GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

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.

33. Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some, or very little? First.., Next..., [RANDOM ORDER]

2017 Jul 5-9 (*sorted by "a great deal/quite a lot"*)	Great deal	Quite a lot	Some	Very little	None (vol.)	No opinion	**Great deal/ Quite a lot**
The military	52	26	15	7	*	*	**78**
Small business	38	27	24	9	1	1	**65**
Congress	5	5	35	48	5	2	**10**

34A. (*Asked of those with a great deal or quite a lot of confidence in the military*) What are some of the reasons why you have [a great deal / quite a lot] of confidence in the military? *[OPEN-ENDED]*

BASED ON – 394—ADULTS IN FORM A WHO ARE CONFIDENT IN THE MILITARY; ±6 PCT PTS

	2017 Jul 5-9
Protects us, our rights/Keeps us safe/Defends freedom	26
Friend/family member served in military	13
Volunteers/Selfless/Willing to give up lives/Brave	12
Good/Reliable/Committed/Disciplined people	10
Respondent served in military	9
History/Past experiences/Has been effective/Good execution	9
Good leadership/Properly run/Good structure	7
Properly trained/Skilled	6
Best in the world/Strongest	5
Good funding	4
Good equipment, weapons, technology	1
Other	9
None	1
No opinion	1

Percentages total more than 100% due to multiple responses