

Sample 1000 Adult Interviews
 Conducted October 27 - 28, 2015
 Margin of Error ±4.7%

1. How healthy would you say your lifestyle is?

Very healthy	12%
Somewhat healthy	59%
Somewhat unhealthy	21%
Very unhealthy	6%
Not sure	2%

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

Every day	6%
At least a few times a week	35%
A few times a month	36%
A few times a year	18%
Never	3%
Not sure	2%

3. How healthy or unhealthy do you think processed meats are?

Very healthy	4%
Somewhat healthy	18%
Somewhat unhealthy	52%
Very unhealthy	20%
Not sure	6%

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

Very high risk	8%
High risk	15%
Somewhat higher risk	39%
No higher risk	17%
Not sure	21%

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

Smoking	54%
Excessive drinking	13%
Excessive consumption of sugar	16%
Excessive consumption of processed meat	5%
Not sure	12%

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

Smoking	2%
Excessive drinking	8%
Excessive consumption of sugar	17%
Excessive consumption of processed meat	37%
Not sure	36%

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	± 4.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.