

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 9-12, 2012 with a random sample of **-1,014—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 **-492—national adults in Form A and -522—national adults in Form B, the maximum margins of sampling error are ± 6 percentage points.**

For results based on the sample of **-166—smokers, the maximum margin of sampling error is ± 10 percentage points.**

For results based on the sample of **-848—non-smokers, the maximum margin of sampling error is ± 4 percentage points.**

For results based on the sample of **-676—adults who drink alcoholic beverages, the maximum margin of sampling error is ± 5 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 by 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 2011 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.

32. 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 -- [ITEMS A-B READ FIRST, THEN ITEMS C- F READ IN RANDOM ORDER]?

D. Bill Clinton

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2012</u>				<u>1999</u>			
2012 Jul 9-12	66	28	6	1999 Dec 9-12	45	53	2
				1999 Sep 23-26	54	45	1
<u>2010</u>				1999 Aug 3-4	52	46	2
2010 Jul 8-11	61	34	5	1999 Jul 22-25	57	41	2
<u>2008</u>				1999 Jun 25-27	48	50	2
2008 Aug 21-23	52	44	4	1999 Apr 30-May 2	53	45	2
2008 May 30-Jun 1	50	45	5	1999 Apr 13-14	51	47	2
2008 Apr 18-20	52	45	3	1999 Mar 5-8	54	43	3
2008 Jan 30-Feb 2	50	47	3	1999 Feb 19-21	55	43	2
<u>2007</u>				1999 Feb 4-8	55	44	1
2007 Oct 4-7	56	40	4	1999 Jan 8-10	58	40	2
2007 Mar 23-25	60	38	2	<u>1998</u>			
2007 Feb 9-11	63	35	2	1998 Dec 28-29	56	42	2
<u>2006</u>				1998 Dec 4-6	56	40	4
2006 Jun 23-25	59	37	4	1998 Nov 20-22	57	40	3
<u>2005</u>				1998 Oct 9-12	54	43	3
2005 Oct 21-23	60	38	2	1998 Sep 14-15	51	47	2
2005 Feb 4-6	56	41	3	1998 Aug 21-23	55	43	2
<u>2004</u>				1998 Aug 10-12	60	38	2
2004 Jul 19-21 ^	54	43	3	1998 Aug 7-8	58	40	2
2004 Jun 21-23	53	44	3	1998 Jun 5-7	61	36	3
<u>2003</u>				1998 Mar 20-22	60	35	5
2003 Jun 9-10	54	45	1	1998 Feb 20-22	64	34	2
2003 Mar 14-15	46	51	3	1998 Feb 13-15	58	39	3
<u>2002</u>				1998 Jan 30-Feb 1	65	34	1
2002 Sep 23-26	47	49	4	1998 Jan 25-26	53	43	4
<u>2001</u>				1998 Jan 24-25	58	39	3
2001 Nov 26-27	48	47	5	1998 Jan 23-24	57	40	3
2001 Aug 3-5	49	48	3	<u>1997</u>			
2001 Apr 20-22	48	50	2	1997 Dec 18-21	58	37	5
2001 Mar 5-7	39	59	2	1997 Oct 27-29	62	35	3
2001 Feb 19-21	42	55	3	1997 Oct 3-5	56	40	4
2001 Feb 1-4	51	48	1	1997 Sep 25-28	61	35	4
<u>2000</u>				1997 Sep 6-7	63	32	5
2000 Dec 2-4	57	41	2	1997 Jul 25-27	62	35	3
2000 Nov 13-15	57	41	2	1997 Jun 26-29	59	37	4
2000 Oct 25-28	54	44	2	1997 Apr 18-20	60	38	2
2000 Sep 15-17 †	46	48	6	1997 Mar 24-26	63	34	3
2000 Aug 18-19	48	48	4	1997 Feb 24-26	61	34	5
2000 Aug 4-5	42	54	4	1997 Jan 31-Feb 2	64	32	4
2000 Apr 28-30	47	51	2	1997 Jan 10-13	65	31	4
				1997 Jan 3-5	60	36	4

Bill Clinton Favorable Trend continued on the next page

Q.32 (FAVORABLES) CONTINUED

D. Bill Clinton (continued)

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>1996</u>				<u>1993</u>			
1996 Nov 3-4 †	56	39	5	1993 Aug 8-10	53	42	5
1996 Oct 11-12 †	62	34	4	1993 Jul 19-21	51	45	4
1996 Sep 2-4 †	62	33	5	1993 Jun 5-6	48	44	8
1996 Aug 30-Sep 1 †	61	35	4	1993 Apr 22-24	63	32	5
1996 Aug 28-29 †	60	34	6	1993 Jan 29-31	65	27	8
1996 Aug 16-18 †	57	41	2	1993 Jan 18-19	66	26	8
1996 Aug 14-15 †	58	37	5	<u>1992</u>			
1996 Aug 5-7 ^	60	37	3	1992 Nov 10-11	58	35	7
1996 Jul 18-21	62	35	3	1992 Nov 1-2 †	51	43	6
1996 Jun 18-19	60	36	4	1992 Oct 23-24 †	49	42	9
1996 May 28-29	59	38	3	1992 Oct 16-18 †	55	38	8
1996 May 9-12	60	39	1	1992 Oct 13-15 †	54	40	6
1996 Mar 15-17	58	38	4	1992 Oct 4-6 †	53	40	7
1996 Feb 23-25	60	37	3	1992 Sep 28-30 †	53	38	8
1996 Jan 12-15	54	44	2	1992 Sep 11-15 †	53	39	7
<u>1995</u>				1992 Aug 31-Sep 2 †	57	37	6
1995 Nov 6-8	59	38	3	1992 Aug 21-23 †	57	37	6
1995 Sep 22-24	55	41	4	1992 Aug 19-20 †	57	36	7
1995 Aug 4-7	51	44	5	1992 Aug 10-12 †	57	34	9
1995 Jul 7-9	57	40	3	1992 Jul 17-18 †	62	25	12
1995 Apr 17-19	56	42	1	1992 Jul 6-8 †	41	49	10
1995 Mar 17-19	51	45	4	1992 Jun 26-Jul 1 †	45	43	12
1995 Jan 16-18	56	42	2	1992 Jun 12-14 †	41	47	12
<u>1994</u>				1992 May 18-20 †	42	48	10
1994 Dec 28-30	48	49	3	1992 May 7-10	50	36	14
1994 Nov 28-29	50	47	3	1992 Apr 20-22 †	42	49	9
1994 Sep 6-7	47	50	3	1992 Apr 9-12	34	46	20
1994 Jul 15-17	49	48	3	1992 Mar 26-29	38	39	23
1994 Apr 22-24	56	41	3	1992 Feb 28-Mar 1	36	39	24
1994 Mar 25-27	56	40	4	1992 Jan 31-Feb 2	38	32	30
1994 Mar 7-8	59	38	3	1992 Jan 3-6	21	10	69
1994 Jan 15-17	60	37	3				
1994 Jan 6-8	62	35	3				
<u>1993</u>							
1993 Nov 19-21	55	41	4				
1993 Nov 15-16	56	38	6				
1993 Nov 2-4	54	42	4				
1993 Sep 24-26	63	32	5				

^ Asked of a half sample

† Based on registered voters.