

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
IS: 053  
Princeton Job #: 14-07-008

Jeff Jones, Lydia Saad  
July 7-10, 2014

---

Results are based on telephone interviews conducted July 7-10, 2014 with a random sample of **-1,013—**adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of **-494—**national adults in Form A, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of **-519—**national adults in Form B, the margins of sampling error is  $\pm 5$  percentage points.

For results based on the sample of **-176—**smokers, the maximum margin of sampling error is  $\pm 9$  percentage points.

For results based on the sample of **-837—**non-smokers, the maximum margin of sampling error is  $\pm 4$  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 **-645—**adults who drink alcoholic beverages, 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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 7-10, 2014	Jun 5-8, 2014	May 8-11, 2014	Apr 3-6, 2014	Mar 6-9, 2014	Feb 6-9, 2014	Jan 5-8, 2014
<i>Recent Trend:</i>							
<b>ECONOMIC PROBLEMS (NET)</b>	<b>41</b>	<b>44</b>	<b>50</b>	<b>47</b>	<b>51</b>	<b>53</b>	<b>50</b>
Economy in general	15	20	17	16	17	20	18
Unemployment/Jobs	14	16	20	14	19	23	16
Federal budget deficit/Federal debt	6	5	8	9	8	8	8
Lack of money	2	2	2	5	3	3	4
Taxes	2	1	1	1	1	1	1
Wage issues	2	1	1	1	2	2	1
Gap between rich and poor	1	3	3	3	3	2	4
Fuel/Oil prices	1	1	1	1	1	1	1
High cost of living/Inflation	1	1	*	*	1	1	*
Corporate corruption	*	1	1	1	1	*	*
Foreign trade/Trade deficit	*	*	*	*	*	*	*
Recession	*	--	1	*	--	--	--
<b>NON-ECONOMIC PROBLEMS (NET)</b>	<b>67</b>	<b>65</b>	<b>64</b>	<b>66</b>	<b>58</b>	<b>61</b>	<b>62</b>
Immigration/Illegal aliens	17	5	3	4	4	6	3
Dissatisfaction with government/Congress/politicians; Poor leadership/Corruption/Abuse of power	16	19	19	20	18	18	21
Poor healthcare/hospitals; High cost of healthcare	8	10	11	15	11	15	16
Education/Poor education/Access to education	5	4	5	6	5	4	4
Ethics/moral/religious/family decline; Dishonesty	4	7	6	5	4	5	5
Poverty/ Hunger/Homelessness	3	2	4	5	4	3	4
Foreign aid/Focus overseas	3	3	4	4	4	2	3
Judicial system/Courts/Laws	3	2	2	2	2	2	1
Crime/Violence	2	3	2	1	2	2	1
Race relations/Racism	2	1	3	1	1	1	1
Lack of respect for each other	2	2	1	2	2	1	2
Lack of military defense	1	2	2	1	1	1	1
International issues, problems	1	1	2	1	2	*	1
Terrorism	1	1	1	1	*	2	*
Wars/War (nonspecific)/Fear of war	1	2	2	1	2	1	1
Guns/Gun control	1	2	1	1	1	1	1
Environment/Pollution	1	2	3	1	1	1	1
Unifying the country	1	1	1	1	1	1	1
Elections/Election reform	1	1	1	1	*	*	*
Welfare	1	3	1	1	1	2	2
National security	1	1	1	2	1	2	1
War/conflict between Middle East nations	1	*	*	*	*	*	--
Energy/Lack of energy sources	1	*	*	*	*	*	*
Situation/War in Afghanistan	1	*	*	*	*	*	*
Abortion	1	1	*	1	*	*	1
Care for the elderly/Medicare	1	*	1	1	1	*	*
Gay rights issues	1	1	1	*	*	*	*
Social Security	*	*	*	1	--	1	1
Children's behavior/Way they are raised	*	*	*	*	*	*	*
Situation in Iraq	*	1	--	*	--	*	*
Situation in Syria	*	*	--	*	*	--	*
The media	*	*	*	*	*	*	*
Drugs	*	*	*	1	*	*	*
Natural disaster response/Relief efforts	*	1	*	--	1	*	1
Situation with Russia	--	--	1	--	1	--	--
Other non-economic	4	4	5	5	4	4	2
No opinion	5	4	4	4	4	3	5
<b>Total</b>	<b>138%</b>	<b>141%</b>	<b>146%</b>	<b>144%</b>	<b>138%</b>	<b>143%</b>	<b>137%</b>

6. Which political party do you think can do a better job of handling the problem you think is most important -- the Republican Party or the Democratic Party?

**BASED ON -985-- WHO NAME A MOST IMPORTANT PROBLEM; ±4 PCT PTS**

	Repub- lican Party	Demo- cratic Party	Same/ Other/No opinion		Repub- lican Party	Demo- cratic Party	Same/ Other/No opinion
2014 Jul 7-10	35	35	29	1994 Jan	31	39	30
2013 Sep 5-8	34	39	27	1993 Sep 10-12	31	37	32
2012 Sep 6-9	39	49	13	1993 Jan 8-11	29	45	26
2011 Sep 8-11	44	37	19	1992 Mar 26-29	34	40	26
2010 Sep 13-16	40	38	22	1991 Jul 11-14	36	28	36
2009 Aug 31-Sep 2	34	45	20	1991 Mar 7-10	40	27	33
2008 Sep 8-11	39	46	14	1990 Oct	30	29	41
2007 Sep 14-16	30	47	22	1988 Sep	38	33	29
2006 Sep 7-10	34	49	16	1988 May 9-11	27	40	33
2005 Sep 12-15	39	40	21	1987 Apr 10-13	29	37	34
2005 Jan 3-5	41	41	18	1986 Jan 10-13	33	28	39
2004 Sep 13-15	46	43	11	1985 Jan 25-28	39	29	32
2004 Jan 12-15	39	46	15	1984 Aug 10-13	39	37	24
2002 Jul 26-28	38	36	26	1984 Feb 10-13	30	32	38
2001 Jan 10-14	39	39	22	1983 Nov 18-21	28	35	37
1999 Jan 15-17	33	43	24	1982 Aug 13-16	26	35	39
1998 Apr 17-19	40	42	18	1981 Jan 8-11	39	20	41
1997 Jan 10-13	33	43	24	1980 Mar 28-31	28	32	40
1996 Jul 25-28	37	41	22	1979 Oct 12-15	25	33	42
1996 May 9-12	40	44	16	1976 Apr 23-26	18	39	43
1995 Jan 16-18	42	32	26	1975 Oct 17-20	15	42	43
1994 Oct 22-25	41	37	22	1972 Aug	28	34	38
1994 Aug 15-16	38	37	25	1968 May	30	28	42
1994 Aug 8-9	39	37	24	1964 Apr 24-29	16	40	44
1994 Jul 15-17	39	32	29	1960 Feb 4-9	24	32	44
				1956 Sep 20-25	55	45	--