

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]?

C. Hillary Clinton

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2010</u>				<u>2003</u>			
2010 Jul 8-11	61	35	4	2003 Oct 24-26	51	44	5
				2003 Sep 19-21	54	40	6
<u>2009</u>				2003 Jun 27-29 ^	52	44	4
2009 Oct 1-4	62	34	3	2003 Jun 9-10	53	43	4
2009 Jan 9-11	65	33	3	2003 Mar 14-15	45	46	9
<u>2008</u>				<u>2002</u>			
2008 Aug 21-23	54	43	3	2002 Dec 16-17	48	46	6
2008 May 30-Jun 1	54	43	3	2002 Sep 23-26	47	44	9
2008 May 1-3	52	45	3	<u>2001</u>			
2008 Apr 18-20	53	44	4	2001 Aug 3-5	51	44	5
2008 Mar 14-16	53	44	3	2001 Mar 5-7	44	53	3
2008 Feb 21-24	48	48	4	2001 Feb 19-21	49	44	7
2008 Feb 8-10	48	49	4	2001 Feb 1-4	52	43	5
2008 Jan 30-Feb 2	48	48	4	<u>2000</u>			
2008 Jan 10-13	50	46	4	2000 Nov 13-15	56	39	5
<u>2007</u>				2000 Oct 25-28	52	43	5
2007 Dec 14-16	51	48	2	2000 Aug 4-5	45	50	5
2007 Nov 30-Dec 2	47	50	3	2000 Feb 4-6	55	39	6
2007 Nov 2-4	52	45	3	<u>1999</u>			
2007 Oct 12-14	53	44	2	1999 Dec 9-12	48	48	4
2007 Oct 4-7	51	44	5	1999 Sep 23-26	56	40	4
2007 Sep 14-16	49	49	2	1999 Aug 3-4	56	41	3
2007 Sep 7-8	49	46	5	1999 Jul 22-25	62	35	3
2007 Aug 13-16	47	48	5	1999 Jun 25-27	56	42	2
2007 Aug 3-5	47	49	3	1999 Mar 5-7	65	31	4
2007 Jul 12-15	47	48	5	1999 Feb 19-21	65	30	5
2007 Jul 6-8	48	48	5	1999 Feb 4-7	66	31	3
2007 Jun 1-3	46	50	3	<u>1998</u>			
2007 May 10-13	53	45	2	1998 Dec 28-29	67	29	4
2007 May 4-6	50	47	3	1998 Oct 9-12 ^	63	33	4
2007 Apr 13-15	45	52	4	1998 Sep 14-15	61	33	6
2007 Apr 2-5	47	49	4	1998 Aug 21-23	61	33	6
2007 Mar 23-25	48	48	3	1998 Aug 10-12	60	36	4
2007 Mar 2-4	54	42	3	1998 Aug 7-8	60	35	5
2007 Feb 9-11	58	40	1	1998 Feb 13-15	60	36	4
<u>2006</u>				1998 Jan 30-Feb 1	64	34	2
2006 Nov 9-12	53	42	5	1998 Jan 24-25	61	33	6
2006 Jul 28-30	50	44	7	1998 Jan 23-24	60	35	5
2006 Jun 23-25	51	44	5	<u>1997</u>			
<u>2005</u>				1997 Dec 18-21	56	38	6
2005 Oct 21-23	54	41	5	1997 Oct 27-29	61	34	5
2005 Jul 25-28	53	43	4	1997 Jun 26-29	51	42	7
2005 May 20-22	55	39	6	1997 Feb 24-26	51	42	6
2005 Feb 25-27	53	41	6	1997 Jan 31-Feb 2	55	39	6
<u>2004</u>				1997 Jan 10-13	56	37	7
2004 Jul 19-21 ^	56	38	6				

Q.28 (FAVORABLES) CONTINUED

C. Hillary Clinton (continued)

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>1996</u>				<u>1993</u>			
1996 Oct 26-29 †	50	42	8	1993 Nov 2-4	58	34	8
1996 Aug 28-29 †	51	41	8	1993 Sep 24-26	62	27	11
1996 Aug 16-18 †	47	48	5	1993 Aug 8-10	57	33	10
1996 Aug 5-7 †	48	45	7	1993 Jul 19-21	56	34	10
1996 Jun 18-19	46	47	6	1993 Apr 22-24	61	27	12
1996 Mar 15-17	47	48	5	1993 Mar 22-24	61	31	8
1996 Jan 12-15	43	51	6	1993 Jan 18-19	59	26	16
<u>1995</u>				<u>1992</u>			
1995 Jul 7-9	50	44	6	1992 Nov 19-20	57	21	21
1995 Mar 17-19	49	44	7	1992 Nov 10-14	49	30	21
1995 Jan 16-18	50	44	6	1992 Aug 31-Sep 2	56	25	19
<u>1994</u>				1992 Aug 19-20 †	48	31	21
1994 Nov 28-29	50	44	6	1992 Jul 17-18 †	51	24	25
1994 Sep 6-7	48	47	5	1992 Jul 6-8 †	45	30	25
1994 Jul 15-17	48	46	6	1992 Apr 20-22 †	38	40	23
1994 Apr 22-24	56	40	4	1992 Mar 20-22 †	39	26	35
1994 Mar 25-27	52	42	6				
1994 Mar 7-8	55	40	5				
1994 Jan 15-17	57	36	7				

^ Asked of a half sample.

† Based on registered voters.

2002-March 2003 WORDING: New York Senator Hillary Rodham Clinton.

L. Michelle Obama

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Jul 8-11	66	25	1	9
2009 Oct 16-19	61	25	1	13
2009 Mar 27-29	72	17	1	10
2009 Jan 9-11	68	18	*	13
2008 Sep 5-7	54	30	2	14
2008 Aug 21-23	53	25	4	18
2008 May 30-Jun 1	43	30	6	21