

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

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July 5-9, 2017

Results are based on telephone interviews conducted July 5-9, 2017 with a random sample of –1,021—adults, ages 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 –478—national adults in Form A, the margin of sampling error is ± 6 percentage points.

For results based on the sample of –543—national adults in Form B, the margins of sampling error is ± 5 percentage points.

For results based on the sample of –147—smokers, the maximum margin of sampling error is ± 10 percentage points.

For results based on the sample of –874—non-smokers, the maximum margin of sampling error is ± 6 percentage points.

For results based on the sample of –675—adults who drink alcoholic beverages, 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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next 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 2016 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2016 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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

43. In its coverage of Donald Trump and his administration so far, do you think the news media has been too tough, about right, or not tough enough?

	<u>Too tough</u>	<u>About right</u>	<u>Not tough enough</u>	<u>No opinion</u>
2017 Jul 5-9	35	28	34	3
2017 Mar 9-29 ^	32	24	37	6
2017 Jan 30-31 †	36	31	28	5

^ Asked of a half sample

† Asked on Gallup Daily tracking survey

For comparison (*Barack Obama*): In its coverage of Barack Obama and his administration so far, do you think the news media has been too tough, about right, or not tough enough?

	<u>Too tough</u>	<u>About right</u>	<u>Not tough enough</u>	<u>No opinion</u>
2009 Jan 30-Feb 1	11	48	38	3

44. How closely have you been following the news about ongoing disagreements between Donald Trump and the news media – very closely, somewhat closely, not too closely, or not at all?

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not too closely</u>	<u>Not at all</u>	<u>No opinion</u>
2017 Jul 5-9	35	39	18	9	--
2017 Mar 9-29 ^	38	35	18	8	1

^ Asked of a half sample

45. In these disputes, in general, do you – [ROTATED: strongly side with Trump, lean toward Trump, side with neither Trump nor the media, lean toward the media, (or) strongly side with the media]?

	<u>Trump, strongly</u>	<u>Lean Trump</u>	<u>Neither side</u>	<u>Lean media</u>	<u>Media, strongly</u>	<u>No opinion</u>
2017 Jul 5-9	17	15	29	21	15	2
2017 Mar 9-29 ^	13	20	28	20	17	3

^ Asked of a half sample