

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: HEALTH AND HEALTHCARE

-- FINAL TOPLINE --

Timberline: 927591
G: 571
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November 4-7, 2010

Note: Q.29-37 and 40 should be reported as a *USA Today*/Gallup poll.

Results are based on telephone interviews conducted November 4-7, 2010 with a random sample of –1,021—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 –511—national adults in Form A and –510—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.

29. 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-E READ IN RANDOM ORDER, ITEMS F-G READ IN RANDOM ORDER]?

C. Sarah Palin

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2010 Nov 4-7	40	52	2	5
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

40. Do you consider yourself to be -- [ROTATED: a supporter of the Tea Party movement, an opponent of the Tea Party movement], or neither?

	<u>Supporter</u>	<u>Opponent</u>	<u>Neither</u>	<u>No opinion</u>
2010 Nov 4-7	32	30	31	7
2010 Oct 28-31	26	27	40	7
2010 Oct 14-17, 21-24	26	26	35	13
2010 Aug 27-30	30	27	34	9
2010 Jun 11-13	31	30	32	7
2010 May 24-25	29	28	37	6
2010 Mar 26-28	28	26	38	8