

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

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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.

Thinking generally about news organizations,

40. In general, do you think -- [ROTATED: news organizations get the facts straight, (or do you think) news organizations' stories and reports are often inaccurate]?

	<u>Facts straight</u>	<u>Often inaccurate</u>	<u>No opinion</u>
2017 Jul 5-9	38	60	2
2017 Mar 9-29 ^	36	55	10
2003 May 19-21	36	62	2
2003 Feb 17-19	39	58	3
2000 Dec 2-4	32	65	3
1998 Jul 13-14 †	50	45	5
1989 Aug 9-28 †	54	44	2
1988 Aug 24 †	40	50	10
1988 May 13 †	48	43	9
1988 Jan 8-17 †	44	48	8
1985 Aug 17 †	50	38	12
1985 Jun 22 †	55	34	11

^ Asked of a half sample

† Items not rotated. WORDING: In general, do you think news organizations get the facts straight, or do you think that their stories and reports are often inaccurate?

41. Which comes closer to your opinion -- [ROTATED: that the news media generally favor one political party over the other, (or) that the news media generally favor neither political party]?
42. And which political party do you think the news media generally favor -- [ROTATED: Republicans (or) Democrats]?

COMBINED RESPONSES (Q.41-42): BASED ON NATIONAL ADULTS

	<u>2017 Jul 5-9</u>	<u>2017 Mar 9-29 ^</u>	<u>2003 Feb 17-19</u>	<u>2000 Dec 2-4</u>	<u>1995 Apr 5-6 †</u>
Total favor one over the other	64	62	48	51	47
<i>(Republicans)</i>	<i>(13)</i>	<i>(14)</i>	<i>(20)</i>	<i>(15)</i>	<i>(17)</i>
<i>(Democrats)</i>	<i>(43)</i>	<i>(40)</i>	<i>(23)</i>	<i>(29)</i>	<i>(25)</i>
<i>(Both)</i>	<i>(5)</i>	<i>(4)</i>	<i>(3)</i>	<i>(4)</i>	<i>(2)</i>
<i>(No opinion)</i>	<i>(3)</i>	<i>(4)</i>	<i>(2)</i>	<i>(3)</i>	<i>(3)</i>
Favor neither	29	27	46	41	48
No opinion	7	10	6	8	5

^ Asked of a half sample

† Items not rotated. WORDING: Do you think the news media generally favor one political party over the other, or do the news media favor neither political party? Which political party do you think the news media generally favor -- the Republicans or the Democrats?