YouGov

October 27 - 28, 2015

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1. Healthy Lifestyle

How healthy would you say your lifestyle is?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very healthy	12%	12%	12%	5%	14%	12%	17%	11%	6%	16%	18%
Somewhat healthy	59%	54%	64%	63%	57%	59%	60%	59%	70%	48%	64%
Somewhat unhealthy	21%	24%	18%	25%	23%	19%	15%	21%	21%	28%	10%
Very unhealthy	6%	6%	6%	4%	4%	10%	4%	7%	2%	3%	9%
Not sure	2%	4%	0%	4%	2%	0%	4%	2%	2%	5%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(476)	(524)	(166)	(281)	(385)	(168)	(676)	(117)	(128)	(79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very healthy	12%	16%	10%	10%	8%	16%	22%	11%	11%	10%	14%	10%
Somewhat healthy	59%	61%	57%	63%	58%	61%	61%	59%	65%	68%	52%	58%
Somewhat unhealthy	21%	20%	22%	20%	24%	20%	16%	18%	14%	20%	23%	24%
Very unhealthy	6%	2%	9%	5%	9%	1%	1%	8%	8%	2%	8%	5%
Not sure	2%	0%	3%	3%	2%	3%	—	4%	2%	0%	3%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(381)	(379)	(240)	(458)	(276)	(131)	(135)	(203)	(236)	(345)	(216)

2. Frequncy of Eating Meates

How often do you eat processed meats, for example ham, bacon, deli meats and sausages?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Every day	6%	9%	3%	6%	10%	5%	3%	6%	12%	4%	4%
At least a few times a week	35%	43%	27%	39%	32%	35%	32%	36%	36%	23%	43%
A few times a month	36%	31%	41%	40%	29%	40%	35%	36%	36%	41%	32%
A few times a year	18%	11%	24%	10%	22%	15%	27%	18%	10%	24%	16%
Never	3%	4%	3%	3%	5%	3%	2%	3%	2%	3%	5%
Not sure	2%	2%	2%	2%	1%	3%	0%	1%	4%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(476)	(523)	(165)	(281)	(385)	(168)	(675)	(117)	(128)	(79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Every day	6%	7%	3%	10%	5%	7%	6%	7%	7%	5%	4%	9%
At least a few times a week	35%	36%	38%	27%	35%	31%	39%	39%	22%	49%	34%	34%
A few times a month	36%	35%	33%	44%	36%	42%	36%	27%	42%	31%	41%	29%
A few times a year	18%	17%	18%	17%	19%	17%	17%	16%	25%	12%	13%	24%
Never	3%	5%	3%	1%	3%	2%	2%	6%	3%	3%	4%	3%
Not sure	2%	0%	4%	1%	2%	1%	—	5%	1%	1%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(381)	(378)	(240)	(457)	(276)	(131)	(135)	(203)	(235)	(345)	(216)

3. Healthy Meats

How healthy or unhealthy do you think processed meats are?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very healthy	4%	3%	4%	5%	4%	3%	3%	4%	4%	5%	1%
Somewhat healthy	18%	26%	11%	24%	12%	21%	14%	18%	20%	15%	24%
Somewhat unhealthy	52%	50%	53%	55%	53%	50%	48%	53%	45%	48%	53%
Very unhealthy	20%	14%	26%	15%	23%	18%	29%	20%	26%	18%	22%
Not sure	6%	7%	5%	2%	7%	9%	6%	6%	5%	14%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(474)	(524)	(166)	(281)	(385)	(166)	(676)	(117)	(126)	(79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very healthy	4%	3%	5%	2%	6%	0%	3%	2%	4%	3%	4%	3%
Somewhat healthy	18%	11%	20%	23%	21%	15%	17%	16%	13%	23%	20%	14%
Somewhat unhealthy	52%	54%	50%	52%	46%	58%	58%	54%	47%	53%	49%	58%
Very unhealthy	20%	26%	19%	16%	21%	24%	15%	17%	26%	17%	20%	20%
Not sure	6%	6%	6%	8%	6%	3%	7%	10%	10%	4%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(379)	(379)	(240)	(458)	(275)	(131)	(134)	(203)	(236)	(343)	(216)

4. Meat Cancer Risk
What increased risk of cancer, if any, does high consumption of processed meats put you at?

		Gender		Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very high risk	8%	7%	9%	6%	12%	7%	7%	5%	18%	14%	9%
High risk	15%	15%	15%	19%	15%	9%	22%	14%	10%	16%	26%
Somewhat higher risk	39%	38%	41%	40%	39%	41%	33%	41%	25%	38%	48%
No higher risk	17%	20%	14%	14%	14%	20%	18%	18%	26%	7%	10%
Not sure	21%	20%	22%	22%	19%	22%	19%	22%	22%	24%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(476)	(522)	(165)	(281)	(385)	(167)	(675)	(116)	(128)	(79)

		Party ID - 3 Point			Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very high risk	8%	11%	7%	7%	7%	12%	2%	10%	7%	8%	10%	7%
High risk	15%	18%	13%	15%	18%	15%	7%	11%	13%	13%	11%	25%
Somewhat higher risk	39%	45%	37%	36%	37%	40%	50%	38%	38%	44%	41%	33%
No higher risk	17%	13%	16%	23%	15%	16%	26%	18%	16%	20%	16%	17%
Not sure	21%	14%	26%	19%	23%	17%	14%	24%	26%	16%	22%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(380)	(378)	(240)	(457)	(276)	(131)	(134)	(203)	(235)	(344)	(216)

5. Most Harmful Behavior
Which one behavior do you think is the most harmful to your health?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Smoking	54%	56%	51%	52%	52%	55%	56%	59%	48%	39%	43%
Excessive drinking	13%	11%	15%	12%	11%	14%	15%	13%	19%	11%	8%
Excessive consumption of sugar	16%	17%	15%	17%	18%	17%	11%	13%	14%	24%	28%
Excessive consumption of processed meat	5%	5%	5%	5%	6%	4%	7%	4%	3%	13%	8%
Not sure	12%	10%	13%	15%	13%	11%	10%	11%	16%	12%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(473)	(519)	(163)	(280)	(383)	(166)	(671)	(116)	(126)	(79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Smoking	54%	52%	50%	62%	53%	53%	61%	51%	66%	55%	49%	48%
Excessive drinking	13%	10%	15%	14%	13%	18%	11%	10%	14%	11%	14%	14%
Excessive consumption of sugar	16%	19%	15%	14%	12%	18%	19%	24%	7%	13%	20%	21%
Excessive consumption of processed meat	5%	10%	3%	3%	6%	4%	2%	8%	4%	5%	6%	7%
Not sure	12%	9%	17%	6%	17%	8%	7%	7%	10%	16%	12%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(375)	(377)	(240)	(453)	(276)	(130)	(133)	(203)	(235)	(341)	(213)

6. Least Harmful Behavior
Which one behavior do you think is the least harmful to your health?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Smoking	2%	3%	1%	1%	1%	2%	5%	2%	2%	0%	0%
Excessive drinking	8%	9%	8%	11%	5%	8%	11%	9%	7%	7%	6%
Excessive consumption of sugar	17%	19%	15%	15%	23%	13%	20%	17%	20%	19%	17%
Excessive consumption of processed meat	37%	39%	35%	39%	36%	41%	26%	39%	27%	23%	48%
Not sure	36%	30%	41%	34%	36%	36%	39%	32%	44%	51%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(474)	(521)	(163)	(281)	(383)	(168)	(673)	(116)	(127)	(79)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Smoking	2%	2%	1%	4%	2%	3%	1%	1%	1%	1%	3%	1%
Excessive drinking	8%	10%	7%	7%	9%	9%	8%	7%	11%	8%	10%	4%
Excessive consumption of sugar	17%	18%	16%	19%	17%	18%	16%	17%	16%	17%	18%	17%
Excessive consumption of processed meat	37%	34%	36%	41%	31%	39%	55%	37%	34%	37%	35%	41%
Not sure	36%	36%	39%	29%	41%	31%	20%	38%	39%	37%	33%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(378)	(377)	(240)	(454)	(276)	(131)	(134)	(203)	(235)	(343)	(214)

Interviewing Dates	October 27 - 28, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.145 to 6.193, with a mean of one and a standard deviation of 1.145.
Number of respondents	1000
Margin of error	$\pm$ 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.