

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008  
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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 July-December 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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26. 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 -- [RANDOM ORDER]?

<i>2015 Jul 8-12</i> <i>(sorted by "include")</i>	Include	Avoid	Don't think about
	%	%	%
Vegetables	93	2	5
Fruits	90	1	8
Chicken and other poultry	83	4	12
Fish and other seafood	76	10	13
Grains such as bread, cereal, pasta and rice	70	14	15
Dairy products	68	13	17
Beef and other red meat	63	20	17
Organic foods	44	11	44
Carbohydrates	44	25	29
Salt	35	39	25
Sugar	28	50	22
Fat	25	47	27
Regular soda or pop ^	22	61	16
Diet soda or pop ^	22	62	14
Gluten-free foods	21	17	58

^ Asked of a half sample

**FULL TRENDS:**

**A. Beef and other red meat**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	63	20	17	*
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>
2015 Jul 8-12	44	25	29	2
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.26 (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>
2015 Jul 8-12	83	4	12	1
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>
2015 Jul 8-12	68	13	17	1
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>
2015 Jul 8-12	25	47	27	1
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>
2015 Jul 8-12	76	10	13	1
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	*

## Q.26 (FOODS TRY TO INCLUDE IN DIET) CONTINUED

### G. Fruits

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	90	1	8	*
2014 Jul 7-10	92	1	6	1
2004 Jul 8-11	89	2	9	*
2002 Jul 9-11	89	2	9	*

### H. Grains such as bread, cereal, pasta and rice

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	70	14	15	1
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>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	35	39	25	1
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	*

**Q.26 (FOODS TRY TO INCLUDE IN DIET) CONTINUED**

**J. Regular Soda or pop**

**BASED ON --507-- NATIONAL ADULTS IN FORM A**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12 ^	22	61	16	1

^ Asked of a half sample

**K. Diet Soda or pop**

**BASED ON --502-- NATIONAL ADULTS IN FORM A**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12 ^	22	62	14	2

^ Asked of a half sample

**For comparison: Soda or pop**

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

**L. Sugar**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	28	50	22	*
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

**M. Vegetables**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2015 Jul 8-12	93	2	5	*
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.26 (FOODS TRY TO INCLUDE IN DIET) CONTINUED**

**N. Organic foods**

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2015 Jul 8-12	44	11	44	2
2014 Jul 7-10	45	15	38	2

**O. Gluten-free foods**

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2015 Jul 8-12	21	17	58	3