

GALLUP NEWS SERVICE

**GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS**

-- FINAL TOPLINE --

Timberline: 937614
T: 548
Princeton Job #: 23-07-007

July 3-27, 2023

Results are based on telephone interviews conducted July 3-27, 2023, with a random sample of **–1,015—**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 ± 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 80% cell phone respondents and 20% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 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.

Next,

28. In terms of your eating preferences, do you consider yourself to be a vegetarian, or not?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2023 Jul 3-27	4	96	--
2018 Jul 1-11	5	94	*
2012 Jul 9-12	5	94	*
2001 Jul 19-22	6	94	*
1999 Sep 23-26	6	94	--

29. In terms of your eating preferences, do you consider yourself to be vegan, or not?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2023 Jul 3-27	1	97	1
2018 Jul 1-11	3	95	2
2012 Jul 9-12	2	91	7

**GALLUP POLL SOCIAL SURVEY
July 2023
Public Release Data**

QN28: Vegetarian BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	1015	566	442	726	268	175	300	515	441	327	237	300	434	252	313	279	337
	Weighted n	1015	503	503	665	337	246	357	384	358	277	376	272	461	252	334	273	320
Yes		43	12	29	24	18	10	16	16	14	10	18	8	16	18	22	9	10
		4%	2%	6%	4%	5%	4%	4%	4%	4%	4%	5%	3%	4%	7%	7%	3%	3%
No		973	490	474	640	319	236	341	369	344	267	358	264	445	233	312	263	311
		96%	98%	94%	96%	95%	96%	96%	96%	96%	96%	95%	97%	96%	93%	93%	97%	97%

**GALLUP POLL SOCIAL SURVEY
July 2023
Public Release Data**

QN29: Vegan BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
			Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	1015	566	442	726	268	175	300	515	441	327	237	300	434	252	313	279	337
	Weighted n	1015	503	503	665	337	246	357	384	358	277	376	272	461	252	334	273	320
Yes		15	10	4	7	8	2	4	8	4	3	8	4	5	5	9	3	3
		1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	3%	1%	1%
No		986	486	491	653	319	241	351	368	354	273	355	263	450	245	314	268	317
		97%	97%	98%	98%	95%	98%	98%	96%	99%	98%	95%	97%	98%	97%	94%	98%	99%
(DK)/(Refused)		14	6	8	4	10	3	1	8	0	2	12	4	6	2	11	1	-
		1%	1%	2%	1%	3%	1%	0%	2%	0%	1%	3%	2%	1%	1%	3%	0%	-