

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted July 8-12, 2015 with a random sample of –1,009—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 –507—national adults in Form A, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –502—national adults in Form B, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –160—smokers, the maximum margin of sampling error is ± 10 percentage points.

For results based on the sample of –849—non-smokers, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of –664—adults who drink alcoholic beverages, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of –675—coffee drinkers, the maximum margin of sampling error is ± 5 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 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2014 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 8-12, 2015	Jun 2-7, 2015	May 6-10, 2015	Apr 9-12, 2015	Mar 5-8, 2015	Feb 8-11, 2015	Jan 5-8, 2015
<i>Recent Trend:</i>							
ECONOMIC PROBLEMS (NET)	32	33	33	34	33	38	34
Economy in general	13	13	12	11	11	16	14
Unemployment/Jobs	6	9	10	10	10	9	7
Federal budget deficit/Federal debt	5	3	3	5	5	5	7
Gap between rich and poor	3	4	4	3	2	3	2
Lack of money	2	1	2	2	2	3	2
Corporate corruption	2	1	1	*	*	1	1
Taxes	1	1	1	1	1	1	1
Wage issues	1	1	1	1	2	3	1
High cost of living/Inflation	*	1	*	1	*	1	*
Fuel/Oil prices	*	1	*	*	1	1	1
Recession	*	--	--	--	--	--	*
Foreign trade/Trade deficit	--	*	*	*	--	--	*
NON-ECONOMIC PROBLEMS (NET)	73	70	71	72	75	73	67
Dissatisfaction with government/Congress/politicians; Poor leadership/Corruption/Abuse of power	13	14	14	19	18	17	17
Race relations/Racism	9	3	8	6	4	3	5
Immigration/Illegal aliens	7	6	6	8	7	6	8
Ethics/moral/religious/family decline; Dishonesty	6	5	6	5	5	6	6
Poverty/ Hunger/Homelessness	4	5	3	3	4	4	3
Crime/Violence	4	3	2	1	2	3	3
Education/Poor education/Access to education	4	5	4	5	6	7	5
Poor healthcare/hospitals; High cost of healthcare	4	6	5	6	7	10	5
Judicial system/Courts/Laws	3	1	2	2	3	2	2
Terrorism	3	5	5	3	6	8	2
Lack of respect for each other	3	2	3	2	2	2	3
Environment/Pollution	3	3	2	2	2	1	2
Foreign policy/Foreign aid/Focus overseas	3	3	2	4	4	3	2
Situation in Iraq/ISIS	2	3	2	2	4	4	1
National security	2	4	4	2	4	4	2
Wars/War (nonspecific)/Fear of war	2	2	1	2	2	2	2
Unifying the country	2	2	2	1	1	1	1
Drugs	1	1	*	1	1	1	1
International issues, problems	1	2	1	2	3	2	1
Welfare	1	1	2	2	1	1	1
Gay rights issues	1	*	*	*	1	1	1
Lack of military defense	1	1	1	1	1	1	1
Elections/Election reform	1	1	2	1	1	*	1
Guns/Gun control	1	1	*	1	1	*	1
Situation with China	1	--	*	--	*	*	--
Natural disaster response/Relief efforts	1	*	--	--	--	--	--
The media	*	*	--	*	*	*	1
Abortion	*	1	*	*	1	*	*
War/conflict between Middle East nations	*	1	1	1	1	*	*
Social Security	*	*	*	*	*	*	*
Energy/Lack of energy sources	*	*	*	1	*	*	1
Care for the elderly/Medicare	*	1	*	1	*	*	*
Children's behavior/Way they are raised	*	*	1	*	1	--	*
Situation with Russia	*	--	*	*	--	*	*
Situation/War in Afghanistan	--	*	*	*	--	*	1
Other non-economic	2	3	3	2	3	1	3
No opinion	4	4	4	4	4	4	6
Total	125%	129%	124%	128%	136%	139%	128%

