

# GALLUP NEWS SERVICE

## SEPTEMBER WAVE 2

-- FINAL TOPLINE --

Timberline: 937008  
JT: 321  
Princeton Job #: 19-09-017

Jeff Jones, Lydia Saad  
September 16-30, 2019

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Results are based on telephone interviews conducted September 16-30, 2019 with a random sample of –2,431—adults, ages 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  $\pm 2$  percentage points at the 95% confidence level.

For results based on the sample of –1,245—national adults in Form A, the margin of sampling error is  $\pm 3$  percentage points.

For results based on the sample of –1,186—national adults in Form B, the margins of sampling error is  $\pm 3$  percentage points.

For results based on the sample of –1,119—Democrats and Democratic-leaning independents, the margin of sampling error is  $\pm 4$  percentage points.

For results based on the sample of –1,057—Republicans and Republican-leaning independents, the margin of sampling error is  $\pm 4$  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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. 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 and cell phone mostly). Demographic weighting targets are based on the March 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 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](mailto:galluphelp@gallup.com).

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25. Next, we have a question about plant-based meats now available in stores and restaurants. Plant-based meats look and taste like meat but are made from plants rather than animals. How familiar are you with plant-based meats – very familiar, somewhat familiar, not too familiar, or not familiar at all?

	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not too familiar</u>	<u>Not familiar at all</u>	<u>No opinion</u>
2019 Sep 16-30	17	33	19	30	*

26. Have you personally tried any plant-based meats, or not?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2019 Sep 16-30	41	59	*

27. *(Asked of those who have tried plant-based meats)* How likely are you to continue to eat plant-based meats – very likely, somewhat likely, not too likely or not likely at all?

**BASED ON – 997 – ADULTS WHO HAVE TRIED PLANT-BASED MEATS; ±4 PCT PTS**

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not likely at all</u>	<u>No opinion</u>
2019 Sep 16-30	27	33	22	18	*

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**QN25: Familiarity with plant-based meats BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2431	1315	1116	1741	629	516	623	1247	1058	838	514	675	1040	685	863	882	587
	Weighted n	2431	1199	1232	1607	783	694	769	929	792	701	924	620	1065	699	832	921	584
Very familiar		421	204	217	294	120	143	166	108	218	147	54	81	198	137	110	148	151
		17%	17%	18%	18%	15%	21%	22%	12%	28%	21%	6%	13%	19%	20%	13%	16%	26%
Somewhat familiar		800	392	408	590	200	256	248	284	317	238	241	211	359	221	282	313	190
		33%	33%	33%	37%	26%	37%	32%	31%	40%	34%	26%	34%	34%	32%	34%	34%	33%
Not too familiar		471	236	235	311	154	129	146	189	150	133	184	136	192	137	164	177	114
		19%	20%	19%	19%	20%	19%	19%	20%	19%	19%	20%	22%	18%	20%	20%	19%	20%
Not familiar at all		727	360	368	404	306	164	209	339	104	181	437	187	311	204	269	282	129
		30%	30%	30%	25%	39%	24%	27%	36%	13%	26%	47%	30%	29%	29%	32%	31%	22%
(DK)/(Refused)		12	8	4	8	3	2	-	9	1	2	8	6	5	1	8	-	-
		0%	1%	0%	1%	0%	0%	-	1%	0%	0%	1%	1%	0%	0%	1%	-	-

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**QN26: Tried any plant-based meats BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2431	1315	1116	1741	629	516	623	1247	1058	838	514	675	1040	685	863	882	587
	Weighted n	2431	1199	1232	1607	783	694	769	929	792	701	924	620	1065	699	832	921	584
Yes, have		992	462	530	680	295	331	371	282	442	317	226	214	462	305	295	385	286
		41%	39%	43%	42%	38%	48%	48%	30%	56%	45%	24%	34%	43%	44%	36%	42%	49%
No, have not		1438	737	702	926	488	363	398	647	349	384	698	406	604	394	536	536	297
		59%	61%	57%	58%	62%	52%	52%	70%	44%	55%	76%	66%	57%	56%	64%	58%	51%
(DK)/(Refused)		1	0	0	1	-	-	-	1	0	0	-	0	-	0	0	-	0
		0%	0%	0%	0%	-	-	-	0%	0%	0%	-	0%	-	0%	0%	-	0%

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**QN27: Likelihood to eat plant-based meats BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	997	534	463	724	250	262	312	411	530	346	112	225	466	298	299	385	283
	Weighted n	992	462	530	680	295	331	371	282	442	317	226	214	462	305	295	385	286
Very likely		269	95	174	171	95	110	100	58	133	97	37	25	123	117	40	88	137
		27%	20%	33%	25%	32%	33%	27%	21%	30%	31%	16%	12%	27%	38%	14%	23%	48%
Somewhat likely		325	150	175	211	107	102	128	89	146	92	84	68	146	104	83	149	82
		33%	32%	33%	31%	36%	31%	35%	32%	33%	29%	37%	32%	32%	34%	28%	39%	28%
Not too likely		216	114	103	145	68	80	73	61	90	71	54	56	100	60	75	88	48
		22%	25%	19%	21%	23%	24%	20%	22%	20%	22%	24%	26%	22%	20%	25%	23%	17%
Not likely at all		181	103	78	153	25	38	69	73	73	57	51	65	92	24	97	60	19
		18%	22%	15%	22%	8%	11%	19%	26%	16%	18%	23%	30%	20%	8%	33%	16%	7%
(DK)/(Refused)		1	1	-	0	-	1	-	0	0	-	-	-	1	0	-	-	0
		0%	0%	-	0%	-	0%	-	0%	0%	-	-	-	0%	0%	-	-	0%