GALLUP NEWS SERVICE

SEPTEMBER WAVE 2

-- FINAL TOPLINE --

Results are based on telephone interviews conducted September 16-30, 2019 with a random sample of   2,431   adults, age

percentage points.

For results based on the sample of   1,186   national adults in Form B, the margins of sampling error is ±3 percentage points.

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

For results based on the sample of   1,057   Republicans and Republican-leaning independents, the margin of sampling error is ±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.

Q.23 (REASONS EATING LESS MEAT) CONTINUED

C. Concern about the environment

	Major reason	Minor reason	Not a reason	No opinion
2019 Sep 16-30	49	21	30	*

D. Religious reasons

	Major reason	Minor reason	Not a reason	No opinion
2019 Sep 16-30	12	17	72	*

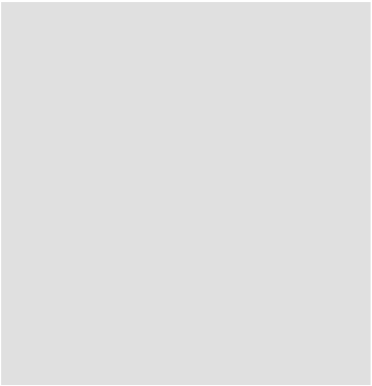**E. Convenience because other family members [are eating less meat / rarely eat meat / do not eat meat]**

	Major reason	Minor reason	Not a reason	No opinion
2019 Sep 16-30	16	24	59	1

F. Concern about food safety

	Major reason	Minor reason	Not a reason	No opinion
2019 Sep 16-30	43	22	34	*

G. You see a lot of other people doing it

	Major reason	Minor reason	Not a reason	No opinion
2019 Sep 16-30	15	19	64	

	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some

		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	682	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231
	Weighted n	694	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216
Major reason		114	40	74	42	70	40	27	47	29	24	59	11	57	46	41	29	37
		16%	17%	16%	12%	22%	20%	13%	17%	12%	12%	23%	11%	18%	18%	23%	10%	17%
Minor reason		165	63	102	82	82	47	40	72	60	52	52	19	83	60	42	67	53
		24%	26%	22%	23%	26%	23%	20%	26%	25%	26%	21%	19%	26%	24%	24%	24%	24%
Not a reason		407	133	274	236	161	115	134	155	146	124	134	69	176	144	90	180	123
		59%	56%	60%	65%	50%	57%	66%	55%	62%	62%	53%	70%	54%	58%	51%	65%	57%
(DK)/(Refused)		9	1	8	3	6 -		3	6	1	2	6	0	8	1	3	2	3
		1%	0%	2%	1%	2% -		1%	2%	0%	1%	3%	0%	2%	0%	2%	1%	1%

		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
	192	65	127	89	101	73	55	63	79	61	50	23	80	88	42	71	74
	36%	38%	35%	30%	44%	52%	37%	27%	44%	35%	28%	31%	33%	44%	31%	32%	45%
	342	108	235	210	126	69	93	173	101	112	127	53	162	114	91	149	90
	64%	62%	65%	70%	55%	48%	63%	73%	**56%**	65%	71%	69%	67%				

Male	Female	White	Non-white	18-34

		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Unweighted n	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181

		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	545	212	333	353	177	105	112	320	248	196	96	94	243	200	129	211	181
	Weighted n	535	172	362	298	228	142	149	237	180	173	178	76	243	202	134	220	163
Yes, have been doing		414	132	282	223	183	112	106	189	134	131	146	66	184	153	114	172	114
		77%	76%	78%	75%	80%	79%	71%	80%	74%	76%	82%	87%	76%	76%	85%	78%	70%
No, have not been doing		121	41	80	75	45	29	43	48	46	42	33	10	59	49	20	48	49
		23%	24%	22%	25%	20%	21%	29%	20%	26%	24%	18%	13%	24%	24%	15%	22%	30%