

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
H: 656  
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Jeff Jones, Lydia Saad  
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Results are based on telephone interviews conducted July 10-14, 2013 with a random sample of  $-2,027$ —adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on these samples of national adults, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the samples of  $-972$ —national adults in Form A and  $-1,055$ —national adults in Form B, the margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of  $-338$ —smokers, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of  $-1,689$ —non-smokers, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of  $-546$ —former smokers, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of  $-1,259$ —adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of  $-1,000$ —adults who are employed full- or part-time, the maximum margin of sampling error is  $\pm 4$  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 of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. 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.

5. What do you think is the most important problem facing this country today? [OPEN-ENDED]

	Jul 10-14, 2013	Jun 1-4, 2013	May 2-7, 2013	Apr 4-7, 2013	Mar 7-10, 2013	Feb 7-10, 2013	Jan 7-10, 2013
<i>Recent Trend:</i>							
<b>ECONOMIC PROBLEMS (NET)</b>	<b>52</b>	<b>53</b>	<b>52</b>	<b>56</b>	<b>57</b>	<b>60</b>	<b>63</b>
Economy in general	23	25	24	24	24	25	21
Unemployment/Jobs	19	18	19	18	16	19	16
Federal budget deficit/Federal debt	8	7	7	11	13	13	20
Lack of money	3	3	4	3	4	4	5
Fuel/Oil prices	1	1	*	1	1	*	1
High cost of living/Inflation	1	1	1	1	1	1	1
Corporate corruption	1	*	*	*	*	1	1
Taxes	1	2	1	2	2	2	4
Gap between rich and poor	1	1	1	1	1	*	1
Wage issues	1	*	1	1	*	1	1
Recession	*	--	*	--	*	*	*
Foreign trade/Trade deficit	*	*	*	*	*	--	*
<b>NON-ECONOMIC PROBLEMS (NET)</b>	<b>61</b>	<b>61</b>	<b>63</b>	<b>54</b>	<b>56</b>	<b>55</b>	<b>49</b>
Dissatisfaction with government/Congress/politicians;	16	17	15	16	20	16	18
Poor leadership/Corruption/Abuse of power							
Poor healthcare/hospitals; High cost of healthcare	11	9	9	6	7	9	4
Ethics/moral/religious/family decline; Dishonesty	7	7	5	5	4	4	4
Immigration/Illegal aliens	6	6	5	4	5	3	3
Education/Poor education/Access to education	5	5	4	4	4	3	2
Judicial system/Courts/Laws	2	1	2	1	2	2	2
Foreign aid/Focus overseas	2	2	3	2	2	1	2
Crime/Violence	2	3	4	1	2	3	2
Poverty/ Hunger/Homelessness	2	3	3	2	1	2	1
Wars/War (nonspecific)/Fear of war	2	2	1	1	1	1	1
Lack of respect for each other	2	1	2	2	2	2	2
Guns/Gun control	2	3	7	4	4	6	4
Welfare	1	1	1	2	1	1	1
Race relations/Racism	1	1	1	*	1	*	*
National security	1	2	4	*	1	1	1
Terrorism	1	1	2	--	*	*	1
Gay rights issues	1	*	1	1	*	*	1
Abortion	1	*	2	*	*	1	1
Lack of military defense	1	1	1	1	1	1	*
International issues, problems	1	1	1	*	*	*	*
Environment/Pollution	1	1	1	1	2	1	1
Situation/War in Afghanistan	1	*	*	1	*	*	*
Care for the elderly/Medicare	1	1	1	1	1	1	1
Situation in Iraq	*	*	*	*	*	*	1
Unifying the country	*	1	1	1	1	1	1
Drugs	*	*	*	1	1	1	*
Children's behavior/Way they are raised	*	1	1	*	*	*	1
Social Security	*	1	1	1	1	*	1
Energy/Lack of energy sources	*	1	*	1	*	1	*
Advancement of Computers/Technology	*	*	*	1	*	*	--
The media	*	*	1	*	*	*	*
War/conflict between Middle East nations	*	*	*	*	*	*	*
Elections/Election reform	*	*	*	*	*	*	*
School shootings	*	*	1	*	--	*	1
Situation with North Korea	--	*	*	4	1	*	*
Other non-economic	2	4	3	3	2	2	5
No opinion	4	2	2	3	6	3	3
<b>Total</b>	<b>140%</b>	<b>142%</b>	<b>149%</b>	<b>135%</b>	<b>138%</b>	<b>138%</b>	<b>136%</b>

