

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]?

A. Barack Obama

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
2010				2008			
2010 Jun 8-11	52	44	4	2008 Feb 21-24	61	32	7
				2008 Feb 8-10	58	34	8
2010 May 24-25	54	43	3	2008 Jan 30-Feb 2	59	32	8
2010 Mar 26-28	52	48	1	2008 Jan 10-13	59	32	9
2009				2007			
2009 Dec 11-13	56	42	2	2007 Dec 14-16	57	30	13
2009 Oct 16-19	55	42	3	2007 Nov 30-Dec 2	53	33	13
2009 Oct 1-4	56	40	4	2007 Nov 2-4	53	30	17
2009 Jul 10-12	66	33	1	2007 Oct 12-14	53	32	15
2009 May 29-31	67	32	1	2007 Oct 4-7	54	27	19
2009 Mar 27-29	69	28	3	2007 Sep 14-16	56	29	15
2009 Jan 9-11	78	18	5	2007 Sep 7-8	48	32	21
2008				2007 Aug 13-16	52	29	19
2008 Nov 7-9	68	27	4	2007 Aug 3-5	48	34	18
2008 Oct 31-Nov 2	62	34	4	2007 Jul 12-15	49	26	25
†							
2008 Oct 10-12	62	35	2	2007 Jul 6-8	53	27	21
2008 Oct 3-5	62	34	3	2007 Jun 1-3	53	25	23
2008 Sep 5-7	62	35	3	2007 May 10-13	55	20	25
2008 Aug 30-31 †	61	32	8	2007 May 4-6	50	24	25
2008 Aug 21-23	63	32	5	2007 Apr 13-15	52	27	20
2008 Jul 25-27	61	35	4	2007 Apr 2-5	49	24	26
2008 Jun 15-19	64	31	5	2007 Mar 23-25	53	24	23
2008 May 30-Jun 1	58	37	5	2007 Mar 2-4	58	18	24
2008 May 1-3	58	37	5	2007 Feb 9-11	53	19	28
2008 Apr 18-20	60	34	6	2006			
2008 Mar 14-16	62	33	6	2006 Dec 8-10 ^	42	11	47

^ WORDING: Illinois Senator, Barack Obama.

† USA Today/Gallup poll asked on Gallup tracking survey

B. Bill Clinton

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
2010				1999			
2010 Jul 8-11	61	34	5	1999 Apr 30-May 2	53	45	2
				1999 Apr 13-14	51	47	2
2008				1999 Mar 5-8	54	43	3
2008 Aug 21-23	52	44	4	1999 Feb 19-21	55	43	2
2008 May 30-Jun 1	50	45	5	1999 Feb 4-8	55	44	1
2008 Apr 18-20	52	45	3	1999 Jan 8-10	58	40	2
2008 Jan 30-Feb 2	50	47	3	1998			
2007				1998 Dec 28-29	56	42	2
2007 Oct 4-7	56	40	4	1998 Dec 4-6	56	40	4
2007 Mar 23-25	60	38	2	1998 Nov 20-22	57	40	3
2007 Feb 9-11	63	35	2	1998 Oct 9-12	54	43	3
2006				1998 Sep 14-15	51	47	2
2006 Jun 23-25	59	37	4	1998 Aug 21-23	55	43	2
2005				1998 Aug 10-12	60	38	2
2005 Oct 21-23	60	38	2	1998 Aug 7-8	58	40	2
2005 Feb 4-6	56	41	3	1998 Jun 5-7	61	36	3
2004				1998 Mar 20-22	60	35	5
2004 Jul 19-21 ^	54	43	3	1998 Feb 20-22	64	34	2
2004 Jun 21-23	53	44	3	1998 Feb 13-15	58	39	3
2003				1998 Jan 30-Feb 1	65	34	1
2003 Jun 9-10	54	45	1	1998 Jan 25-26	53	43	4
2003 Mar 14-15	46	51	3	1998 Jan 24-25	58	39	3
2002				1998 Jan 23-24	57	40	3
2002 Sep 23-26	47	49	4	1997			
2001				1997 Dec 18-21	58	37	5
2001 Nov 26-27	48	47	5	1997 Oct 27-29	62	35	3
2001 Aug 3-5	49	48	3	1997 Oct 3-5	56	40	4
2001 Apr 20-22	48	50	2	1997 Sep 25-28	61	35	4
2001 Mar 5-7	39	59	2	1997 Sep 6-7	63	32	5
2001 Feb 19-21	42	55	3	1997 Jul 25-27	62	35	3
2001 Feb 1-4	51	48	1	1997 Jun 26-29	59	37	4
2000				1997 Apr 18-20	60	38	2
2000 Dec 2-4	57	41	2	1997 Mar 24-26	63	34	3
2000 Nov 13-15	57	41	2	1997 Feb 24-26	61	34	5
2000 Oct 25-28	54	44	2	1997 Jan 31-Feb 2	64	32	4
2000 Sep 15-17 †	46	48	6	1997 Jan 10-13	65	31	4
2000 Aug 18-19	48	48	4	1997 Jan 3-5	60	36	4
2000 Aug 4-5	42	54	4	1996			
2000 Apr 28-30	47	51	2	1996 Nov 3-4 †	56	39	5
1999				1996 Oct 11-12 †	62	34	4
1999 Dec 9-12	45	53	2	1996 Sep 2-4 †	62	33	5
1999 Sep 23-26	54	45	1	1996 Aug 30-Sep 1 †	61	35	4
1999 Aug 3-4	52	46	2	1996 Aug 28-29 †	60	34	6
1999 Jul 22-25	57	41	2	1996 Aug 16-18 †	57	41	2
1999 Jun 25-27	48	50	2	1996 Aug 14-15 †	58	37	5

Bill Clinton Favorable Trend continued on the next page

B. Bill Clinton (continued)

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
1996				1993			
1996 Aug 5-7 ^	60	37	3	1993 Aug 8-10	53	42	5
1996 Jul 18-21	62	35	3	1993 Jul 19-21	51	45	4
1996 Jun 18-19	60	36	4	1993 Jun 5-6	48	44	8
1996 May 28-29	59	38	3	1993 Apr 22-24	63	32	5
1996 May 9-12	60	39	1	1993 Jan 29-31	65	27	8
1996 Mar 15-17	58	38	4	1993 Jan 18-19	66	26	8
1996 Feb 23-25	60	37	3	1992			
1996 Jan 12-15	54	44	2	1992 Nov 10-11	58	35	7
1995				1992 Nov 1-2 †	51	43	6
1995 Nov 6-8	59	38	3	1992 Oct 23-24 †	49	42	9
1995 Sep 22-24	55	41	4	1992 Oct 16-18 †	55	38	8
1995 Aug 4-7	51	44	5	1992 Oct 13-15 †	54	40	6
1995 Jul 7-9	57	40	3	1992 Oct 4-6 †	53	40	7
1995 Apr 17-19	56	42	1	1992 Sep 28-30 †	53	38	8
1995 Mar 17-19	51	45	4	1992 Sep 11-15 †	53	39	7
1995 Jan 16-18	56	42	2	1992 Aug 31-Sep 2 †	57	37	6
1994				1992 Aug 21-23 †	57	37	6
1994 Dec 28-30	48	49	3	1992 Aug 19-20 †	57	36	7
1994 Nov 28-29	50	47	3	1992 Aug 10-12 †	57	34	9
1994 Sep 6-7	47	50	3	1992 Jul 17-18 †	62	25	12
1994 Jul 15-17	49	48	3	1992 Jul 6-8 †	41	49	10
1994 Apr 22-24	56	41	3	1992 Jun 26-Jul 1 †	45	43	12
1994 Mar 25-27	56	40	4	1992 Jun 12-14 †	41	47	12
1994 Mar 7-8	59	38	3	1992 May 18-20 †	42	48	10
1994 Jan 15-17	60	37	3	1992 May 7-10	50	36	14
1994 Jan 6-8	62	35	3	1992 Apr 20-22 †	42	49	9
1993				1992 Apr 9-12	34	46	20
1993 Nov 19-21	55	41	4	1992 Mar 26-29	38	39	23
1993 Nov 15-16	56	38	6	1992 Feb 28-Mar 1	36	39	24
1993 Nov 2-4	54	42	4	1992 Jan 31-Feb 2	38	32	30
1993 Sep 24-26	63	32	5	1992 Jan 3-6	21	10	69

^ Asked of a half sample

† Based on registered voters.

E. George W. Bush

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2010</u>				<u>2003</u>			
2010 Jul 8-11	45	51	4	2003 Oct 6-8	60	39	1
<u>2009</u>				2003 Jun 27-29 ^	65	34	1
2009 Mar 27-29	35	63	2	2003 Jun 9-10	66	33	1
2009 Jan 9-11	40	59	1	2003 Jan 31-Feb 2	68	32	*
<u>2008</u>				<u>2002</u>			
2008 Aug 21-23	35	62	3	2002 Dec 16-17	68	30	2
2008 Apr 18-20	32	66	2	2002 Sep 23-26	70	28	2
<u>2007</u>				2002 Jul 26-28	71	26	3
2007 Jul 12-15	37	59	3	2002 May 20-22	80	18	2
2007 Jun 1-3	40	58	2	2002 Apr 29-May 1	79	19	2
2007 Feb 9-11	44	55	1	2002 Jan 11-14	83	15	2
2007 Jan 5-7	45	53	2	<u>2001</u>			
<u>2006</u>				2001 Nov 26-27	87	11	2
2006 Nov 9-12	38	61	1	2001 Aug 3-5	60	35	5
2006 Oct 6-8	42	55	3	2001 Jun 8-10	62	36	2
2006 Jun 23-25	40	59	2	2001 Apr 20-22	65	32	3
2006 Apr 28-30	39	60	1	2001 Mar 9-11	63	32	5
<u>2005</u>				2001 Mar 5-7	69	28	3
2005 Dec 16-18	46	53	1	2001 Feb 19-21	67	27	6
2005 Jul 25-28	48	50	2	2001 Feb 1-4	64	33	3
2005 Apr 1-2	54	45	1	2001 Jan 15-16	62	36	2
2005 Feb 25-27	56	42	2	<u>2000</u>			
2005 Feb 4-6	59	39	2	2000 Dec 15-17	59	36	5
<u>2004</u>				2000 Dec 2-4	56	40	4
2004 Nov 19-21	60	39	1	2000 Nov 13-15	53	43	4
2004 Oct 29-31	51	46	3	2000 Nov 13-15 †	54	43	3
2004 Oct 22-24 ^	53	44	3	2000 Nov 4-5 †	55	39	6
2004 Oct 14-16	55	44	1	2000 Oct 24-26 †	62	33	5
2004 Oct 9-10	51	46	3	2000 Oct 23-25 †	60	35	5
2004 Oct 1-3	53	45	2	2000 Oct 20-22 †	59	37	4
2004 Sep 13-15 ^	55	44	1	2000 Oct 5-7 †	58	36	6
2004 Sep 3-5	55	44	1	2000 Sep 28-30 †	55	38	7
2004 Aug 23-25	54	44	2	2000 Sep 15-17 †	51	41	8
2004 Jul 30-Aug 1	52	46	2	2000 Aug 18-19	60	34	6
2004 Jul 19-21	52	46	2	2000 Aug 4-5	67	28	5
2004 Jul 8-11	52	46	2	2000 Jul 25-26	63	31	6
2004 Jun 21-23	53	45	2	2000 Jul 14-16	64	29	7
2004 Apr 16-18	56	42	2	2000 Jun 23-25	60	31	9
2004 Mar 26-28	57	41	2	2000 Jun 6-7	64	29	7
2004 Feb 16-17	56	42	2	2000 Apr 28-30	61	33	6
2004 Jan 29-Feb 1	52	47	1	2000 Mar 10-12	63	32	5
2004 Jan 2-5	65	35	*	2000 Feb 25-27	57	35	8
				2000 Feb 20-21	58	35	7
				2000 Feb 4-6	63	31	6
				2000 Jan 17-19	66	26	8

George W. Bush favorable continued on next page

Q.28 (FAVORABLES) CONTINUED

E. George W. Bush (continued)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>		<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>
<u>1999</u>				<u>1999</u>			
1999 Dec 9-12	68	25	7	1999 Aug 16-18	68	21	11
1999 Oct 21-24	71	21	8	1999 Jun 25-27	69	16	15
1999 Oct 8-10	70	25	5	1999 Apr 13-14	73	15	12
1999 Sep 23-26	71	22	7	1999 Feb 19-21	69	12	19

^ Asked of a half sample.

† Based on registered voters.