USA TODAY/GALLUP POLL

JULY WAVE 1

-- FINAL TOPLINE --

Note: Q.18-20 should be cited as a Gallup poll.

Results are based on telephone interviews conducted July 19-22, 2012 with a random sample of –1,030—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 –914— registered voters, the maximum margin of sampling error is ±4 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.

Next, we have some questions about the 2012 election.

3.   How much thought have you given to the upcoming election for president -- quite a lot, or only a little?

	Quite a lot	SOME (vol.)	Only a little	None	No opinion
2012 Jul 19-22	64	3	28	4	*
2012 Feb 16-19	61	4	32	3	*

For comparison: *July of Previous Election Years*

	Quite a lot	SOME (vol.)	Only a little	None	No opinion
2008 Jul 25-27	70	2	24	3	1
2004 Jul 30-Aug 1	73	3	22	2	*
2004 Jul 19-21	66	3	28	2	1
2004 Jul 8-11	68	2	27	3	*
2000 Jul 25-26	42	7	44	7	*
2000 Jul 14-16	39	7	48	6	*
2000 Jul 6-9	45	5	44	5	1
1984 Jul 27-30	47	16	30	6	--

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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.

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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.

Next,

35.   How closely are you following the news about the 2012 presidential election campaign—very closely, somewhat closely, not too closely, or not at all?

	Very closely	Somewhat closely	Not too closely	Not at all	No opinion
2012 Jul 9-12	34	39	18	10	*