

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
H: 656  
Princeton Job #: 13-07-010

Jeff Jones, Lydia Saad  
July 10-14, 2013

---

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.

6. Thinking about the job situation in America today, would you say that it is now a good time or a bad time to find a quality job?

	Good time	Bad time	No opinion		Good time	Bad time	No opinion
<b><u>2013</u></b>							
2013 Jul 10-14	25	70	4	2011 Jun 9-12	11	86	3
				2011 May 5-8	15	82	3
2013 Jun 1-4	26	70	4	2011 Apr 7-11	17	81	2
2013 May 2-7	24	73	3	2011 Mar 3-6	13	83	4
2013 Apr 4-7	26	71	3	2011 Feb 2-5	12	86	2
2013 Mar 7-10	22	74	3	2011 Jan 7-9	13	84	3
2013 Feb 7-10	23	73	4	<b><u>2010</u></b>			
2013 Jan 7-10	25	70	5	2010 Dec 10-12	13	84	3
<b><u>2012</u></b>				2010 Nov 4-7	11	86	3
2012 Dec 14-17	19	76	5	2010 Oct 7-10	9	88	3
2012 Nov 15-18	24	73	3	2010 Sep 13-16	10	88	2
2012 Oct 15-16	22	73	5	2010 Aug 5-8	10	88	2
2012 Sep 6-9	20	76	4	2010 Jul 8-11	12	85	2
2012 Aug 9-12	17	81	2	2010 Jun 11-13	13	85	2
2012 Jul 9-12	17	81	2	2010 May 3-6	12	86	2
2012 Jun 7-10	20	78	2	2010 Apr 8-11	11	88	2
2012 May 3-6	19	80	2	2010 Mar 4-7	10	88	1
2012 Apr 9-12	21	77	2	2010 Feb 1-3	11	88	1
2012 Mar 8-11	19	78	3	2010 Jan 8-10	9	90	1
2012 Feb 2-5	13	85	2	<b><u>2009</u></b>			
2012 Jan 5-8	15	81	4	2009 Dec 11-13	9	89	2
<b><u>2011</u></b>				2009 Nov 5-8	8	89	3
2011 Dec 15-18	12	87	2	2009 Oct 1-4	10	88	2
2011 Nov 3-6	8	90	2	2009 Aug 31-Sep 2	10	87	2
2011 Oct 6-9	10	88	2	2009 Aug 6-9	9	90	1
2011 Sep 8-11	9	89	2	2009 Jul 10-12	11	87	2
2011 Aug 11-14	12	86	2	2009 Jun 14-17	11	86	2
2011 Jul 7-10	10	88	3	2009 May 7-10	9	89	2

*Quality Job trend continued on the next page*

**Q.6 (GOOD TIME TO FIND A QUALITY JOB) CONTINUED**

	Good time	Bad time	No opinion		Good time	Bad time	No opinion
2009 Apr 6-9	10	89	2	2005 Oct 13-16	35	62	3
2009 Mar 5-8	9	90	1	2005 Sep 26-28	38	56	6
2009 Feb 9-12	9	90	1	2005 Sep 12-15	38	59	3
2009 Jan 9-11	13	86	2	2005 Aug 22-25	36	58	6
<b><u>2008</u></b>				2005 Aug 8-11	39	58	3
2008 Dec 4-7	10	88	2	2005 Jul 25-28	35	61	4
2008 Nov 13-16	12	86	2	2005 Jul 7-10	39	58	3
2008 Oct 3-5	14	82	3	2005 Jun 16-19	40	56	4
2008 Sep 8-11	20	76	3	2005 Jun 6-8	35	62	3
2008 Aug 7-10	20	75	5	2005 May 23-26	39	58	3
2008 Jul 10-13	19	76	5	2005 May 2-5	38	59	3
2008 Jun 9-12	21	74	5	2005 Apr 18-21	38	58	4
2008 May 8-11	23	73	4	2005 Apr 4-7	37	59	4
2008 Apr 6-9	20	75	5	2005 Mar 21-23	34	61	5
2008 Mar 6-9	26	69	5	2005 Mar 7-10	39	57	4
2008 Feb 11-14	26	71	3	2005 Feb 21-24	38	57	5

2008 Jan 4-6	33	60	7	2005 Feb 7-10	38	59	3
<b><u>2007</u></b>				2005 Jan 3-5	33	62	5
2007 Dec 6-9	35	57	8	<b><u>2004</u></b>			
2007 Nov 11-14	38	55	7	2004 Dec 5-8	36	59	5
2007 Oct 4-7	39	56	5	2004 Nov 7-10	37	60	3
2007 Sep 14-16	39	55	5	2004 Oct 11-14	29	67	4
2007 Aug 13-16	42	51	7	2004 Sep 13-15	34	61	5
2007 Jul 12-15	43	50	7	2004 Aug 9-11	33	63	4
2007 Jun 11-14	43	53	5	2004 Jul 8-11	36	61	3
2007 May 10-13	47	50	3	2004 Jun 3-6	32	65	3
2007 Apr 2-5	46	49	5	2004 May 2-4	30	67	3
2007 Mar 11-14	45	49	6	2004 Apr 5-8	30	66	4
2007 Feb 1-4	45	50	5	2004 Mar 8-11	28	69	3
2007 Jan 15-18	48	47	5	2004 Feb 9-12	28	70	2
<b><u>2006</u></b>				2004 Jan 12-15	31	68	1
2006 Dec 11-14	44	50	6	<b><u>2003</u></b>			
2006 Nov 9-12	41	53	5	2003 Dec 11-14	29	68	3
2006 Oct 9-12	40	54	6	2003 Nov 3-5	24	73	3
2006 Sep 7-10	41	54	5	2003 Oct 6-8	24	74	2
2006 Aug 7-10	42	53	5	2003 Sep 8-10	19	79	2
2006 Jul 6-9	42	51	7	2003 Aug 4-6	17	81	2
2006 Jun 1-4	41	53	6	2003 Jul 7-9	20	78	2
2006 May 8-11	42	52	6	2003 Jun 12-15	22	76	2
2006 Apr 10-13	41	53	6	2003 May 5-7	22	75	3
2006 Mar 13-16	41	55	5	2003 Apr 7-9	23	75	2
2006 Feb 6-9	40	56	4	2003 Mar 3-5	16	81	3
2006 Jan 9-12	41	55	4	2003 Feb 3-6	19	79	2
<b><u>2005</u></b>				2003 Jan 13-16	20	78	2
2005 Dec 19-22	40	56	4	<b><u>2002</u></b>			
2005 Dec 5-8	36	60	4	2002 Dec 5-8	19	78	3
2005 Nov 17-20	42	56	2	2002 Nov 11-14	27	69	4
2005 Nov 7-10	37	59	4	2002 Oct 14-17	23	70	7
2005 Oct 24-26	37	58	5	2002 Sep 5-8	22	74	4

*Quality Job trend continued on the next page*

## Q.6 (GOOD TIME TO FIND A QUALITY JOB) CONTINUED

	Good time	Bad time	No opinion		Good time	Bad time	No opinion
2002 Aug 5-8	27	68	5	2002 Jan 7-9	24	73	3
2002 Jul 9-11	26	69	5	<b><u>2001</u></b>			
2002 Jun 3-6	32	64	4	2001 Dec 6-9	25	73	2
2002 May 6-9	29	67	4	2001 Nov 8-11	22	75	3
2002 Apr 8-11	29	68	3	2001 Oct 11-14	25	71	4
2002 Mar 4-7	26	72	2	2001 Aug 16-19	39	56	5
2002 Feb 4-6	25	72	3				

## BASED ON -1,103— EMPLOYED ADULTS OR UNEMPLOYED ADULTS WHO ARE LOOKING FOR WORK; ±4 PCT PTS

	Good time	Bad time	No opinion		Good time	Bad time	No opinion
<b><u>2013</u></b>				<b><u>2010</u></b>			
2013 Jul 10-14	28	68	4	2010 Dec 10-12	14	83	3
				2010 Nov 4-7	11	87	2
2013 Jun 1-4	28	68	3	2010 Oct 7-10	9	88	3
2013 May 2-7	26	71	3	2010 Sep 13-16	12	86	2
2013 Apr 4-7	28	69	2	2010 Aug 5-8	12	86	2
2013 Mar 7-10	22	75	2	2010 Jul 8-11	13	86	2
2013 Feb 7-10	23	75	3	2010 Jun 11-13	13	85	2
2013 Jan 7-10	26	69	5	2010 May 3-6	11	87	2
<b><u>2012</u></b>				2010 Apr 8-11	11	87	1
2012 Dec 14-17	23	73	5	2010 Mar 4-7	12	87	1
2012 Nov 15-18	26	72	2	2010 Feb 1-3	14	84	1
2012 Oct 15-16	23	73	4	2010 Jan 8-10	10	89	1
2012 Sep 6-9	21	75	4	<b><u>2009</u></b>			
2012 Aug 9-12	19	78	2	2009 Dec 11-13	9	89	2
2012 Jul 9-12	19	79	2	2009 Nov 5-8	9	89	2
2012 Jun 7-10	22	77	1	2009 Oct 1-4	9	89	2
2012 May 3-6	18	80	2	2009 Aug 31-Sep 2	11	88	1
2012 Apr 9-12	23	75	3	2009 Aug 6-9	10	90	1
2012 Mar 8-11	21	77	2	2009 Jul 10-12	11	88	2
2012 Feb 2-5	13	85	2	2009 Jun 14-17	12	86	1
2012 Jan 5-8	16	81	3	2009 May 7-10	9	90	2
<b><u>2011</u></b>				2009 Apr 6-9	12	88	1
2011 Dec 15-18	13	86	1	2009 Mar 5-8	9	90	1
2011 Nov 3-6	7	92	1	2009 Feb 9-12	10	88	1
2011 Oct 6-9	11	87	2	2009 Jan 9-11	15	84	1
2011 Sep 8-11	10	88	2	<b><u>2008</u></b>			
2011 Aug 11-14	15	84	1	2008 Dec 4-7	11	87	2
2011 Jul 7-10	12	86	2	2008 Nov 13-16	12	86	2
2011 Jun 9-12	11	86	3	2008 Oct 3-5	16	80	3
2011 May 5-8	17	80	3	2008 Sep 8-11	21	77	2
2011 Apr 7-11	19	79	2	2008 Aug 7-10	21	73	6
2011 Mar 3-6	15	81	4	2008 Jul 10-13	19	77	4
2011 Feb 2-5	13	86	2	2008 Jun 9-12	22	72	5
2011 Jan 7-9	15	83	2	2008 May 8-11	24	73	3
				2008 Apr 6-9	21	76	3

*Quality Job trend continued on the next page*

# **Q.6 (GOOD TIME TO FIND A QUALITY JOB) CONTINUED**

	Good time	Bad time	No opinion		Good time	Bad time	No opinion
2008 Mar 6-9	28	67	5	2005 Mar 7-10	41	57	2
2008 Feb 11-14	26	71	3	2005 Feb 21-24	43	53	4
2008 Jan 4-6	35	60	5	2005 Feb 7-10	37	61	2
<b><u>2007</u></b>				2005 Jan 3-5	35	61	4
2007 Dec 6-9	39	54	7	<b><u>2004</u></b>			
2007 Nov 11-14	43	50	6	2004 Dec 5-8	40	57	3
2007 Oct 4-7	44	52	4	2004 Nov 7-10	38	60	2
2007 Sep 14-16	40	56	4	2004 Oct 11-14	29	68	3
2007 Aug 13-16	46	50	4	2004 Sep 13-15	37	60	3
2007 Jul 12-15	46	49	5	2004 Aug 9-11	35	63	2
2007 Jun 11-14	45	52	4	2004 Jul 8-11	37	61	2
2007 May 10-13	49	48	2	2004 Jun 3-6	34	64	2
2007 Apr 2-5	48	48	3	2004 May 2-4	30	67	3
2007 Mar 11-14	47	50	3	2004 Apr 5-8	34	63	3
2007 Feb 1-4	45	51	4	2004 Mar 8-11	30	68	2
2007 Jan 15-18	48	48	4	2004 Feb 9-12	30	69	1
<b><u>2006</u></b>				2004 Jan 12-15	34	65	1
2006 Dec 11-14	47	48	5	<b><u>2003</u></b>			
2006 Nov 9-12	44	53	3	2003 Dec 11-14	31	67	2
2006 Oct 9-12	42	52	6	2003 Nov 3-5	25	73	2
2006 Sep 7-10	44	53	3	2003 Oct 6-8	27	71	2
2006 Aug 7-10	44	53	3	2003 Sep 8-10	20	78	2
2006 Jul 6-9	45	50	5	2003 Aug 4-6	19	80	1
2006 Jun 1-4	46	50	4	2003 Jul 7-9	23	76	1
2006 May 8-11	46	49	5	2003 Jun 12-15	22	77	1
2006 Apr 10-13	43	52	5	2003 May 5-7	24	74	2
2006 Mar 13-16	43	54	3	2003 Apr 7-9	23	76	1
2006 Feb 6-9	42	54	4	2003 Mar 3-5	16	82	2
2006 Jan 9-12	41	56	3	2003 Feb 3-6	20	79	1
<b><u>2005</u></b>				2003 Jan 13-16	20	78	2
2005 Dec 19-22	41	56	3	<b><u>2002</u></b>			
2005 Dec 5-8	37	59	4	2002 Dec 5-8	20	77	3
2005 Nov 17-20	45	54	1	2002 Nov 11-14	29	68	3
2005 Nov 7-10	40	58	2	2002 Oct 14-17	24	70	6
2005 Oct 24-26	41	56	3	2002 Sep 5-8	23	75	2
2005 Oct 13-16	35	62	3	2002 Aug 5-8	29	68	3
2005 Sep 26-28	41	55	4	2002 Jul 9-11	28	68	4
2005 Sep 12-15	42	56	2	2002 Jun 3-6	35	62	3
2005 Aug 22-25	36	59	5	2002 May 6-9	30	67	3
2005 Aug 8-11	42	56	2	2002 Apr 8-11	30	68	2
2005 Jul 25-28	38	59	3	2002 Mar 4-7	28	70	2
2005 Jul 7-10	41	57	2	2002 Feb 4-6	24	73	3
2005 Jun 16-19	42	55	3	2002 Jan 7-9	24	73	3
2005 Jun 6-8	38	59	3	<b><u>2001</u></b>			
2005 May 23-26	42	56	2	2001 Dec 6-9	26	71	3
2005 May 2-5	39	59	2	2001 Nov 8-11	22	75	3
2005 Apr 18-21	40	57	3	2001 Oct 11-14	26	71	3
2005 Apr 4-7	39	57	4	2001 Aug 16-19	38	59	3
2005 Mar 21-23	36	60	4				

*Quality Job trend continued on the next page*

## Q.6 (GOOD TIME TO FIND A QUALITY JOB) CONTINUED

**For comparison:** *Center for Survey Research & Analysis, University of Connecticut & John J. Heldrich Center for Workforce Development at Rutgers University (based on those employed and unemployed/looking for work)*

	Good <u>time</u>	Bad <u>time</u>	No <u>opinion</u>
<b><u>2000</u></b>			
2000 Aug 4-31 ^	78	16	6
2000 Jan 5-19 ^	76	19	5
<b><u>1999</u></b>			
1999 Feb 5-22 ^	70	24	6
<b><u>1998</u></b>			
1998 Aug 5-16 ^	69	25	6