007 Apr 2-5	25	21	37	17
2007 Mar 23-25	22	18	37	22
2007 Mar 2-4	23	19	41	17
2007 Feb 9-11	18	18	47	18
2006 Dec 8-10 †	19	12	52	17

^ Asked of a half sample.

† WORDING: Massachusetts Governor, Mitt Romney.

## I. Mike Huckabee

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	40	23	18	19
2009 Jul 10-12	42	23	16	18
2008 Feb 8-10	41	38	6	15
2008 Jan 10-13 ^	38	36	11	15
2007 Dec 14-16	34	24	22	19
2007 Nov 30-Dec 2	33	16	33	18
2007 Nov 2-4	18	18	42	22
2007 Oct 4-7	18	15	50	17
2007 Aug 13-16	17	14	49	20

^ Asked of a half sample.

**K. Sarah Palin**

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	44	47	2	7
2009 Dec 11-13	44	47	3	6
2009 Oct 1-4	40	50	4	7
2009 Jul 10-12	43	45	4	8
2008 Nov 7-9	48	47	2	4
2008 Oct 31-Nov 2 †	42	49	3	7
2008 Oct 3-5	51	41	2	6
2008 Sep 5-7	53	28	7	12
2008 Aug 29 ^	22	7	51	20

^ Based on one-night Palin 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

**N. Louisiana Governor, Bobby Jindal**

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	34	16	31	18