

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
JT: 216  
Princeton Job #: 18-07-007

Jeff Jones, Lydia Saad  
July 1-11, 2018

---

Results are based on telephone interviews conducted July 1-11, 2018 with a random sample of –1,033—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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –528—national adults in Form A, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –505—national adults in Form B, the margins of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –133—smokers, the maximum margin of sampling error is  $\pm 10$  percentage points.

For results based on the sample of –900—non-smokers, the maximum margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of –678—adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 4$  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 2017 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2017 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](mailto:galluphelp@gallup.com).

---

4. In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
<b><u>2018</u></b>				<b><u>2014</u></b>			
2018 Jul 1-11	35	62	2	2014 Dec 8-11	23	76	2
				2014 Nov 6-9	20	77	3
2018 Jun 1-13	38	60	2	2014 Oct 29-Nov 2	27	70	3
2018 May 1-10	37	62	2	2014 Oct 12-15	21	77	2
2018 Apr 2-11	29	69	2	2014 Sep 4-7	23	76	2
2018 Mar 1-8	28	68	4	2014 Aug 7-10	22	76	2
2018 Feb 1-10	36	63	2	2014 Jul 7-10	24	73	3
2018 Jan 2-7	29	69	2	2014 Jun 5-8	23	74	3
<b><u>2017</u></b>				2014 May 8-11	25	74	2
2017 Dec 4-11	29	67	4	2014 Apr 3-6	24	74	2
2017 Nov 2-8	25	72	3	2014 Mar 6-9	25	73	2
2017 Oct 5-11	21	75	3	2014 Feb 6-9	22	77	2
2017 Sep 6-10	25	73	2	2014 Jan 5-8	23	75	2
2017 Aug 2-6	28	70	2	<b><u>2013</u></b>			
2017 Jul 5-9	27	71	3	2013 Dec 5-8	23	76	1
2017 Jun 7-11	24	73	3	2013 Nov 7-10	20	78	3
2017 May 3-7	31	66	3	2013 Oct 3-6	16	82	2
2017 Apr 5-9	32	66	2	2013 Sep 5-8	23	75	2
2017 Mar 1-5	29	69	3	2013 Aug 7-11	22	75	2
2017 Feb 1-5	30	68	2	2013 Jul 10-14	28	68	3
2017 Jan 4-8	26	72	2	2013 Jun 1-4	27	71	2
<b><u>2016</u></b>				2013 May 2-7	24	74	2
2016 Dec 7-11	27	71	2	2013 Apr 4-14	30	67	3
2016 Nov 9-13	27	70	3	2013 Mar 7-10	21	77	2
2016 Nov 1-6	37	62	1	2013 Feb 7-10	27	72	2
2016 Oct 5-9	28	70	2	2013 Jan 7-10	25	71	4
2016 Sep 7-11	29	70	1	<b><u>2012</u></b>			
2016 Aug 3-7	27	72	1	2012 Dec 14-17	23	72	5
2016 Jul 13-17	17	82	2	2012 Nov 15-18	31	68	1
2016 Jun 1-5	29	69	2	2012 Nov 3-4	33	64	2
2016 May 4-8	28	69	3	2012 Oct 15-16	30	68	2
2016 Apr 6-10	26	71	3	2012 Sep 6-9	30	68	2
2016 Mar 2-6	27	71	2	2012 Aug 20-22	25	73	2
2016 Feb 3-7	27	71	1	2012 Aug 9-12	23	75	2
2016 Jan 6-10	23	76	1	2012 Jul 9-12	28	69	3
<b><u>2015</u></b>				2012 Jun 7-10	20	77	2
2015 Dec 2-6	20	79	1	2012 May 3-6	24	74	2
2015 Nov 4-8	27	71	2	2012 Apr 9-12	24	74	2
2015 Oct 7-11	25	72	3	2012 Mar 8-11	26	72	2
2015 Sep 9-13	29	70	1	2012 Feb 2-5	22	77	1
2015 Aug 5-9	26	72	1	2012 Jan 5-8	18	80	2
2015 Jul 8-12	30	68	2	<b><u>2011</u></b>			
2015 Jun 2-7	28	71	1	2011 Dec 15-18	15	84	1
2015 May 6-10	26	72	2	2011 Nov 28-Dec 1	14	86	1
2015 Apr 9-12	28	70	1	2011 Nov 3-6	12	86	2
2015 Mar 5-8	31	67	2	2011 Oct 6-9	13	85	2
2015 Feb 8-11	32	66	1	2011 Sep 8-11	11	88	1
2015 Jan 5-8	32	66	2	2011 Aug 11-14	11	88	1

*U.S. Satisfaction trend continued on the next page*

**Q.4 (U.S. SATISFACTION) CONTINUED**

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
2011 Jul 7-10	16	81	2	2008 Jul 10-13	17	81	2
2011 Jun 9-12	20	78	2	2008 Jun 9-12	14	84	2
2011 May 5-8	26	72	2	2008 May 8-11	14	85	1
2011 Apr 20-23	22	75	3	2008 Apr 6-9	15	83	1
2011 Apr 7-11	19	78	3	2008 Mar 6-9	19	80	2
2011 Mar 3-6	18	80	2	2008 Feb 11-14	20	78	2
2011 Feb 2-5	23	75	2	2008 Jan 4-6	24	73	3
2011 Jan 7-9	19	78	3	<b><u>2007</u></b>			
<b><u>2010</u></b>				2007 Dec 6-9	27	70	3
2010 Dec 10-12	17	81	2	2007 Nov 11-14	20	76	3
2010 Nov 4-7	19	79	1	2007 Oct 12-14	26	72	2
2010 Oct 28-31	22	75	3	2007 Oct 4-7	25	73	2
2010 Oct 7-10	21	77	2	2007 Sep 14-16	28	71	2
2010 Sep 13-16	19	79	1	2007 Aug 13-16	24	73	3
2010 Aug 27-30	20	78	2	2007 Jul 12-15	27	71	3
2010 Aug 5-8	21	77	2	2007 Jun 11-14	24	74	2
2010 Jul 8-11	21	76	3	2007 May 10-13	25	73	2
2010 Jun 11-13	23	75	1	2007 Apr 2-5	33	65	2
2010 May 24-25	25	73	2	2007 Mar 11-14	30	68	2
2010 May 3-6	24	74	2	2007 Feb 1-4	34	64	2
2010 Apr 8-11	27	71	2	2007 Jan 15-18	35	63	2
2010 Mar 26-28	23	75	2	<b><u>2006</u></b>			
2010 Mar 4-7	19	79	2	2006 Dec 11-14	30	69	1
2010 Feb 1-3	21	77	2	2006 Nov 9-12	31	67	2
2010 Jan 8-10	23	76	2	2006 Nov 2-5	35	61	4
<b><u>2009</u></b>				2006 Oct 9-12	30	68	2
2009 Dec 11-13	25	73	2	2006 Sep 7-10	32	67	2
2009 Nov 5-8	24	74	1	2006 Aug 7-10	28	69	3
2009 Oct 16-19	26	72	2	2006 Jul 21-23	33	65	2
2009 Oct 1-4	26	71	3	2006 Jul 6-9	32	65	3
2009 Aug 31-Sep 2	29	70	1	2006 Jun 1-4	30	67	2
2009 Aug 6-8 ♠	36	63	1	2006 May 8-11	25	72	3
2009 July 10-12 ♣	30	65	5	2006 Apr 10-13	27	71	2
2009 June 14-16 ♣	34	63	4	2006 Mar 13-16	29	68	2
2009 May 7-9 ♣	35	62	3	2006 Feb 6-9	35	62	3
2009 Apr 6-8 ♣	26	69	6	2006 Jan 20-22	35	62	3
2009 Mar 5-7 ♣	19	77	4	2006 Jan 9-12	36	61	3
2009 Feb 9-11 ♣	15	82	3	<b><u>2005</u></b>			
2009 Jan 3-5 ♣	13	85	3	2005 Dec 19-22	36	62	2
<b><u>2008</u></b>				2005 Dec 5-8	35	62	3
2008 Dec 4-7	10	88	2	2005 Nov 17-20	36	62	2
2008 Nov 13-16	11	87	2	2005 Nov 7-10	31	66	3
2008 Nov 7-9	13	84	3	2005 Oct 24-26	35	63	2
2008 Oct 31-Nov 2	13	85	2	2005 Oct 13-16	31	68	1
2008 Oct 10-12	7	91	1	2005 Sep 26-28	39	59	2
2008 Oct 3-5	9	90	1	2005 Sep 12-15	34	65	1
2008 Sep 8-11	21	77	2	2005 Aug 22-25	34	62	4
2008 Aug 21-23	18	81	1	2005 Aug 8-11	37	60	3
2008 Aug 7-10	17	80	3	2005 Jul 25-28	40	58	2

*U.S. Satisfaction trend continued on the next page*

**Q.4 (U.S. SATISFACTION) CONTINUED**

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
2005 Jul 7-10	42	57	1	2002 Jul 26-28	48	49	3
2005 Jun 16-19	42	56	2	2002 Jul 22-24	49	47	4
2005 Jun 6-8	38	60	2	2002 Jul 9-11	49	48	3
2005 May 23-26	41	55	4	2002 Jun 3-6	52	44	4
2005 May 2-5	39	58	3	2002 May 6-9	56	40	4
2005 Apr 4-7	38	59	3	2002 Apr 8-11	61	37	2
2005 Mar 21-23	38	59	3	2002 Mar 4-7	61	37	2
2005 Mar 7-10	42	56	2	2002 Feb 4-6	61	37	2
2005 Feb 21-24	45	52	3	2002 Jan 7-9	65	32	3
2005 Feb 7-10	46	52	2	<b>2001</b>			
2005 Jan 3-5	46	53	1	2001 Dec 6-9	70	28	2
<b>2004</b>				2001 Nov 8-11	65	33	2
2004 Dec 5-8	45	53	2	2001 Oct 11-14	67	29	4
2004 Nov 7-10	44	54	2	2001 Sep 14-15	61	36	3
2004 Oct 29-31 ^	44	53	3	2001 Sep 7-10	43	55	2
2004 Oct 11-14	41	57	2	2001 Aug 16-19	48	49	3
2004 Sep 13-15	41	56	3	2001 Jul 19-22	51	46	3
2004 Aug 9-11	44	55	1	2001 Jun 11-17	51	46	3
2004 Jul 8-11	41	57	2	2001 May 10-14	46	50	4
2004 Jun 3-6	39	59	2	2001 Apr 6-8	50	47	3
2004 May 7-9	37	62	1	2001 Mar 5-7	53	44	3
2004 May 2-4	36	62	2	2001 Feb 1-4	51	45	4
2004 Apr 5-8	41	57	2	2001 Jan 10-14	56	41	3
2004 Mar 8-11	39	60	1	<b>2000</b>			
2004 Feb 9-12	45	54	1	2000 Dec 2-4	51	46	3
2004 Jan 12-15	46	53	1	2000 Nov 13-15	58	41	1
2004 Jan 2-5	55	43	2	2000 Oct 6-9	62	36	2
<b>2003</b>				2000 Aug 29-Sep 5	59	38	3
2003 Dec 11-14	50	48	2	2000 Aug 18-19	63	33	4
2003 Nov 3-5	44	54	2	2000 Jul 14-16	61	35	4
2003 Oct 6-8	41	57	2	2000 Jun 22-25	56	39	5
2003 Sep 8-10	40	58	2	2000 May 18-21	55	42	3
2003 Aug 4-6	46	52	2	2000 Apr 3-9	59	37	4
2003 Jul 7-9	50	48	2	2000 Feb 25-27	65	32	3
2003 Jun 12-15	47	51	2	2000 Jan 7-10	69	28	3
2003 May 5-7	54	45	1	<b>1999</b>			
2003 Apr 7-9	55	41	4	1999 Sep 23-26	52	45	3
2003 Mar 22-23	60	38	2	1999 Aug 24-26	62	35	3
2003 Mar 3-5	36	61	3	1999 Jun 11-13	55	42	3
2003 Feb 17-19	39	58	3	1999 May 23-24	51	46	3
2003 Feb 3-6	40	58	2	1999 Apr 26-27	51	45	4
2003 Jan 13-16	42	56	2	1999 Apr 13-14	58	39	3
<b>2002</b>				1999 Feb 12-13	71	26	3
2002 Dec 5-8	46	51	3	1999 Jan 15-17	70	28	2
2002 Nov 11-14	48	48	4	<b>1998</b>			
2002 Oct 31-Nov 3	48	47	5	1998 Dec 28-29	50	48	2
2002 Oct 3-6	47	49	4	1998 Oct 29-Nov 1	60	34	6
2002 Sep 5-8	47	51	2	1998 Aug 21-23	63	34	3
2002 Aug 5-8	47	50	3	1998 Aug 10-12	60	36	4

*U.S. Satisfaction trend continued on the next page*

**Q.4 (U.S. SATISFACTION) CONTINUED**

	Satisfied	Dis-satisfied	No opinion		Satisfied	Dis-satisfied	No opinion
1998 May 8-10	59	36	5	1992 Jan 31-Feb 2 †	24	75	1
1998 Apr 17-19	58	38	4	1992 Jan 3-6 †	24	74	2
1998 Feb 20-22	64	32	4	<b>1991</b>			
1998 Feb 13-15	59	37	4	1991 Dec 5-8	37	60	3
1998 Jan 30-Feb 1	63	35	2	1991 Oct 31-Nov 2	35	62	3
<b>1997</b>				1991 Oct 10-13	39	57	4
1997 Dec 18-21	50	46	4	1991 Aug 23-25	49	45	6
1997 Aug 22-25	50	48	2	1991 Jul 11-14	43	50	7
1997 May 6-7	46	51	3	1991 May 23-26	49	49	2
1997 Jan 10-13	50	47	3	1991 Mar 21-24	52	43	5
<b>1996</b>				1991 Feb 28-Mar 3	66	31	3
1996 Dec 9-11	43	55	2	1991 Feb 14-17	54	40	6
1996 Nov 21-24	47	47	6	1991 Jan 17-21	62	33	5
1996 Oct 26-29	39	56	5	1991 Jan 3-6	32	61	7
1996 Aug 30-Sep 1	45	50	5	<b>1990</b>			
1996 Aug 16-18	38	57	5	1990 Dec 13-16	33	64	3
1996 May 9-12	37	60	3	1990 Nov 1-4	32	64	4
1996 Mar 15-17	36	61	3	1990 Oct 25-28	31	66	3
1996 Mar 8-10	41	56	3	1990 Oct 11-14	29	67	4
1996 Jan 5-7	24	72	4	1990 Sep 27-30	37	58	5
<b>1995</b>				1990 Aug 30-Sep 2	51	44	5
1995 Aug 11-14	33	64	3	1990 Aug 9-12	43	51	6
1995 Jul 7-9	32	65	3	1990 Jul 19-22	45	51	4
1995 Mar 27-29	30	66	4	1990 Feb 8-11	55	39	6
<b>1994</b>				<b>1989</b>			
1994 Nov 28-29	29	67	4	1989 May 4-7	44	50	6
1994 Nov 2-6	30	66	4	1989 Jan 27-Feb 5	45	50	5
1994 Oct 22-25	31	66	3	<b>1988</b>			
1994 Jul 15-17	33	65	2	1988 Sep 25-Oct 1	56	40	4
1994 May 20-22	33	64	3	1988 May 13-15	41	54	5
1994 Apr 22-24	32	65	3	<b>1987</b>			
1994 Mar 25-27	35	62	3	1987 Aug 24-Sep 2	45	49	6
1994 Feb 26-28	36	61	3	<b>1986</b>			
1994 Jan 15-17	35	62	3	1986 Dec 4-5 ‡	47	49	4
<b>1993</b>				1986 Sep 13-17	58	38	4
1993 Dec 4-6	34	63	3	1986 Jun 9-16	69	26	5
1993 Nov 2-4	27	70	3	1986 Mar 7-10	66	30	4
1993 May 21-23	24	73	3	<b>1985</b>			
1993 Feb 12-14	25	71	4	1985 Nov 11-18	51	46	3
1993 Jan 8-11	29	68	3	<b>1984</b>			
<b>1992</b>				1984 Dec 7-10	52	40	8
1992 Nov 11-12	26	68	6	1984 Sep 28-Oct 1	48	45	7
1992 Aug 28-Sep 2 ♠	22	73	5	1984 Feb 10-13	50	46	4
1992 Jul 31-Aug 2	17	80	3	<b>1983</b>			
1992 Jun 12-14	14	84	2	1983 Aug 5-8	35	59	6
1992 May 7-10	20	77	3				
1992 Apr 20-22 ^	19	80	1				
1992 Mar 20-22	19	80	1				
1992 Feb 28-Mar 1	21	78	1				

*U.S. Satisfaction trend continued on the next page*

**Q.4 (U.S. SATISFACTION) CONTINUED**

	<u>Satisfied</u>	<u>Dis- satisfied</u>	<u>No opinion</u>		<u>Satisfied</u>	<u>Dis- satisfied</u>	<u>No opinion</u>
<b><u>1982</u></b>				<b><u>1979</u></b>			
1982 Nov 5-8	24	72	4	1979 Nov 2-5	19	77	4
1982 Sep 17-20	24	72	4	1979 Jul 13-16	12	84	4
1982 Apr 2-5	25	71	4	1979 Feb 2-5	26	69	5
<b><u>1981</u></b>							
1981 Dec 11-14	27	67	6				
1981 Jun 5-8	33	61	6				
1981 Jan 9-12	17	78	5				

^ Asked of a half sample;

† Registered voters;

‡ Gallup/Newsweek

♣ Gallup/CNN/Knight-Ridder;

♠ Gallup Daily Poll

5. What do you think is the most important problem facing this country today? [OPEN-ENDED]

	Jul 1-11, 2018	Jun 1-12, 2018	May 1-10, 2018	Apr 2-11, 2018	Mar 1-8, 2018	Feb 1-10, 2018	Jan 2-11, 2018
<i>Recent Trend:</i>							
<b>ECONOMIC PROBLEMS (NET)</b>	<b>14</b>	<b>15</b>	<b>20</b>	<b>20</b>	<b>14</b>	<b>20</b>	<b>20</b>
Economy in general	4	4	5	5	4	6	4
Unemployment/Jobs	2	3	3	4	2	4	2
Federal budget deficit/Federal debt	2	1	3	3	2	3	3
Foreign trade/Trade deficit	1	1	1	2	1	--	*
Taxes	1	1	1	1	1	2	2
Gap between rich and poor	1	2	2	2	1	1	3
Wage issues	1	1	1	1	*	1	1
Fuel/Oil prices	1	1	*	--	*	*	1
High cost of living/Inflation	*	*	1	1	*	1	1
Corporate corruption	*	*	1	1	2	1	1
Lack of money	*	*	2	*	1	1	1
<b>NON-ECONOMIC PROBLEMS (NET)</b>	<b>81</b>	<b>81</b>	<b>77</b>	<b>76</b>	<b>83</b>	<b>77</b>	<b>80</b>
Immigration/Illegal aliens	22	14	10	11	9	15	8
Dissatisfaction with government/Poor leadership	19	19	20	23	22	22	25
Race relations/Racism	7	7	7	7	7	8	7
Unifying the country	6	4	5	5	5	6	5
Lack of respect for each other	6	4	5	2	3	3	3
Healthcare	3	4	4	4	4	7	6
Ethics/moral/religious/family decline	3	4	5	3	4	4	2
Poverty/Hunger/Homelessness	2	3	1	1	2	3	4
Guns/Gun control	2	4	3	6	13	*	1
Education	2	2	3	3	3	3	3
Judicial system/Courts/Laws	2	1	2	1	2	1	3
Environment/Pollution	2	2	2	1	3	3	2
Crime/Violence	1	2	2	2	3	2	3
The media	1	2	1	1	1	1	2
National security	1	2	2	4	3	2	2
School shootings	1	1	1	2	*	--	--
Children's behavior/Way they are raised	1	1	*	1	1	*	*
Drugs	1	1	2	1	1	1	3
Wars/War (nonspecific)/Fear of war	1	1	2	1	2	1	2
Terrorism	1	1	1	*	1	1	2
International issues, problems	1	2	3	3	2	1	4
Abortion	1	*	*	1	*	1	*
Welfare	1	1	1	1	1	1	1
Situation with North Korea	1	1	1	1	2	1	2
Elections/Election reform	1	1	1	1	*	*	*
Foreign policy/Foreign aid/Focus overseas	1	*	1	--	1	*	*
Situation with Russia	*	*	*	1	1	1	*
Social Security	*	*	*	*	*	*	*
Advancement of Computers/Technology	*	*	*	*	*	--	1
Care for the elderly/Medicare	*	1	*	*	*	1	*
War/conflict between Middle East nations	*	*	*	*	*	--	--
Situation in Iraq/ISIS	--	*	1	*	*	*	--
Lack of military defense	--	*	1	*	1	1	*
Gay rights issues	--	*	--	--	*	--	*
Situation in Syria	--	--	1	--	--	--	*
Energy/Lack of energy sources	--	--	*	*	*	*	--
Other non-economic	7	5	7	8	8	6	6
No opinion	3	5	3	5	4	4	3
<b>Total</b>	<b>116%</b>	<b>112%</b>	<b>121%</b>	<b>122%</b>	<b>126%</b>	<b>122%</b>	<b>122%</b>