

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.

36. Thinking now about the TSA, the government agency that handles security screening at U.S. airports, do you think the TSA is doing an excellent, good, only fair or poor job?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2012 Jul 9-12	13	41	30	12	4

37. How effective do you think the TSA's screening procedures are at preventing acts of terrorism on U.S. airplanes – extremely effective, very effective, somewhat effective, not too effective or not effective at all?

	<u>Extremely effective</u>	<u>Very effective</u>	<u>Somewhat effective</u>	<u>Not too effective</u>	<u>Not at all effective</u>	<u>No opinion</u>
2012 Jul 9-12	9	32	44	8	5	2

38. How many air trips, if any, have you taken on a commercial airliner in the past twelve months -- counting each round trip as one trip?

	<u>None</u>	<u>1-2</u>	<u>3-4</u>	<u>5 or more</u>	<u>No opinion</u>	<u>Mean (w/0)</u>	<u>Mean (w/o 0)</u>
2012 Jul 9-12	48	27	13	12	*	2.1	4.2
2008 Dec 4-7	56	25	10	8	*	1.7	3.8
2007 Dec 6-9	57	23	12	8	--	1.7	4.0
2006 Dec 11-14	52	29	8	11	--	2.2	4.6
2006 Aug 18-20	49	28	15	9	--	1.9	3.6
2005 Dec 5-8	60	25	9	6	--	1.5	3.7
2005 Apr 1-2	49	28	14	9	*	1.9	3.8
2004 Dec 5-8	59	23	9	9	--	1.6	4.0
2003 Dec 11-14	60	24	9	7	*	1.5	3.7
2002 Sep 2-4	61	24	9	6	--	1.8	4.7
2002 Feb 8-10	48	32	11	9	--	1.9	3.7
2001 Nov 26-27	50	31	10	9	--	2.0	4.0
2000 Aug 24-27	55	26	10	9	*	1.8	4.1
2000 Feb 4-6	55	25	9	11	*	2.1	4.6
1999 Nov 18-21	54	26	13	7	*	1.7	3.7