

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: HEALTH AND HEALTHCARE

-- FINAL TOPLINE --

Timberline: 937008
H: 435
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November 15-18, 2012

Results are based on telephone interviews conducted November 15-18, 2012 with a random sample of –1,015— 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 ± 3 percentage points.

For results based on the sample of –515— men, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of –500— women, 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 per 1,000 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, population density 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+ U.S. population. All reported margins of sampling error include the computed design effects for weighting.

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.

34. As you know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	<u>Yes, do</u>	<u>No, do not</u>	<u>No opinion</u>
2012 Nov 15-18	18	81	1

36. *(Asked of those who plan to shop the Friday after Thanksgiving)* Please say if each of the following is or is not an important reason why you will be shopping on the Friday after Thanksgiving? How about— [RANDOM ORDER]?

BASED ON –136—ADULTS WHO PLAN TO SHOP THE FRIDAY AFTER THANKSGIVING; ±11 PCT PTS

<i>2012 Nov 15-18</i> <i>(sorted by “Important reason”)</i>	<u>Important reason</u>	<u>Not an important reason</u>	<u>No opinion</u>
The sales are good and the prices are cheaper	95	5	--
You like to get your holiday shopping done well before Christmas	68	32	--
You have the day off from work	55	44	1
There is a better selection of merchandise available	52	48	--
It’s a family holiday tradition	52	47	1