

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.**

For results based on the sample of **-191—smokers, the maximum margin of sampling error is ± 8 percentage points.**

For results based on the sample of **-829—non-smokers, the maximum margin of sampling error is ± 4 percentage points.**

For results based on the sample of **-685—adults who drink alcoholic beverages, the maximum margin of sampling error is ± 4 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.

Q.30-31 and Q.32-33 SPLIT SAMPLED

30. *(Asked of a half sample)* Next, we'd like to ask you some questions about Iraq. First, In view of the developments since we first sent our troops to Iraq, do you think the United States made a mistake in sending troops to Iraq, or not?

BASED ON – 528 – NATIONAL ADULTS IN FORM A

	Yes, a mistake	No, Not	No opinion		Yes, a mistake	No, not	No opinion
2010 Jul 8-11 ^	54	44	2	2006 Feb 9-12 ^	55	42	3
2009 Jul 10-12 ^	58	39	3	2006 Jan 20-22	51	46	3
2009 Mar 14-15 ^†	53	42	5	2006 Jan 6-8 ^	50	47	3
2009 Jan 9-11	56	43	2	2005 Dec 16-18	52	46	2
2008 Oct 31-Nov 2 ^†	58	39	2	2005 Nov 11-13 ^	54	45	1
2008 Sep 5-7 ^	58	41	1	2005 Oct 28-30	54	45	1
2008 Aug 21-23 ^	60	38	2	2005 Oct 21-23	49	49	2
2008 July 25-27	56	40	4	2005 Sep 16-18	59	39	2
2008 Jun 15-19	60	37	3	2005 Sep 8-11	53	46	1
2008 Apr 18-20	63	36	1	2005 Aug 28-30	53	46	1
2008 Feb 21-24	59	39	2	2005 Aug 5-7 ^	54	44	2
2008 Feb 8-10	60	38	2	2005 Jul 22-24	46	53	1
2008 Jan 30-Feb 2	57	41	2	2005 Jun 24-26	53	46	1
2007 Nov 30-Dec 2	57	41	2	2005 Apr 29-May 1 ^	49	48	3
2007 Nov 2-4	58	39	3	2005 Mar 18-20 ^	46	51	3
2007 Oct 12-14	60	37	2	2005 Feb 25-27	47	51	2
2007 Sep 14-16	58	41	1	2005 Feb 4-6	45	55	*
2007 Sep 7-8	54	44	2	2005 Jan 14-16	52	47	1
2007 Aug 3-5	57	42	2	2005 Jan 7-9	50	48	2
2007 Jul 6-8	62	36	2	2004 Nov 19-21	47	51	2
2007 Jun 1-3	56	40	4	2004 Oct 29-31 ^	44	52	4
2007 May 4-6	58	40	2	2004 Oct 22-24	47	51	2
2007 Apr 13-15	57	41	2	2004 Oct 14-16	47	52	1
2007 Mar 23-25	56	43	2	2004 Oct 9-10 ^	46	53	1
2007 Mar 2-4	59	39	2	2004 Oct 1-3	48	51	1
2007 Feb 9-11	56	42	2	2004 Sep 24-26	42	55	3
2007 Jan 12-14	58	41	2	2004 Sep 3-5 ^	38	57	5
2007 Jan 5-7	57	41	2	2004 Aug 23-25 ^	48	50	2
2006 Dec 8-10 ^	53	45	2	2004 Jul 30-Aug 1	47	51	2
2006 Nov 2-5	55	40	5	2004 Jul 19-21	50	47	3
2006 Oct 20-22	58	40	2	2004 Jul 8-11 ^	54	45	1
2006 Oct 6-8	56	40	4	2004 Jun 21-23 ^	54	44	2
2006 Sep 15-17	49	49	2	2004 Jun 3-6 ^	41	58	1
2006 Jul 28-30	54	45	2	2004 May 7-9 ^	44	54	2
2006 Jul 21-23	56	41	2	2004 Apr 16-18 ^	42	57	1
2006 Jun 23-25	55	43	1	2004 Jan 12-15 ^	42	56	2
2006 Jun 9-11	51	46	2	2003 Nov 3-5 ^	39	60	1
2006 Apr 7-9	57	42	1	2003 Oct 6-8 ^	40	59	1
2006 Mar 10-12 ^	57	42	1	2003 Jul 7-9 ^	27	72	1
2006 Feb 28-Mar 1	55	43	2	2003 Mar 24-25 ^	23	75	2

^ Asked of a half sample

† USA Today/Gallup Poll asked on Gallup Daily tracking survey

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

BASED ON --528-- NATIONAL ADULTS IN FORM A

	<u>Very well</u>	<u>Moderately well</u>	<u>Moderately badly</u>	<u>Very badly</u>	<u>No opinion</u>	<u>Total well</u>	<u>Total badly</u>
2010 Jul 8-11 ^	5	45	38	10	2	50	48
2009 Jul 10-12 ^	7	49	26	14	3	56	40
2009 Mar 14-15 ^†	8	43	29	14	5	51	43
2008 Sep 5-7 ^	13	39	26	21	1	52	47
2008 Aug 21-23 ^	9	38	31	20	2	47	51
2008 Jul 25-27 ^	8	38	32	19	3	46	51
2007 Nov 30-Dec 2	8	35	43	13	1	43	56
2007 Jan 5-7	3	25	33	38	1	28	71
2006 Oct 20-22 ^	3	32	29	35	2	35	64
2006 Jun 9-11	8	39	30	23	1	47	53
2006 Mar 10-12	6	32	32	28	1	38	60
2006 Jan 6-8	8	38	32	21	1	46	53
2005 Oct 21-23	7	35	29	28	1	42	57
2005 Aug 5-7	5	38	28	28	1	43	56
2005 Apr 29-May 1	6	36	31	25	2	42	56
2005 Mar 18-20	8	44	24	21	3	52	45
2005 Feb 4-6	13	40	28	18	1	53	46
2005 Jan 7-9	5	35	29	30	1	40	59
2004 Dec 5-8	6	34	26	33	1	40	59
2004 Sep 24-26	4	42	27	25	2	46	52
2004 Aug 9-11 ^	5	40	28	25	2	45	53
2004 Jul 8-11	5	35	30	29	1	40	59
2004 Jun 3-6	6	34	35	25	*	40	60
2004 May 21-23	7	35	26	31	1	42	57
2004 May 2-4	4	33	32	30	1	37	62
2004 Apr 5-8	5	30	31	33	1	35	64
2004 Mar 5-7	9	46	28	15	2	55	43
2003 Nov 3-5 ‡	4	34	34	27	1	38	61
2003 Oct 6-8 ^‡	6	36	34	24	*	42	56
2003 Sep 8-10 ‡	6	41	31	21	1	47	52
2003 Aug 25-26 ‡	6	44	30	19	1	50	49
2003 Jul 25-27 ‡	10	46	28	15	1	56	43
2003 Jul 18-20 ‡	6	48	30	15	1	54	45
2003 Jun 27-29 ‡	5	51	29	13	2	56	42
2003 May 30-Jun 1 ‡	11	59	22	7	1	70	29
2003 May 5-7 ^‡	30	56	10	3	1	86	13
2003 Apr 22-23 ^‡	21	64	12	2	1	85	14

^ Asked of a half sample.

† USA Today/Gallup Poll asked on Gallup Daily tracking survey

‡ WORDING: How would you say things are going for the U.S. in Iraq now that the major fighting has ended -- [ROTATED: very well, moderately well, moderately badly, (or) very badly]?