

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS**

-- FINAL TOPLINE --

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

Jeff Jones, Lydia Saad  
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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3. In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?

	<u>Satisfied</u>	<u>Dis- satisfied</u>	<u>No opinion</u>		<u>Satisfied</u>	<u>Dis- satisfied</u>	<u>No opinion</u>
2010				2009			
2010 Jul 8-11	21	76	3	2009 Aug 31-Sep 2	29	70	1
				2009 Aug 6-8 ♣	36	63	1
2010 Jun 11-13	23	75	1	2009 July 10-12 ♣	30	65	5
2010 May 24-25	25	73	2	2009 June 14-16 ♣	34	63	4
2010 May 3-6	24	74	2	2009 May 7-9 ♣	35	62	3
2010 Apr 8-11	27	71	2	2009 Apr 6-8 ♣	26	69	6
2010 Mar 26-28	23	75	2	2009 Mar 5-7 ♣	19	77	4
2010 Mar 4-7	19	79	2	2009 Feb 9-11 ♣	15	82	3
2010 Feb 1-3	21	77	2	2009 Jan 3-5 ♣	13	85	3
2010 Jan 8-10	23	76	2	2008			
2009				2008 Dec 4-7	10	88	2
2009 Dec 11-13	25	73	2	2008 Nov 13-16	11	87	2
2009 Nov 5-8	24	74	1	2008 Nov 7-9	13	84	3
2009 Oct 16-19	26	72	2	2008 Oct 31-Nov 2	13	85	2
2009 Oct 1-4	26	71	3	2008 Oct 10-12	7	91	1

U.S. Satisfaction trend continued on the next page

Q.3 (U.S. SATISFACTION) CONTINUED

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
2008				2005			
2008 Oct 3-5	9	90	1	2005 Sep 26-28	39	59	2
2008 Sep 8-11	21	77	2	2005 Sep 12-15	34	65	1
2008 Aug 21-23	18	81	1	2005 Aug 22-25	34	62	4
2008 Aug 7-10	17	80	3	2005 Aug 8-11	37	60	3
2008 Jul 10-13	17	81	2	2005 Jul 25-28	40	58	2
2008 Jun 9-12	14	84	2	2005 Jul 7-10	42	57	1
2008 May 8-11	14	85	1	2005 Jun 16-19	42	56	2
2008 Apr 6-9	15	83	1	2005 Jun 6-8	38	60	2
2008 Mar 6-9	19	80	2	2005 May 23-26	41	55	4
2008 Feb 11-14	20	78	2	2005 May 2-5	39	58	3
2008 Jan 4-6	24	73	3	2005 Apr 4-7	38	59	3
2007				2005 Mar 21-23	38	59	3
2007 Dec 6-9	27	70	3	2005 Mar 7-10	42	56	2
2007 Nov 11-14	20	76	3	2005 Feb 21-24	45	52	3
2007 Oct 12-14	26	72	2	2005 Feb 7-10	46	52	2
2007 Oct 4-7	25	73	2	2005 Jan 3-5	46	53	1
2007 Sep 14-16	28	71	2	2004			
2007 Aug 13-16	24	73	3	2004 Dec 5-8	45	53	2
2007 Jul 12-15	27	71	3	2004 Nov 7-10	44	54	2
2007 Jun 11-14	24	74	2	2004 Oct 29-31 ^	44	53	3
2007 May 10-13	25	73	2	2004 Oct 11-14	41	57	2
2007 Apr 2-5	33	65	2	2004 Sep 13-15	41	56	3
2007 Mar 11-14	30	68	2	2004 Aug 9-11	44	55	1
2007 Feb 1-4	34	64	2	2004 Jul 8-11	41	57	2
2007 Jan 15-18	35	63	2	2004 Jun 3-6	39	59	2
2006				2004 May 7-9	37	62	1
2006 Dec 11-14	30	69	1	2004 May 2-4	36	62	2
2006 Nov 9-12	31	67	2	2004 Apr 5-8	41	57	2
2006 Nov 2-5	35	61	4	2004 Mar 8-11	39	60	1
2006 Oct 9-12	30	68	2	2004 Feb 9-12	45	54	1
2006 Sep 7-10	32	67	2	2004 Jan 12-15	46	53	1
2006 Aug 7-10	28	69	3	2004 Jan 2-5	55	43	2
2006 Jul 21-23	33	65	2	2003			
2006 Jul 6-9	32	65	3	2003 Dec 11-14	50	48	2
2006 Jun 1-4	30	67	2	2003 Nov 3-5	44	54	2
2006 May 8-11	25	72	3	2003 Oct 6-8	41	57	2
2006 Apr 10-13	27	71	2	2003 Sep 8-10	40	58	2
2006 Mar 13-16	29	68	2	2003 Aug 4-6	46	52	2
2006 Feb 6-9	35	62	3	2003 Jul 7-9	50	48	2
2006 Jan 20-22	35	62	3	2003 Jun 12-15	47	51	2
2006 Jan 9-12	36	61	3	2003 May 5-7	54	45	1
2005				2003 Apr 7-9	55	41	4
2005 Dec 19-22	36	62	2	2003 Mar 22-23	60	38	2
2005 Dec 5-8	35	62	3	2003 Mar 3-5	36	61	3
2005 Nov 17-20	36	62	2	2003 Feb 17-19	39	58	3
2005 Nov 7-10	31	66	3	2003 Feb 3-6	40	58	2
2005 Oct 24-26	35	63	2	2003 Jan 13-16	42	56	2
2005 Oct 13-16	31	68	1				

U.S. Satisfaction trend continued on the next page

Q.3 (U.S. SATISFACTION) CONTINUED

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
2002				1999			
2002 Dec 5-8	46	51	3	1999 Feb 12-13	71	26	3
2002 Nov 11-14	48	48	4	1999 Jan 15-17	70	28	2
2002 Oct 31-Nov 3	48	47	5	1998			
2002 Oct 3-6	47	49	4	1998 Dec 28-29	50	48	2
2002 Sep 5-8	47	51	2	1998 Oct 29-Nov 1	60	34	6
2002 Aug 5-8	47	50	3	1998 Aug 21-23	63	34	3
2002 Jul 26-28	48	49	3	1998 Aug 10-12	60	36	4
2002 Jul 22-24	49	47	4	1998 May 8-10	59	36	5
2002 Jul 9-11	49	48	3	1998 Apr 17-19	58	38	4
2002 Jun 3-6	52	44	4	1998 Feb 20-22	64	32	4
2002 May 6-9	56	40	4	1998 Feb 13-15	59	37	4
2002 Apr 8-11	61	37	2	1998 Jan 30-Feb 1	63	35	2
2002 Mar 4-7	61	37	2	1997			
2002 Feb 4-6	61	37	2	1997 Dec 18-21	50	46	4
2002 Jan 7-9	65	32	3	1997 Aug 22-25	50	48	2
2001				1997 May 6-7	46	51	3
2001 Dec 6-9	70	28	2	1997 Jan 10-13	50	47	3
2001 Nov 8-11	65	33	2	1996			
2001 Oct 11-14	67	29	4	1996 Dec 9-11	43	55	2
2001 Sep 14-15	61	36	3	1996 Nov 21-24	47	47	6
2001 Sep 7-10	43	55	2	1996 Oct 26-29	39	56	5
2001 Aug 16-19	48	49	3	1996 Aug 30-Sep 1	45	50	5
2001 Jul 19-22	51	46	3	1996 Aug 16-18	38	57	5
2001 Jun 11-17	51	46	3	1996 May 9-12	37	60	3
2001 May 10-14	46	50	4	1996 Mar 15-17	36	61	3
2001 Apr 6-8	50	47	3	1996 Mar 8-10	41	56	3
2001 Mar 5-7	53	44	3	1996 Jan 5-7	24	72	4
2001 Feb 1-4	51	45	4	1995			
2001 Jan 10-14	56	41	3	1995 Aug 11-14	33	64	3
2000				1995 Jul 7-9	32	65	3
2000 Dec 2-4	51	46	3	1995 Mar 27-29	30	66	4
2000 Nov 13-15	58	41	1	1994			
2000 Oct 6-9	62	36	2	1994 Nov 28-29	29	67	4
2000 Aug 29-Sep 5	59	38	3	1994 Nov 2-6	30	66	4
2000 Aug 18-19	63	33	4	1994 Oct 22-25	31	66	3
2000 Jul 14-16	61	35	4	1994 Jul 15-17	33	65	2
2000 Jun 22-25	56	39	5	1994 May 20-22	33	64	3
2000 May 18-21	55	42	3	1994 Apr 22-24	32	65	3
2000 Apr 3-9	59	37	4	1994 Mar 25-27	35	62	3
2000 Feb 25-27	65	32	3	1994 Feb 26-28	36	61	3
2000 Jan 7-10	69	28	3	1994 Jan 15-17	35	62	3
1999				1993			
1999 Sep 23-26	52	45	3	1993 Dec 4-6	34	63	3
1999 Aug 24-26	62	35	3	1993 Nov 2-4	27	70	3
1999 Jun 11-13	55	42	3	1993 May 21-23	24	73	3
1999 May 23-24	51	46	3	1993 Feb 12-14	25	71	4
1999 Apr 26-27	51	45	4	1993 Jan 8-11	29	68	3
1999 Apr 13-14	58	39	3				

U.S. Satisfaction trend continued on the next page

Q.3 (U.S. SATISFACTION) CONTINUED

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
1992				1989			
1992 Nov 11-12	26	68	6	1989 May 4-7	44	50	6
1992 Aug 28-Sep 2 ♠	22	73	5	1989 Jan 27-Feb 5	45	50	5
1992 Jul 31-Aug 2	17	80	3	1988			
1992 Jun 12-14	14	84	2	1988 Sep 25-Oct 1	56	40	4
1992 May 7-10	20	77	3	1988 May 13-15	41	54	5
1992 Apr 20-22 ^	19	80	1	1987			
1992 Mar 20-22	19	80	1	1987 Aug 24-Sep 2	45	49	6
1992 Feb 28-Mar 1	21	78	1	1986			
1992 Jan 31-Feb 2 †	24	75	1	1986 Dec 4-5 ‡	47	49	4
1992 Jan 3-6 †	24	74	2	1986 Sep 3-17	58	38	4
1991				1986 Jun 9-16	69	26	5
1991 Dec 5-8	37	60	3	1986 Mar 7-10	66	30	4
1991 Oct 31-Nov 2	35	62	3	1985			
1991 Oct 10-13	39	57	4	1985 Nov 11-18	51	46	3
1991 Aug 23-25	49	45	6	1984			
1991 Jul 11-14	43	50	7	1984 Dec 7-10	52	40	8
1991 May 23-26	49	49	2	1984 Sep 28-Oct 1	48	45	7
1991 Mar 21-24	52	43	5	1984 Feb 10-13	50	46	4
1991 Feb 28-Mar 3	66	31	3	1983			
1991 Feb 14-17	54	40	6	1983 Aug 5-8	35	59	6
1991 Jan 17-21	62	33	5	1982			
1991 Jan 3-6	32	61	7	1982 Nov 5-8	24	72	4
1990				1982 Sep 17-20	24	72	4
1990 Dec 13-16	33	64	3	1982 Apr 2-5	25	71	4
1990 Nov 1-4	32	64	4	1981			
1990 Oct 25-28	31	66	3	1981 Dec 11-14	27	67	6
1990 Oct 11-14	29	67	4	1981 Jun 5-8	33	61	6
1990 Sep 27-30	37	58	5	1981 Jan 9-12	17	78	5
1990 Aug 30-Sep 2	51	44	5	1979			
1990 Aug 9-12	43	51	6	1979 Nov 2-5	19	77	4
1990 Jul 19-22	45	51	4	1979 Jul 13-16	12	84	4
1990 Feb 8-11	55	39	6	1979 Feb 2-5	26	69	5

^ Asked of a half sample.

† Registered voters

‡ Gallup/Newsweek

♠ Gallup/CNN/Knight-Ridder

♣ Gallup Daily Poll