

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
IS: 419  
Princeton Job #: 15-07-008

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July 8-12, 2015

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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  $\pm 4$  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  $\pm 6$  percentage points.

For results based on the sample of 502 national adults in Form B, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of 160 smokers, the maximum margin of sampling error is  $\pm 10$  percentage points.

For results based on the sample of 849 non-smokers, the maximum margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of 664 adults who drink alcoholic beverages, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of 675 coffee drinkers, the maximum margin of sampling error is  $\pm 5$  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 January-June 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.

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37. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of that person -- or if you have never heard of them. How about -- [ITEM A READ FIRST, ITEMS B-H READ IN RANDOM ORDER, ITEMS I-J READ IN RANDOM ORDER, ITEMS K-L READ IN RANDOM ORDER]?

**E. Donald Trump**

Favorable      Unfavorable      Never heard of