

**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, age**



## Q.23 (REASONS EATING LESS MEAT) CONTINUED

### C. Concern about the environment

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	49	21	30	*

### D. Religious reasons

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

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

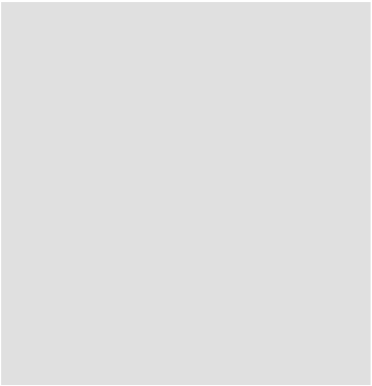
	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	16	24	59	1

### F. Concern about food safety

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

### G. You see a lot of other people doing it

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No opinion</u>
2019 Sep 16-30	15	19	64	



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





		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%

Unweighted n

	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	274	408	421	242	142	152	378	319	228	130						

Unweighted n  
Weighted n

	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	274	408	421	242	142	152	378	319	228	130	114	308	248	167	257	231	
Weighted n	236	458	363	319	203	203	280	237	202	252	99	324	250	176	278	216	
	101	72	29	72	39	22	39	19	17	65	10	54	34	31	35	32	
	15%	12%	16%	8%	22%	19%	11%	14%	8%	8%	26%	10%	17%	14%	18%	12%	15%
	135	57	78	71	60	49	31	54	52	41	40	16	57	61	28	52	<b>54</b>
	19%	<b>28%</b>															

88%



Unweighted n  
Weighted n

	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

Unweighted n

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