

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937614  
T: 446  
Princeton Job #: 21-07-009

July 6-21, 2021

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Results are based on telephone interviews conducted July 6-21, 2021 with a random sample of **-1,007—**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  $\pm 4$  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 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 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 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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On another topic,

26. Do you approve or disapprove of marriage between Black people and White people?

	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
2021 Jul 6-21	94	4	2
2013 Jun 13-Jul 5	87	11	2
2011 Aug 4-7	86	11	3
2007 Sep 7-8	79	15	6
2007 Jun 4-24	77	17	6
2004 Jun 9-30	76	19	5
2003 Nov 11-Dec 14	73	23	4
2002 Jun 3-9	65	29	6
1997 Jan 4-Feb 28	64	27	9
1994 Sep 18-20	48	37	15
1991 Jun 13-16	48	42	10
1983 Apr 29-May 2	43	50	7
1978 Jul 21-24 ^	36	54	10
1972 Oct 13-16 ^	29	60	11
1968 Jun 26-Jul 1 ^	20	73	8
1958 Sep 24-29 †	4	94	3

^ WORDING: Between whites and non-whites?

† WORDING: Between white and colored people?

**GALLUP POLL SOCIAL SURVEY**  
**July 2021**  
**Public Release Data**

**QN26: Bi-racial Marriage Approval BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	1007	553	454	752	231	208	253	532	441	334	223	294	400	273	380	354	233
	Weighted n	1007	493	515	658	332	298	305	389	352	280	369	266	429	276	350	380	236
Approve		948	454	494	613	320	291	297	345	337	268	339	236	409	271	320	363	227
		94%	92%	96%	93%	96%	98%	97%	89%	96%	96%	92%	89%	95%	98%	91%	96%	96%
Disapprove		40	26	14	32	7	6	6	29	9	7	24	20	13	5	20	11	9
		4%	5%	3%	5%	2%	2%	2%	7%	2%	2%	6%	7%	3%	2%	6%	3%	4%
(DK)/(Refused)		20	12	7	12	6	1	2	15	7	5	7	10	6	1	11	5	0
		2%	2%	1%	2%	2%	0%	1%	4%	2%	2%	2%	4%	1%	0%	3%	1%	0%