

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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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 **±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 **±6** percentage points.

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

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

For results based on the sample of **-837—**non-smokers, the maximum margin of sampling error is **±4** percentage points.

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

For results based on the sample of **-645—**adults who drink alcoholic beverages, 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 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.

38. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEM A READ FIRST, THEN ITEMS B-Q READ IN RANDOM ORDER]?

B. Hillary Clinton

| | Favor- able | Unfavor- able | No opinion | | Favor- able | Unfavor- able | No opinion |
|--------------------|----------------|------------------|---------------|--------------------|----------------|------------------|---------------|
| <u>2014</u> | | | | 2007 Feb 9-11 | 58 | 40 | 1 |
| 2014 Jul 7-10 | 55 | 36 | 9 | <u>2006</u> | | | |
| | | | | 2006 Nov 9-12 | 53 | 42 | 5 |
| 2014 Jun 5-8 | 54 | 43 | 3 | 2006 Jul 28-30 | 50 | 44 | 7 |
| 2014 Feb 6-9 | 59 | 37 | 4 | 2006 Jun 23-25 | 51 | 44 | 5 |
| <u>2013</u> | | | | <u>2005</u> | | | |
| 2013 Jun 1-4 | 58 | 39 | 3 | 2005 Oct 21-23 | 54 | 41 | 5 |
| 2013 Apr 11-14 | 64 | 31 | 5 | 2005 Jul 25-28 | 53 | 43 | 4 |
| <u>2012</u> | | | | 2005 May 20-22 | 55 | 39 | 6 |
| 2012 Nov 9-12 | 63 | 32 | 5 | 2005 Feb 25-27 | 53 | 41 | 6 |
| 2012 May 10-13 | 66 | 29 | 5 | <u>2004</u> | | | |
| <u>2011</u> | | | | 2004 Jul 19-21 ^ | 56 | 38 | 6 |
| 2011 Mar 25-27 | 66 | 31 | 3 | <u>2003</u> | | | |
| <u>2010</u> | | | | 2003 Oct 24-26 | 51 | 44 | 5 |
| 2010 Jul 8-11 | 61 | 35 | 4 | 2003 Sep 19-21 | 54 | 40 | 6 |
| <u>2009</u> | | | | 2003 Jun 27-29 ^ | 52 | 44 | 4 |
| 2009 Oct 1-4 | 62 | 34 | 3 | 2003 Jun 9-10 | 53 | 43 | 4 |
| 2009 Jan 9-11 | 65 | 33 | 3 | 2003 Mar 14-15 | 45 | 46 | 9 |
| <u>2008</u> | | | | <u>2002</u> | | | |
| 2008 Aug 21-23 | 54 | 43 | 3 | 2002 Dec 16-17 | 48 | 46 | 6 |
| 2008 May 30-Jun 1 | 54 | 43 | 3 | 2002 Sep 23-26 | 47 | 44 | 9 |
| 2008 May 1-3 | 52 | 45 | 3 | <u>2001</u> | | | |
| 2008 Apr 18-20 | 53 | 44 | 4 | 2001 Aug 3-5 | 51 | 44 | 5 |
| 2008 Mar 14-16 | 53 | 44 | 3 | 2001 Mar 5-7 | 44 | 53 | 3 |
| 2008 Feb 21-24 | 48 | 48 | 4 | 2001 Feb 19-21 | 49 | 44 | 7 |
| 2008 Feb 8-10 | 48 | 49 | 4 | 2001 Feb 1-4 | 52 | 43 | 5 |
| 2008 Jan 30-Feb 2 | 48 | 48 | 4 | <u>2000</u> | | | |
| 2008 Jan 10-13 | 50 | 46 | 4 | 2000 Nov 13-15 | 56 | 39 | 5 |
| <u>2007</u> | | | | 2000 Oct 25-28 | 52 | 43 | 5 |
| 2007 Dec 14-16 | 51 | 48 | 2 | 2000 Aug 4-5 | 45 | 50 | 5 |
| 2007 Nov 30-Dec 2 | 47 | 50 | 3 | 2000 Feb 4-6 | 55 | 39 | 6 |
| 2007 Nov 2-4 | 52 | 45 | 3 | <u>1999</u> | | | |
| 2007 Oct 12-14 | 53 | 44 | 2 | 1999 Dec 9-12 | 48 | 48 | 4 |
| 2007 Oct 4-7 | 51 | 44 | 5 | 1999 Sep 23-26 | 56 | 40 | 4 |
| 2007 Sep 14-16 | 49 | 49 | 2 | 1999 Aug 3-4 | 56 | 41 | 3 |
| 2007 Sep 7-8 | 49 | 46 | 5 | 1999 Jul 22-25 | 62 | 35 | 3 |
| 2007 Aug 13-16 | 47 | 48 | 5 | 1999 Jun 25-27 | 56 | 42 | 2 |
| 2007 Aug 3-5 | 47 | 49 | 3 | 1999 Mar 5-7 | 65 | 31 | 4 |
| 2007 Jul 12-15 | 47 | 48 | 5 | 1999 Feb 19-21 | 65 | 30 | 5 |
| 2007 Jul 6-8 | 48 | 48 | 5 | 1999 Feb 4-7 | 66 | 31 | 3 |
| 2007 Jun 1-3 | 46 | 50 | 3 | | | | |
| 2007 May 10-13 | 53 | 45 | 2 | | | | |
| 2007 May 4-6 | 50 | 47 | 3 | | | | |
| 2007 Apr 13-15 | 45 | 52 | 4 | | | | |
| 2007 Apr 2-5 | 47 | 49 | 4 | | | | |
| 2007 Mar 23-25 | 48 | 48 | 3 | | | | |
| 2007 Mar 2-4 | 54 | 42 | 3 | | | | |

Hillary Clinton Favorable Trend continued on the next page

Q.38 (FAVORABLES) CONTINUED

B. Hillary Clinton (continued)

| | Favor- able | Unfavor- able | No opinion | | Favor- able | Unfavor- able | No opinion |
|--------------------|----------------|------------------|---------------|--------------------|----------------|------------------|---------------|
| <u>1998</u> | | | | <u>1994</u> | | | |
| 1998 Dec 28-29 | 67 | 29 | 4 | 1994 Nov 28-29 | 50 | 44 | 6 |
| 1998 Oct 9-12 ^ | 63 | 33 | 4 | 1994 Sep 6-7 | 48 | 47 | 5 |
| 1998 Sep 14-15 | 61 | 33 | 6 | 1994 Jul 15-17 | 48 | 46 | 6 |
| 1998 Aug 21-23 | 61 | 33 | 6 | 1994 Apr 22-24 | 56 | 40 | 4 |
| 1998 Aug 10-12 | 60 | 36 | 4 | 1994 Mar 25-27 | 52 | 42 | 6 |
| 1998 Aug 7-8 | 60 | 35 | 5 | 1994 Mar 7-8 | 55 | 40 | 5 |
| 1998 Feb 13-15 | 60 | 36 | 4 | 1994 Jan 15-17 | 57 | 36 | 7 |
| 1998 Jan 30-Feb 1 | 64 | 34 | 2 | <u>1993</u> | | | |
| 1998 Jan 24-25 | 61 | 33 | 6 | 1993 Nov 2-4 | 58 | 34 | 8 |
| 1998 Jan 23-24 | 60 | 35 | 5 | 1993 Sep 24-26 | 62 | 27 | 11 |
| <u>1997</u> | | | | 1993 Aug 8-10 | 57 | 33 | 10 |
| 1997 Dec 18-21 | 56 | 38 | 6 | 1993 Jul 19-21 | 56 | 34 | 10 |
| 1997 Oct 27-29 | 61 | 34 | 5 | 1993 Apr 22-24 | 61 | 27 | 12 |
| 1997 Jun 26-29 | 51 | 42 | 7 | 1993 Mar 22-24 | 61 | 31 | 8 |
| 1997 Feb 24-26 | 51 | 42 | 6 | 1993 Jan 18-19 | 59 | 26 | 16 |
| 1997 Jan 31-Feb 2 | 55 | 39 | 6 | <u>1992</u> | | | |
| 1997 Jan 10-13 | 56 | 37 | 7 | 1992 Nov 19-20 | 57 | 21 | 21 |
| <u>1996</u> | | | | 1992 Nov 10-14 | 49 | 30 | 21 |
| 1996 Oct 26-29 † | 50 | 42 | 8 | 1992 Aug 31-Sep 2 | 56 | 25 | 19 |
| 1996 Aug 28-29 † | 51 | 41 | 8 | 1992 Aug 19-20 † | 48 | 31 | 21 |
| 1996 Aug 16-18 † | 47 | 48 | 5 | 1992 Jul 17-18 † | 51 | 24 | 25 |
| 1996 Aug 5-7 † | 48 | 45 | 7 | 1992 Jul 6-8 † | 45 | 30 | 25 |
| 1996 Jun 18-19 | 46 | 47 | 6 | 1992 Apr 20-22 † | 38 | 40 | 23 |
| 1996 Mar 15-17 | 47 | 48 | 5 | 1992 Mar 20-22 † | 39 | 26 | 35 |
| 1996 Jan 12-15 | 43 | 51 | 6 | | | | |
| <u>1995</u> | | | | | | | |
| 1995 Jul 7-9 | 50 | 44 | 6 | | | | |
| 1995 Mar 17-19 | 49 | 44 | 7 | | | | |
| 1995 Jan 16-18 | 50 | 44 | 6 | | | | |

^ Asked of a half sample.

† Based on registered voters.

2002-March 2003 WORDING: New York Senator Hillary Rodham Clinton.

Q.38 (FAVORABLES) CONTINUED**C. Joe Biden**

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 38 | 42 | 9 | 11 |
| 2014 Feb 6-9 | 46 | 42 | 7 | 5 |
| 2013 Jun 1-4 | 44 | 44 | 8 | 5 |
| 2013 Apr 11-14 | 45 | 42 | 5 | 9 |
| 2012 Nov 15-18 | 48 | 40 | 7 | 5 |
| 2012 Sep 24-27 | 44 | 45 | 4 | 8 |
| 2012 Aug 20-22 | 44 | 45 | 4 | 7 |
| 2012 May 10-13 | 42 | 45 | 5 | 9 |
| 2011 Mar 25-27 | 46 | 41 | 6 | 7 |
| 2010 Jul 8-11 | 43 | 41 | 7 | 9 |
| 2009 Oct 16-19 | 42 | 40 | 7 | 11 |
| 2009 Jul 10-12 | 48 | 36 | 8 | 9 |
| 2009 Jan 9-11 | 53 | 29 | 7 | 11 |
| 2008 Nov 7-9 | 59 | 29 | 5 | 7 |
| 2008 Oct 31-Nov 2 † | 53 | 32 | 5 | 11 |
| 2008 Oct 3-5 | 57 | 27 | 6 | 9 |
| 2008 Sep 5-7 | 49 | 30 | 7 | 14 |
| 2008 Aug 23 ^ | 34 | 15 | 23 | 28 |
| 2007 Apr 2-5 | 20 | 25 | 38 | 17 |

^ Based on one-night Biden vice presidential selection poll of registered voters (*USA Today*/Gallup poll asked on Gallup daily tracking survey)

† *USA Today*/Gallup poll asked on Gallup tracking survey

D. New Jersey governor, Chris Christie

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|----------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 33 | 32 | 20 | 15 |
| 2014 Feb 6-9 | 36 | 45 | 12 | 7 |
| 2013 Jun 1-4 | 52 | 20 | 20 | 8 |
| 2012 Aug 20-22 | 34 | 26 | 25 | 14 |
| 2011 Mar 25-27 | 27 | 22 | 34 | 18 |

E. Florida senator, Marco Rubio

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|----------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 27 | 19 | 35 | 18 |
| 2013 Jun 1-4 | 37 | 22 | 29 | 11 |
| 2012 May 10-13 | 26 | 18 | 41 | 15 |

Q.38 (FAVORABLES) CONTINUED

F. Wisconsin Congressman, Paul Ryan

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|------------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 31 | 25 | 31 | 14 |
| 2013 Jun 1-4 | 40 | 32 | 19 | 8 |
| 2012 Sep 24-27 † | 43 | 40 | 8 | 10 |
| 2012 Aug 20-22 † | 38 | 36 | 13 | 13 |
| 2012 Aug 12 ^ | 25 | 17 | 39 | 19 |

† WORDING: Paul Ryan

^ Based on one-night Ryan vice presidential selection poll of national adults (*USA Today*/Gallup poll asked on Gallup daily tracking survey)

G. Texas senator, Ted Cruz

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 25 | 23 | 36 | 15 |
| 2013 Oct 3-6 | 26 | 36 | 26 | 13 |
| 2013 Jun 1-4 | 24 | 18 | 45 | 12 |

H. Kentucky senator, Rand Paul

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 32 | 23 | 31 | 14 |
| 2013 Jun 1-4 | 34 | 29 | 26 | 11 |

I. Former Arkansas governor, Mike Huckabee

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|-------------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 33 | 21 | 26 | 20 |
| 2011 Mar 25-27 | 41 | 32 | 12 | 16 |
| 2010 Jul 8-11 | 40 | 23 | 18 | 19 |
| 2009 Jul 10-12 | 42 | 23 | 16 | 18 |
| 2008 Feb 8-10 | 41 | 38 | 6 | 15 |
| 2008 Jan 10-13 ^ | 38 | 36 | 11 | 15 |
| 2007 Dec 14-16 | 34 | 24 | 22 | 19 |
| 2007 Nov 30-Dec 2 | 33 | 16 | 33 | 18 |
| 2007 Nov 2-4 | 18 | 18 | 42 | 22 |
| 2007 Oct 4-7 | 18 | 15 | 50 | 17 |
| 2007 Aug 13-16 | 17 | 14 | 49 | 20 |

^ Asked of a half sample.

Q.38 (FAVORABLES) CONTINUED**J. Former Florida governor, Jeb Bush**

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|----------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 31 | 34 | 18 | 17 |
| 2011 Mar 25-27 | 35 | 44 | 7 | 14 |
| 2005 Apr 1-2 ^ | 44 | 38 | 5 | 13 |

^ WORDING: Florida Governor, Jeb Bush

K. Former Pennsylvania senator, Rick Santorum

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|----------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 22 | 26 | 32 | 19 |
| 2012 Feb 16-19 | 38 | 35 | 14 | 13 |
| 2011 Dec 15-18 | 21 | 35 | 29 | 15 |

L. Texas governor, Rick Perry

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|----------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 32 | 26 | 27 | 16 |
| 2011 Dec 15-18 | 27 | 55 | 10 | 9 |

M. Louisiana governor, Bobby Jindal

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 22 | 16 | 49 | 12 |
| 2010 Jul 8-11 | 34 | 16 | 31 | 18 |

N. Wisconsin governor, Scott Walker

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 18 | 16 | 52 | 14 |

O. Massachusetts senator, Elizabeth Warren

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 21 | 17 | 45 | 17 |

P. New York governor, Andrew Cuomo

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 27 | 24 | 29 | 19 |

Q.38 (FAVORABLES) CONTINUED

Q. Maryland governor, Martin O'Malley

| | <u>Favorable</u> | <u>Unfavorable</u> | <u>Never heard of</u> | <u>No opinion</u> |
|---------------|------------------|--------------------|-----------------------|-------------------|
| 2014 Jul 7-10 | 7 | 9 | 68 | 15 |