

GALLUP NEWS SERVICE

NUTRITION AND FOOD

Results are based on telephone interviews with a random sample of – 1,509 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted July 23-29, 2018.

For results based on the total sample of national adults, the margin of error is ± 3 percentage points at the 95% confidence level.

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 numbers are selected using random digit dial methods. Gallup obtained this sample 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, 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 January-June 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.

1. 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>2018 Jul 23-29</i> <i>(sorted by "include")</i>	Include	Avoid	Don't think about
	%	%	%
	Vegetables	92	1
Fruits	91	2	7
Chicken and other poultry	86	5	9
Fish and other seafood	75	11	13
Locally grown foods	73	2	24
Grains such as bread, cereal, pasta and rice	70	15	15
Dairy products	64	18	18
Beef and other red meat	63	21	15
Organic foods	47	12	41
Carbohydrates	44	28	27
Salt	33	41	25
Sugar	28	52	20
Fat	26	48	25
Soda or pop	22	61	16
Gluten-free foods	21	19	59

FULL TRENDS:

A. Beef and other red meat

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	63	21	15	1
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>
2018 Jul 23-29	44	28	27	1
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.1 (FOODS TRY TO INCLUDE IN DIET) CONTINUED

C. Chicken and other poultry

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	86	5	9	*
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>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	64	18	18	*
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>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	26	48	25	1
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>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	75	11	13	1
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.1 (FOODS TRY TO INCLUDE IN DIET) CONTINUED

G. Fruits

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2018 Jul 23-29	91	2	7	*
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>	Don't think <u>about</u>	No <u>opinion</u>
2018 Jul 23-29	70	15	15	*
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>	Don't think <u>about</u>	No <u>opinion</u>
2018 Jul 23-29	33	41	25	1
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	*

J. Soda or Pop

	<u>Include</u>	<u>Avoid</u>	Don't think <u>about</u>	No <u>opinion</u>
2018 Jul 23-29	22	61	16	*
2015 Jul 8-12	22	61	15	1
2014 Jul 7-10	23	63	13	1
2004 Jul 8-11	25	51	24	*
2002 Jul 9-11	36	41	23	*

Q.1 (FOODS TRY TO INCLUDE IN DIET) CONTINUED**K. Sugar**

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	28	52	20	*
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

L. Vegetables

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	92	1	7	*
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	*

M. Organic foods

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	47	12	41	*
2015 Jul 8-12	44	11	44	2
2014 Jul 7-10	45	15	38	2

N. Gluten-free foods

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	21	19	59	2
2015 Jul 8-12	21	17	58	3

O. Locally grown foods

	<u>Include</u>	<u>Avoid</u>	<u>Don't think about</u>	<u>No opinion</u>
2018 Jul 23-29	73	2	24	1