GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008
IS: 419
Princeton Job #: 15-07-008

Jeff Jones, Lydia Saad
July 8-12, 2015

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.

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37. 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 that person -- or if you have never heard of them. How about -- [ITEM A READ FIRST, ITEMS B-H READ IN RANDOM ORDER, ITEMS I-J READ IN RANDOM ORDER, ITEMS K-L READ IN RANDOM ORDER]?

F. U.S. Supreme Court Chief Justice, John Roberts

	Favorable	Unfavorable	Never heard of	No opinion
2015 Jul 8-12	29	27	30	14
2013 Jul 10-14	31	27	22	20
2012 Jul 9-12	39	29	17	14
2005 Sep 8-11 ^	50	17	14	19
2005 Jul 22-24 ^	46	13	19	22

^WORDING: U.S. Supreme Court nominee, John Roberts

G. Supreme Court Justice, Antonin Scalia

	Favorable	Unfavorable	Never heard of	No opinion
2015 Jul 8-12	29	27	32	12
2005 May 20-22	31	13	39	17
2000 Dec 15-17	36	17	29	18

H. Supreme Court Justice, Anthony Kennedy

	Favorable	Unfavorable	Never heard of	No opinion
2015 Jul 8-12	29	21	33	16