

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

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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.

31. Thinking about the food you eat, for each of the following please say if it is something you actively try to include in your diet, something you actively try to avoid, or something you don't think about either way. How about -- [ITEMS A-L READ IN RANDOM ORDER, ITEM M READ LAST]?

<i>2014 Jul 7-10</i> <i>(sorted by "include")</i>	Include	Avoid	Don't think about
	%	%	%
Vegetables	93	1	5
Fruits	92	1	6
Chicken and other poultry	84	5	10
Fish and other seafood	75	9	15
Grains such as bread, cereal, pasta and rice	70	15	14
Dairy products	69	13	17
Beef and other red meat	62	22	16
Organic foods	45	15	38
Carbohydrates	41	29	28
Salt	28	46	25
Sugar	27	52	19
Soda or pop	23	63	13
Fat	22	56	21

FULL TRENDS:

A. Beef and other red meat

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2014 Jul 7-10	62	22	16	*
2006 Dec 8-10	60	18	21	1
2004 Jul 8-11	59	20	21	*
2002 Jul 9-11	60	23	17	*

B. Carbohydrates

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2014 Jul 7-10	41	29	28	2
2006 Dec 8-10	38	25	36	1
2004 Jul 8-11	33	27	39	1
2002 Jul 9-11	50	20	28	2

Q.31 (FOODS TRY TO INCLUDE IN DIET) CONTINUED**C. Chicken and other poultry**

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	84	5	10	1
2004 Jul 8-11	85	3	12	*
2002 Jul 9-11	84	5	11	*

D. Dairy products

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	69	13	17	1
2006 Dec 8-10	71	10	18	*
2004 Jul 8-11	67	14	19	*
2002 Jul 9-11	70	13	16	1

E. Fat

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	22	56	21	2
2004 Jul 8-11	14	64	21	1
2002 Jul 9-11	16	62	21	1

F. Fish and other seafood

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	75	9	15	1
2006 Dec 8-10	70	11	19	*
2004 Jul 8-11	71	11	18	*
2002 Jul 9-11	76	10	14	*

G. Fruits

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	92	1	6	1
2004 Jul 8-11	89	2	9	*
2002 Jul 9-11	89	2	9	*

Q.31 (FOODS TRY TO INCLUDE IN DIET) CONTINUED**H. Grains such as bread, cereal, pasta and rice**

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	70	15	14	1
2004 Jul 8-11	70	14	16	*
2002 Jul 9-11	81	6	12	1

I. Salt

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	28	46	25	1
2006 Dec 8-10	24	49	27	*
2004 Jul 8-11	23	47	30	*
2002 Jul 9-11	27	45	28	*

J. Soda or pop

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	23	63	13	1
2004 Jul 8-11	25	51	24	*
2002 Jul 9-11	36	41	23	*

K. Sugar

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	27	52	19	1
2006 Dec 8-10	22	51	27	*
2004 Jul 8-11	21	51	28	*
2002 Jul 9-11	29	43	27	1

L. Vegetables

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	93	1	5	1
2006 Dec 8-10	91	2	7	*
2004 Jul 8-11	90	2	8	*
2002 Jul 9-11	91	2	7	*

Q.31 (FOODS TRY TO INCLUDE IN DIET) CONTINUED

M. Organic foods

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2014 Jul 7-10	45	15	38	2