

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 7-10, 2011 with a random sample of –1,016—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

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 –497—national adults in Form A and –519—national adults in Form B, the maximum margins of sampling error are ± 5 percentage points.

For results based on the sample of –897—registered voters, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of –170—smokers, the maximum margin of sampling error is ± 9 percentage points.

For results based on the sample of –846—non-smokers, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of –666—adults who drink alcoholic beverages, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of –482—Republicans and Republican-leaning independents, the maximum margin of sampling error is ± 6 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in 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.

2. Thinking about the presidential election in November 2012, are you more likely to vote for Barack Obama or for the Republican Party's candidate for president?

	<u>Obama</u>	<u>Republican candidate</u>	<u>Other (vol.)</u>	<u>No opinion</u>
<u>REGISTERED VOTERS</u>				
2011 Jul 7-10	39	47	3	12
2011 Jun 9-12	39	44	6	12
2011 May 5-8	43	40	5	12
2011 Apr 20-23	41	41	5	13
2011 Feb 2-5 ^	45	45	4	6
2010 Feb 1-3 ^	44	42	3	11

^ WORDING: If Barack Obama runs for re-election in 2012, are you more likely to vote for Obama or for the Republican Party's candidate for president?

George W. Bush Registered Voter Trend:

	<u>Bush</u>	<u>Democratic candidate</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2004 Jan 2-5	51	38	2	9
2003 Dec 5-7	48	41	4	7
2003 Oct 24-26	46	43	6	5
2003 Sep 8-10	47	43	3	7
2003 Aug 25-26	51	39	4	6
2003 Jul 25-27	49	40	5	6
2003 Jul 18-20	46	42	3	9
2003 Jun 12-18	51	39	3	7
2003 Apr 22-23	49	36	3	12
2003 Mar 29-30	51	36	4	9
2003 Mar 14-15	45	42	5	8
2003 Feb 24-26	47	39	4	10
2002 Dec 16-17	51	37	3	9
2002 Oct 3-6	54	35	1	10
2002 Jul 29-31	51	34	3	12
2002 Jun 21-23	51	37	3	9
2002 Apr 29-May 1	56	32	3	9
2001 Oct 5-6	56	29	2	13

George H.W. Bush Registered Voter Trend:

	<u>Bush</u>	<u>Democratic candidate</u>	<u>Other (vol.)</u>	<u>No opinion</u>
1992 Jan 31-Feb 2	46	38	--	16
1992 Jan 3-6	39	43	--	18
1991 Dec 5-8	48	34	--	18
1991 Nov 14-17	48	36	--	16
1991 Oct 31-Nov 3	46	36	--	18
1991 Oct 10-13	49	32	--	19
1991 Sep 13-15	51	29	--	20
1991 Sep 5-8	52	29	--	19
1991 Aug 23-25	55	27	--	18
1991 Jun 13-16	53	30	--	17
1991 Apr 25-28	51	30	--	19
1991 Mar 7-10	67	17	--	16
1991 Feb 14-17	54	33	--	13

