

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.

Next,

32. Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

| | <u>Should be valid</u> | <u>Should not be valid</u> | <u>No opinion</u> |
|------------------|------------------------|----------------------------|-------------------|
| 2015 Jul 8-12 | 58 | 40 | 2 |
| 2015 May 6-10 | 60 | 37 | 3 |
| 2014 May 8-11 | 55 | 42 | 3 |
| 2013 July 8-11 | 54 | 43 | 3 |
| 2013 May 2-7 | 53 | 45 | 3 |
| 2012 Nov 26-29 | 53 | 46 | 2 |
| 2012 May 3-6 | 50 | 48 | 2 |
| 2011 Dec 15-18 | 48 | 48 | 4 |
| 2011 May 5-8 | 53 | 45 | 3 |
| 2010 May 3-6 | 44 | 53 | 3 |
| 2009 May 7-10 | 40 | 57 | 3 |
| 2008 May 8-11 † | 40 | 56 | 4 |
| 2007 May 10-13 | 46 | 53 | 1 |
| 2006 May 8-11 † | 42 | 56 | 2 |
| 2006 May 8-11 ^† | 39 | 58 | 4 |
| 2005 Aug 22-25 ^ | 37 | 59 | 4 |
| 2004 May 2-4 ^ | 42 | 55 | 3 |
| 1999 Feb 8-9 ^ | 35 | 62 | 3 |
| 1996 Mar 15-17 ^ | 27 | 68 | 5 |

^ WORDING: Do you think marriages between homosexuals should or should not be recognized by the law as valid, with the same rights as traditional marriages?

† Asked of a half sample.

TRENDS FOR COMPARISON: Polls in which gay marriage question NOT preceded by question(s) on gay/lesbian rights and relations

| | <u>Should be valid</u> | <u>Should not be valid</u> | <u>No opinion</u> |
|-------------------|------------------------|----------------------------|-------------------|
| 2005 Apr 29-May 1 | 39 | 56 | 5 |
| 2005 Mar 18-20 ^ | 28 | 68 | 4 |
| 2004 Jul 19-21 ^ | 32 | 62 | 6 |
| 2004 Mar 5-7 | 33 | 61 | 6 |
| 2004 Feb 16-17 | 32 | 64 | 4 |
| 2004 Feb 6-8 ^ | 36 | 59 | 5 |
| 2003 Dec 15-16 | 31 | 65 | 4 |
| 2003 Oct 24-26 | 35 | 61 | 4 |
| 2003 Jun 27-29 | 39 | 55 | 6 |
| 2000 Jan 13-16 | 34 | 62 | 4 |

^ Asked of a half sample.