

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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Jeff Jones, Lydia Saad
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Results are based on telephone interviews conducted July 7-10, 2014 with a random sample of **-1,013—**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 ± 4 percentage points at the 95% confidence level.

For results based on the sample of **-494—**national adults in Form A, the margin of sampling error is ± 6 percentage points.

For results based on the sample of **-519—**national adults in Form B, the margins of sampling error is ± 5 percentage points.

For results based on the sample of **-176—**smokers, the maximum margin of sampling error is ± 9 percentage points.

For results based on the sample of **-837—**non-smokers, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of **-249—**former smokers, the maximum margin of sampling error is ± 8 percentage points.

For results based on the sample of **-645—**adults who drink alcoholic beverages, the maximum margin of sampling error is ± 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 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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.

32. How would you describe your own personal weight situation right now -- very overweight, somewhat overweight, about right, somewhat underweight, or very underweight?

TREND FROM CONSUMPTION HABITS POLLS

	<u>Very over- weight</u>	<u>Some- what over- weight</u>	<u>About right</u>	<u>Some- what under- weight</u>	<u>Very under- weight</u>	<u>No opinion</u>
2014 Jul 7-10	5	35	56	3	1	*
2013 Jul 10-14	6	39	49	5	1	1
2012 Jul 9-12	5	36	54	3	1	*
2011 Jul 7-10	6	36	54	4	1	*
2010 Jul 8-11	6	39	48	5	1	1
2007 Jul 12-15	5	37	52	4	1	1
2006 Jul 6-9	6	40	49	4	*	*
2005 Jul 7-10	4	38	52	5	1	*
2004 Jul 8-11	5	39	50	5	1	*
2003 Jul 7-9	4	39	50	5	1	1
2002 Jul 9-11	6	34	55	5	*	*
2001 Jul 19-22	5	41	49	5	*	*
1999 Jul 22-25	4	35	53	6	1	1

33. How often do you worry about your weight? Would you say you worry all of the time, some of the time, not too often or never?

	<u>All of the time</u>	<u>Some of the time</u>	<u>Not too often</u>	<u>Never</u>	<u>No opinion</u>
<u>NATIONAL ADULTS</u>					
2014 Jul 7-10	15	30	31	24	*
2012 Jul 9-12	16	32	30	21	*
2010 Jul 8-11	14	34	28	25	*
2005 Jul 7-10	15	34	29	22	*
1999 Jul 22-25	15	27	34	24	*
1990 Oct 11-14	7	27	33	33	*
<u>MEN</u>					
2014 Jul 7-10	9	26	33	32	--
2012 Jul 9-12	12	29	32	26	1
2010 Jul 8-11	8	27	31	33	*
2005 Jul 7-10	8	31	29	31	1
1999 Jul 22-25	10	21	41	28	*
1990 Oct 11-14	2	19	33	46	*
<u>WOMEN</u>					
2014 Jul 7-10	21	34	29	16	*
2012 Jul 9-12	19	36	28	16	*
2010 Jul 8-11	20	39	24	17	*
2005 Jul 7-10	20	37	28	15	--
1999 Jul 22-25	20	32	29	19	--
1990 Oct 11-14	13	33	32	22	*
<u>DESCRIBE SELF AS OVERWEIGHT</u>					
2014 Jul 7-10	21	46	23	10	--
2012 Jul 9-12	25	48	22	6	*
2010 Jul 8-11	21	51	22	6	--
2005 Jul 7-10	22	47	23	7	1
1999 Jul 22-25	25	38	29	8	*

34. At this time are you seriously trying to lose weight?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
<u>NATIONAL ADULTS</u>			
2014 Jul 7-10	29	71	*
2013 Nov 7-10	25	75	1
2012 Nov 15-18	25	75	*
2011 Nov 3-6	29	70	1
2010 Nov 4-7	27	72	1
2009 Nov 5-8	27	73	*
2008 Nov 13-16	30	69	1
2007 Nov 11-14	28	72	*
2006 Nov 9-12	28	71	1
2005 Nov 7-10	27	73	*
2004 Nov 7-10	29	71	*
2003 Nov 3-5	28	72	*
2002 Nov 11-14	24	75	1
2001 Jul 19-22	25	75	*
1999 Jul 22-25	20	80	*
1996 Feb 23-25	26	74	*
1990 Oct 18-21	18	82	*
<u>MEN</u>			
2014 July 7-10	22	78	*
2013 Nov 7-10	22	77	1
2012 Nov 15-18	16	83	*
2011 Nov 3-6	25	74	*
2010 Nov 4-7	21	79	*
2009 Nov 5-8	26	74	1
2008 Nov 13-16	22	77	*
2007 Nov 11-14	23	77	1
2006 Nov 9-12	24	75	1
2005 Nov 7-10	23	77	*
2004 Nov 7-10	23	77	--
2003 Nov 3-5	21	79	*
2002 Nov 11-14	19	80	1
2001 Jul 19-22	17	82	1
1999 Jul 22-25	16	84	*
1996 Feb 23-25	22	78	*
1990 Oct 18-21	11	88	1

Q. 34 continued on next page

Q.34 (TRYING TO LOSE WEIGHT) CONTINUED

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
<u>WOMEN</u>			
2014 July 7-10	35	65	*
2013 Nov 7-10	27	72	1
2012 Nov 15-18	33	67	*
2011 Nov 3-6	32	67	1
2010 Nov 4-7	32	66	2
2009 Nov 5-8	28	72	*
2008 Nov 13-16	38	62	1
2007 Nov 11-14	32	67	*
2006 Nov 9-12	32	67	*
2005 Nov 7-10	30	70	*
2004 Nov 7-10	34	66	*
2003 Nov 3-5	35	65	*
2002 Nov 11-14	30	70	*
2001 Jul 19-22	32	68	--
1999 Jul 22-25	24	76	*
1996 Feb 23-25	30	70	*
1990 Oct 18-21	24	76	*

35. *(Asked of those trying to lose weight)* What are one or two of the most important reasons why you are trying to lose weight? [OPEN-ENDED]

BASED ON –292—ADULTS WHO ARE TRYING TO LOSE WEIGHT; ±7 PCT PTS

2014 Jul 7-10

To be healthier	49
For Medical/Health reasons (Diabetes, High blood pressure, etc.)	29
To look better/Improve physical appearance	23
To feel better	11
For family/loved ones	6
To be more fit/Improve athleticism	5
To improve energy level	4
To prolong [my] life	4
Other	2
No opinion	*

Percentages total more than 100% due to multiple responses