





## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1295 adults. Fieldwork was undertaken between 27th - 28th August 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very green	5%	5%	5%	2%	7%	4%	2%	9%	-	-	6%	2%	5%	6%	5%
Mostly yellow with some green	47%	44%	50%	42%	38%	42%	54%	67%	-	-	42%	49%	49%	45%	47%
Solid yellow	31%	35%	27%	25%	33%	38%	28%	16%	-	-	34%	35%	27%	31%	31%
Mostly yellow with some brown	11%	11%	11%	16%	11%	10%	12%	7%	-	-	13%	7%	12%	12%	11%
Mostly brown with some yellow	1%	1%	0%	3%	2%	0%	0%	-	-	-	0%	-	1%	2%	1%
Don't know	1%	1%	0%	5%	1%	-	-	-	-	-	1%	1%	1%	0%	0%
Not applicable - I don't eat bananas	5%	5%	6%	8%	8%	5%	4%	1%	-	-	5%	6%	5%	4%	5%

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very lightly toasted	8%	8%	7%	1%	12%	7%	5%	4%	-	-	9%	2%	9%	9%	7%
Somewhat lightly toasted	29%	30%	28%	32%	30%	30%	28%	27%	-	-	30%	27%	29%	30%	29%
Somewhat darkly toasted	27%	26%	29%	28%	26%	26%	27%	38%	-	-	27%	33%	23%	32%	28%
Very darkly toasted	9%	7%	10%	16%	9%	9%	9%	5%	-	-	7%	11%	9%	8%	11%
Burnt	8%	5%	10%	4%	7%	11%	7%	7%	-	-	8%	10%	7%	7%	9%
Don't know	3%	4%	2%	7%	5%	2%	2%	1%	-	-	3%	1%	4%	3%	1%
Not applicable - I don't eat marshmallows	16%	19%	13%	12%	12%	14%	20%	18%	-	-	17%	16%	18%	11%	16%

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very lightly toasted	8%	8%	8%	13%	10%	8%	6%	4%	-	-	9%	4%	10%	8%	8%
Somewhat lightly toasted	58%	57%	59%	60%	54%	62%	60%	51%	-	-	55%	54%	62%	56%	57%
Somewhat darkly toasted	28%	29%	28%	19%	29%	24%	29%	40%	-	-	30%	32%	25%	30%	29%
Very darkly toasted	4%	4%	4%	-	3%	6%	4%	4%	-	-	5%	7%	2%	4%	4%
Burnt	1%	1%	1%	3%	1%	0%	0%	1%	-	-	-	1%	1%	1%	0%
Don't know	0%	1%	-	5%	0%	-	0%	-	-	-	1%	-	0%	0%	0%
Not applicable - I don't eat toast	1%	1%	0%	-	1%	0%	0%	1%	-	-	1%	2%	0%	1%	1%

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very green	5%	4%	4%	8%	7%	4%	2%	4%	4%	7%	3%	12%	4%	6%	4%
Mostly yellow with some green	47%	50%	41%	47%	44%	46%	52%	49%	50%	44%	50%	27%	48%	40%	50%
Solid yellow	31%	34%	35%	21%	31%	31%	29%	36%	30%	26%	30%	30%	30%	35%	31%
Mostly yellow with some brown	11%	5%	15%	12%	11%	12%	11%	8%	12%	12%	8%	15%	11%	11%	12%
Mostly brown with some yellow	1%	1%	2%	-	1%	1%	0%	-	1%	4%	-	3%	1%	1%	-
Don't know	1%	2%	1%	2%	1%	1%	-	-	-	7%	-	6%	1%	0%	-
Not applicable - I don't eat bananas	5%	4%	2%	9%	5%	5%	5%	4%	4%	-	9%	7%	5%	8%	2%

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very lightly toasted	8%	7%	12%	9%	9%	5%	7%	10%	7%	-	4%	7%	7%	9%	6%
Somewhat lightly toasted	29%	26%	32%	34%	28%	29%	30%	32%	33%	34%	24%	35%	32%	26%	24%
Somewhat darkly toasted	27%	23%	26%	27%	22%	31%	28%	36%	27%	28%	35%	32%	28%	24%	28%
Very darkly toasted	9%	4%	7%	5%	8%	10%	11%	5%	7%	9%	15%	6%	8%	10%	14%
Burnt	8%	7%	3%	7%	10%	8%	6%	2%	7%	7%	4%	8%	7%	8%	15%
Don't know	3%	13%	4%	5%	4%	3%	2%	-	2%	7%	6%	1%	3%	4%	2%
Not applicable - I don't eat marshmallows	16%	20%	15%	12%	17%	15%	16%	15%	16%	15%	11%	9%	15%	20%	12%

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very lightly toasted	8%	6%	12%	5%	10%	5%	7%	12%	8%	12%	8%	16%	9%	7%	8%
Somewhat lightly toasted	58%	58%	53%	68%	59%	58%	59%	50%	58%	48%	50%	56%	56%	60%	62%
Somewhat darkly toasted	28%	30%	27%	19%	26%	29%	31%	29%	29%	16%	32%	24%	29%	29%	25%
Very darkly toasted	4%	4%	4%	6%	3%	5%	3%	8%	4%	13%	4%	-	4%	3%	4%
Burnt	1%	2%	2%	-	1%	1%	-	1%	0%	4%	6%	-	1%	-	-
Don't know	0%	-	1%	2%	1%	0%	-	-	-	-	-	3%	0%	0%	-
Not applicable - I don't eat toast	1%	-	2%	-	0%	1%	0%	1%	1%	7%	1%	1%	1%	1%	1%

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Parent or guardian of any children					Income					Urban			
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL		AM	AN	AO

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very green	5%	3%	-	27%	12%	5%	4%	5%	4%	14%	6%	3%	4%	5%	6%
Mostly yellow with some green	47%	64%	54%	73%	35%	46%	52%	50%	45%	31%	48%	46%	48%	45%	45%
Solid yellow	31%	19%	34%	-	37%	31%	30%	30%	32%	36%	29%	33%	31%	31%	34%
Mostly yellow with some brown	11%	7%	8%	-	7%	12%	11%	11%	11%	7%	11%	12%	11%	9%	11%
Mostly brown with some yellow	1%	-	-	-	5%	2%	0%	1%	1%	3%	1%	0%	1%	1%	0%
Don't know	1%	3%	-	-	-	0%	-	0%	1%	3%	1%	-	1%	1%	-
Not applicable - I don't eat bananas	5%	5%	4%	-	3%	3%	4%	3%	8%	6%	4%	6%	4%	7%	4%

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very lightly toasted	8%	5%	34%	-	7%	13%	5%	8%	7%	7%	9%	5%	7%	10%	10%
Somewhat lightly toasted	29%	23%	17%	73%	29%	30%	29%	30%	29%	25%	25%	29%	34%	31%	28%
Somewhat darkly toasted	27%	36%	25%	27%	16%	28%	32%	30%	25%	16%	26%	30%	30%	23%	27%
Very darkly toasted	9%	4%	-	-	16%	11%	8%	9%	8%	16%	10%	8%	9%	8%	7%
Burnt	8%	8%	13%	-	14%	7%	8%	8%	8%	9%	8%	10%	6%	6%	9%
Don't know	3%	4%	-	-	5%	2%	3%	3%	4%	3%	5%	2%	2%	4%	4%
Not applicable - I don't eat marshmallows	16%	19%	12%	-	13%	9%	14%	12%	20%	23%	17%	16%	12%	18%	14%

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very lightly toasted	8%	3%	4%	-	8%	11%	6%	8%	7%	9%	7%	7%	9%	10%	9%
Somewhat lightly toasted	58%	67%	59%	73%	19%	55%	58%	57%	59%	58%	61%	55%	58%	57%	53%
Somewhat darkly toasted	28%	21%	32%	-	55%	27%	30%	28%	29%	16%	27%	32%	27%	27%	32%
Very darkly toasted	4%	6%	4%	27%	11%	6%	5%	5%	2%	10%	4%	3%	5%	5%	5%
Burnt	1%	-	-	-	5%	0%	0%	0%	1%	-	0%	1%	1%	1%	1%
Don't know	0%	3%	-	-	-	-	-	-	0%	2%	1%	-	0%	-	-
Not applicable - I don't eat toast	1%	-	-	-	-	0%	1%	0%	1%	4%	0%	1%	1%	1%	0%

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint					
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very green	5%	4%	6%	9%	4%	6%	4%	2%	6%	6%	4%	4%	7%	4%	3%
Mostly yellow with some green	47%	48%	49%	15%	45%	47%	52%	43%	44%	42%	52%	48%	45%	51%	42%
Solid yellow	31%	30%	27%	58%	33%	30%	29%	34%	28%	32%	29%	32%	31%	31%	31%
Mostly yellow with some brown	11%	11%	11%	15%	11%	9%	10%	17%	16%	10%	11%	11%	10%	8%	14%
Mostly brown with some yellow	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Don't know	1%	1%	1%	4%	0%	-	0%	1%	3%	0%	-	-	-	-	5%
Not applicable - I don't eat bananas	5%	6%	6%	-	5%	7%	5%	2%	2%	8%	3%	4%	6%	5%	6%

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very lightly toasted	8%	7%	5%	-	7%	10%	6%	3%	10%	8%	10%	8%	7%	6%	7%
Somewhat lightly toasted	29%	29%	30%	58%	34%	35%	25%	13%	18%	28%	32%	27%	31%	31%	25%
Somewhat darkly toasted	27%	29%	24%	9%	28%	23%	29%	44%	26%	24%	26%	29%	29%	25%	31%
Very darkly toasted	9%	8%	13%	9%	8%	9%	9%	8%	9%	12%	9%	8%	8%	9%	8%
Burnt	8%	6%	11%	9%	6%	7%	9%	13%	11%	10%	4%	9%	6%	12%	7%
Don't know	3%	3%	2%	-	3%	0%	4%	1%	9%	2%	5%	4%	2%	-	6%
Not applicable - I don't eat marshmallows	16%	18%	14%	15%	13%	16%	19%	17%	17%	15%	14%	16%	17%	17%	16%

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very lightly toasted	8%	7%	9%	-	8%	9%	7%	4%	10%	8%	9%	7%	10%	4%	8%
Somewhat lightly toasted	58%	62%	56%	72%	59%	63%	53%	54%	58%	51%	53%	62%	59%	58%	57%
Somewhat darkly toasted	28%	26%	28%	28%	31%	24%	30%	27%	28%	35%	30%	27%	23%	31%	27%
Very darkly toasted	4%	4%	4%	-	3%	3%	8%	10%	1%	3%	6%	2%	6%	6%	2%
Burnt	1%	0%	2%	-	-	1%	1%	1%	3%	1%	0%	1%	1%	-	2%
Don't know	0%	1%	-	-	-	-	0%	1%	1%	0%	-	-	-	1%	1%
Not applicable - I don't eat toast	1%	1%	2%	-	1%	0%	1%	3%	-	2%	1%	0%	1%	1%	1%

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	2012 Presidential Vote						2016 Presidential Vote						V		
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President	Yes
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP		BQ	BR

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very green	5%	5%	6%	5%	6%	-	4%	3%	5%	2%	-	19%	-	6%	4%
Mostly yellow with some green	47%	48%	47%	52%	47%	45%	43%	54%	50%	42%	20%	34%	40%	42%	49%
Solid yellow	31%	30%	31%	27%	31%	20%	34%	28%	30%	30%	62%	18%	32%	33%	30%
Mostly yellow with some brown	11%	11%	9%	10%	10%	25%	11%	11%	10%	18%	13%	28%	17%	11%	11%
Mostly brown with some yellow	1%	1%	1%	1%	0%	5%	1%	1%	0%	2%	-	-	-	1%	1%
Don't know	1%	0%	-	0%	1%	-	1%	0%	-	-	-	-	-	1%	0%
Not applicable - I don't eat bananas	5%	5%	5%	5%	5%	4%	6%	4%	5%	6%	5%	-	12%	6%	5%

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very lightly toasted	8%	9%	6%	9%	5%	3%	8%	4%	7%	15%	-	-	4%	10%	6%
Somewhat lightly toasted	29%	30%	31%	31%	31%	11%	28%	32%	32%	22%	11%	20%	28%	26%	31%
Somewhat darkly toasted	27%	26%	27%	29%	34%	32%	22%	32%	28%	46%	28%	51%	19%	24%	30%
Very darkly toasted	9%	10%	8%	10%	8%	11%	9%	9%	11%	4%	30%	-	5%	8%	9%
Burnt	8%	6%	9%	6%	8%	16%	10%	6%	8%	8%	12%	-	10%	9%	8%
Don't know	3%	4%	1%	3%	0%	14%	5%	2%	0%	1%	-	-	14%	5%	1%
Not applicable - I don't eat marshmallows	16%	14%	17%	13%	14%	12%	19%	15%	14%	4%	19%	28%	19%	18%	14%

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very lightly toasted	8%	9%	8%	8%	8%	4%	8%	7%	6%	8%	-	-	13%	10%	7%
Somewhat lightly toasted	58%	53%	59%	58%	60%	35%	58%	58%	61%	46%	42%	40%	44%	58%	58%
Somewhat darkly toasted	28%	32%	26%	28%	25%	32%	30%	33%	26%	31%	42%	18%	27%	26%	30%
Very darkly toasted	4%	5%	6%	4%	6%	10%	3%	2%	6%	14%	9%	42%	12%	3%	4%
Burnt	1%	0%	0%	0%	0%	14%	0%	-	0%	-	-	-	3%	1%	0%
Don't know	0%	0%	0%	-	-	2%	1%	-	-	-	4%	-	-	1%	0%
Not applicable - I don't eat toast	1%	1%	1%	1%	1%	4%	1%	1%	1%	-	4%	-	-	1%	1%

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Voting Registration		Colorblind?	
	No	Don't know	Yes	No
	BS	BT	BU	BV

red\_q1. How ripe do you MOST prefer your bananas?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very green	5%	5%	5%	20%	4%
			*	BV*	
Mostly yellow with some green	47%	44%	43%	31%	48%
			*	*	BU
Solid yellow	31%	31%	38%	30%	31%
			*	*	
Mostly yellow with some brown	11%	12%	2%	10%	11%
			*	*	
Mostly brown with some yellow	1%	1%	1%	1%	1%
			*	*	
Don't know	1%	1%	3%	3%	0%
			BR*	BV*	
Not applicable - I don't eat bananas	5%	5%	8%	5%	5%
			*	*	

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very lightly toasted	8%	11%	8%	25%	7%
		BR	*	BV*	
Somewhat lightly toasted	29%	29%	8%	30%	29%
		BT	*	*	
Somewhat darkly toasted	27%	20%	34%	24%	28%
			*	*	
Very darkly toasted	9%	5%	18%	2%	9%
			BS*	*	
Burnt	8%	9%	4%	6%	8%
			*	*	
Don't know	3%	5%	10%	7%	2%
		BR	BR*	*	
Not applicable - I don't eat marshmallows	16%	20%	17%	6%	16%
			*	*	

red\_q3. What is your MOST preferred level of toasting for bread?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very lightly toasted	8%	10%	8%	13%	7%
			*	*	
Somewhat lightly toasted	58%	55%	70%	43%	59%
			*	*	BU
Somewhat darkly toasted	28%	28%	15%	24%	29%
			*	*	
Very darkly toasted	4%	4%	4%	16%	4%
			*	BV*	
Burnt	1%	1%	4%	-	1%
			BR*	*	
Don't know	0%	1%	-	-	0%
			*	*	
Not applicable - I don't eat toast	1%	1%	-	4%	1%
			*	BV*	

red\_q4. How chewy or crispy do you MOST prefer your bacon?



**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very chewy	4%	4%	3%	2%	8%	4%	1%	2%	*	**	4%	2%	5%	3%	3%
Somewhat chewy	16%	17%	15%	22%	17%	17%	14%	14%	*	**	14%	13%	17%	18%	16%
Somewhat crispy	37%	38%	36%	29%	37%	37%	40%	28%	-	-	35%	36%	37%	39%	38%
Very crispy	34%	30%	38%	26%	28%	33%	36%	54%	-	-	33%	39%	34%	31%	36%
Burnt	1%	1%	1%	-	1%	1%	1%	-	-	-	1%	1%	0%	1%	0%
Don't know	1%	2%	1%	7%	2%	1%	1%	*	**	**	1%	1%	2%	1%	1%
Not applicable - I don't eat bacon	7%	8%	7%	15%	8%	6%	8%	3%	-	-	12%	7%	5%	7%	7%

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
BlueRare	2%	3%	2%	-	4%	1%	2%	4%	-	-	2%	2%	2%	3%	2%
Rare	11%	12%	9%	-	8%	14%	12%	11%	*	**	15%	7%	9%	12%	12%
MediumRare	23%	26%	20%	23%	18%	22%	26%	28%	-	-	18%	22%	23%	28%	28%
Medium	13%	14%	13%	20%	12%	11%	14%	19%	-	-	15%	19%	12%	9%	16%
MediumWell	16%	15%	16%	18%	16%	15%	15%	13%	-	-	15%	16%	16%	14%	14%
Well	24%	20%	29%	19%	27%	29%	20%	21%	*	**	22%	24%	27%	22%	17%
Burnt	2%	1%	2%	9%	1%	1%	2%	-	-	-	1%	1%	2%	2%	2%
Don't know	1%	1%	1%	7%	3%	0%	0%	-	-	-	1%	1%	2%	1%	0%
Not applicable - I don't eat steak	8%	7%	10%	4%	11%	6%	9%	5%	-	-	11%	9%	7%	8%	8%

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Rare	2%	3%	1%	-	3%	1%	1%	2%	-	-	1%	3%	2%	1%	2%
Medium Rare	12%	15%	9%	7%	10%	11%	13%	16%	-	-	14%	10%	11%	14%	14%
Medium	17%	19%	15%	24%	12%	18%	19%	23%	-	-	16%	18%	15%	22%	21%
Medium Well	20%	21%	20%	21%	21%	19%	22%	15%	-	-	23%	24%	20%	15%	24%
Well	40%	33%	47%	31%	42%	44%	37%	41%	*	**	33%	39%	45%	39%	32%
Burnt	2%	2%	2%	7%	2%	2%	1%	1%	-	-	2%	1%	1%	3%	1%
Don't know	1%	1%	1%	7%	1%	-	1%	-	-	-	1%	0%	1%	1%	0%
Not applicable - I don't eat hamburgers	6%	6%	7%	4%	9%	5%	6%	2%	-	-	11%	5%	5%	7%	6%

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very chewy	4%	6%	2%	12%	5%	4%	2%	2%	3%	8%	9%	7%	4%	3%	3%
	*	*	*	N.P*	*	*	*	*	*	**	V*	*	V	*	*
Somewhat chewy	16%	14%	17%	19%	16%	16%	14%	17%	18%	17%	13%	10%	17%	16%	12%
	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Somewhat crispy	37%	43%	38%	22%	35%	38%	41%	36%	37%	37%	42%	42%	38%	38%	39%
	Q*	Q	*	*	*	*	*	*	AC	**	AC*	AC*	AC	AC	AC*
Very crispy	34%	27%	32%	35%	35%	32%	34%	37%	35%	24%	29%	21%	33%	31%	37%
	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Burnt	1%	-	2%	1%	1%	1%	0%	-	0%	3%	1%	3%	1%	0%	3%
	*	*	N	*	*	*	*	*	*	**	*	V.AA*	V	*	V.AA*
Don't know	1%	4%	3%	2%	2%	2%	-	-	1%	7%	-	-	1%	2%	-
	*	N*	N	*	T	*	*	*	*	**	*	*	*	*	*
Not applicable - I don't eat bacon	7%	6%	6%	10%	6%	7%	8%	9%	5%	5%	6%	17%	6%	11%	6%
	*	*	*	*	*	*	*	*	*	**	*	V.Z*	*	V.Z	*

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
BlueRare	2%	1%	3%	3%	2%	3%	2%	4%	3%	7%	4%	2%	3%	1%	3%
	*	*	*	*	*	*	*	*	AA	**	*	*	AA	*	*
Rare	11%	3%	9%	11%	8%	10%	15%	16%	11%	14%	15%	6%	11%	7%	11%
	*	*	*	*	*	*	R	R	**	AA*	*	*	AA	*	*
MediumRare	23%	3%	13%	23%	20%	23%	27%	27%	25%	20%	13%	16%	23%	21%	29%
	*	O	O*	*	*	*	R	R	X.Z	**	*	*	*	*	X*
Medium	13%	8%	6%	9%	10%	15%	14%	17%	12%	18%	25%	7%	14%	12%	14%
	*	*	*	*	*	*	*	*	**	V.Y.Z.AA*	*	*	V	*	*
MediumWell	16%	17%	20%	17%	16%	16%	13%	17%	16%	-	13%	21%	15%	15%	17%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
Well	24%	51%	38%	25%	32%	23%	17%	11%	24%	21%	24%	30%	24%	27%	18%
	*	N.P.Q*	N	*	S.T.U	U	*	*	**	*	*	*	*	*	*
Burnt	2%	1%	1%	4%	2%	2%	1%	-	1%	4%	-	1%	1%	3%	2%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
Don't know	1%	3%	4%	2%	2%	1%	-	-	1%	7%	-	3%	1%	2%	-
	*	N*	N	*	T	*	*	*	**	*	*	*	*	*	*
Not applicable - I don't eat steak	8%	12%	7%	6%	7%	9%	10%	8%	6%	9%	6%	14%	7%	13%	7%
	*	*	*	*	*	*	*	*	*	**	*	*	*	V.Z	*

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Rare	2%	1%	2%	3%	1%	3%	1%	2%	1%	7%	1%	2%	1%	1%	2%
	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Medium Rare	12%	5%	7%	10%	10%	9%	17%	18%	13%	20%	13%	11%	13%	11%	8%
	*	*	*	*	*	*	R.S	R.S	**	*	*	*	*	*	*
Medium	17%	3%	14%	14%	12%	18%	24%	23%	18%	15%	17%	16%	18%	15%	21%
	*	O	O*	*	*	*	R	R	**	*	*	*	*	*	*
Medium Well	20%	14%	13%	13%	21%	20%	17%	26%	20%	5%	25%	13%	20%	20%	24%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
Well	40%	66%	53%	46%	46%	42%	31%	26%	42%	27%	37%	45%	41%	38%	38%
	*	N.P.Q*	N	N*	T.U	T.U	*	*	**	*	*	*	*	*	*
Burnt	2%	2%	2%	4%	3%	1%	1%	1%	2%	17%	1%	-	2%	2%	1%
	*	*	*	*	S	*	*	*	**	*	*	*	*	*	*
Don't know	1%	1%	2%	2%	2%	0%	0%	-	1%	-	-	-	1%	1%	1%
	*	N	N	*	*	*	*	*	**	*	*	*	*	*	*
Not applicable - I don't eat hamburgers	6%	8%	6%	8%	5%	7%	9%	6%	4%	9%	5%	14%	4%	12%	5%

**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very chewy	4%	3%	12%	-	10%	6%	2%	4%	3%	11%	5%	3%	3%	3%	5%
		*	**	**	**	AH.AI		AH		AH.AI.AJ*					
Somewhat chewy	16%	15%	6%	-	15%	15%	16%	15%	17%	10%	19%	12%	17%	13%	16%
		*	**	**	**					*	AM				
Somewhat crispy	37%	22%	43%	-	37%	43%	36%	38%	35%	35%	38%	36%	35%	39%	39%
		*	**	**	**					*					
Very crispy	34%	50%	34%	100%	33%	32%	39%	37%	31%	29%	28%	40%	37%	34%	30%
		V.X.Y.Z.AA*	**	**	**		AJ	AG		*		AL	AL		
Burnt	1%	-	-	-	-	0%	1%	1%	0%	4%	1%	1%	1%	-	0%
		*	**	**	**					AJ*					
Don't know	1%	3%	-	-	-	1%	1%	1%	2%	6%	2%	-	1%	3%	1%
		*	**	**	**					AG.AH.AI*	AM			AM	
Not applicable - I don't eat bacon	7%	7%	4%	-	5%	3%	5%	4%	11%	5%	7%	7%	7%	8%	8%
		*	**	**	**				AG.AH.AI	*					AR

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
BlueRare	2%	-	-	-	-	3%	3%	3%	1%	3%	3%	2%	4%	1%	3%
		*	**	**	**			AJ		*					
Rare	11%	17%	21%	27%	17%	10%	12%	11%	10%	16%	9%	10%	15%	8%	11%
		AA*	**	**	**					*			AL		
MediumRare	23%	21%	10%	23%	22%	20%	25%	23%	22%	25%	18%	25%	26%	26%	17%
		*	**	**	**					*		AL	AL	AL	
Medium	13%	14%	12%	-	13%	15%	12%	14%	13%	5%	11%	14%	16%	14%	12%
		*	**	**	**					*					
MediumWell	16%	15%	23%	-	15%	15%	16%	16%	16%	10%	14%	16%	15%	19%	14%
		*	**	**	**					*					
Well	24%	22%	35%	50%	21%	29%	23%	25%	23%	26%	31%	24%	14%	22%	30%
		*	**	**	**					*	AN.AO	AN			AQ
Burnt	2%	1%	-	-	-	1%	2%	1%	2%	3%	2%	2%	1%	2%	1%
		*	**	**	**					*					
Don't know	1%	3%	-	-	-	1%	0%	1%	2%	5%	2%	-	1%	0%	2%
		*	**	**	**				AH	AH.AI*	AM				
Not applicable - I don't eat steak	8%	7%	-	-	13%	6%	6%	6%	11%	7%	10%	7%	8%	8%	10%
		*	**	**	**				AG.AH.AI	*					

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Rare	2%	2%	12%	-	8%	2%	2%	2%	1%	5%	2%	1%	2%	2%	3%
		*	**	**	**					AJ*					
Medium Rare	12%	11%	-	27%	7%	7%	13%	11%	13%	13%	8%	12%	17%	13%	11%
		*	**	**	**		AG.AI	AG	AG	*			AL		
Medium	17%	14%	14%	-	27%	17%	18%	17%	17%	18%	11%	21%	22%	19%	15%
		*	**	**	**					*		AL	AL	AL	
Medium Well	20%	25%	22%	-	16%	22%	21%	22%	20%	5%	19%	21%	19%	25%	19%
		*	**	**	**	AK	AK	AK	AK	*					
Well	40%	41%	47%	73%	36%	45%	40%	41%	38%	42%	47%	38%	31%	37%	42%
		*	**	**	**					*	AM.AN.AO				
Burnt	2%	-	4%	-	-	1%	2%	2%	2%	7%	2%	2%	2%	2%	2%
		*	**	**	**					AG.AI.AJ*					
Don't know	1%	3%	-	-	-	2%	-	1%	1%	3%	2%	-	-	1%	1%
		*	**	**	**	AH.AI		AH	AH*	AM					
Not applicable - I don't eat hamburgers	6%	5%	-	-	8%	4%	4%	4%	9%	6%	9%	5%	7%	3%	8%

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



	Total	Type of Area Lived in			Political Party					Political Viewpoint					
		Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very chewy	4%	3%	5%	15%	4%	5%	3%	1%	4%	7%	2%	4%	4%	3%	4%
Somewhat chewy	16%	16%	15%	9%	16%	19%	16%	8%	14%	18%	17%	16%	19%	12%	11%
Somewhat crispy	37%	35%	38%	45%	38%	31%	43%	31%	38%	31%	37%	42%	33%	37%	38%
Very crispy	34%	37%	34%	27%	30%	39%	33%	41%	33%	25%	33%	33%	38%	40%	34%
Burnt	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	0%	1%	2%	-
Don't know	1%	1%	4%	4%	2%	1%	0%	1%	4%	1%	0%	1%	0%	2%	6%
Not applicable - I don't eat bacon	7%	8%	3%	-	10%	5%	5%	19%	7%	16%	11%	4%	5%	5%	8%
		AR		**	AU.AV			AU.AV.AX*	*	BA.BB.BC.BF	BA.BB.BF				AY.AZ.BA.BB.BE.E

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
BlueRare	2%	2%	2%	-	2%	3%	3%	5%	-	5%	3%	2%	2%	2%	0%
Rare	11%	11%	9%	9%	12%	10%	11%	14%	3%	15%	13%	11%	9%	9%	6%
MediumRare	23%	27%	23%	21%	19%	30%	26%	25%	10%	19%	21%	21%	32%	28%	11%
Medium	13%	15%	11%	-	14%	15%	13%	11%	7%	12%	16%	17%	10%	12%	7%
MediumWell	16%	16%	17%	-	14%	15%	17%	15%	15%	15%	15%	18%	14%	14%	15%
Well	24%	19%	28%	66%	27%	21%	19%	11%	45%	16%	20%	23%	25%	26%	39%
Burnt	2%	1%	3%	-	1%	2%	2%	1%	3%	1%	1%	1%	1%	3%	5%
Don't know	1%	1%	1%	-	1%	0%	1%	-	5%	-	1%	1%	1%	1%	5%
Not applicable - I don't eat steak	8%	8%	6%	4%	9%	4%	8%	18%	12%	16%	9%	6%	6%	6%	12%
				**	AU			AU.AV*	AU*	BA.BB.BC.BF					AY.AZ.BA.BB.BE.E

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Rare	2%	1%	2%	-	2%	3%	1%	1%	-	1%	1%	1%	2%	2%	2%
Medium Rare	12%	14%	8%	21%	15%	12%	12%	3%	5%	21%	10%	12%	11%	12%	6%
Medium	17%	20%	15%	9%	16%	18%	19%	37%	6%	17%	17%	21%	16%	20%	8%
Medium Well	20%	21%	22%	4%	18%	24%	22%	20%	14%	16%	28%	20%	25%	17%	11%
Well	40%	35%	48%	66%	40%	38%	39%	20%	56%	24%	34%	40%	41%	44%	58%
Burnt	2%	2%	2%	-	1%	2%	2%	2%	3%	2%	2%	1%	1%	3%	4%
Don't know	1%	1%	1%	-	0%	-	0%	1%	4%	0%	0%	1%	1%	-	2%
Not applicable - I don't eat hamburgers	6%	7%	2%	-	8%	3%	4%	15%	12%	17%	7%	5%	2%	3%	8%
				**	AW.AX			AT.AU.AV.AX*	*	3A.BB.BC.BD.BE.BF					AY.BA.BC.BD.BE

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



	Total	2012 Presidential Vote					2016 Presidential Vote							V	
		NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President
Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very chewy	4%	4%	4%	5%	2%	15%	4%	2%	4%	3%	-	-	-	5%	3%
		AZ				BG.BH.BJ*				**	**	**	**		
Somewhat chewy	16%	17%	16%	15%	17%	11%	16%	16%	14%	29%	8%	37%	16%	16%	16%
						*				**	**	**	**		
Somewhat crispy	37%	34%	35%	39%	34%	19%	38%	40%	36%	33%	38%	49%	41%	36%	37%
				BI		*	BI			**	**	**	**		
Very crispy	34%	30%	39%	31%	41%	43%	33%	31%	42%	31%	30%	14%	22%	32%	35%
			AY.BE		BG	*			BK.BQ	**	**	**	**		
Burnt	1%	1%	1%	1%	1%	-	0%	1%	1%	-	-	-	-	1%	1%
						*				**	**	**	**		
Don't know	1%	1%	1%	0%	2%	-	2%	0%	0%	-	-	-	7%	3%	0%
		F*				*	BG			**	**	**	**	BK.BL	
Not applicable - I don't eat bacon	7%	13%	5%	9%	3%	11%	8%	10%	3%	4%	24%	-	15%	8%	7%
		BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**	BL	

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
BlueRare	2%	4%	2%	4%	3%	3%	1%	2%	2%	4%	4%	-	-	2%	2%
						BJ				**	**	**	**		
Rare	11%	14%	9%	13%	14%	11%	6%	13%	12%	15%	6%	19%	11%	8%	13%
				BJ	BJ	*		BQ		**	**	**	**	BS	
MediumRare	23%	20%	30%	22%	33%	24%	17%	23%	32%	27%	21%	34%	26%	17%	26%
		BD	AY.AZ.BA.BD.BE		BG.BJ	*		BQ	BK.BQ	**	**	**	**	BS	
Medium	13%	14%	11%	14%	15%	18%	11%	15%	15%	12%	13%	28%	21%	11%	16%
						*				**	**	**	**	BS.BT	
MediumWell	16%	15%	14%	16%	15%	21%	15%	16%	17%	19%	15%	18%	10%	14%	16%
						*				**	**	**	**		
Well	24%	18%	26%	20%	16%	9%	34%	20%	17%	16%	3%	-	14%	19%	19%
		.BF*	AY.BE			*	BG.BH.BI			**	**	**	**	BK.BL	
Burnt	2%	1%	2%	1%	1%	2%	3%	1%	2%	-	-	-	-	2%	1%
						*				**	**	**	**		
Don't know	1%	0%	1%	1%	1%	-	2%	-	0%	4%	-	-	7%	2%	0%
		F*				*				**	**	**	**	BK.BL	
Not applicable - I don't eat steak	8%	12%	6%	8%	2%	13%	12%	10%	3%	3%	39%	-	12%	10%	7%
		BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**	BL	

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes
Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Rare	2%	1%	2%	2%	4%	4%	1%	1%	2%	2%	-	-	-	2%	2%
					BJ	BJ*				**	**	**	**		
Medium Rare	12%	15%	11%	16%	13%	18%	8%	17%	14%	18%	10%	14%	11%	8%	14%
		AZ.BD		BJ	BJ	BJ*		BQ	BQ	**	**	**	**	BS.BT	
Medium	17%	17%	17%	18%	25%	27%	12%	20%	23%	25%	18%	19%	21%	12%	21%
		BD	BD	BJ	BG.BJ	BJ*		BQ	BQ	**	**	**	**	BS	
Medium Well	20%	23%	22%	21%	26%	19%	17%	20%	25%	31%	19%	49%	18%	18%	22%
		AY.BD	BD		BJ	*		BQ		**	**	**	**		
Well	40%	30%	42%	35%	29%	18%	52%	34%	33%	22%	14%	18%	25%	49%	35%
		AY	AY.BE	BI		*	BG.BH.BI			**	**	**	**	BK.BL	
Burnt	2%	2%	2%	2%	1%	4%	2%	1%	2%	-	-	-	-	2%	1%
						*				**	**	**	**		
Don't know	1%	0%	0%	0%	-	-	2%	-	-	-	-	-	14%	2%	0%
						*	BG.BH			**	**	**	**	BK.BL	
Not applicable - I don't eat hamburgers	6%	11%	3%	7%	3%	10%	8%	7%	2%	2%	39%	-	12%	8%	5%

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



	Total	Voting Registration		Colorblind?	
		No	Don't know	Yes	No
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very chewy	4%	5%	5% *	20% BV*	3%
Somewhat chewy	16%	16%	11% *	25% *	16%
Somewhat crispy	37%	34%	46% *	22% *	38% BU
Very crispy	34%	34%	27% *	26% *	35%
Burnt	1%	1%	- *	1% *	1%
Don't know	1%	4% BR	2% *	3% BV*	1%
Not applicable - I don't eat bacon	7%	6%	9% *	3% *	7%

**red\_q5. How cooked do you MOST prefer your steak?**

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
BlueRare	2%	2%	3% *	6% *	2%
Rare	11%	4%	16% BS*	11% *	11%
MediumRare	23%	18%	11% *	13% *	24%
Medium	13%	9%	3% *	20% *	13%
MediumWell	16%	15%	11% *	7% *	16%
Well	24%	35% BR	37% BR*	35% *	23%
Burnt	2%	3%	- *	1% *	2%
Don't know	1%	3% BR	2% *	5% BV*	1%
Not applicable - I don't eat steak	8%	9%	17% BR*	2% *	8%

**red\_q6. How cooked do you MOST prefer your hamburger?**

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Rare	2%	1%	2% *	10% BV*	1%
Medium Rare	12%	7%	2% *	14% *	12%
Medium	17%	9%	16% *	18% *	17%
Medium Well	20%	20%	10% *	15% *	21%
Well	40%	51% BR	48% *	36% *	40%
Burnt	2%	3%	3% *	5% *	1%
Don't know	1%	2% BR	4% BR*	- *	0%
Not applicable - I don't eat hamburgers	6%	7%	14%	3%	6%

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
			**	G			*	**	**	L				

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
With a lot of milk, almost white	11%	8%	14%	11%	17%	10%	8%	8%	*	**	13%	8%	12%	12%	10%
			A	**	E.F			*	**	**					
With milk, very light tan	39%	34%	44%	31%	38%	44%	38%	36%	-	-	38%	34%	41%	39%	37%
			A	**				*	**	**					
With light milk, brown	10%	11%	9%	8%	11%	9%	10%	8%	-	-	9%	10%	11%	7%	9%
			**	**				*	**	**					
Black	21%	27%	15%	15%	13%	18%	27%	34%	-	-	20%	27%	15%	26%	24%
			**	**			D.E	D.E*	**	**		L		L	O.Q
Don't know	1%	1%	0%	5%	1%	0%	-	-	-	-	1%	1%	0%	1%	0%
			**	**			*	*	**	**					
Not applicable - I don't drink coffee	19%	20%	18%	31%	21%	19%	17%	15%	-	-	19%	21%	20%	16%	20%
			**	**			*	*	**	**					

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Scrambled	36%	32%	40%	41%	38%	38%	36%	22%	-	-	33%	35%	40%	33%	35%
			A	**	G	G	G	*	**	**					
Sunny Side Up	12%	14%	10%	12%	14%	12%	12%	8%	-	-	15%	14%	12%	8%	12%
			**	**				*	**	**	M	M			O
Over Easy	18%	21%	16%	15%	9%	21%	22%	28%	-	-	26%	15%	17%	17%	21%
			**	**	D	D	D	D*	**	**	K.L.M				O.P
Over Medium	11%	11%	11%	10%	8%	9%	13%	21%	-	-	6%	11%	11%	15%	12%
			**	**				D.E*	**	**	J	J	J	J	P
Over Hard	5%	5%	5%	-	5%	4%	5%	8%	-	-	4%	6%	4%	6%	5%
			**	**				*	**	**					
Hard Boiled	6%	5%	8%	3%	9%	6%	4%	4%	-	-	6%	4%	8%	5%	5%
			**	**	F			*	**	**					
Poached	5%	5%	4%	5%	6%	4%	3%	4%	-	-	4%	5%	3%	8%	4%
			**	**				*	**	**				L	
Don't know	2%	4%	1%	12%	4%	1%	1%	-	-	-	1%	2%	2%	4%	2%
			**	**	E.F			*	**	**					
Not applicable - I don't eat eggs	5%	4%	6%	4%	6%	4%	4%	5%	-	-	5%	6%	4%	5%	5%
			**	**				*	**	**					

screeners. Are you colorblind?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Yes, I am	4%	5%	3%	7%	7%	4%	2%	1%	-	-	3%	4%	3%	7%	3%
			B	**	F.G			*	**	**				L	
No, I am not	92%	90%	93%	86%	87%	90%	95%	99%	-	-	91%	96%	93%	87%	95%
			**	**			D.E	D.E*	**	**	M	M	M	M	P.Q
Don't know	4%	5%	4%	8%	6%	6%	3%	-	-	-	6%	0%	4%	7%	2%
			**	**	G	G		*	**	**	K		K	K	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	*		*						**	*	V,Z*	V	V,Z	*

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
With a lot of milk, almost white	11%	17%	15%	8%	14%	9%	9%	11%	12%	12%	16%	22%	13%	8%	11%
		N*		*					**	*	AA,AC*				*
With milk, very light tan	39%	33%	45%	56%	41%	38%	36%	37%	39%	38%	38%	41%	39%	36%	41%
		*		N.O*					**	*	*	*			*
With light milk, brown	10%	16%	7%	8%	7%	11%	9%	15%	10%	7%	13%	6%	10%	10%	13%
		N,P*		*				R	**	**	AC*	*			AC*
Black	21%	12%	17%	12%	17%	20%	28%	24%	24%	21%	14%	11%	22%	18%	19%
		*		*			R.S	Z	**	*	*	*			*
Don't know	1%	-	1%	3%	1%	0%	-	-	-	7%	-	3%	0%	0%	1%
		*		N*					**	*	V,Z,AA*	V			V*
Not applicable - I don't drink coffee	19%	22%	16%	13%	20%	21%	18%	13%	15%	15%	18%	17%	16%	28%	15%
		*		*					**	*	*	*		V,Z,AB	*

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Scrambled	36%	48%	38%	27%	34%	41%	33%	34%	34%	32%	40%	31%	34%	44%	29%
		N,Q*		*					**	*	*	*		V,Z,AB	*
Sunny Side Up	12%	5%	18%	18%	11%	14%	10%	16%	13%	26%	8%	25%	13%	10%	11%
		*		O*					**	*	*	V,X,Z,AA,AB,AC*			*
Over Easy	18%	12%	13%	15%	19%	16%	20%	19%	21%	15%	20%	10%	20%	14%	21%
		*		*				AA	**	*	*	AA	AA		*
Over Medium	11%	10%	5%	9%	9%	12%	13%	12%	13%	3%	8%	5%	12%	7%	13%
		*		*				AA	**	*	*	*			*
Over Hard	5%	4%	5%	7%	6%	3%	5%	4%	4%	7%	5%	12%	5%	3%	13%
		*		*	S				**	*	V,AA*				V,Z,AA*
Hard Boiled	6%	13%	6%	6%	6%	5%	7%	7%	7%	4%	9%	6%	7%	5%	4%
		N*		*					**	*	*	*			*
Poached	5%	2%	6%	9%	5%	4%	6%	2%	3%	-	3%	4%	3%	6%	4%
		*		O*					**	*	*	*			*
Don't know	2%	2%	3%	4%	3%	3%	0%	1%	1%	9%	1%	-	1%	4%	3%
		*		*	T	T			**	*	*	*		V,Z	*
Not applicable - I don't eat eggs	5%	3%	7%	5%	5%	3%	7%	5%	4%	4%	6%	6%	4%	7%	3%
		*		*					**	*	*	*			*

screeners. Are you colorblind?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Yes, I am	4%	2%	10%	7%	4%	5%	3%	3%	4%	19%	1%	2%	4%	5%	1%
		*	N.O	*					**	*	*	*			*
No, I am not	92%	94%	74%	88%	89%	91%	96%	96%	93%	75%	95%	98%	93%	88%	97%
		P*		P*			R.S	R	AA	**	*	*	AA		AA*
Don't know	4%	4%	17%	6%	7%	4%	1%	1%	3%	6%	3%	-	3%	7%	2%
		*	N.O,Q	*	T,U	T			**	*	*	*		V,Z	*

Cell Contents (CZ/BA/BB/BC/BD/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, BU/BV, Minimum Base: 30 (\*\*), Small Base: 100 (\*))



**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	*	**	**	**				AG,AH,AI	*	AO				

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
With a lot of milk, almost white	11%	5%	9%	50%	13%	16%	12%	13%	9%	16%	12%	13%	6%	15%	14%
		*	**	**	**	AJ			*	AN	AN		AN	AQ,AR	
With milk, very light tan	39%	45%	52%	50%	43%	46%	37%	40%	36%	50%	40%	38%	40%	37%	37%
		*	**	**	**	AH,AI,AJ			*						
With light milk, brown	10%	2%	4%	-	10%	9%	9%	9%	11%	6%	10%	9%	11%	9%	12%
		*	**	**	**				*						
Black	21%	21%	30%	-	25%	12%	26%	21%	21%	10%	15%	22%	30%	19%	21%
		*	**	**	**		AG,AI,AK	AG	AG	*		AL	AL,AM,AO		
Don't know	1%	3%	-	-	-	-	0%	0%	1%	5%	0%	0%	1%	1%	-
		V,Z,AA*	**	**	**					AG,AH,AI,AJ*					
Not applicable - I don't drink coffee	19%	24%	5%	-	10%	17%	15%	16%	23%	12%	23%	18%	13%	19%	16%
		*	**	**	**				AH,AI	*	AN				

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Scrambled	36%	35%	29%	50%	28%	37%	31%	33%	41%	34%	36%	36%	31%	42%	38%
		*	**	**	**				AH,AI	*				AN	
Sunny Side Up	12%	6%	4%	-	15%	15%	12%	13%	12%	4%	12%	13%	12%	11%	12%
		*	**	**	**				*						
Over Easy	18%	16%	14%	27%	8%	18%	26%	22%	13%	17%	18%	18%	22%	15%	17%
		*	**	**	**		AG,AI,AJ	AG,AJ		*					
Over Medium	11%	18%	5%	23%	25%	7%	14%	12%	10%	11%	7%	12%	14%	13%	9%
		AA*	**	**	**		AG	AG		*		AL	AL		
Over Hard	5%	4%	-	-	-	3%	5%	4%	5%	11%	4%	8%	4%	2%	3%
		*	**	**	**					AG*	AO				
Hard Boiled	6%	6%	6%	-	-	9%	4%	6%	7%	2%	8%	4%	7%	4%	8%
		*	**	**	**	AH,AI		AH		*				AR	
Poached	5%	8%	4%	-	17%	4%	3%	4%	6%	4%	5%	2%	5%	8%	6%
		*	**	**	**					*	AM		AM	AM	
Don't know	2%	3%	-	-	-	3%	1%	2%	3%	3%	3%	2%	1%	3%	2%
		*	**	**	**				*						
Not applicable - I don't eat eggs	5%	3%	-	-	8%	5%	4%	4%	5%	15%	6%	4%	5%	4%	5%
		*	**	**	**					AG,AH,AI,AJ*					

screener. Are you colorblind?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Yes, I am	4%	2%	16%	-	-	8%	3%	5%	2%	12%	5%	2%	5%	3%	5%
		*	**	**	**	AH,AI,AJ		AH,AJ		AH,AJ*					
No, I am not	92%	95%	77%	100%	78%	87%	94%	91%	94%	74%	88%	96%	93%	90%	89%
		*	**	**	**		AG,AI,AK	AG,AK	AG,AK	*		AL,AO			
Don't know	4%	3%	6%	-	22%	5%	3%	4%	4%	14%	6%	2%	2%	7%	6%
		*	**	**	**					AH,AI,AJ*	AM,AN			AM,AN	AQ

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**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint					
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
	AR		**	AU			AU.AV*	AU.AV*	Z.BA.BB.BC.BE.F	BB.BF				BB.BF*

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
With a lot of milk, almost white	11%	10%	8%	39%	12%	14%	8%	-	15%	4%	16%	11%	12%	12%	9%
				**	AW	AW	*	AW*		AY.BE	AY	AY	AY	AY	*
With milk, very light tan	39%	40%	42%	24%	39%	40%	34%	38%	47%	42%	30%	37%	45%	36%	48%
			**					*	AV*	AZ.BE			AZ.BE		AZ.BA.BE*
With light milk, brown	10%	9%	8%	-	13%	7%	10%	13%	3%	17%	9%	9%	9%	9%	9%
			**	AU.AX			AX	AX*	*	AZ.BA.BB.BE.BF					*
Black	21%	21%	18%	22%	19%	22%	22%	33%	15%	19%	25%	20%	21%	25%	11%
			**					AT.AX*	*	BD			BD		*
Don't know	1%	1%	0%	-	-	-	1%	-	2%	2%	-	-	-	1%	2%
			**					*	AT.AU*	BA					BA*
Not applicable - I don't drink coffee	19%	20%	23%	16%	17%	18%	24%	16%	18%	16%	21%	23%	13%	18%	20%
			AP	**			AT	*	*	BB		BB.BF			*

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Scrambled	36%	35%	37%	15%	36%	35%	36%	22%	44%	30%	40%	36%	32%	35%	44%
			**					*	AW*						AY*
Sunny Side Up	12%	12%	13%	22%	14%	11%	13%	9%	9%	14%	12%	12%	13%	11%	12%
			**					*	*						*
Over Easy	18%	19%	19%	12%	18%	20%	18%	20%	14%	19%	14%	18%	17%	25%	16%
			**					*	*					AZ.BE	*
Over Medium	11%	13%	10%	15%	9%	12%	12%	14%	11%	11%	9%	13%	10%	14%	8%
			**					*	*						*
Over Hard	5%	5%	7%	33%	4%	5%	5%	7%	3%	1%	6%	5%	7%	4%	4%
			AP	**				*	*		AY.BE		AY		*
Hard Boiled	6%	6%	3%	4%	7%	9%	3%	4%	7%	4%	10%	5%	8%	5%	3%
			**			AV		*	*						*
Poached	5%	3%	5%	-	5%	3%	6%	8%	4%	8%	5%	3%	6%	2%	3%
			**					*	*	BA.BC					*
Don't know	2%	2%	2%	-	2%	0%	3%	10%	2%	7%	1%	3%	1%	-	2%
			**	AU		AU	AT.AU.AV.AX*	*	*	AZ.BB.BC.BE.BF		BC.BF			*
Not applicable - I don't eat eggs	5%	5%	4%	-	5%	5%	4%	5%	6%	7%	4%	4%	5%	3%	8%
			**					*	*						*

screener. Are you colorblind?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Yes, I am	4%	4%	3%	-	3%	6%	5%	3%	-	5%	4%	4%	6%	2%	2%
			**			AX	AX	*	*						*
No, I am not	92%	93%	92%	100%	94%	92%	92%	97%	83%	93%	93%	93%	89%	95%	86%
			**		AX	AX	AX	AX*	*					BD	*
Don't know	4%	3%	5%	-	3%	3%	3%	1%	17%	2%	3%	3%	5%	3%	12%
			**					*	AT.AU.AV.AW*						AY.AZ.BA.BB.BC.BE

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US\_nat\_int Sample: 27th - 28th August 2019



Total	2012 Presidential Vote						2016 Presidential Vote						V		
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President	Yes
	AZ.BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**		BL	

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
With a lot of milk, almost white	11%	11%	12%	10%	10%	14%	13%	8%	10%	9%	5%	-	-	15%	9%
		AY	AY			*				**	**	**	**	BK	
With milk, very light tan	39%	35%	41%	38%	38%	25%	41%	38%	36%	41%	43%	19%	22%	41%	38%
		AZ	AZ			*				**	**	**	**		
With light milk, brown	10%	12%	9%	13%	7%	12%	8%	13%	9%	6%	10%	34%	19%	8%	11%
		AZ		BH.BJ		*			BQ	**	**	**	**		
Black	21%	23%	22%	23%	28%	36%	13%	24%	29%	33%	20%	28%	39%	13%	24%
		BD	BD	BJ	BJ	BJ*		BQ	BQ	**	**	**	**	BS	
Don't know	1%	1%	0%	0%	-	-	1%	-	-	-	-	-	-	1%	0%
		AZ				*				**	**	**	**		
Not applicable - I don't drink coffee	19%	19%	15%	15%	16%	12%	24%	17%	15%	11%	22%	18%	19%	22%	18%
						*	BG.BH			**	**	**	**	BL	

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Scrambled	36%	36%	34%	34%	32%	26%	40%	38%	33%	25%	28%	34%	46%	37%	36%
		AY				*	BH			**	**	**	**		
Sunny Side Up	12%	12%	12%	12%	11%	15%	13%	12%	12%	15%	9%	28%	4%	12%	12%
						*				**	**	**	**		
Over Easy	18%	16%	21%	19%	25%	11%	14%	20%	21%	12%	15%	-	3%	17%	20%
					BG.BJ	*				**	**	**	**		
Over Medium	11%	9%	12%	12%	16%	15%	7%	11%	16%	22%	13%	-	20%	7%	13%
				BJ	BJ	*			BK.BQ	**	**	**	**	BS	
Over Hard	5%	4%	6%	6%	3%	2%	5%	5%	4%	2%	-	-	-	5%	4%
		AY	AY			*				**	**	**	**		
Hard Boiled	6%	7%	7%	5%	4%	16%	8%	5%	6%	2%	5%	19%	4%	7%	6%
		AY				BG.BH*				**	**	**	**		
Poached	5%	7%	4%	5%	4%	2%	5%	3%	3%	14%	-	-	12%	6%	3%
		BC				*				**	**	**	**	BL	
Don't know	2%	3%	0%	2%	1%	3%	4%	1%	1%	2%	22%	-	-	4%	1%
		AZ.BC.BF				*	BH			**	**	**	**	BK.BL	
Not applicable - I don't eat eggs	5%	5%	4%	6%	5%	10%	4%	6%	4%	5%	8%	18%	12%	5%	5%
						*				**	**	**	**		

screeners. Are you colorblind?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Yes, I am	4%	5%	4%	5%	5%	4%	3%	2%	5%	8%	-	-	-	5%	4%
						*				**	**	**	**	BK	
No, I am not	92%	93%	92%	93%	94%	91%	89%	98%	95%	84%	100%	100%	94%	86%	95%
						*		BL.BQ	BQ	**	**	**	**	BS.BT	
Don't know	4%	3%	4%	2%	1%	5%	8%	0%	1%	8%	-	-	6%	9%	1%
		.BF*				BH*	BG.BH			**	**	**	**	BK.BL	

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US\_nat\_int Sample: 27th - 28th August 2019



Total	Voting Registration		Colorblind?	
	No	Don't know	Yes	No
		BR*	*	

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
With a lot of milk, almost white	11%	17%	9%	15%	10%
		BR	*	*	
With milk, very light tan	39%	38%	55%	31%	39%
			BR*	*	
With light milk, brown	10%	8%	5%	12%	10%
			*	*	
Black	21%	12%	15%	26%	21%
			*	*	
Don't know	1%	1%	-	3%	0%
			*	BV*	
Not applicable - I don't drink coffee	19%	22%	16%	13%	19%
			*	*	

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Scrambled	36%	39%	30%	29%	36%
			*	*	
Sunny Side Up	12%	12%	14%	22%	12%
			*	*	
Over Easy	18%	15%	11%	8%	19%
			*	*	
Over Medium	11%	7%	5%	7%	11%
			*	*	
Over Hard	5%	6%	5%	7%	5%
			*	*	
Hard Boiled	6%	7%	4%	7%	6%
			*	*	
Poached	5%	7%	11%	6%	4%
		BR	BR*	*	
Don't know	2%	4%	7%	11%	1%
		BR	BR*	BV*	
Not applicable - I don't eat eggs	5%	2%	13%	2%	5%
			BS*	*	

screener. Are you colorblind?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Yes, I am	4%	5%	5%	100%	-
			*	BV*	
No, I am not	92%	85%	78%	-	100%
			*	*	BU
Don't know	4%	9%	16%	-	-
		BR	BR*	*	

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US\_nat\_int Sample: 27th - 28th August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very green	61	28	33	1	27	13	11	9	-	-	14	6	25	16	39
				**	F			F*	**	**					
Mostly yellow with some green	608	276	333	17	153	131	239	69	-	-	102	124	255	128	407
				**			D,E	D,E,F*	**	**					
Solid yellow	400	218	182	10	131	117	126	16	-	-	84	88	140	88	266
				**	G	F,G	G	*	**	**					
Mostly yellow with some brown	141	66	75	6	42	32	53	8	-	-	31	18	59	33	96
				**				*	**	**					
Mostly brown with some yellow	11	8	3	1	7	1	1	-	-	-	1	-	5	5	5
				**	F			*	**	**					
Don't know	7	4	3	2	5	-	-	-	-	-	2	2	3	0	0
				**	F			*	**	**					
Not applicable - I don't eat bananas	67	30	37	3	32	14	16	1	-	-	12	16	28	12	47
				**	F,G			*	**	**					

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very lightly toasted	97	52	45	1	46	21	24	4	-	-	21	6	45	25	57
				**	F			*	**	**	K		K	K	
Somewhat lightly toasted	377	188	189	13	119	92	126	28	-	-	73	68	151	85	247
				**				*	**	**					
Somewhat darkly toasted	356	165	191	11	102	82	122	39	-	-	65	83	118	91	246
				**				D*	**	**		L	L		
Very darkly toasted	115	46	70	6	35	29	41	5	-	-	16	28	48	23	93
				**				*	**	**					O
Burnt	103	33	69	2	27	35	32	7	-	-	20	26	38	19	78
				**	A			*	**	**					P
Don't know	40	24	16	3	20	6	10	1	-	-	8	2	21	9	6
				**				*	**	**			K		
Not applicable - I don't eat marshmallows	206	121	85	5	49	43	90	18	-	-	40	40	95	32	137
				**	B		D	*	**	**			M		

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very lightly toasted	102	49	53	5	41	25	26	4	-	-	21	10	49	22	68
				**	F			*	**	**			K		
Somewhat lightly toasted	750	357	393	24	214	192	269	52	-	-	134	138	321	158	495
				**				*	**	**					
Somewhat darkly toasted	366	179	187	7	117	73	127	41	-	-	73	81	129	83	253
				**				E*	**	**					
Very darkly toasted	54	28	27	-	13	17	20	4	-	-	13	17	12	12	36
				**				*	**	**		L			
Burnt	9	5	3	1	6	0	1	1	-	-	-	2	3	4	3
				**				*	**	**					
Don't know	4	4	-	2	1	-	1	-	-	-	2	-	1	1	1
				**				*	**	**					
Not applicable - I don't eat toast	10	7	2	-	5	2	2	1	-	-	2	5	1	2	7
				**				*	**	**		L			

red\_q4. How chewy or crispy do you MOST prefer your bacon?

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Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very green	61	7	6	10	35	15	6	5	22	2	3	5	31	20	5
	*	*	*	*	T	*	*	*	**	*	V,Z*	*	*	*	*
Mostly yellow with some green	608	86	60	55	227	196	122	63	288	11	44	11	353	134	59
	*	*	*	*	*	*	*	*	Y,AA	**	Y*	*	Y,AA	*	Y*
Solid yellow	400	58	51	24	157	130	67	46	176	7	26	12	221	116	37
	*	*	Q	*	*	*	*	*	**	*	*	*	AC	*	*
Mostly yellow with some brown	141	9	22	14	54	51	26	10	67	3	7	6	83	36	15
	*	*	O	*	*	*	*	*	**	*	*	*	*	*	*
Mostly brown with some yellow	11	2	3	-	7	3	1	-	5	1	-	1	7	2	-
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
Don't know	7	3	2	2	3	4	-	-	-	2	-	2	4	1	-
	*	N*	N	N*	*	*	*	*	**	*	V,X,Z,AA,AB*	V	V	*	*
Not applicable - I don't eat bananas	67	6	3	11	28	23	12	5	24	-	8	3	34	25	3
	*	*	P*	*	*	*	*	*	**	*	*	*	*	*	*

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very lightly toasted	97	13	17	10	48	20	17	12	41	-	4	3	48	31	7
	*	*	N	*	S	*	*	*	**	*	*	*	*	*	*
Somewhat lightly toasted	377	44	47	40	145	122	69	41	195	9	21	14	238	86	28
	*	*	*	*	*	*	*	*	AA	**	*	*	*	*	*
Somewhat darkly toasted	356	40	39	32	114	131	65	46	158	7	31	13	209	81	33
	*	*	*	*	*	R	*	R	**	*	*	*	*	*	*
Very darkly toasted	115	7	10	6	43	40	26	6	43	2	13	3	62	32	16
	*	*	*	*	*	*	*	*	**	V*	*	*	*	*	*
Burnt	103	12	5	9	52	33	15	3	41	2	4	3	50	25	17
	*	*	*	*	U	U	*	*	**	*	*	*	*	*	V,X,Z*
Don't know	40	22	6	6	21	13	5	-	12	2	6	1	20	14	3
	*	N,P*	N	N*	U	*	*	*	**	V*	*	V	V	*	*
Not applicable - I don't eat marshmallows	206	34	23	14	87	63	37	19	91	4	9	3	108	67	14
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very lightly toasted	102	11	17	6	51	20	15	16	48	3	7	6	64	25	9
	*	*	*	*	S	*	*	S	**	*	*	AC*	*	*	*
Somewhat lightly toasted	750	99	78	79	302	246	138	64	337	12	44	22	414	200	73
	*	*	*	P*	*	*	*	*	**	*	*	*	*	*	*
Somewhat darkly toasted	366	52	40	21	133	123	73	37	168	4	28	9	209	97	30
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*
Very darkly toasted	54	6	5	7	15	21	8	10	23	3	4	-	31	11	5
	*	*	*	*	*	*	*	R	**	*	*	*	*	*	*
Burnt	9	3	3	-	3	5	-	1	2	1	5	-	8	-	-
	*	*	N	*	*	*	*	*	**	V,Z,AA,AB*	*	V	V	*	*
Don't know	4	-	1	2	3	1	-	-	-	-	-	1	1	1	-
	*	*	N*	*	*	*	*	*	**	*	V,Z,AA*	V	V	*	*
Not applicable - I don't eat toast	10	-	3	-	2	6	1	1	4	2	1	1	7	2	1
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



Total	Parent or guardian of any children					Income					Urban			
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL		AM	AN	AO

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very green	61	2	-	1	2	15	18	34	19	8	28	10	12	11	24
		*	**	**	**					AH.AI.AJ*					
Mostly yellow with some green	608	42	12	2	6	133	247	358	233	17	235	155	129	91	195
		Y.Z.AA*	**	**	**		AJ.AK	AK		*					
Solid yellow	400	13	7	-	6	88	140	215	165	20	142	112	82	64	147
		*	**	**	**					*					
Mostly yellow with some brown	141	4	2	-	1	35	51	79	58	4	53	40	28	19	46
		*	**	**	**					*					
Mostly brown with some yellow	11	-	-	-	1	4	2	6	3	2	5	1	4	1	2
		*	**	**	**					*					
Don't know	7	2	-	-	-	1	-	1	5	2	3	-	2	3	-
		V*	**	**	**					AH.AI*					
Not applicable - I don't eat bananas	67	3	1	-	1	10	17	23	41	3	20	21	11	15	19
		*	**	**	**				AG.AH.AI	*					

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very lightly toasted	97	4	7	-	1	37	25	59	34	4	41	16	19	20	43
		*	**	**	**	AH.AI.AJ		AH		*				AM	
Somewhat lightly toasted	377	15	4	2	5	85	140	214	149	14	124	99	91	63	123
		*	**	**	**					*			AL		
Somewhat darkly toasted	356	24	5	1	3	81	154	217	130	9	127	102	79	47	117
		*	**	**	**		AJ.AK			*					
Very darkly toasted	115	3	-	-	3	32	38	63	43	9	47	29	24	16	32
		*	**	**	**					*					
Burnt	103	5	3	-	2	21	39	57	41	5	40	35	16	12	38
		*	**	**	**					*					
Don't know	40	3	-	-	1	6	14	19	19	2	23	5	4	8	18
		*	**	**	**					*	AM				
Not applicable - I don't eat marshmallows	206	13	3	-	2	25	66	88	106	13	84	53	33	36	62
		*	**	**	**		AG	AG	AG.AH.AI	AG*					

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very lightly toasted	102	2	1	-	1	32	30	60	37	5	34	25	23	20	40
		*	**	**	**	AH		AH		*					
Somewhat lightly toasted	750	45	13	2	3	158	275	410	308	32	295	187	154	115	228
		*	**	**	**					*					
Somewhat darkly toasted	366	14	7	-	9	78	145	204	153	9	131	109	72	55	139
		*	**	**	**					*					
Very darkly toasted	54	4	1	1	2	16	22	38	11	6	20	12	13	10	20
		*	**	**	**	AJ		AJ		AJ*					
Burnt	9	-	-	-	1	1	1	2	7	-	1	4	2	2	3
		*	**	**	**					*					
Don't know	4	2	-	-	-	-	-	-	3	1	3	-	1	-	-
		V.Z.AA*	**	**	**					AG.AH.AI*					
Not applicable - I don't eat toast	10	-	-	-	-	1	3	3	4	2	2	3	2	2	2
		*	**	**	**					AG.AH.AI*					

red\_q4. How chewy or crispy do you MOST prefer your bacon?

**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint					
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very green	61	24	12	1	18	20	13	1	9	8	8	17	17	7	4
Mostly yellow with some green	608	308	104	2	192	156	174	25	61	61	113	176	110	87	63
Solid yellow	400	189	58	6	142	101	97	20	40	46	63	117	75	52	46
Mostly yellow with some brown	141	69	24	2	46	30	34	10	22	14	25	42	25	14	21
Mostly brown with some yellow	11	7	2	-	4	3	2	0	1	2	2	2	3	2	1
Don't know	7	5	2	0	2	-	1	0	4	0	-	-	-	-	7
Not applicable - I don't eat bananas	67	36	13	-	20	25	18	1	3	12	7	16	14	9	9

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very lightly toasted	97	42	11	-	30	32	20	2	14	11	22	28	16	9	11
Somewhat lightly toasted	377	184	64	6	143	117	84	8	26	40	69	101	77	53	38
Somewhat darkly toasted	356	186	52	1	118	77	98	26	36	35	57	105	70	42	46
Very darkly toasted	115	54	29	1	36	30	32	5	13	18	20	30	19	15	13
Burnt	103	40	24	1	27	23	30	8	15	14	9	32	16	20	11
Don't know	40	18	4	-	15	1	12	1	12	3	10	13	5	-	9
Not applicable - I don't eat marshmallows	206	112	30	2	55	54	63	10	24	22	30	59	42	30	24

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very lightly toasted	102	43	19	-	32	30	25	2	13	11	20	25	26	7	13
Somewhat lightly toasted	750	395	119	8	248	211	180	32	80	73	117	230	145	98	86
Somewhat darkly toasted	366	164	60	3	129	81	100	16	39	50	66	101	56	52	40
Very darkly toasted	54	25	9	-	12	9	27	6	1	4	14	9	14	10	4
Burnt	9	2	4	-	-	2	2	1	4	1	0	2	2	-	4
Don't know	4	4	-	-	-	-	1	1	2	1	-	-	-	1	2
Not applicable - I don't eat toast	10	4	3	-	3	1	4	2	-	2	2	1	1	1	2

red\_q4. How chewy or crispy do you MOST prefer your bacon?



**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



Total	2012 Presidential Vote						2016 Presidential Vote						V		
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President	Yes
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP		BQ	BR

red\_q1. How ripe do you MOST prefer your bananas?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very green	61	16	24	22	17	-	22	9	18	0	-	0	-	33	38
Mostly yellow with some green	608	173	197	229	139	13	227	185	165	10	3	1	4	241	421
Solid yellow	400	109	128	122	92	6	180	95	100	7	9	0	3	185	262
Mostly yellow with some brown	141	39	39	45	29	7	60	38	32	4	2	1	2	62	98
Mostly brown with some yellow	11	4	4	4	1	1	4	2	1	0	-	-	-	6	5
Don't know	7	0	-	1	2	-	5	0	-	-	-	-	-	7	1
Not applicable - I don't eat bananas	67	19	23	20	15	1	30	14	17	2	1	-	1	33	43

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very lightly toasted	97	33	25	39	14	1	43	15	24	4	-	-	0	54	52
Somewhat lightly toasted	377	109	130	136	90	3	148	111	107	5	2	0	3	149	271
Somewhat darkly toasted	356	92	113	131	100	9	116	108	93	11	4	1	2	137	259
Very darkly toasted	115	38	34	43	24	3	45	29	36	1	4	-	1	44	81
Burnt	103	23	36	25	23	5	50	20	26	2	2	-	1	52	68
Don't know	40	14	5	11	1	4	24	8	1	0	-	-	1	29	13
Not applicable - I don't eat marshmallows	206	52	72	60	42	4	101	51	47	1	3	1	2	101	124

red\_q3. What is your MOST preferred level of toasting for bread?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very lightly toasted	102	31	33	38	22	1	41	23	19	2	-	-	1	57	62
Somewhat lightly toasted	750	190	244	257	176	10	308	197	202	11	6	1	5	328	501
Somewhat darkly toasted	366	117	108	126	75	9	156	112	88	8	6	0	3	149	258
Very darkly toasted	54	18	24	19	18	3	14	8	20	4	1	1	1	19	38
Burnt	9	1	2	2	1	4	2	-	2	-	-	-	0	7	2
Don't know	4	1	1	-	-	1	3	-	-	-	1	-	-	3	1
Not applicable - I don't eat toast	10	4	3	2	2	1	4	2	2	-	1	-	-	5	6

red\_q4. How chewy or crispy do you MOST prefer your bacon?

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US\_nat\_int Sample: 27th - 28th August 2019



Total	Voting Registration		Colorblind?	
	No	Don't know	Yes	No
	BS	BT	BU	BV

red\_q1. How ripe do you MOST prefer your bananas?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very green	61	19	4	11	47
			*	BV*	
Mostly yellow with some green	608	151	37	17	568
			*	BU	
Solid yellow	400	106	32	16	368
			*		
Mostly yellow with some brown	141	42	1	5	131
			*	*	
Mostly brown with some yellow	11	5	1	1	7
			*	*	
Don't know	7	4	2	2	4
			BR*	BV*	
Not applicable - I don't eat bananas	67	18	7	3	62
			*	*	

red\_q2. When roasting over a fire, how toasted do you MOST prefer your marshmallows?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very lightly toasted	97	39	7	13	81
		BR	*	BV*	
Somewhat lightly toasted	377	99	7	16	339
		BT	*	*	
Somewhat darkly toasted	356	68	29	13	336
			*	*	
Very darkly toasted	115	18	16	1	111
			BS*	*	
Burnt	103	31	4	3	98
			*	*	
Don't know	40	19	9	4	26
		BR	BR*	*	
Not applicable - I don't eat marshmallows	206	68	14	3	194
			*	*	

red\_q3. What is your MOST preferred level of toasting for bread?

	1295	170	40	57	1197
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very lightly toasted	102	34	6	7	83
			*	*	
Somewhat lightly toasted	750	190	59	23	701
			*	BU	
Somewhat darkly toasted	366	95	13	13	341
			*	*	
Very darkly toasted	54	13	3	8	45
			*	BV*	
Burnt	9	4	3	-	7
			BR*	*	
Don't know	4	3	-	-	2
			*	*	
Not applicable - I don't eat toast	10	4	-	2	8
			*	BV*	

red\_q4. How chewy or crispy do you MOST prefer your bacon?

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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Very chewy	51	28	23	1 **	31 F	14 F	4	2 *	- **	- **	10	6	25	10	23
Somewhat chewy	206	108	98	9 **	67	53	63	14 *	- **	- **	35	33	87	51	135
Somewhat crispy	479	242	237	11 **	145	116	178	29 *	- **	- **	86	91	193	109	325 Q
Very crispy	441	186	254 A	10 **	111	103	160 D	56 D,E,F*	- **	- **	82	99	173	86	308
Burnt	9	4	5	- **	3	2	3	- *	- **	- **	2	2	2	2	4
Don't know	18	13	5	3 **	7	4	4	- *	- **	- **	3	3	8	4	4
Not applicable - I don't eat bacon	93	48	45	6 **	33	17	34	3 *	- **	- **	28 L	18	27	19	62

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
BlueRare	31	20	11	- **	16	4	7	4 *	- **	- **	6	5	12	8	21
Rare	137	77	60	- **	30	43 D	52	11 *	- **	- **	36	18	48	35	106 O
MediumRare	295	165	130	9 **	71	69 D	116	29 *	- **	- **	43	56	116	80	244 J
Medium	170	86	84	8 **	48	34	61	19 *	- **	- **	37	47 L,M	59	26	138 O,P
MediumWell	201	96	104	7 **	65	47	69	13 *	- **	- **	37	40	84	40	123
Well	316	125	191 A	7 **	108 F	88 F	91	21 *	- **	- **	55	60	140	62	144
Burnt	21	9	13	4 **	6	3	10	- *	- **	- **	3	2	10	6	13
Don't know	15	9	6	3 **	10 E,F	1	2	- *	- **	- **	2	2	9	2	2
Not applicable - I don't eat steak	109	43	66	2 **	44	19	38	5 *	- **	- **	26	23	37	23	70

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Rare	22	17	5	- **	11	2	7	2 *	- **	- **	4	7	9	2	13
Medium Rare	153	96	57	3 **	41	34	58	16 *	- **	- **	33	25	56	39	123 O,P
Medium	223	122	102	10 **	48	56 D	86 D	24 D*	- **	- **	38	45	79	61	181 O
Medium Well	264	133	131	8 **	83	58	99	16 *	- **	- **	56 M	60 M	106	43	206 O,P,Q
Well	518	208	310 A	12 **	165	136	163	42 *	- **	- **	80	100	229 J	109	273
Burnt	23	13	11	3 **	8	7	5	1 *	- **	- **	6	2	8	7	11
Don't know	10	4	6	3 **	5	-	2	- *	- **	- **	2	1	5	2	3
Not applicable - I don't eat hamburgers	82	38	45	2 **	37	16	26	2 *	- **	- **	26	13	24	20	52

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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Very chewy	51	11	3	14	24	19	6	2	18	2	8	3	31	10	4
		*		N.P*						**	V*	*	V	*	*
Somewhat chewy	206	24	25	21	83	69	33	21	106	4	12	4	126	52	14
		*		*						**	*	*		*	*
Somewhat crispy	479	74	56	25	177	161	96	46	215	9	36	16	277	126	46
		Q*	Q	*					AC	**	AC*	AC*	AC	AC	AC*
Very crispy	441	45	47	40	181	134	79	47	203	6	26	8	244	103	44
		*		*						**	*	*		*	*
Burnt	9	-	3	1	4	3	1	-	2	1	1	1	5	1	3
		*	N	*						**	*	V.AA*	V		V.AA*
Don't know	18	7	5	2	11	7	-	-	8	2	-	-	9	7	-
		N*	N	*	T					**	*	*		*	*
Not applicable - I don't eat bacon	93	11	8	11	30	31	20	12	30	1	5	7	43	36	7
		*		*						**	*	V.Z*		V.Z	*

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
BlueRare	31	3	4	4	11	11	4	5	20	2	3	1	26	2	3
		*		*					AA	**	*	*	AA	*	*
Rare	137	6	12	13	41	40	35	20	63	4	13	2	82	22	13
		*		*			R	R		**	AA*	*	AA	*	*
MediumRare	295	6	18	27	101	96	64	35	146	5	12	6	169	72	34
		*	O	O*			R	R	X.Z	**	*	*		*	X*
Medium	170	13	9	11	52	63	33	22	71	5	22	3	100	39	16
		*		*						**	V.Y.Z.AA*	*	V	*	*
MediumWell	201	28	29	20	82	66	31	22	94	-	11	8	113	51	20
		*		*						**	*	*		*	*
Well	316	88	56	29	165	97	40	15	140	5	21	12	178	90	21
		N.P.Q*	N	*	S.T.U	U				**	*	*		*	*
Burnt	21	2	2	4	11	7	3	-	8	1	-	1	9	10	2
		*		*						**	*	*		*	*
Don't know	15	6	6	2	12	3	-	-	4	2	-	1	7	7	-
		N*	N	*	T					**	*	*		*	*
Not applicable - I don't eat steak	109	20	11	7	35	39	24	10	37	2	5	5	50	43	9
		*		*						**	*	*		V.Z	*

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Rare	22	1	3	4	6	11	2	2	7	2	1	1	10	4	2
		*		*						**	*	*		*	*
Medium Rare	153	8	11	12	50	39	41	23	77	5	12	4	98	36	10
		*		*			R.S	R.S		**	*	*		*	*
Medium	223	5	21	16	63	75	55	30	106	4	15	6	131	50	24
		*	O	O*			R	R		**	*	*		*	*
Medium Well	264	24	19	15	108	83	39	33	115	1	22	5	144	67	29
		*		*						**	*	*		*	*
Well	518	114	78	53	234	179	72	33	242	7	33	18	299	129	44
		N.P.Q*	N	N*	T.U	T.U				**	*	*		*	*
Burnt	23	4	3	5	16	4	3	1	10	4	1	-	15	6	2
		*		*	S					**	*	*		*	*
Don't know	10	2	3	2	9	1	1	-	4	-	-	-	4	2	2
		*	N	*						**	*	*		*	*
Not applicable - I don't eat hamburgers	82	13	9	9	24	30	21	7	21	2	4	5	33	40	5

**RealTime  
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US\_nat\_int Sample: 27th - 28th August 2019



	Total					Parent or guardian of any children					Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Very chewy	51	2	3	-	2	18	10	27	18	6	25	12	7	7	22
		*	**	**	**	AH.AI		AH		AH.AI.AJ*					
Somewhat chewy	206	10	1	-	2	43	75	110	90	6	92	42	45	26	70
		*	**	**	**					*	AM				
Somewhat crispy	479	15	9	-	6	123	173	274	186	19	185	123	92	78	168
		*	**	**	**					*					
Very crispy	441	33	7	3	6	91	185	263	162	16	136	137	98	70	131
		V.X.Y.Z.AA*	**	**	**		AJ	AG		*	AL	AL	AL		
Burnt	9	-	-	-	-	1	4	5	2	2	4	2	2	-	2
		*	**	**	**					AJ*					
Don't know	18	2	-	-	-	3	4	6	8	3	9	-	2	7	4
		*	**	**	**					AG.AH.AI*	AM			AM	
Not applicable - I don't eat bacon	93	5	1	-	1	7	25	32	57	3	34	23	20	15	35
		*	**	**	**				AG.AH.AI	*					AR

**red\_q5. How cooked do you MOST prefer your steak?**

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
BlueRare	31	-	-	-	-	10	14	23	6	2	13	6	9	3	11
		*	**	**	**			AJ		*					
Rare	137	11	5	1	3	29	56	76	52	9	45	35	40	17	49
		AA*	**	**	**					*	AL	AL	AL		
MediumRare	295	14	2	1	4	57	119	166	116	14	87	84	70	53	74
		*	**	**	**					*	AL	AL	AL	AL	
Medium	170	10	3	-	2	44	59	98	69	3	51	49	42	28	50
		*	**	**	**					*					
MediumWell	201	10	5	-	2	42	77	113	83	5	69	54	40	38	60
		*	**	**	**					*					
Well	316	15	7	2	4	84	111	182	120	14	153	82	38	44	128
		*	**	**	**					*	AN.AO	AN			AQ
Burnt	21	1	-	-	-	2	9	9	10	2	10	5	3	3	6
		*	**	**	**					*					
Don't know	15	2	-	-	-	3	1	4	9	3	12	-	3	1	8
		*	**	**	**				AH	AH.AI*	AM				
Not applicable - I don't eat steak	109	5	-	-	2	16	30	45	59	4	47	24	22	16	45
		*	**	**	**				AG.AH.AI	*					

**red\_q6. How cooked do you MOST prefer your hamburger?**

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Rare	22	1	3	-	1	5	9	14	4	3	10	4	4	4	11
		*	**	**	**					AJ*					
Medium Rare	153	7	-	1	1	21	61	78	67	7	41	40	46	25	46
		*	**	**	**		AG.AI	AG	AG	*	AL	AL	AL		
Medium	223	9	3	-	5	48	86	125	88	10	54	72	59	38	64
		*	**	**	**					*	AL	AL	AL	AL	
Medium Well	264	17	5	-	3	62	102	155	106	3	92	72	50	50	82
		*	**	**	**	AK	AK	AK	AK	*					
Well	518	27	10	2	6	129	190	296	198	23	230	129	83	76	182
		*	**	**	**					*	AM.AN.AO				
Burnt	23	-	1	-	-	4	9	12	8	4	8	7	5	3	9
		*	**	**	**					AG.AI.AJ*					
Don't know	10	2	-	-	-	5	-	5	3	2	9	-	-	1	4
		*	**	**	**	AH.AI		AH		AH*	AM				
Not applicable - I don't eat hamburgers	82	3	-	-	1	13	18	31	48	3	42	17	18	6	34

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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Type of Area Lived in			Political Party					Political Viewpoint					
		Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Very chewy	51	17	11	2 **	18	18	9	1 *	5 *	10 AZ,BE	5	15	10	5	5 *
Somewhat chewy	206	102	33	1 **	66	63	53	4 *	19 *	26	37	58	47	21	16 *
Somewhat crispy	479	225	80	5 **	160	104	144 AU	18 *	53 *	44	80	154 AY	82	62	57 *
Very crispy	441	234	73	3 **	127	131 AT	111	24 *	47 *	36	71	122	92 AY	68 AY,BE	52 *
Burnt	9	5	2	- **	3	2	4	- *	- *	2	2	1	1	3	- *
Don't know	18	5	8 AP,AQ	0 **	8	3	1	0 *	6 AV*	1	1	4	1	4	8 AY,AZ,BA,BB,BE,E
Not applicable - I don't eat bacon	93	51 AR	7	- **	41 AU,AV	15	16	11 AU,AV,AX*	9 *	23 BA,BB,BC,BF	23 BA,BB,BF	15	11	8	12 *

**red\_q5. How cooked do you MOST prefer your steak?**

	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
BlueRare	31	14	5	- **	11	9	9	3 AX*	- *	8 BD,BF	7	8	5	3	1 *
Rare	137	67	19	1 **	51 AX	35 AX	38 AX	8 AX*	4 *	22 BD	28	40	22	15	10 *
MediumRare	295	170 AP	49	2 **	81 AX	100 AT,AX	86 AX	14 AX*	14 *	27 BD	46 BD	79 BD	79 AY,AZ,BA,BD,BE	47 BD	16 *
Medium	170	96	24	- **	60	49	44	7 *	10 *	17	35 BD	63 BB,BD,BF	23	21	10 *
MediumWell	201	104	37	- **	61	51	58	9 *	21 *	22	33	65	35	24	22 *
Well	316	121	59 AQ	7 **	113 AV,AW	69	65	6 *	63 AT,AU,AV,AW*	23	43	84	62 AY	45 AY	59 AZ,BA,BB,BC,BE
Burnt	21	8	7	- **	3	7	7	1 *	4 *	1	3	3	2	5	8 BA,BB,BE*
Don't know	15	6	2	- **	3	1	5	- *	6 AT,AU*	-	2	3	2	1	7 AY,AZ,BA,BB,BE,E
Not applicable - I don't eat steak	109	51	12	0 **	40 AU	15	26	11 AU,AV*	16 AU*	23 BA,BB,BC,BF	20	24	14	10	18 *

**red\_q6. How cooked do you MOST prefer your hamburger?**

	Total	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Rare	22	7	3	- **	7	11	3	0 *	- *	2	2	4	6	4	3 *
Medium Rare	153	88 AR	17	2 **	64 AW,AX	41	39	2 *	6 *	31 3A,BB,BC,BD,BE,BF	23	44	27	20	9 *
Medium	223	127	31	1 **	67 AX	61 AX	65 AX	22 AT,AU,AV,AX*	8 *	24	37 BD	78 BD	38	33 BD	12 *
Medium Well	264	133	48	0 **	77	81	74	12 *	20 *	24	61 AY,BA,BC,BD,BE	73	61 BD	28	17 *
Well	518	225	103 AQ	7 **	169 AW	126 AW	133 AW	12 *	78 AT,AU,AV,AW*	35	74	146 AY,BE	101 AY,BE	74 AY,BE	88 AZ,BA,BB,BC,BE
Burnt	23	10	5	- **	5	6	7	1 *	4 *	3	4	4	3	4	5 *
Don't know	10	4	2	- **	2	-	2	1 *	6 AT,AU,AV*	1	1	3	2	-	4 *
Not applicable - I don't eat hamburgers	82	44	4	-	33	9	15	9	16	24	16	17	6	6	13

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US\_nat\_int Sample: 27th - 28th August 2019



	Total	2012 Presidential Vote					2016 Presidential Vote							V	
		NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President
Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Very chewy	51	15	15	21	7	5	19	8	14	1	-	-	-	28	29
		AZ				BG.BH.BJ*				**	**	**	**		
Somewhat chewy	206	63	68	69	50	3	83	55	47	7	1	1	2	93	141
						*				**	**	**	**		
Somewhat crispy	479	124	144	173	101	6	199	136	121	8	6	1	4	202	324
				BI		*	BI			**	**	**	**		
Very crispy	441	107	160	136	119	13	172	105	139	8	4	0	2	182	301
			AY.BE		BG	*			BK.BQ	**	**	**	**		
Burnt	9	4	4	5	2	-	2	2	3	-	-	-	-	4	6
						*				**	**	**	**		
Don't know	18	2	4	1	5	-	12	1	1	-	-	-	1	16	3
		F*				*	BG			**	**	**	**	BK.BL	
Not applicable - I don't eat bacon	93	46	19	39	10	3	40	35	9	1	3	-	2	43	63
		BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**	BL	

**red\_q5. How cooked do you MOST prefer your steak?**

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
BlueRare	31	15	8	18	8	1	5	8	8	1	1	-	-	13	21
				BJ		*				**	**	**	**		
Rare	137	50	37	58	42	3	34	45	40	4	1	0	1	46	109
				BJ	BJ	*		BQ		**	**	**	**	BS	
MediumRare	295	74	126	99	96	7	92	80	106	7	3	1	3	95	224
		BD	AY.AZ.BA.BD.BE		BG.BJ	*		BQ	BK.BQ	**	**	**	**	BS	
Medium	170	52	44	63	45	5	57	51	51	3	2	1	2	60	135
						*				**	**	**	**	BS.BT	
MediumWell	201	55	58	71	45	6	79	53	57	5	2	0	1	82	139
						*				**	**	**	**		
Well	316	66	107	88	48	3	178	68	56	4	0	-	1	187	165
		BF*	AY.BE			*	BG.BH.BI			**	**	**	**	BK.BL	
Burnt	21	4	7	4	4	1	13	2	7	-	-	-	-	13	10
						*				**	**	**	**		
Don't know	15	2	3	4	2	-	9	-	1	1	-	-	1	13	3
		F*				*				**	**	**	**	BK.BL	
Not applicable - I don't eat steak	109	44	24	38	6	4	61	34	9	1	6	-	1	58	62
		BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**	BL	

**red\_q6. How cooked do you MOST prefer your hamburger?**

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Rare	22	4	10	7	11	1	3	3	8	0	-	-	-	10	15
				BJ	BJ	BJ*				**	**	**	**		
Medium Rare	153	54	47	69	38	5	40	57	45	4	1	0	1	43	125
		AZ.BD		BJ	BJ	BJ*		BQ	BQ	**	**	**	**	BS.BT	
Medium	223	62	72	81	72	8	62	69	76	6	3	0	2	67	178
		BD	BD	BJ	BG.BJ	BJ*		BQ	BQ	**	**	**	**	BS	
Medium Well	264	85	90	94	77	6	88	67	82	7	3	1	2	102	187
		AY.BD	BD		BJ	*			BQ	**	**	**	**		
Well	518	109	176	155	85	5	272	117	110	5	2	0	3	280	303
		AY	AY.BE	BI		*	BG.BH.BI			**	**	**	**	BK.BL	
Burnt	23	7	7	8	4	1	10	4	7	-	-	-	-	12	12
						*				**	**	**	**		
Don't know	10	1	2	1	-	-	9	-	-	-	-	-	1	9	1
						*	BG.BH			**	**	**	**	BK.BL	
Not applicable - I don't eat hamburgers	82	41	12	29	8	3	42	24	6	0	6	-	1	45	45

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US\_nat\_int Sample: 27th - 28th August 2019



	Total	Voting Registration		Colorblind?	
		No	Don't know	Yes	No
Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Very chewy	51	18	4	11	37
			*	BV*	
Somewhat chewy	206	55	10	13	187
			*	*	
Somewhat crispy	479	116	39	11	447
			*	*	BU
Very crispy	441	117	23	14	416
			*	*	
Burnt	9	2	-	1	8
			*	*	
Don't know	18	13	2	2	8
		BR	*	BV*	
Not applicable - I don't eat bacon	93	22	8	2	84
			*	*	

**red\_q5. How cooked do you MOST prefer your steak?**

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
BlueRare	31	8	2	3	28
			*	*	
Rare	137	14	14	6	128
			BS*	*	
MediumRare	295	62	9	7	284
			*	*	
Medium	170	32	3	11	151
			*	*	
MediumWell	201	52	9	4	194
			*	*	
Well	316	120	31	18	276
		BR	BR*	*	
Burnt	21	11	-	1	18
			*	*	
Don't know	15	11	2	3	6
		BR	*	BV*	
Not applicable - I don't eat steak	109	32	14	1	99
			BR*	*	

**red\_q6. How cooked do you MOST prefer your hamburger?**

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Rare	22	4	2	5	15
			*	BV*	
Medium Rare	153	26	2	7	144
			*	*	
Medium	223	31	14	10	207
			*	*	
Medium Well	264	68	9	8	249
			*	*	
Well	518	174	41	19	479
		BR	*	*	
Burnt	23	9	2	2	18
			*	*	
Don't know	10	5	3	-	1
		BR	BR*	*	
Not applicable - I don't eat hamburgers	82	25	12	2	73



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US\_nat\_int Sample: 27th - 28th August 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
			**	G			*	**	**	L				

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
With a lot of milk, almost white	146	51	95	4	66	30	38	8	-	-	31	19	62	33	85
			A	**	E.F			*	**	**					
With milk, very light tan	505	213	292	12	150	136	170	37	-	-	94	86	214	111	318
			A	**				*	**	**					
With light milk, brown	125	68	57	3	43	29	42	8	-	-	23	26	58	19	79
			**	**				*	**	**					
Black	267	167	100	6	53	54	118	35	-	-	49	67	78	73	207
			**	**			D.E	D.E*	**	**		L		L	O.Q
Don't know	7	6	1	2	4	1	-	-	-	-	2	2	1	2	2
			**	**				*	**	**					
Not applicable - I don't drink coffee	246	125	121	12	82	59	77	15	-	-	45	53	102	45	171
			**	**				*	**	**					

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Scrambled	467	202	265	16	149	118	161	23	-	-	80	89	204	94	300
			A	**	G	G	G	*	**	**					
Sunny Side Up	157	90	68	5	57	36	51	8	-	-	36	36	64	21	101
			**	**				*	**	**	M	M			O
Over Easy	236	131	106	6	36	66	100	29	-	-	64	39	85	48	179
			**	**	D	D	D	D*	**	**	K.L.M				O.P
Over Medium	143	71	72	4	33	28	56	22	-	-	13	29	59	41	107
			**	**				D.E*	**	**	J	J	J	J	P
Over Hard	62	31	31	-	21	12	21	8	-	-	10	16	19	17	40
			**	**				*	**	**					
Hard Boiled	80	29	51	1	37	20	17	4	-	-	15	11	39	15	42
			A	**	F			*	**	**					
Poached	58	29	29	2	25	13	15	4	-	-	9	14	14	22	36
			**	**				*	**	**				L	
Don't know	29	23	6	5	16	3	6	-	-	-	3	5	10	10	15
			**	**	E.F			*	**	**					
Not applicable - I don't eat eggs	63	25	38	2	23	13	19	5	-	-	13	15	21	14	41
			**	**	G	G		*	**	**					

screener. Are you colorblind?

Unweighted base	1295	625	670	37	416	320	434	88	-	-	246	266	488	295	888
<b>Base: All US Adults</b>	1295	629	666	40	398	309	446	103	-	-	244	253	515	282	862
Yes, I am	53	34	19	3	28	14	8	1	-	-	9	10	15	19	28
			B	**	F.G			*	**	**				L	
No, I am not	1186	565	621	34	347	277	425	102	-	-	222	242	477	244	816
			**	**			D.E	D.E*	**	**	M	M	M	M	P.Q
Don't know	56	30	26	3	23	18	13	-	-	-	14	1	23	18	18
			**	**	G	G		*	**	**	K		K	K	

Cell Contents (Counts, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV/AW/AX, AY/AZ/BA/BB/BC/BD

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	*		*						**	*	V,Z*	V	V,Z	*

**red\_q7. How do you MOST prefer to take your coffee?**

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
With a lot of milk, almost white	146	29	22	10	71	40	21	15	71	3	14	8	96	28	12
		N*		*					**	*	AA.AC*				*
With milk, very light tan	505	57	66	65	212	162	84	47	228	10	33	16	287	120	48
		*		N.O*					**	*	*				*
With light milk, brown	125	27	10	9	37	48	22	19	57	2	12	2	73	33	16
		N.P*		*				R	**	AC*	*				AC*
Black	267	21	24	14	87	83	66	31	138	5	13	4	160	59	23
		*		*			R.S		Z	**	*				*
Don't know	7	-	1	4	5	2	-	-	-	2	-	1	3	1	1
		*		N*					**	*	V.Z.AA*	V			V*
Not applicable - I don't drink coffee	246	37	23	15	100	88	42	16	88	4	16	7	115	94	18
		*		*					**	*	*			V.Z.AB	*

**red\_q8. How do you MOST prefer your eggs?**

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Scrambled	467	82	55	31	174	171	77	44	196	8	35	12	251	146	34
		N.Q*		*					**	*	*			V.Z.AB	*
Sunny Side Up	157	9	27	21	55	59	23	20	73	7	7	10	97	33	12
		*	N.O	O*					**	*		V.X.Z.AA.AB.AC*			*
Over Easy	236	20	19	18	98	68	46	24	123	4	18	4	148	48	25
		*	*	*					AA	**	*	*	AA		*
Over Medium	143	17	8	10	47	49	31	16	75	1	7	2	85	24	15
		*	*	*					AA	**	*	*			*
Over Hard	62	7	7	8	33	13	11	6	23	2	5	5	34	10	15
		*	*	*	S				**	*	V.AA*				V.Z.AA*
Hard Boiled	80	23	8	6	32	22	17	8	42	1	8	2	53	16	5
		N*	*	*					**	*	*	*			*
Poached	58	3	8	10	27	15	13	3	20	-	3	2	25	20	5
		*	O*	*					**	*	*	*			*
Don't know	29	4	5	5	15	12	0	1	8	2	1	-	11	13	3
		*	*	T	T				**	*	*	*		V.Z	*
Not applicable - I don't eat eggs	63	6	10	6	28	14	15	6	23	1	5	2	32	25	3
		*	*	*					**	*	*	*			*

**screener. Are you colorblind?**

Unweighted base	1295	137	176	94	506	418	238	133	589	27	89	43	748	338	112
<b>Base: All US Adults</b>	1295	171	146	116	510	422	234	129	582	25	88	39	734	335	118
Yes, I am	53	4	14	8	22	21	7	4	24	5	1	1	30	17	1
		*	N.O	*					**	*	*	*			*
No, I am not	1186	161	108	101	453	384	225	124	539	19	84	38	680	295	114
		P*		P*			R.S	R	AA	**	*	*	AA		AA*
Don't know	56	7	25	6	35	18	2	1	19	1	3	-	23	23	3
		*	N.O.Q	*	T.U	T			**	*	*	*		V.Z	*

Cell Contents (C/D/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/BO/BP/BQ, BR/BS/BT, BU/BV, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total					Parent or guardian of any children					Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	*	**	**	**				AG,AH,AI	*	AO				

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
With a lot of milk, almost white	146	3	2	2	2	45	56	90	47	9	57	43	15	30	62
		*	**	**	**	AJ				*	AN	AN		AN	AQ,AR
With milk, very light tan	505	30	11	2	7	131	178	289	188	28	196	128	106	76	159
		*	**	**	**	AH,AI,AJ				*					
With light milk, brown	125	1	1	-	2	26	43	67	55	3	47	32	28	18	53
		*	**	**	**					*					
Black	267	14	6	-	4	35	125	153	109	6	74	74	79	39	91
		*	**	**	**		AG,AI,AK	AG	AG	*		AL	AL,AM,AO		
Don't know	7	2	-	-	-	-	1	1	3	3	2	1	3	1	-
		V,Z,AA*	**	**	**					AG,AH,AI,AJ*					
Not applicable - I don't drink coffee	246	16	1	-	2	50	73	117	122	7	110	61	35	40	68
		*	**	**	**				AH,AI	*	AN				

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Scrambled	467	23	6	2	5	105	149	236	212	19	177	124	81	85	163
		*	**	**	**				AH,AI	*				AN	
Sunny Side Up	157	4	9	-	2	44	55	92	63	2	58	45	32	22	52
		*	**	**	**					*					
Over Easy	236	11	3	1	1	50	122	159	67	10	86	61	58	30	72
		*	**	**	**		AG,AI,AJ	AG,AJ		*					
Over Medium	143	12	1	1	4	21	67	86	51	6	36	42	38	26	39
		AA*	**	**	**		AG	AG		*		AL	AL		
Over Hard	62	3	-	-	-	8	25	32	24	6	22	27	10	3	13
		*	**	**	**					AG*		AO			
Hard Boiled	80	4	1	-	-	25	19	43	36	1	39	15	18	7	34
		*	**	**	**	AH,AI		AH		*					AR
Poached	58	5	1	-	3	11	16	27	30	2	25	6	12	16	25
		*	**	**	**					*	AM		AM	AM	
Don't know	29	2	-	-	-	8	6	14	13	2	15	6	3	5	10
		*	**	**	**					*					
Not applicable - I don't eat eggs	63	2	-	-	1	14	17	27	28	8	27	15	13	8	23
		*	**	**	**					AG,AH,AI,AJ*					

screener. Are you colorblind?

Unweighted base	1295	60	18	3	16	299	465	717	530	48	452	353	291	199	427
<b>Base: All US Adults</b>	1295	66	22	3	17	286	476	717	523	56	486	340	266	203	432
Yes, I am	53	1	4	-	-	23	13	35	12	7	26	8	15	5	22
		*	**	**	**	AH,AI,AJ		AH,AJ		AH,AJ*					
No, I am not	1186	63	17	3	13	248	448	653	491	41	429	326	247	183	383
		*	**	**	**		AG,AI,AK	AG,AK	AG,AK	*		AL,AO			
Don't know	56	2	1	-	4	15	15	29	20	8	31	6	5	14	27
		*	**	**	**					AH,AI,AJ*	AM,AN			AM,AN	AQ

Cell Contents (C)

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Type of Area Lived in			Political Party					Political Viewpoint					
	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure
	AR		**	AU			AU.AV*	AU.AV*	Z.BA.BB.BC.BE.F	BB.BF				BB.BF*

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
With a lot of milk, almost white	146	62	17	4	50	46	28	-	21	6	34	42	30	20	13
				**	AW	AW		*	AW*		AY.BE	AY	AY	AY	*
With milk, very light tan	505	253	90	3	167	134	116	22	66	60	66	135	111	60	73
				**				*	AV*	AZ.BE			AZ.BE		AZ.BA.BE*
With light milk, brown	125	55	18	-	56	23	35	7	4	24	19	32	22	15	14
				**	AU.AX		AX	AX*	*	AZ.BA.BB.BE.BF					*
Black	267	135	38	2	79	74	73	19	21	28	54	75	50	43	17
				**				AT.AX*	*	BD			BD		*
Don't know	7	6	1	-	-	-	4	-	3	3	-	-	-	1	3
				**				*	AT.AU*	BA					BA*
Not applicable - I don't drink coffee	246	126	50	2	71	59	82	9	24	23	46	85	31	30	30
			AP	**			AT	*	*	BB		BB.BF			*

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Scrambled	467	223	78	2	154	118	120	13	62	42	86	134	79	59	65
				**				*	AW*						AY*
Sunny Side Up	157	75	28	2	59	38	42	5	13	19	26	44	31	19	18
				**				*	*						*
Over Easy	236	121	41	1	76	67	62	12	19	27	31	68	43	43	25
				**				*	*					AZ.BE	*
Over Medium	143	81	21	2	38	40	41	8	15	15	19	48	24	24	12
				**				*	*						*
Over Hard	62	30	16	4	18	17	18	4	4	1	14	17	17	7	6
			AP	**				*	*		AY.BE	AY	AY		*
Hard Boiled	80	39	6	0	28	29	11	3	9	6	21	18	21	9	5
				**		AV		*	*						*
Poached	58	22	12	-	19	9	20	5	5	12	12	11	15	3	5
				**				*	*	BA.BC					*
Don't know	29	16	3	-	9	1	11	6	3	11	1	12	2	-	3
				**	AU		AU	AT.AU.AV.AX*	*	AZ.BB.BC.BE.BF		BC.BF			*
Not applicable - I don't eat eggs	63	31	9	-	22	17	13	3	9	10	8	16	13	5	12
				**				*	*						*

screener. Are you colorblind?

Unweighted base	1295	643	216	9	478	326	332	65	94	180	243	367	220	167	118
<b>Base: All US Adults</b>	1295	638	214	11	424	335	338	59	139	143	218	369	245	170	150
Yes, I am	53	24	7	-	14	19	18	1	-	7	9	16	14	4	3
				**		AX	AX	*	*						*
No, I am not	1186	595	196	11	396	307	310	57	115	133	202	341	218	161	129
				**	AX	AX	AX	AX*	*					BD	*
Don't know	56	18	11	-	13	9	11	0	24	3	7	11	12	4	18
				**				*	AT.AU.AV.AW*						AY.AZ.BA.BB.BC.BE

Cell Contents (C)

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	2012 Presidential Vote						2016 Presidential Vote						V		
	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Did not vote for President	Yes
	AZ.BA.BB.BC.BF		BH		BH*	BH	BL		**	**	**	**		BL	

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
With a lot of milk, almost white	146	40	51	44	29	4	68	26	33	2	1	-	-	83	79
		AY	AY			*				**	**	**	**	BK	
With milk, very light tan	505	126	171	170	113	7	214	131	121	10	6	0	2	233	328
		AZ	AZ			*				**	**	**	**		
With light milk, brown	125	42	37	59	21	4	41	43	31	2	1	1	2	45	92
		AZ		BH.BJ		*		BQ		**	**	**	**		
Black	267	82	93	103	83	11	70	83	96	8	3	1	4	72	211
		BD	BD	BJ	BJ	BJ*		BQ	BQ	**	**	**	**	BS	
Don't know	7	3	1	2	-	-	5	-	-	-	-	-	-	7	2
		AZ				*				**	**	**	**		
Not applicable - I don't drink coffee	246	69	62	65	48	4	129	58	51	3	3	0	2	128	156
						*	BG.BH			**	**	**	**	BL	

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Scrambled	467	129	139	152	94	8	213	129	110	6	4	1	5	213	309
		AY				*	BH			**	**	**	**		
Sunny Side Up	157	45	51	53	32	5	68	42	41	4	1	1	0	68	103
						*				**	**	**	**		
Over Easy	236	58	85	83	74	3	76	67	69	3	2	-	0	94	174
					BG.BJ	*				**	**	**	**		
Over Medium	143	34	48	53	47	4	39	38	54	5	2	-	2	42	115
				BJ	BJ	*			BK.BQ	**	**	**	**	BS	
Over Hard	62	15	24	25	8	1	28	16	14	0	-	-	-	31	37
		AY	AY			*				**	**	**	**		
Hard Boiled	80	27	30	24	11	5	40	16	21	1	1	0	0	40	51
		AY				BG.BH*				**	**	**	**		
Poached	58	24	18	21	12	1	25	11	9	3	-	-	1	34	24
		BC				*				**	**	**	**	BL	
Don't know	29	12	2	7	2	1	20	4	2	1	3	-	-	20	8
		AZ.BC.BF				*	BH			**	**	**	**	BK.BL	
Not applicable - I don't eat eggs	63	18	18	26	15	3	19	19	13	1	1	0	1	26	45
						*				**	**	**	**		

screeners. Are you colorblind?

Unweighted base	1295	423	387	524	307	45	419	431	376	45	28	5	23	387	1085
<b>Base: All US Adults</b>	1295	361	414	444	295	29	527	342	333	24	15	2	10	568	868
Yes, I am	53	17	18	24	15	1	13	7	15	2	-	-	-	29	31
						*				**	**	**	**	BK	
No, I am not	1186	335	380	411	277	27	471	334	315	20	15	2	10	490	828
						*		BL.BQ	BQ	**	**	**	**	BS.BT	
Don't know	56	10	17	9	3	1	43	2	3	2	-	-	1	49	9
		BF*				BH*	BG.BH			**	**	**	**	BK.BL	

Cell Contents (C)

**RealTime  
Foods**

US\_nat\_int Sample: 27th - 28th August 2019



Total	Voting Registration		Colorblind?	
	No	Don't know	Yes	No
		BR*	*	

red\_q7. How do you MOST prefer to take your coffee?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
With a lot of milk, almost white	146	59	8	8	124
		BR	*	*	
With milk, very light tan	505	131	46	16	468
			BR*	*	
With light milk, brown	125	29	4	6	117
			*	*	
Black	267	43	13	14	248
			*	*	
Don't know	7	5	-	2	2
			*	BV*	
Not applicable - I don't drink coffee	246	77	13	7	228
			*	*	

red\_q8. How do you MOST prefer your eggs?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Scrambled	467	132	25	16	429
			*	*	
Sunny Side Up	157	42	12	12	145
			*	*	
Over Easy	236	52	9	4	227
			*	*	
Over Medium	143	24	4	4	136
			*	*	
Over Hard	62	21	4	4	57
			*	*	
Hard Boiled	80	25	3	4	68
			*	*	
Poached	58	25	9	3	53
		BR	BR*	*	
Don't know	29	15	6	6	18
		BR	BR*	BV*	
Not applicable - I don't eat eggs	63	7	11	1	54
			BS*	*	

screeners. Are you colorblind?

Unweighted base	1295	170	40	57	1197
<b>Base: All US Adults</b>	1295	343	84	53	1186
Yes, I am	53	19	4	53	-
			*	BV*	
No, I am not	1186	293	65	-	1186
			*	*	BU
Don't know	56	32	15	-	-
		BR	BR*	*	

Cell Contents (C)