



## **Sandwiches**

**Fieldwork Dates: 12th - 15th July 2019**

**Conducted by YouGov  
On behalf of YouGov RealTime**

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## **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 1223 adults. Fieldwork was undertaken between 12th - 15th July 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.

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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

To what extent do you like or dislike each of the following sandwiches? Please select one option on each row. If you have never heard of a sandwich, please select not applicable.

### Q1\_1. Pulled pork Sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	39%	42%	37%	26%	30%	42%	48%	39%	44%	-	30%	41%	45%	37%	44%
				**		D	D	*	**	**		J	J.M		P.Q
Somewhat like	26%	27%	25%	26%	26%	24%	24%	38%	-	-	31%	25%	24%	26%	26%
				**				D,E,F*	**	**		L			
Neither like nor dislike	12%	13%	11%	14%	14%	11%	10%	11%	-	-	13%	11%	12%	12%	10%
				**				*	**	**					
Somewhat dislike	7%	5%	8%	11%	9%	7%	5%	2%	-	-	5%	7%	7%	7%	6%
			A	**	F.G			*	**	**					
Really dislike	8%	6%	10%	7%	9%	7%	8%	6%	-	-	7%	7%	7%	11%	7%
			A	**				*	**	**					
Not applicable - I've never tried this sandwich	8%	7%	10%	16%	12%	9%	5%	5%	56%	-	14%	8%	6%	8%	7%
			**	F	F	F	F	*	**	**	L.M				
<b>Net: Like</b>	65%	69%	62%	52%	56%	66%	72%	77%	44%	-	62%	66%	68%	62%	70%
		B	**		D	D	D	D*	**	**					O.P.Q
<b>Net: Dislike</b>	14%	11%	18%	18%	18%	14%	13%	8%	-	-	12%	14%	14%	18%	13%
		A	**	F.G				*	**	**					

### Q1\_2. Turkey sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	42%	41%	44%	20%	33%	46%	50%	41%	100%	-	45%	40%	45%	38%	42%
				**		D	D	*	**	**					Q
Somewhat like	32%	34%	31%	35%	28%	32%	35%	42%	-	-	33%	30%	30%	37%	35%
			**			D	D	D*	**	**				L	P
Neither like nor dislike	13%	13%	12%	12%	19%	12%	8%	7%	-	-	9%	15%	14%	11%	11%
			**	E.F.G			*	*	**	**					
Somewhat dislike	6%	7%	5%	19%	9%	4%	3%	5%	-	-	6%	5%	6%	7%	5%
			**	E.F				*	**	**					
Really dislike	4%	3%	4%	4%	6%	3%	2%	1%	-	-	3%	5%	3%	4%	3%
			**	F				*	**	**					
Not applicable - I've never tried this sandwich	3%	3%	3%	11%	5%	3%	1%	5%	-	-	4%	5%	3%	3%	3%
			**	F	F	F	F	F*	**	**					
<b>Net: Like</b>	75%	75%	75%	55%	60%	78%	85%	82%	100%	-	78%	70%	75%	75%	77%
			**	D	D	D	D	D*	**	**	K				Q
<b>Net: Dislike</b>	9%	9%	9%	23%	15%	7%	6%	6%	-	-	9%	10%	9%	10%	9%
			**	E.F.G				*	**	**					

### Q1\_3. Ham sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	39%	39%	39%	31%	26%	41%	48%	43%	100%	-	36%	42%	44%	31%	39%
			**			D	D	D*	**	**		M	J.M		Q
Somewhat like	30%	32%	28%	14%	30%	32%	29%	37%	-	-	33%	28%	30%	32%	32%
			**					*	**	**					O
Neither like nor dislike	13%	15%	12%	26%	16%	14%	11%	11%	-	-	11%	13%	13%	16%	13%
			**	F				*	**	**					
Somewhat dislike	5%	4%	7%	14%	8%	4%	5%	1%	-	-	7%	5%	4%	7%	5%
		A	**	E.F.G				*	**	**					

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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

To what extent do you like or dislike each of the following sandwiches? Please select one option on each row. If you have never heard of a sandwich, please select not applicable.

### Q1\_1. Pulled pork Sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	39%	36%	30%	26% *	39%	38%	38%	48% S	45% AA	30% **	36% *	46% *	44% AA	34% AA	40% AA
Somewhat like	26%	23%	26%	29% *	27%	27%	26%	20%	26% AA	36% **	33% AA*	34% *	28% AA	20% AA	23% AA
Neither like nor dislike	12%	13%	14%	16% *	13%	10%	10%	12%	10% **	25% **	11% *	5% *	10% V.Z	15% V.Z	12% V.Z
Somewhat dislike	7%	5%	11% N	6% *	5%	7%	8%	8%	6% **	9% **	6% *	- *	6% *	8% *	7% *
Really dislike	8%	12% N	9%	9% *	7%	7%	11%	7%	7% **	- **	5% *	6% *	7% *	9% *	10% V.Z
Not applicable - I've never tried this sandwich	8%	11% N	11% N	13% N*	8%	10%	8%	5%	5% **	- **	8% *	9% *	5% *	14% V.Z	9% V.Z
<b>Net: Like</b>	65%	59%	56%	55% *	66%	65%	64%	68%	72% AA	66% **	69% AA*	80% AA*	72% AA	54% AA	63% AA
<b>Net: Dislike</b>	14%	17% N	20% N	15% *	12%	15%	19% R	15%	13% AA	9% **	12% *	6% *	13% AA	17% AC	16% AC

### Q1\_2. Turkey sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	42%	49%	44%	31% Q	43%	43%	41%	39%	44% Q	- **	40% *	36% *	43% *	42% *	46% *
Somewhat like	32%	27%	27%	33% *	31%	30%	35%	37%	35% **	78% **	26% *	31% *	34% *	29% *	26% *
Neither like nor dislike	13%	12%	18% N	15% *	14%	12%	10%	16%	10% **	13% **	21% V.Z*	7% *	12% *	15% *	16% *
Somewhat dislike	6%	7%	6%	7% *	5%	7%	8%	3%	6% **	- **	6% *	11% AC*	6% *	5% *	7% *
Really dislike	4%	3%	4%	5% *	3%	3%	4%	4%	3% **	9% **	2% *	3% *	3% *	3% *	5% *
Not applicable - I've never tried this sandwich	3%	2%	2%	9% N.O.P*	4% U	4% U	2%	0%	2% **	- **	5% *	12% V.Z.AB*	2% V	6% V.Z.AB	1% V.Z.AB
<b>Net: Like</b>	75%	76%	70%	64% *	75%	74%	76%	77%	79% X.Z.AA	78% **	67% *	67% *	77% X	71% X	72% X
<b>Net: Dislike</b>	9%	10%	10%	12% *	8%	10%	12%	7%	9% **	9% **	8% *	14% AC*	9% *	9% *	11% *

### Q1\_3. Ham sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	39%	40%	46%	21% Q	43%	37%	36%	34%	41% Q	20% **	34% *	45% *	40% *	36% *	36% *
Somewhat like	30%	23%	25%	36% O*	30%	30%	30%	35%	33% Y	39% **	36% Y*	11% *	32% Y	29% Y	30% Y
Neither like nor dislike	13%	18%	11%	17% *	14%	13%	13%	11%	12% **	11% **	13% *	18% *	12% *	15% *	15% *
Somewhat dislike	5%	3%	7%	6% *	5%	6%	6%	6%	5% **	12% **	7% *	18% V.Z.AA.AC*	6% V	4% *	9% AC

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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

To what extent do you like or dislike each of the following sandwiches? Please select one option on each row. If you have never heard of a sandwich, please select not applicable.

### Q1\_1. Pulled pork Sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	39%	35%	24%	18%	29%	36%	47%	42%	37%	35%	37%	42%	40%	39%	36%
		*	**	**	**		AG.AI.AJ	AG		*					
Somewhat like	26%	38%	23%	21%	25%	30%	28%	29%	23%	15%	25%	28%	30%	19%	25%
		AA.AB*	**	**	**	AJ.AK	AK	AJ.AK		*		AO	AO		
Neither like nor dislike	12%	17%	3%	11%	8%	15%	10%	12%	12%	10%	15%	10%	10%	12%	13%
		*	**	**	**	AH.AI		AH		*	AM.AN				
Somewhat dislike	7%	2%	16%	10%	8%	9%	4%	6%	7%	8%	7%	6%	7%	5%	8%
		*	**	**	**	AH.AI		AH	AH	*					
Really dislike	8%	4%	27%	-	9%	5%	6%	6%	10%	9%	7%	8%	8%	8%	8%
		*	**	**	**				AG.AI	*					
Not applicable - I've never tried this sandwich	8%	5%	6%	40%	22%	6%	5%	5%	11%	22%	9%	6%	5%	16%	10%
		*	**	**	**				AG.AH.AI	AG.AH.AI.AJ*	AN			AL.AMAN	
<b>Net: Like</b>	65%	72%	47%	39%	53%	66%	75%	71%	60%	51%	62%	70%	71%	58%	61%
		AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK		*		AL.AO	AL.AO		
<b>Net: Dislike</b>	14%	5%	44%	10%	17%	14%	10%	12%	17%	17%	14%	15%	15%	14%	16%
		*	**	**	**				AH.AI	*					

### Q1\_2. Turkey sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	42%	37%	43%	37%	38%	44%	49%	47%	37%	35%	44%	42%	42%	40%	44%
		*	**	**	**		AJ.AK	AJ		*					
Somewhat like	32%	48%	23%	11%	27%	30%	35%	33%	33%	21%	30%	37%	32%	29%	28%
		X.Z.AA.AB*	**	**	**		AK			*		AL.AO			
Neither like nor dislike	13%	9%	7%	11%	14%	15%	8%	11%	15%	14%	13%	11%	13%	14%	14%
		*	**	**	**	AH.AI		AH	AH.AI	*					
Somewhat dislike	6%	1%	20%	22%	-	6%	4%	5%	6%	14%	5%	4%	9%	5%	6%
		*	**	**	**					AG.AH.AI.AJ*			AM		
Really dislike	4%	2%	-	20%	12%	4%	2%	3%	4%	3%	3%	3%	3%	5%	4%
		*	**	**	**			AH	AH	*					
Not applicable - I've never tried this sandwich	3%	3%	7%	-	9%	2%	1%	2%	4%	14%	4%	2%	1%	7%	4%
		*	**	**	**				AH.AI	AG.AH.AI.AJ*	AN			AM.AN	
<b>Net: Like</b>	75%	85%	66%	48%	65%	74%	84%	80%	70%	56%	74%	80%	74%	69%	72%
		X.Y.AA.AB*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK	AK	*		AO			
<b>Net: Dislike</b>	9%	3%	20%	42%	12%	10%	6%	8%	11%	17%	9%	7%	13%	10%	10%
		*	**	**	**	AH		AH	AH	AH.AI*			AM		

### Q1\_3. Ham sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	39%	52%	42%	9%	33%	36%	48%	43%	33%	42%	41%	38%	37%	38%	38%
		X.AA.AB*	**	**	**		AG.AI.AJ	AG.AJ		*					
Somewhat like	30%	25%	26%	42%	18%	32%	33%	32%	29%	15%	29%	33%	32%	27%	29%
		*	**	**	**	AK	AK	AK	AK	*					
Neither like nor dislike	13%	18%	11%	-	15%	15%	10%	12%	15%	10%	14%	16%	12%	11%	15%
		*	**	**	**	AH.AI		AH	AH	*				AR	
Somewhat dislike	5%	1%	4%	9%	7%	7%	3%	5%	6%	8%	5%	6%	6%	5%	5%
		*	**	**	**	AH.AI		AH	AH	AH*					

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

To what extent do you like or dislike each of the following sandwiches? Please select one option on each row. If you have never heard of a sandwich, please select not applicable.

### Q1\_1. Pulled pork Sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	39%	40%	45%	19%
			AP	**
Somewhat like	26%	27%	25%	32%
				**
Neither like nor dislike	12%	12%	10%	11%
				**
Somewhat dislike	7%	7%	5%	-
				**
Really dislike	8%	8%	6%	10%
				**
Not applicable - I've never tried this sandwich	8%	7%	9%	28%
				**
<b>Net: Like</b>	65%	66%	70%	51%
			AP	**
<b>Net: Dislike</b>	14%	15%	12%	10%
				**

### Q1\_2. Turkey sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	42%	40%	46%	29%
			AP	**
Somewhat like	32%	35%	34%	26%
				**
Neither like nor dislike	13%	12%	11%	11%
				**
Somewhat dislike	6%	6%	3%	16%
				**
Really dislike	4%	3%	4%	9%
				**
Not applicable - I've never tried this sandwich	3%	3%	3%	9%
				**
<b>Net: Like</b>	75%	75%	79%	56%
				**
<b>Net: Dislike</b>	9%	10%	7%	25%
				**

### Q1\_3. Ham sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	39%	37%	45%	29%
			AQ	**
Somewhat like	30%	32%	30%	-
				**
Neither like nor dislike	13%	13%	10%	28%
				**
Somewhat dislike	5%	6%	5%	-
				**

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really dislike	7%	6%	9%	-	12%	5%	6%	6%	-	-	8%	7%	6%	10%	7%
				**	E.F			*	**	**				L	
Not applicable - I've never tried this sandwich	5%	4%	5%	14%	8%	4%	2%	2%	-	-	5%	6%	4%	5%	4%
				**	E.F			*	**	**					
Net: Like	69%	71%	67%	45%	56%	74%	77%	80%	100%	-	68%	69%	73%	63%	71%
				**		D	D	D*	**	**			M		Q
Net: Dislike	13%	10%	16%	14%	20%	9%	10%	7%	-	-	15%	12%	10%	17%	13%
			A	**	E.F.G			*	**	**	L			L	

### Q1\_4. Meatball sub

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
Base: All US adults	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	31%	36%	25%	21%	25%	33%	36%	23%	44%	-	38%	24%	33%	27%	32%
				**		D	D.G	*	**	**	K.M		K		
Somewhat like	26%	27%	24%	17%	21%	26%	28%	35%	-	-	27%	27%	24%	25%	26%
				**			D	D*	**	**					
Neither like nor dislike	18%	17%	19%	22%	20%	20%	16%	13%	-	-	13%	20%	18%	20%	17%
				**				*	**	**					
Somewhat dislike	7%	6%	8%	4%	9%	7%	6%	9%	-	-	7%	7%	8%	7%	7%
				**				*	**	**					
Really dislike	9%	6%	12%	16%	11%	6%	9%	6%	-	-	8%	9%	8%	10%	9%
			A	**				*	**	**					
Not applicable - I've never tried this sandwich	10%	8%	11%	20%	15%	8%	5%	13%	56%	-	6%	12%	9%	12%	8%
			A	**	E.F			F*	**	**	J		J		
Net: Like	56%	63%	50%	38%	46%	59%	64%	59%	44%	-	65%	52%	58%	52%	59%
			B	**		D	D	D*	**	**	K.M				
Net: Dislike	16%	12%	20%	20%	19%	13%	15%	15%	-	-	15%	16%	16%	17%	16%
			A	**	E			*	**	**					

### Q1\_5. Egg salad sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
Base: All US adults	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	31%	29%	33%	12%	20%	30%	42%	37%	56%	-	31%	31%	33%	29%	34%
				**		D	D.E	D*	**	**				Q	
Somewhat like	26%	26%	26%	26%	21%	27%	28%	41%	-	-	21%	28%	27%	29%	27%
				**			D	D.E.F*	**	**					
Neither like nor dislike	14%	15%	13%	24%	17%	17%	10%	8%	-	-	16%	11%	14%	15%	12%
				**	F.G	F		*	**	**					
Somewhat dislike	7%	9%	6%	10%	12%	6%	4%	6%	-	-	8%	9%	6%	9%	7%
				**	E.F			*	**	**					
Really dislike	12%	12%	13%	6%	14%	13%	11%	7%	44%	-	15%	13%	11%	10%	13%
				**				*	**	**					
Not applicable - I've never tried this sandwich	9%	9%	8%	21%	15%	8%	4%	1%	-	-	8%	8%	10%	8%	7%
				**	E.F.G	F.G		*	**	**					
Net: Like	58%	56%	59%	38%	41%	57%	70%	78%	56%	-	53%	58%	60%	58%	61%
				**		D	D.E	D.E*	**	**					O.P
Net: Dislike	20%	20%	19%	16%	26%	19%	16%	13%	44%	-	22%	23%	17%	19%	20%
				**	E.F.G			*	**	**					

### Q1\_6. Tuna sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
Base: All US adults	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	38%	36%	39%	30%	26%	39%	46%	49%	56%	-	37%	35%	41%	36%	37%
				**		D	D	D*	**	**					
Somewhat like	26%	26%	26%	21%	25%	27%	27%	30%	-	-	28%	26%	24%	30%	28%
				**				*	**	**					

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really dislike	7%	8%	7%	11% *	5%	7%	10% R	13% R	8% AC	19% **	6% AC*	5% *	7% AC	9% AC	5%
Not applicable - I've never tried this sandwich	5%	8% N	3%	10% N,P*	4%	7% R,U	5%	1%	2%	- **	4% *	3% *	3%	7% V,Z	5%
<b>Net: Like</b>	69%	63% Q	71% Q	57% *	72%	67%	66%	69%	73% Y,AA	59% **	70% *	56% *	72% Y,AA	65%	66%
<b>Net: Dislike</b>	13%	11%	14%	17% *	10%	13%	16% R	19% R	12% AC	31% **	13% AC*	23% AC*	13% AC	13% AC	14% AC

### Q1\_4. Meatball sub

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	31%	28%	25%	32% *	31%	29%	31%	32%	32%	24% **	25% *	25% *	30%	31%	34%
Somewhat like	26%	23%	28%	18% *	23%	27%	28%	26%	28% AA,AB	45% **	28% AB*	44% V,AA,AB*	29% AA,AB	21%	13%
Neither like nor dislike	18%	20%	20%	19% *	19%	16%	19%	17%	18%	21% **	22% *	8% *	19%	19%	18%
Somewhat dislike	7%	8%	8%	5% *	7%	7%	7%	9%	7%	- **	9% *	9% *	7%	6%	10%
Really dislike	9%	6%	9%	14% *	8%	10%	9%	9%	9%	9% **	9% *	- *	8%	10%	14% Y
Not applicable - I've never tried this sandwich	10%	15% N	10%	13% *	11% T	11% T	5%	7%	7% AA,AB	- **	7% *	14% *	7%	13% V,Z	11%
<b>Net: Like</b>	56%	51%	53%	50% *	55%	56%	59%	58%	59% AA,AB	70% **	52% *	69% AB*	59% AA,AB	52%	47%
<b>Net: Dislike</b>	16%	14%	17%	19% *	15%	17%	16%	18%	15%	9% **	18% *	9% *	15%	16%	24% V,Z

### Q1\_5. Egg salad sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	31%	29%	27%	23% *	33%	32%	28%	29%	39% X,Y,Z,AA	10% **	20% *	19% *	35% X,Y,AA	22%	36% X,AA
Somewhat like	26%	23%	24%	31% *	24%	25%	29%	35% R,S	25% R,S	58% **	31% *	33% *	27%	22%	28%
Neither like nor dislike	14%	18% N	18% N	15% *	16%	13%	13%	9%	13% AC	- **	14% *	15% *	13% AC	18% V,Z,AC	15% AC
Somewhat dislike	7%	9%	10%	6% *	7%	8%	7%	9%	6% AC	13% **	8% AC*	19% V,Z,AA,AC*	7%	9% AC	9% AC
Really dislike	12%	11%	10%	10% *	11%	11%	17% R,S	11%	11%	19% **	19% V,Y,Z,AB*	3% *	12%	14%	9%
Not applicable - I've never tried this sandwich	9%	11%	11%	14% N*	10% T	11% T	5%	6%	6%	- **	9% *	11% *	6%	16% V,Z,AB,AC	3%
<b>Net: Like</b>	58%	52%	51%	54% *	57%	57%	57%	64%	64% X,Z,AA	68% **	50% *	51% *	62% X,AA	43% AA	64% AA
<b>Net: Dislike</b>	20%	19%	20%	16% *	17%	19%	25% R	20%	17% R	32% **	27% V,Z,AC*	22% *	19% V	22% AC	18% AC

### Q1\_6. Tuna sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	38%	42% Q	43% Q	27% *	40% T	39% T	30%	40%	42% X,Z,AA	45% **	27% *	39% *	40% X,AA	32%	46% X,AA
Somewhat like	26%	21%	22%	35% O,P*	28%	23%	27%	30%	27%	19% **	25% *	27% *	27%	25%	24%



# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really dislike	7%	-	9%	22%	16%	7%	5%	6%	9%	13%	6%	6%	10%	10%	7%
Not applicable - I've never tried this sandwich	5%	4%	9%	19%	11%	3%	2%	2%	7%	12%	6%	1%	3%	9%	6%
<b>Net: Like</b>	69%	77%	67%	51%	51%	68%	81%	75%	AG.AH.AI	AG.AH.AI*	AM	70%	69%	AM.AN	67%
<b>Net: Dislike</b>	13%	1%	14%	30%	23%	14%	8%	10%	AG.AJ.AK	*	10%	12%	17%	15%	12%

### Q1\_4. Meatball sub

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	31%	29%	38%	9%	25%	29%	32%	30%	32%	24%	32%	35%	26%	29%	31%
Somewhat like	26%	34%	27%	41%	19%	26%	29%	28%	23%	25%	24%	23%	33%	22%	24%
Neither like nor dislike	18%	15%	7%	11%	19%	25%	15%	19%	16%	19%	19%	20%	15%	17%	22%
Somewhat dislike	7%	9%	6%	21%	8%	8%	8%	8%	7%	4%	7%	7%	10%	4%	8%
Really dislike	9%	5%	7%	-	3%	6%	10%	8%	10%	6%	8%	9%	10%	10%	7%
Not applicable - I've never tried this sandwich	10%	8%	15%	18%	25%	6%	7%	6%	12%	23%	11%	7%	5%	17%	9%
<b>Net: Like</b>	56%	63%	65%	50%	44%	55%	60%	58%	AG.AH.AI	AG.AH.AI.AJ*	AN	55%	58%	59%	51%
<b>Net: Dislike</b>	16%	14%	13%	21%	11%	14%	18%	16%	17%	10%	15%	16%	20%	14%	15%

### Q1\_5. Egg salad sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	31%	39%	17%	37%	22%	27%	39%	35%	27%	31%	34%	31%	29%	29%	32%
Somewhat like	26%	43%	34%	21%	19%	29%	31%	30%	22%	22%	24%	30%	28%	24%	24%
Neither like nor dislike	14%	4%	13%	11%	12%	15%	10%	13%	17%	8%	16%	11%	13%	16%	15%
Somewhat dislike	7%	1%	6%	20%	10%	7%	5%	6%	9%	11%	6%	9%	11%	3%	9%
Really dislike	12%	9%	21%	11%	9%	13%	10%	11%	14%	8%	10%	10%	16%	14%	11%
Not applicable - I've never tried this sandwich	9%	5%	9%	-	29%	9%	4%	5%	12%	20%	10%	8%	4%	14%	9%
<b>Net: Like</b>	58%	81%	51%	58%	41%	57%	70%	65%	AG.AH.AI	AG.AH.AI*	AN	58%	61%	57%	53%
<b>Net: Dislike</b>	20%	10%	28%	31%	19%	20%	16%	17%	AG.AJ.AK	AG.AJ	AL	17%	19%	27%	17%

### Q1\_6. Tuna sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	38%	45%	28%	9%	22%	30%	46%	40%	35%	36%	40%	39%	35%	35%	39%
Somewhat like	26%	35%	31%	11%	27%	30%	29%	29%	25%	16%	24%	28%	28%	27%	26%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Really dislike	7%	8%	6%	19%
				**
Not applicable - I've never tried this sandwich	5%	4%	5%	24%
				**
<b>Net: Like</b>	69%	69%	75%	29%
			AP	**
<b>Net: Dislike</b>	13%	14%	11%	19%
				**

### Q1\_4. Meatball sub

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	31%	29%	34%	27%
				**
Somewhat like	26%	26%	27%	18%
				**
Neither like nor dislike	18%	17%	15%	21%
				**
Somewhat dislike	7%	9%	4%	-
		AR		**
Really dislike	9%	10%	8%	9%
				**
Not applicable - I've never tried this sandwich	10%	9%	13%	25%
				**
<b>Net: Like</b>	56%	56%	60%	45%
				**
<b>Net: Dislike</b>	16%	19%	12%	9%
		AR		**

### Q1\_5. Egg salad sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	31%	30%	35%	18%
				**
Somewhat like	26%	27%	29%	18%
				**
Neither like nor dislike	14%	14%	12%	19%
				**
Somewhat dislike	7%	8%	3%	9%
		AR		**
Really dislike	12%	13%	12%	-
				**
Not applicable - I've never tried this sandwich	9%	8%	9%	35%
				**
<b>Net: Like</b>	58%	57%	64%	37%
				**
<b>Net: Dislike</b>	20%	21%	15%	9%
				**

### Q1\_6. Tuna sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	38%	37%	38%	20%
				**
Somewhat like	26%	26%	30%	8%
				**

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Neither like nor dislike	12%	13%	10%	11% **	17% E.F	9%	10%	8% *	- **	- **	12%	10%	12%	13%	12%
Somewhat dislike	7%	7%	6%	10% **	8% F.G	6%	6%	5% *	- **	- **	6%	9%	6%	6%	6%
Really dislike	12%	12%	13%	7% **	17% F.G	13%	9%	8% *	44% **	- **	11%	14%	13%	11%	13%
Not applicable - I've never tried this sandwich	5%	5%	5%	21% **	8% F.G	6% F.G	2%	- *	- **	- **	5%	7%	5%	5%	5%
<b>Net: Like</b>	64%	62%	66%	51% **	50% D	66% D	73% D	79% D.E*	56% **	- **	66%	60%	65%	66%	65%
<b>Net: Dislike</b>	19%	19%	19%	17% **	25% F.G	19%	15%	13% *	44% **	- **	17%	23%	18%	17%	19%

### Q1\_7. Club sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	40%	39%	41%	30% **	31% D	44% D	47% D	40% *	100% **	- **	37%	34%	47% J.K.M	37%	41% Q
Somewhat like	28%	30%	27%	10% **	23% E	30% D	31% D	43% D.E.F*	- **	- **	32% L	31% L	23% L	32% L	31% O.P
Neither like nor dislike	14%	15%	14%	28% **	18% F	13% F	12% F	10% *	- **	- **	13% L	12% L	16% L	14% L	13% L
Somewhat dislike	5%	4%	5%	7% **	8% E.F.G	3%	3%	- *	- **	- **	3% L	5% L	3% L	7% L	3% L
Really dislike	4%	4%	5%	4% **	7% F	4%	3%	2% *	- **	- **	5% L.M	8% L.M	3% L	3% L	4% L
Not applicable - I've never tried this sandwich	8%	8%	8%	20% **	13% E.F.G	6%	5%	5% *	- **	- **	9% L	11% L	7% L	7% L	8% L
<b>Net: Like</b>	68%	69%	68%	41% **	54% D	74% D	77% D	82% D*	100% **	- **	69% L	65% L	70% L	69% L	71% P.Q
<b>Net: Dislike</b>	9%	8%	10%	11% **	15% E.F.G	7% E.F.G	6% E.F.G	2% *	- **	- **	8% L	13% L	7% L	10% L	8% L

### Q1\_8. Bacon sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	43%	41%	45%	46% **	29% D	51% D	49% D	48% D*	44% **	- **	45% L	41% L	47% M	37% L	44% Q
Somewhat like	24%	25%	22%	14% **	23% E	21% E	25% E	28% *	56% **	- **	22% L	24% L	23% L	25% L	24% O
Neither like nor dislike	14%	15%	13%	4% **	18% F	15% F	11% F	11% *	- **	- **	10% L	12% L	17% J	13% L	13% L
Somewhat dislike	4%	5%	4%	8% **	7% E	2% E	4% E	3% *	- **	- **	6% L	4% L	3% L	7% L	4% L
Really dislike	6%	6%	7%	3% **	10% E.F.G	4% E.F.G	5% E.F.G	1% *	- **	- **	8% L	8% L	3% L	8% L	6% L
Not applicable - I've never tried this sandwich	9%	9%	10%	24% **	13% E.F	7% E.F	6% E.F	9% *	- **	- **	9% L	12% L	7% L	9% L	9% L
<b>Net: Like</b>	67%	66%	67%	60% **	53% D	72% D	74% D	76% D*	100% **	- **	67% L	65% L	70% M	63% L	68% Q
<b>Net: Dislike</b>	10%	10%	11%	12% **	17% E.F.G	7% E.F.G	9% E.F.G	4% *	- **	- **	14% L	12% L	6% L	15% L	10% L

### Q1\_9. Reuben sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Neither like nor dislike	12%	12%	13%	10% *	12%	13%	10%	11%	10%	22% **	17% *	11% *	11%	13%	11%
Somewhat dislike	7%	6%	8%	5% *	5%	6%	10% R	6%	7%	14% **	8% *	3% *	7%	6%	6%
Really dislike	12%	14%	8%	15% *	10%	12%	18% R	11%	12%	- **	17% AB*	11% *	12%	15%	8%
Not applicable - I've never tried this sandwich	5%	5%	6%	8% *	5%	7% U	5%	1%	2%	- **	6% V*	9% V.Z*	3% V	10% V.Z	5%
Net: Like	64%	63%	65%	62% *	68% T	62%	57% T	70% T	69% X.Z.AA	64% **	52% *	66% *	67% X.AA	56% X.AA	70% X.AA
Net: Dislike	19%	20%	16%	20% *	15%	19%	28% R.S.U	17%	19%	14% **	25% AB.AC*	13% *	19% AC	21% AC	14%

### Q1\_7. Club sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	40%	48% Q	41% Q	25% *	44% T	42%	34%	34%	43%	10% **	32% *	47% *	41%	38%	41%
Somewhat like	28%	21%	22%	31% *	27%	26%	29%	39% R.S	30% AA	44% **	27% *	33% *	30% AA	23%	30%
Neither like nor dislike	14%	14%	17%	20% N*	12%	15%	19% R	12%	13%	26% **	18% *	6% *	14%	18%	13%
Somewhat dislike	5%	5%	7%	8% N	4%	4%	7%	5%	3%	21% **	12% V.Z.AA.AB.AC*	3% *	5% V	4%	4%
Really dislike	4%	6%	4%	4% *	5%	4%	4%	5%	5%	- **	2% *	3% *	4%	5%	4%
Not applicable - I've never tried this sandwich	8%	7%	9%	12% *	8%	10%	7%	5%	6%	- **	8% *	9% *	6%	12% V.Z.AC	9%
Net: Like	68%	69% Q	63%	56% *	70%	68%	63%	73%	73% X.AA	54% **	59% *	80% X.AA*	71% X.AA	61%	71%
Net: Dislike	9%	10%	11%	12% *	9%	8%	11%	10%	8%	21% **	14% *	6% *	9%	9%	8%

### Q1\_8. Bacon sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	43%	51% Q	42% Q	25% *	51% S.T.U	39%	37%	32%	44%	20% **	44% *	41% *	43%	43%	41%
Somewhat like	24%	16%	23%	29% O*	19%	24%	27% R	32% R	26% AA	11% **	22% *	25% *	26%	20%	26%
Neither like nor dislike	14%	16%	16%	15% *	12%	16%	13%	15%	14%	39% **	19% *	20% *	15%	13%	13%
Somewhat dislike	4%	5%	4%	6% *	4%	4%	5%	5%	3%	10% **	7% *	5% *	4%	4%	4%
Really dislike	6%	4%	7%	9% *	6%	4%	8% S	8%	5%	12% **	2% *	- *	4%	8% V.Z	7%
Not applicable - I've never tried this sandwich	9%	8%	7%	16% N.O.P*	7%	12% R	8%	7%	8%	9% **	7% *	8% *	8%	12% V.Z	9%
Net: Like	67%	67% Q	65%	54% *	70% S	64%	65%	65%	70% AA	30% **	65% *	66% *	69% X.AA	63%	67%
Net: Dislike	10%	9%	12%	15% *	10%	8%	14% S	13%	8%	22% **	10% *	5% *	8%	12% V	11%

### Q1\_9. Reuben sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Neither like nor dislike	12%	8% *	10% **	31% **	22% **	13%	10%	11%	12%	15% *	12%	15% AN	9%	10%	14%
Somewhat dislike	7%	2% *	11% **	20% **	4% **	8%	5%	7%	6%	7% *	6%	5%	10% AM	6%	4%
Really dislike	12%	7% *	16% **	9% **	15% **	16% AH.AI	8%	11% AH	15% AH.AI	8% *	12%	11%	16%	10%	12%
Not applicable - I've never tried this sandwich	5%	4% *	3% **	21% **	11% **	2%	3%	2%	7% AG.AH.AI	18% AG.AH.AI.AJ*	6% AM	2%	2%	13% AL.AM.AN	5%
Net: Like	64%	80% X.Z.AA*	59% **	20% **	49% **	60%	75% AG.AI.AJ.AK	69% AG.AJ.AK	59% AG.AH.AI	52% *	65%	67%	63%	61%	65%
Net: Dislike	19%	8% *	28% **	29% **	19% **	24% AH.AI	13%	17% AH	21% AH	15% *	18%	16%	26% AL.AM.AO	16%	16%

### Q1\_7. Club sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	40%	48% *	36% **	9% **	40% **	41%	45% AJ	44% AJ	36%	33% *	44%	39%	38%	38%	38%
Somewhat like	28%	36% AA*	29% **	39% **	16% **	29%	33% AK	31% AK	27%	17% *	26%	32%	29%	26%	29%
Neither like nor dislike	14%	10% *	10% **	11% **	12% **	16%	12%	13%	16%	12% *	12%	18% AL.AO	16%	11%	15%
Somewhat dislike	5%	3% *	11% **	- **	7% **	4%	3%	3%	6% AH.AI	8% AH*	5%	3%	6%	3%	5%
Really dislike	4%	2% *	11% **	20% **	- **	5%	4%	4%	5% AG.AH.AI	3% *	5%	3%	6%	4%	4%
Not applicable - I've never tried this sandwich	8%	1% *	3% **	21% **	26% **	5%	4%	4%	11% AG.AH.AI	28% AG.AH.AI.AJ*	9%	5%	5%	17% AL.AM.AN	9%
Net: Like	68%	84% X.Z.AA*	65% **	48% **	55% **	70% AJ.AK	78% AG.AI.AJ.AK	75% AG.AJ.AK	63% AG.AH.AI	50% *	70%	70%	67%	64%	67%
Net: Dislike	9%	4% *	22% **	20% **	7% **	9%	6%	7% AH	10% AH	11% *	9%	7%	12% AM	7%	9%

### Q1\_8. Bacon sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	43%	56% *	43% **	9% **	34% **	42%	51% AG.AI.AJ	47% AG.AJ	39%	39% *	47% AN	44%	39%	39%	42%
Somewhat like	24%	21% *	17% **	30% **	15% **	25%	26%	26%	22%	16% *	21%	25%	29% AL.AO	20%	22%
Neither like nor dislike	14%	10% *	8% **	11% **	15% **	18% AH.AI	9%	13% AH	15% AH	13% *	15%	11%	15%	14%	16%
Somewhat dislike	4%	5% *	15% **	10% **	3% **	5%	4%	4%	4%	9% *	5%	5%	4%	3%	5% AR
Really dislike	6%	2% *	10% **	32% **	19% **	3%	4%	4%	8% AG.AH.AI	9% AG*	5%	6%	7%	8%	6%
Not applicable - I've never tried this sandwich	9%	5% *	8% **	9% **	13% **	6%	6%	6%	12% AG.AH.AI	14% AG.AH.AI*	8%	9%	6%	15% AL.AN	9%
Net: Like	67%	77% AA*	60% **	39% **	50% **	67%	77% AG.AI.AJ.AK	73% AG.AJ.AK	61% AG.AH.AI	54% *	68%	69%	68%	60%	64%
Net: Dislike	10%	8% *	24% **	42% **	22% **	8%	8%	8% AI	12% AI	18% AG.AH.AI*	10%	11%	11%	11%	11%

### Q1\_9. Reuben sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Neither like nor dislike	12%	10%	12%	27%
				**
Somewhat dislike	7%	8%	7%	-
		AP		**
Really dislike	12%	14%	9%	9%
				**
Not applicable - I've never tried this sandwich	5%	4%	6%	36%
				**
<b>Net: Like</b>	64%	63%	68%	28%
				**
<b>Net: Dislike</b>	19%	22%	15%	9%
		AP_AR		**

### Q1\_7. Club sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	40%	41%	44%	28%
				**
Somewhat like	28%	28%	29%	16%
				**
Neither like nor dislike	14%	15%	11%	20%
				**
Somewhat dislike	5%	4%	5%	9%
				**
Really dislike	4%	5%	2%	9%
				**
Not applicable - I've never tried this sandwich	8%	8%	9%	18%
				**
<b>Net: Like</b>	68%	68%	73%	44%
				**
<b>Net: Dislike</b>	9%	9%	8%	18%
				**

### Q1\_8. Bacon sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	43%	43%	47%	17%
				**
Somewhat like	24%	24%	24%	19%
				**
Neither like nor dislike	14%	13%	12%	46%
				**
Somewhat dislike	4%	5%	2%	-
		AR		**
Really dislike	6%	7%	5%	-
				**
Not applicable - I've never tried this sandwich	9%	9%	10%	18%
				**
<b>Net: Like</b>	67%	67%	72%	36%
			AP	**
<b>Net: Dislike</b>	10%	12%	7%	-
		AR		**

### Q1\_9. Reuben sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really like	28%	31% B	25%	19% **	18%	21%	37% D.E	51% D.E.F*	100% **	- **	24%	29%	30%	25%	32% O.P.Q
Somewhat like	20%	22%	18%	14% **	19%	25% G	20%	11% *	- **	- **	19%	21%	18%	23%	19%
Neither like nor dislike	14%	15%	14%	12% **	16% F	16%	11%	16% *	- **	- **	16%	13%	14%	16%	13%
Somewhat dislike	8%	8%	8%	7% **	10% G	6%	9% G	2% *	- **	- **	9%	8%	7%	8%	7%
Really dislike	12%	10%	14%	14% **	12%	12%	12%	8% *	- **	- **	11%	14%	11%	11%	14% P
Not applicable - I've never tried this sandwich	18%	15%	22%	34% **	25% F.G	20% F	11%	13% *	- **	- **	21%	16%	20%	17%	15%
<b>Net: Like</b>	48%	53% B	43%	33% **	37% **	46% D	56% D.E	62% D.E*	100% **	- **	43%	50%	48%	48%	51% P.Q
<b>Net: Dislike</b>	20%	18%	21%	20% **	21% G	19%	21% G	9% *	- **	- **	21%	22%	18%	19%	21%

### Q1\_10. Pastrami sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	25%	27% B	22%	17% **	16%	25% D	31% D	29% D*	44% **	- **	23%	20%	24%	30%	26% K
Somewhat like	22%	26% B	17%	29% **	17%	22%	25% D	22% *	56% **	- **	22%	17%	23%	23%	22%
Neither like nor dislike	17%	18%	15%	23% **	19% F	20% F	13%	12% *	- **	- **	16%	16%	16%	19%	14%
Somewhat dislike	9%	9%	10%	- **	13% E.F	5%	8%	10% *	- **	- **	11%	12% L	7%	9%	11% P
Really dislike	10%	7% A	14%	4% **	10%	11%	11%	12% *	- **	- **	12%	14% M	9%	8%	12% Q
Not applicable - I've never tried this sandwich	18%	13%	22%	27% **	25% E.F.G	16%	12%	14% *	- **	- **	16%	21% M	20% M	11%	16%
<b>Net: Like</b>	46%	53% B	40%	46% **	33% **	48% D	56% D.E	51% D*	100% **	- **	45%	37%	47% K	53% K	47%
<b>Net: Dislike</b>	20%	16% A	24%	4% **	23% E	16%	19%	23% *	- **	- **	23%	26% L.M	16%	17%	23% O.P.Q

### Q1\_11. Cuban sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	18%	20%	16%	12% **	18%	21%	18%	12% *	- **	- **	20%	13%	22% K	14% K.M	16%
Somewhat like	16%	18%	14%	20% **	16%	17%	17%	12% *	- **	- **	17%	15%	15%	19%	16%
Neither like nor dislike	15%	16%	13%	12% **	18% F	18% F	11%	10% *	- **	- **	14%	15%	16%	14%	14%
Somewhat dislike	7%	6%	7%	7% **	9%	5%	6%	6% *	- **	- **	8%	6%	6%	8%	6%
Really dislike	6%	4% A	8%	11% **	8%	5%	6%	7% *	- **	- **	6%	8%	6%	6%	7% Q
Not applicable - I've never tried this sandwich	38%	35%	41%	38% **	31% A	34%	43% D.E	54% D.E*	100% **	- **	36%	43%	36%	39%	42% O.P
<b>Net: Like</b>	34%	39% B	30%	32% **	34% **	38% G	35% G	24% *	- **	- **	37% K	28%	38% K	33%	31%
<b>Net: Dislike</b>	13%	10%	16%	17% **	17% **	10%	11%	12% *	- **	- **	14%	14%	11%	14%	13%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really like	28%	23%	22%	16% *	28%	26%	32%	25%	34% X.Y.Z.AA	20% **	23% *	16% *	31% AA	20%	29%
Somewhat like	20%	23%	20%	20% *	19%	19%	19%	29%	19% R.S.T	48% **	30% V.Z.AA.AB*	31% *	21% V	18%	18%
Neither like nor dislike	14%	18%	16%	20% N*	16% T	16% T	9%	12%	13%	13% **	18% *	12% *	14%	15%	15%
Somewhat dislike	8%	6%	12%	7% N	8%	8%	8%	8%	7%	10% **	3% *	11% *	7%	9%	12% X
Really dislike	12%	11%	5%	7% *	10%	10%	16% R	15%	12%	- **	9% *	5% *	11%	10%	10%
Not applicable - I've never tried this sandwich	18%	19%	25%	30% N	20% U	20% U	16%	11%	15% **	9% *	17% *	24% AC*	15%	28% V.X.Z.AB.AC	17%
Net: Like	48%	46%	41%	36% *	47%	45%	51%	54%	53% AA	68% **	53% AA*	47% *	53% AA	38%	47%
Net: Dislike	20%	17%	18%	14% *	17%	19%	24%	23%	19% AA	10% **	13% *	17% *	18%	19%	21%

### Q1\_10. Pastrami sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	25%	21%	25%	21% *	24%	24%	25%	29%	26% **	21% **	23% *	32% *	26%	20%	25%
Somewhat like	22%	18%	24%	21% *	19%	21%	24%	27%	22%	26% **	20% *	23% *	22%	21%	25%
Neither like nor dislike	17%	29% N.Q	21% N	15% *	21% S.T	15%	13%	13%	16% **	13% **	21% *	16% *	17%	18%	15%
Somewhat dislike	9%	6%	6%	8% *	7%	10%	10%	15% R	9%	19% **	5% *	15% *	9%	9%	5%
Really dislike	10%	7%	9%	4% *	10%	11%	13%	7% Y.AA	11% **	12% **	14% Y.AA*	- *	11% Y.AA	6%	19% V.Y.Z.AA.AC
Not applicable - I've never tried this sandwich	18%	19%	15%	30% N.P*	20% U	19% U	14%	9%	16% **	10% **	17% *	13% *	16% Y.AA	25% V.Z.AB.AC	10%
Net: Like	46%	38%	49%	43% *	43%	45%	49%	56% R.S	48% **	46% **	43% *	55% *	48%	41%	50%
Net: Dislike	20%	14%	14%	12% *	17%	20%	24% R	22%	20% **	31% **	19% *	15% *	20%	16%	25% AA

### Q1\_11. Cuban sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	18%	19%	28% N.O.Q	16% *	16%	18%	22%	16%	20% AA	29% **	23% *	23% *	21% AA	14%	14%
Somewhat like	16%	17%	18%	19% *	14%	17%	16%	25% R.S.T	17% **	28% **	18% *	14% *	17%	16%	17%
Neither like nor dislike	15%	21% N.P	12%	17% *	18% S.T	13%	11%	13%	14% **	11% **	19% *	10% *	14%	16%	14%
Somewhat dislike	7%	3%	10%	9% O	6%	6%	11% R.S	5%	6% **	- **	6% *	11% *	6%	5%	13% V.Z.AA
Really dislike	6%	10% P.Q	4%	1% *	5%	8%	7%	7%	5% **	10% **	6% *	9% *	6%	6%	6%
Not applicable - I've never tried this sandwich	38%	30%	28%	38% *	42% T	38%	32%	34%	38% **	22% **	28% *	33% *	36%	43% X	36%
Net: Like	34%	36%	47% N.O.Q	35% *	30%	35%	38% R	41% R	37% AA	56% **	41% *	38% *	38% AA	30%	31%
Net: Dislike	13%	13%	13%	10% *	10%	14%	18% R	12%	11% AA	10% **	13% *	20% *	12%	11%	19%



# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Really like	28%	35% AA*	22% **	9% **	18% **	21%	38% AG.AI.AJ.AK	31% AG.AJ	24%	24% *	27%	28%	28%	28%	28%
Somewhat like	20%	19% *	24% **	- **	17% **	22%	19%	20%	20%	18% *	17%	22% AO	27% AL.AO	13%	17%
Neither like nor dislike	14%	14% *	14% **	32% **	16% **	19% AI.AJ	14%	15%	13%	15% *	16%	14%	11%	16%	18% AQ
Somewhat dislike	8%	7% *	4% **	20% **	8% **	9%	6%	8%	8%	8% *	9%	7%	9%	7%	9% AR
Really dislike	12%	19% *	21% **	10% **	15% **	14% AK	12% AK	13% AK	11%	4% *	9%	13%	15% AL	10%	10%
Not applicable - I've never tried this sandwich	18%	6% *	15% **	30% **	27% **	16%	11%	13%	24% AG.AH.AI	31% AG.AH.AI*	22% AM.AN	16%	11%	26% AM.AN	17%
Net: Like	48%	54% AA*	47% **	9% **	35% **	43%	57% AG.AI.AJ.AK	51% AG.AJ	44%	42% *	45%	50%	55% AL.AO	40%	45%
Net: Dislike	20%	26% X*	25% **	30% **	23% **	22%	18%	20%	20%	12% *	18%	20%	23%	17%	19%

### Q1\_10. Pastrami sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	25%	38% V.X.Z.AA*	17% **	40% **	18% **	19%	28% AG.AI	25% AG	24%	26% *	24%	26%	27%	22%	25%
Somewhat like	22%	19% *	6% **	11% **	18% **	21% AK	24% AK	23% AK	21% AK	9% *	21%	21%	25%	20%	23%
Neither like nor dislike	17%	11% *	34% **	- **	12% **	22% AH.AI.AJ	16%	18%	16%	13% *	19% AO	16%	18%	12%	19%
Somewhat dislike	9%	14% X*	19% **	11% **	7% **	10%	8%	8%	10%	12% *	8%	11%	12%	7%	9% AR
Really dislike	10%	5% *	11% **	30% **	15% **	11%	11%	11%	10%	13% *	10%	9%	12%	11%	8%
Not applicable - I've never tried this sandwich	18%	12% *	12% **	9% **	30% **	17%	14%	15%	19% AH	28% AH.AI*	19% AN	18% AN	7% AN	28% AL.AM.AN	16%
Net: Like	46%	57% AA*	23% **	51% **	36% **	40%	51% AG.AI.AK	48% AG	45%	35% *	45%	46%	51%	42%	48%
Net: Dislike	20%	19% *	30% **	41% **	22% **	21%	18%	19%	20%	25% *	18%	20%	24% AL	18%	17%

### Q1\_11. Cuban sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	18%	20% *	13% **	- **	13% **	21%	17%	19%	17%	15% *	21% AO	19%	19%	13%	24% AQ.AR
Somewhat like	16%	11% *	18% **	10% **	18% **	15%	18%	17%	15%	27% AG.AI.AJ*	14%	15%	26% AL.AM.AO	11%	18%
Neither like nor dislike	15%	12% *	18% **	20% **	11% **	20% AH.AI.AJ	13%	16% AH	14%	10% *	18% AN	15%	11%	13%	16%
Somewhat dislike	7%	6% *	8% **	11% **	7% **	10% AH.AI	4%	7% AH	6%	9% *	5% AL	8%	7%	8%	6%
Really dislike	6%	8% *	23% **	20% **	4% **	6%	6%	6%	6%	8% *	6%	6%	8%	7%	6%
Not applicable - I've never tried this sandwich	38%	43% *	19% **	39% **	46% **	28%	42% AG.AI	36% AG	41% AG	30% *	41% AN	35% AN	29% AN	49% AM.AN	31%
Net: Like	34%	31% *	31% **	10% **	31% **	36%	35%	36%	32%	43% *	31%	36% AO	45% AL.AM.AO	24%	41% AQ.AR
Net: Dislike	13%	14% *	31% **	31% **	11% **	16%	10%	12%	13%	17% *	10%	14%	14%	15%	12%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Really like	28%	25%	34% AQ	45% **
Somewhat like	20%	23% AP,AR	17%	- **
Neither like nor dislike	14%	12%	13%	20% **
Somewhat dislike	8%	9%	4%	10% **
Really dislike	12%	13%	12%	9% **
Not applicable - I've never tried this sandwich	18%	18%	21%	16% **
<b>Net: Like</b>	48%	48%	50%	45% **
<b>Net: Dislike</b>	20%	21%	16%	19% **

### Q1\_10. Pastrami sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	25%	24%	26%	10% **
Somewhat like	22%	21%	20%	29% **
Neither like nor dislike	17%	15%	16%	37% **
Somewhat dislike	9%	11% AR	5%	7% **
Really dislike	10%	11%	11%	17% **
Not applicable - I've never tried this sandwich	18%	17%	23% AP,AQ	- **
<b>Net: Like</b>	46%	45%	46%	39% **
<b>Net: Dislike</b>	20%	23% AP,AR	16%	24% **

### Q1\_11. Cuban sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	18%	16%	15%	19% **
Somewhat like	16%	17%	13%	9% **
Neither like nor dislike	15%	14%	13%	37% **
Somewhat dislike	7%	8% AR	3%	- **
Really dislike	6%	6%	6%	26% **
Not applicable - I've never tried this sandwich	38%	38%	51% AP,AP,AQ	9% **
<b>Net: Like</b>	34%	33%	28%	28% **
<b>Net: Dislike</b>	13%	15%	9%	26% **

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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	**	E.F			*	**	**					

### Q1\_12. Crab cake sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	20%	22%	19%	26%	14%	19%	27%	22%	-	-	22%	15%	25%	16%	21%
				**			D.E	*	**	**	K		K.M		
Somewhat like	14%	16%	12%	6%	14%	14%	13%	21%	-	-	18%	13%	13%	15%	13%
				**				*	**	**					
Neither like nor dislike	13%	15%	11%	8%	17%	12%	10%	13%	-	-	12%	9%	15%	14%	11%
				**	E.F			*	**	**			K		
Somewhat dislike	6%	6%	6%	5%	6%	7%	6%	2%	-	-	8%	6%	4%	6%	6%
				**				*	**	**					
Really dislike	15%	13%	17%	11%	14%	16%	16%	15%	-	-	12%	18%	14%	17%	16%
				**				*	**	**		J			
Not applicable - I've never tried this sandwich	32%	28%	35%	45%	36%	33%	27%	27%	100%	-	29%	39%	29%	32%	32%
				**	F			*	**	**		J.L			
<b>Net: Like</b>	34%	38%	31%	32%	27%	33%	40%	43%	-	-	40%	28%	38%	31%	34%
				**			D	D*	**	**	K.M		K		
<b>Net: Dislike</b>	21%	19%	23%	15%	20%	22%	22%	17%	-	-	19%	24%	18%	23%	22%
				**				*	**	**					

### Q1\_13. Cheese and tomato sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	19%	19%	19%	22%	18%	18%	19%	26%	100%	-	22%	20%	18%	19%	20%
				**				*	**	**					
Somewhat like	19%	18%	20%	13%	17%	19%	21%	23%	-	-	23%	15%	21%	18%	19%
				**				*	**	**	K				
Neither like nor dislike	18%	19%	17%	34%	17%	17%	19%	18%	-	-	19%	14%	18%	21%	18%
				**				*	**	**			K		
Somewhat dislike	10%	12%	9%	-	12%	11%	9%	9%	-	-	9%	11%	11%	9%	10%
				**				*	**	**					
Really dislike	12%	12%	13%	4%	14%	13%	13%	6%	-	-	13%	13%	13%	11%	13%
				**				*	**	**					
Not applicable - I've never tried this sandwich	20%	20%	21%	27%	21%	23%	18%	19%	-	-	15%	27%	19%	21%	20%
				**				*	**	**		J.L			
<b>Net: Like</b>	39%	38%	39%	35%	35%	36%	40%	49%	100%	-	45%	35%	38%	37%	39%
				**				D*	**	**	K				
<b>Net: Dislike</b>	23%	24%	22%	4%	26%	24%	22%	15%	-	-	21%	24%	25%	20%	23%
				**	G			*	**	**					

### Q1\_14. Muffuletta sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	9%	10%	8%	17%	9%	9%	8%	9%	-	-	8%	7%	11%	8%	8%
				**				*	**	**					
Somewhat like	8%	9%	7%	8%	10%	8%	7%	3%	-	-	6%	7%	8%	10%	6%
				**	G			*	**	**					
Neither like nor dislike	10%	10%	9%	4%	15%	11%	6%	5%	56%	-	7%	10%	11%	10%	8%
				**	F.G	F		*	**	**					
Somewhat dislike	5%	5%	4%	5%	6%	5%	3%	5%	-	-	5%	4%	5%	5%	4%
				**				*	**	**					
Really dislike	6%	5%	8%	16%	8%	4%	7%	4%	-	-	7%	8%	5%	6%	6%
				**	E			*	**	**					
Not applicable - I've never tried this sandwich	62%	60%	64%	51%	53%	64%	68%	75%	44%	-	67%	63%	60%	61%	68%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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

### Q1\_12. Crab cake sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	20%	24%	16%	15%	18%	18%	24%	28%	24%	22%	21%	16%	23%	13%	21%
Somewhat like	14%	17%	16%	15%	12%	11%	16%	28%	16%	59%	10%	27%	16%	12%	9%
Neither like nor dislike	13%	14%	18%	16%	17%	13%	8%	7%	12%	-	18%	3%	13%	16%	10%
Somewhat dislike	6%	4%	7%	3%	5%	7%	8%	4%	5%	-	6%	9%	5%	5%	10%
Really dislike	15%	14%	13%	12%	14%	16%	17%	11%	16%	10%	15%	5%	16%	13%	14%
Not applicable - I've never tried this sandwich	32%	28%	30%	40%	34%	35%	27%	22%	27%	10%	30%	40%	27%	41%	36%
<b>Net: Like</b>	34%	41%	32%	30%	30%	29%	39%	56%	40%	80%	31%	43%	39%	25%	30%
<b>Net: Dislike</b>	21%	17%	20%	15%	19%	23%	25%	15%	21%	10%	21%	14%	21%	18%	24%

### Q1\_13. Cheese and tomato sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	19%	15%	21%	14%	22%	19%	18%	13%	21%	10%	18%	17%	20%	16%	19%
Somewhat like	19%	16%	21%	26%	17%	16%	23%	28%	21%	26%	12%	22%	20%	20%	20%
Neither like nor dislike	18%	19%	20%	13%	21%	17%	13%	20%	19%	35%	18%	18%	19%	14%	19%
Somewhat dislike	10%	11%	12%	12%	7%	12%	15%	12%	10%	21%	15%	12%	11%	10%	9%
Really dislike	12%	13%	9%	10%	10%	14%	14%	15%	12%	9%	13%	11%	12%	11%	12%
Not applicable - I've never tried this sandwich	20%	27%	17%	25%	23%	22%	17%	12%	17%	-	23%	19%	17%	28%	21%
<b>Net: Like</b>	39%	31%	42%	40%	40%	35%	40%	41%	42%	36%	31%	40%	40%	36%	39%
<b>Net: Dislike</b>	23%	24%	22%	22%	17%	26%	30%	27%	23%	30%	28%	23%	23%	21%	20%

### Q1\_14. Muffuletta sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	9%	13%	11%	10%	9%	7%	10%	14%	11%	37%	5%	6%	10%	6%	7%
Somewhat like	8%	9%	13%	11%	9%	6%	7%	12%	10%	-	7%	12%	10%	6%	8%
Neither like nor dislike	10%	12%	14%	14%	11%	11%	9%	6%	9%	11%	13%	-	9%	13%	6%
Somewhat dislike	5%	5%	6%	7%	3%	5%	8%	3%	5%	10%	4%	3%	5%	4%	5%
Really dislike	6%	9%	6%	5%	6%	7%	4%	9%	6%	-	8%	3%	6%	7%	5%
Not applicable - I've never tried this sandwich	62%	52%	51%	52%	63%	64%	61%	57%	60%	42%	63%	77%	61%	64%	70%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
	*	**	**	**	AH,AI		AH		*					

### Q1\_12. Crab cake sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	20%	26%	10%	29%	21%	21%	21%	21%	19%	22%	16%	22%	27%	18%	21%
		AA*	**	**	**					*		AL	AL,AO		
Somewhat like	14%	11%	21%	11%	8%	11%	15%	14%	14%	17%	14%	14%	20%	7%	16%
		*	**	**	**					*	AO	AO	AO		AR
Neither like nor dislike	13%	8%	11%	11%	19%	14%	13%	14%	12%	12%	13%	16%	8%	16%	15%
		*	**	**	**					*		AN		AN	AR
Somewhat dislike	6%	5%	18%	22%	4%	8%	6%	6%	5%	8%	5%	6%	7%	4%	5%
		*	**	**	**					*					
Really dislike	15%	19%	21%	19%	12%	16%	18%	17%	13%	9%	13%	13%	16%	20%	13%
		*	**	**	**					*				AL	
Not applicable - I've never tried this sandwich	32%	32%	19%	9%	36%	31%	27%	28%	37%	32%	38%	29%	22%	36%	30%
		*	**	**	**				AH,AI	*	AM,AN	AN		AN	
<b>Net: Like</b>	34%	36%	31%	40%	29%	32%	36%	35%	33%	40%	30%	36%	47%	25%	37%
		*	**	**	**					*		AO	AL,AM,AO		
<b>Net: Dislike</b>	21%	24%	39%	41%	16%	23%	24%	23%	19%	17%	19%	20%	23%	23%	18%
		*	**	**	**					*					

### Q1\_13. Cheese and tomato sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	19%	28%	15%	9%	18%	20%	21%	20%	17%	24%	22%	17%	19%	16%	24%
		AA*	**	**	**					*					AQ
Somewhat like	19%	17%	6%	11%	15%	20%	21%	21%	18%	13%	17%	23%	20%	16%	19%
		*	**	**	**					*		AO			
Neither like nor dislike	18%	22%	25%	11%	21%	17%	19%	18%	18%	18%	17%	19%	18%	19%	17%
		*	**	**	**					*					
Somewhat dislike	10%	7%	22%	11%	-	11%	9%	10%	11%	9%	9%	11%	14%	8%	10%
		*	**	**	**					*			AL		
Really dislike	12%	9%	23%	40%	20%	13%	12%	12%	13%	13%	13%	9%	15%	13%	12%
		*	**	**	**					*			AM		
Not applicable - I've never tried this sandwich	20%	17%	9%	19%	26%	20%	19%	19%	22%	24%	21%	20%	13%	28%	19%
		*	**	**	**					*	AN	AN		AM,AN	
<b>Net: Like</b>	39%	44%	22%	20%	33%	40%	42%	41%	35%	37%	40%	40%	40%	32%	42%
		*	**	**	**					*		AO			AQ
<b>Net: Dislike</b>	23%	16%	44%	51%	20%	23%	20%	22%	24%	22%	22%	21%	29%	21%	21%
		*	**	**	**					*			AL,AM		

### Q1\_14. Muffuletta sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	9%	10%	8%	-	18%	11%	7%	9%	7%	19%	8%	8%	13%	8%	9%
		*	**	**	**			AH		AH,AI,AJ*			AM		
Somewhat like	8%	3%	5%	21%	4%	9%	10%	9%	5%	10%	9%	8%	9%	4%	10%
		*	**	**	**			AJ	AJ	*	AO	AO	AO		AR
Neither like nor dislike	10%	9%	7%	11%	15%	13%	5%	9%	12%	9%	11%	10%	8%	11%	13%
		*	**	**	**	AH,AI		AH	AH	*					AQ
Somewhat dislike	5%	-	17%	11%	-	5%	4%	5%	3%	11%	3%	4%	8%	6%	6%
		*	**	**	**					AH,AJ*			AL	AL	AR
Really dislike	6%	9%	13%	-	13%	4%	7%	6%	7%	6%	7%	5%	7%	6%	5%
		*	**	**	**					*					
Not applicable - I've never tried this sandwich	62%	69%	50%	57%	50%	57%	67%	62%	65%	45%	62%	66%	56%	66%	57%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AR		**

### Q1\_12. Crab cake sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	20%	20%	21%	19%
				**
Somewhat like	14%	15%	8%	17%
		AR		**
Neither like nor dislike	13%	13%	9%	29%
				**
Somewhat dislike	6%	6%	7%	16%
				**
Really dislike	15%	17%	15%	-
				**
Not applicable - I've never tried this sandwich	32%	30%	40%	19%
			AP,AQ	**
<b>Net: Like</b>	34%	35%	29%	36%
				**
<b>Net: Dislike</b>	21%	22%	21%	16%
				**

### Q1\_13. Cheese and tomato sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	19%	15%	22%	28%
			AQ	**
Somewhat like	19%	20%	17%	10%
				**
Neither like nor dislike	18%	19%	17%	11%
				**
Somewhat dislike	10%	12%	6%	9%
		AR		**
Really dislike	12%	13%	12%	15%
				**
Not applicable - I've never tried this sandwich	20%	19%	25%	27%
				**
<b>Net: Like</b>	39%	36%	39%	38%
				**
<b>Net: Dislike</b>	23%	26%	18%	25%
		AR		**

### Q1\_14. Muffuletta sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	9%	10%	7%	10%
				**
Somewhat like	8%	8%	4%	9%
				**
Neither like nor dislike	10%	9%	8%	20%
				**
Somewhat dislike	5%	5%	2%	9%
				**
Really dislike	6%	7%	6%	7%
				**
Not applicable - I've never tried this sandwich	62%	62%	73%	45%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



Total	Gender		Generation							Region				White
	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	
	17%	19%	14%	**	19%	D	D	D*	**	**	14%	15%	19%	
<b>Net: Like</b>	B		**				*	**	**					14%
<b>Net: Dislike</b>	10%	12%	21%	14%	8%	10%	8%	-	-	12%	12%	10%	11%	10%
			**	E			*	**	**					

### Q1\_15. Cream cheese and cucumber sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	11%	9%	13%	32%	11%	13%	9%	12%	-	-	12%	9%	13%	11%	10%
			A	**		F		*	**	**					
Somewhat like	14%	12%	16%	12%	17%	12%	12%	17%	56%	-	14%	12%	14%	16%	15%
			A	**				*	**	**					
Neither like nor dislike	16%	16%	15%	18%	15%	16%	16%	16%	-	-	11%	15%	16%	18%	15%
			**	**				*	**	**				J	
Somewhat dislike	9%	11%	7%	-	11%	7%	9%	6%	-	-	11%	9%	7%	10%	8%
			B	**				*	**	**					
Really dislike	17%	19%	15%	11%	13%	15%	22%	18%	-	-	19%	16%	16%	17%	19%
			B	**			D.E	*	**	**				P	
Not applicable - I've never tried this sandwich	33%	32%	34%	27%	33%	37%	32%	31%	44%	-	32%	39%	34%	29%	33%
			**	**			*	*	**	**		M			
<b>Net: Like</b>	25%	21%	29%	44%	28%	25%	21%	29%	56%	-	26%	21%	26%	27%	25%
			A	**	F			*	**	**					
<b>Net: Dislike</b>	26%	30%	22%	11%	24%	22%	32%	24%	-	-	31%	25%	24%	27%	27%
			B	**			D.E	*	**	**					

### Q1\_16. Roast beef sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	45%	47%	43%	21%	28%	48%	56%	59%	100%	-	43%	44%	49%	38%	50%
			**	**	D	D.E	D*	**	**	**			M		O.P.Q
Somewhat like	26%	26%	27%	29%	25%	28%	26%	27%	-	-	26%	26%	26%	29%	26%
			**	**			*	*	**	**					
Neither like nor dislike	13%	14%	12%	20%	19%	11%	10%	10%	-	-	15%	10%	12%	17%	11%
			**	**	E.F.G		*	*	**	**				K	
Somewhat dislike	6%	5%	6%	14%	10%	3%	3%	3%	-	-	5%	7%	4%	7%	5%
			**	**	E.F			*	**	**					
Really dislike	5%	4%	7%	-	8%	5%	4%	-	-	-	4%	7%	4%	6%	4%
			**	**	F.G	G	*	*	**	**					
Not applicable - I've never tried this sandwich	5%	4%	6%	16%	9%	5%	1%	1%	-	-	7%	5%	4%	3%	3%
			**	**	E.F.G	F	*	*	**	**					
<b>Net: Like</b>	71%	73%	70%	50%	53%	76%	82%	86%	100%	-	69%	71%	75%	67%	76%
			**	**	D	D	D*	**	**	**			M		O.P.Q
<b>Net: Dislike</b>	11%	9%	12%	14%	18%	9%	7%	3%	-	-	9%	15%	8%	13%	9%
			**	**	E.F.G		*	*	**	**		L			

### Q1\_17. French dip sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	28%	27%	29%	17%	20%	30%	35%	29%	56%	-	20%	26%	28%	37%	31%
			**	**	D	D	*	**	**	**			J	J.K.L	O
Somewhat like	18%	19%	17%	8%	17%	19%	18%	23%	-	-	19%	21%	15%	20%	19%
			**	**			*	*	**	**					
Neither like nor dislike	17%	18%	15%	16%	23%	12%	16%	10%	44%	-	17%	16%	18%	15%	16%
			**	**	E.F.G		*	*	**	**					
Somewhat dislike	8%	8%	8%	18%	8%	8%	6%	9%	-	-	7%	9%	6%	11%	7%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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	
	17%	22%	23%	21%	17%	13%	17%	25%	21%	37%	12%	18%	20%	12%	V
Net: Like	N	N	N*				S	X.AA	**	*	*	X.AA		15%	
Net: Dislike	11%	13%	12%	12%	9%	12%	13%	12%	10%	10%	12%	6%	10%	11%	10%
			*						**	*	*				

### Q1\_15. Cream cheese and cucumber sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	11%	10%	17%	9%	12%	12%	12%	9%	11%	10%	9%	22%	11%	10%	10%
			N	*					**	*	*	AA*			
Somewhat like	14%	11%	12%	17%	10%	14%	17%	24%	16%	28%	15%	12%	16%	9%	16%
			*	*			R	R.S	AA	**	*	*	AA		AA
Neither like nor dislike	16%	16%	19%	16%	16%	17%	13%	13%	16%	21%	12%	19%	16%	15%	18%
			*	*					**	**	*	*			
Somewhat dislike	9%	6%	12%	12%	8%	6%	14%	13%	10%	11%	7%	8%	10%	8%	9%
			*	*			R.S	S	**	**	*	*			
Really dislike	17%	15%	12%	13%	17%	15%	20%	17%	19%	20%	15%	11%	18%	14%	15%
			*	*					**	**	*	*			
Not applicable - I've never tried this sandwich	33%	42%	29%	33%	37%	36%	25%	24%	28%	12%	41%	28%	30%	44%	31%
		N.P	*	T.U	T.U				**	V.Z*	*	*		V.Z.AB.AC	
Net: Like	25%	22%	28%	26%	22%	26%	29%	33%	27%	37%	24%	34%	27%	19%	26%
		*	*	*	*		R	R	AA	**	*	AA*	AA		
Net: Dislike	26%	21%	24%	25%	25%	21%	33%	30%	29%	31%	22%	19%	28%	22%	25%
			*	*			R.S		AA	**	*	*			

### Q1\_16. Roast beef sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	45%	39%	39%	26%	48%	43%	47%	36%	46%	30%	45%	45%	46%	41%	49%
		Q	Q	*	U				**	*	*	*			
Somewhat like	26%	23%	26%	33%	24%	27%	25%	35%	28%	35%	28%	36%	28%	24%	27%
			*	*			R		**	**	*	*			
Neither like nor dislike	13%	19%	16%	15%	14%	12%	14%	13%	14%	23%	12%	8%	14%	16%	9%
		N	*	*					AC	**	*	*		AC	
Somewhat dislike	6%	7%	5%	9%	5%	6%	6%	6%	4%	-	10%	3%	5%	4%	8%
		*	*	*					**	**	V.Z*	*			
Really dislike	5%	8%	7%	7%	5%	5%	4%	8%	5%	12%	1%	3%	5%	6%	6%
			*	*					**	**	*	*			
Not applicable - I've never tried this sandwich	5%	6%	7%	10%	5%	7%	3%	2%	3%	-	4%	5%	3%	10%	1%
			N	N*	U				**	*	*	*		V.Z.AB.AC	
Net: Like	71%	61%	65%	59%	72%	70%	72%	71%	74%	65%	72%	81%	74%	64%	76%
		*	*	*	*				AA	**	*	*	AA		AA
Net: Dislike	11%	15%	12%	16%	10%	12%	10%	14%	10%	12%	11%	6%	10%	10%	14%
		N	N*						**	**	*	*		AC	

### Q1\_17. French dip sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
Base: All US adults	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	28%	17%	27%	25%	26%	31%	31%	25%	31%	30%	25%	34%	30%	22%	29%
			O	*					AA	**	*	*	AA		
Somewhat like	18%	13%	13%	28%	14%	17%	22%	33%	20%	28%	22%	7%	20%	13%	19%
			N.O.P*	*			R	R.S.T	AA	**	Y.AA*	*	Y.AA		
Neither like nor dislike	17%	18%	18%	16%	17%	15%	20%	14%	16%	11%	19%	13%	16%	17%	16%
			*	*					**	**	*	*			
Somewhat dislike	8%	6%	15%	6%	8%	8%	6%	8%	7%	10%	12%	6%	7%	7%	8%



**YouGov RealTime**  
Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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.AI.AK	AG.AK	AG.AK	*	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban		
Net: Like	17%	13%	12%	21%	22%	20%	17%	19%	13%	29%	17%	AN	15%	22%	AN	12%	19%
Net: Dislike	11%	9%	30%	11%	13%	9%	11%	10%	17%	17%	9%	10%	15%	AM.AO	12%	11%	AR
		*	**	**	**	AJ	AJ	AH.AJ*	*	AL							

**Q1\_15. Cream cheese and cucumber sandwich**

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	11%	20%	8%	18%	20%	14%	11%	13%	9%	13%	12%	10%	12%	11%	14%
		V.Z.AA*	**	**	**					*					
Somewhat like	14%	16%	23%	11%	4%	17%	12%	14%	14%	17%	13%	12%	20%	10%	14%
		*	**	**	**					*			AL.AMAO		
Neither like nor dislike	16%	10%	14%	11%	16%	15%	17%	16%	14%	23%	17%	15%	14%	15%	15%
		*	**	**	**					AJ*					
Somewhat dislike	9%	7%	8%	20%	10%	7%	8%	8%	10%	8%	7%	10%	11%	8%	11%
		*	**	**	**					*					AR
Really dislike	17%	17%	20%	20%	19%	16%	20%	19%	16%	8%	14%	17%	22%	16%	14%
		*	**	**	**					*			AL		
Not applicable - I've never tried this sandwich	33%	30%	27%	21%	30%	31%	31%	30%	37%	31%	36%	35%	21%	41%	31%
		*	**	**	**				AH.AI	*	AN	AN		AN	
Net: Like	25%	37%	31%	28%	24%	31%	23%	27%	23%	30%	26%	23%	32%	20%	28%
		AA*	**	**	**	AH.AI.AJ	AH	AH	AH	*			AM.AO		
Net: Dislike	26%	23%	28%	40%	30%	23%	29%	27%	26%	15%	21%	27%	33%	24%	25%
		*	**	**	**		AK	AG		*			AL.AO		

**Q1\_16. Roast beef sandwich**

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	45%	60%	37%	18%	31%	41%	55%	49%	41%	38%	44%	51%	40%	44%	42%
		V.Z.AA*	**	**	**		AG.AI.AJ.AK	AG.AJ		*		AN			
Somewhat like	26%	31%	30%	11%	7%	31%	27%	29%	25%	17%	28%	25%	32%	18%	27%
		*	**	**	**	AJ.AK		AK		*	AO		AO		
Neither like nor dislike	13%	5%	14%	-	16%	15%	10%	12%	14%	17%	13%	13%	14%	14%	15%
		*	**	**	**			AH		*					
Somewhat dislike	6%	3%	10%	31%	17%	5%	4%	4%	7%	7%	5%	5%	7%	6%	5%
		*	**	**	**			AH.AI		*					
Really dislike	5%	-	7%	32%	11%	6%	3%	4%	6%	6%	5%	4%	6%	8%	5%
		*	**	**	**			AH	AH	*					
Not applicable - I've never tried this sandwich	5%	1%	2%	9%	18%	3%	1%	1%	8%	15%	5%	3%	2%	10%	5%
		*	**	**	**	AI			AG.AH.AI	AG.AH.AI.AJ*				AL.AMAN	
Net: Like	71%	91%	67%	29%	38%	72%	82%	78%	65%	55%	72%	76%	72%	62%	69%
		V.X.Z.AA.AB*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK		*	AO	AO	AO		
Net: Dislike	11%	3%	17%	63%	28%	10%	7%	9%	14%	13%	10%	9%	13%	14%	10%
		*	**	**	**				AH.AI	*					

**Q1\_17. French dip sandwich**

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	28%	36%	14%	29%	28%	26%	32%	30%	25%	31%	25%	32%	28%	29%	27%
		AA*	**	**	**		AJ	AG.AJ		*		AL			
Somewhat like	18%	22%	26%	22%	7%	20%	21%	21%	15%	14%	15%	19%	26%	13%	21%
		*	**	**	**		AJ	AJ		*			AL.AO		AR
Neither like nor dislike	17%	11%	21%	20%	32%	17%	13%	14%	20%	17%	20%	17%	15%	11%	18%
		*	**	**	**				AH.AI	*	AO				
Somewhat dislike	8%	13%	19%	-	3%	10%	9%	8%	7%	9%	8%	7%	10%	6%	7%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
				AP.AQ
Net: Like	17%	18%	11%	19%
		AR	**	**
Net: Dislike	11%	12%	7%	16%
			**	**

### Q1\_15. Cream cheese and cucumber sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	11%	10%	11%	19%
				**
Somewhat like	14%	14%	14%	26%
				**
Neither like nor dislike	16%	16%	14%	37%
				**
Somewhat dislike	9%	9%	5%	-
				**
Really dislike	17%	19%	16%	8%
		AP	**	**
Not applicable - I've never tried this sandwich	33%	32%	41%	10%
			AP.AQ	**
Net: Like	25%	24%	24%	45%
				**
Net: Dislike	26%	28%	21%	8%
		AR	**	**

### Q1\_16. Roast beef sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	45%	44%	52%	29%
			AP.AQ	**
Somewhat like	26%	28%	21%	8%
		AR	**	**
Neither like nor dislike	13%	12%	13%	35%
				**
Somewhat dislike	6%	6%	5%	9%
				**
Really dislike	5%	5%	4%	9%
				**
Not applicable - I've never tried this sandwich	5%	4%	4%	10%
				**
Net: Like	71%	72%	73%	37%
				**
Net: Dislike	11%	12%	9%	18%
				**

### Q1\_17. French dip sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	28%	29%	28%	27%
				**
Somewhat like	18%	18%	14%	10%
				**
Neither like nor dislike	17%	15%	16%	37%
				**
Somewhat dislike	8%	8%	7%	-

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
			**	8%	7%	6%	5%	**	**	4%	8%	9%	L	6%
Really dislike	7%	6%	7%	3%	8%	7%	6%	5%	**	**	**	**	**	**
Not applicable - I've never tried this sandwich	23%	22%	23%	38%	25%	24%	19%	24%	-	-	-	-	-	-
<b>Net: Like</b>	46%	46%	46%	26%	37%	48%	53%	53%	56%	-	-	-	-	-
<b>Net: Dislike</b>	14%	13%	15%	21%	16%	15%	13%	13%	-	-	-	-	-	-

### Q1\_18. Grilled cheese sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	54%	48%	60%	38%	45%	54%	64%	57%	100%	-	52%	54%	60%	47%	57%
Somewhat like	25%	28%	21%	29%	22%	26%	23%	37%	-	-	25%	25%	22%	28%	26%
Neither like nor dislike	11%	13%	10%	16%	14%	14%	8%	5%	-	-	11%	10%	10%	15%	10%
Somewhat dislike	4%	5%	2%	4%	8%	2%	1%	1%	-	-	3%	6%	3%	4%	3%
Really dislike	3%	3%	4%	6%	6%	2%	2%	-	-	-	5%	3%	3%	3%	3%
Not applicable - I've never tried this sandwich	3%	3%	3%	7%	5%	2%	1%	-	-	-	3%	3%	2%	4%	2%
<b>Net: Like</b>	79%	76%	81%	66%	67%	80%	87%	94%	100%	-	78%	79%	82%	75%	82%
<b>Net: Dislike</b>	7%	8%	6%	10%	14%	4%	3%	1%	-	-	8%	9%	6%	6%	6%

### Q1\_19. Peanut butter and jelly sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	39%	37%	40%	24%	29%	45%	42%	43%	100%	-	38%	37%	40%	38%	40%
Somewhat like	28%	29%	26%	39%	25%	23%	31%	33%	-	-	23%	31%	25%	31%	29%
Neither like nor dislike	13%	15%	12%	13%	19%	15%	10%	6%	-	-	13%	12%	16%	11%	12%
Somewhat dislike	8%	9%	7%	7%	10%	6%	7%	8%	-	-	8%	10%	7%	7%	7%
Really dislike	8%	6%	10%	7%	11%	7%	7%	8%	-	-	12%	7%	7%	8%	8%
Not applicable - I've never tried this sandwich	4%	4%	4%	10%	7%	3%	3%	2%	-	-	6%	4%	4%	4%	3%
<b>Net: Like</b>	66%	66%	66%	63%	54%	69%	73%	76%	100%	-	61%	68%	66%	69%	69%
<b>Net: Dislike</b>	16%	14%	18%	14%	21%	13%	14%	16%	-	-	20%	17%	14%	16%	15%

### Q1\_20. Grilled chicken sandwich

Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
Really like	42%	39%	45%	29%	37%	45%	45%	46%	100%	-	42%	42%	47%	36%	41%
Somewhat like	33%	36%	30%	30%	28%	34%	37%	33%	-	-	37%	33%	31%	32%	36%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
		Really dislike	7%	13% N.Q	N.O.Q 7% *	4% *	7%	6%	6%	8%	7%	** -	* 4%	* 3%	6%
Not applicable - I've never tried this sandwich	23%	33% N.P.Q	21% *	20% *	28% T.U	23% T.U	15%	12%	19%	21% **	19% *	38% V.X.Z.AC*	20%	33% V.X.Z.AB.AC	21%
<b>Net: Like</b>	46%	31%	40%	53% O.P*	39%	48%	52%	58%	51%	57% **	47% AA*	41% *	50% AA	35%	48% AA
<b>Net: Dislike</b>	14%	19% N	21% N.Q	10% *	15%	14%	12%	16%	14%	10% **	16% *	9% *	14%	14%	14%

### Q1\_18. Grilled cheese sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	54%	55% Q	51%	42% *	55%	55%	54%	51%	57%	20% **	49% *	66% *	56%	51%	59%
Somewhat like	25%	22%	20%	28% *	25%	24%	22%	32% T	27%	24% **	26% *	20% *	26%	22%	22%
Neither like nor dislike	11%	10%	18% N.O	12% *	12%	10%	13%	10%	11%	47% **	11% AC*	3% *	11% AC	16% V.Y.Z.AC	9%
Somewhat dislike	4%	6%	5%	5% *	3%	3%	6% R	3%	3%	9% **	5% *	6% *	3%	3%	4%
Really dislike	3%	4%	3%	7% N*	3%	4%	3%	3%	2%	- **	5% *	- *	3%	4%	3%
Not applicable - I've never tried this sandwich	3%	4%	3%	6% N*	3%	4%	2%	1%	1%	- **	5% V.Z*	6% V.Z*	1%	4% V.Z	2% V
<b>Net: Like</b>	79%	77%	71%	70% *	80%	78%	76%	83%	83% X.Z.AA	44% **	75% *	86% *	82% AA	73%	81%
<b>Net: Dislike</b>	7%	9%	8%	12% N*	6%	8%	9%	6%	6%	9% **	10% *	6% *	6%	7%	7%

### Q1\_19. Peanut butter and jelly sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	39%	46% P.Q	34% Q	22% *	42%	38%	35%	36%	41%	30% **	28% *	34% *	38% X	37% X	42%
Somewhat like	28%	22%	27%	25% *	29%	26%	27%	30%	29%	26% **	32% *	35% *	30%	25%	25%
Neither like nor dislike	13%	9%	19% N.O	19% O*	13%	15%	12%	13%	12%	- **	19% Z*	6% *	13%	15%	13%
Somewhat dislike	8%	8%	5%	18% N.O.P*	6%	7%	14% R.S.U	6%	8%	35% **	8% *	19% V.Z.AA*	9%	7%	8%
Really dislike	8%	11%	8%	9% *	6%	9%	9%	13% R	7%	- **	6% *	7% *	7%	10%	8%
Not applicable - I've never tried this sandwich	4%	5%	6%	7% *	5%	5%	4%	1%	2%	9% **	6% V*	- *	3%	6% V.Z	3%
<b>Net: Like</b>	66%	67% Q	62% Q	47% *	70% T	64%	61%	66%	70% AA	56% **	60% *	69% *	68%	62%	67%
<b>Net: Dislike</b>	16%	19%	14%	27% N.P*	12%	16%	23% R.S	19% R	15%	35% **	14% *	26% *	16%	17%	16%

### Q1\_20. Grilled chicken sandwich

Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	42%	47% Q	52% N.Q	32% *	45%	41%	41%	42%	43%	20% **	39% *	43% *	42%	44%	43%
Somewhat like	33%	27%	24%	33% *	33%	31%	33%	40%	35%	43% **	34% *	43% *	35%	30%	30%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



Total	Parent or guardian of any children					Income								
	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
	*	**	**	**	*	*	*	*	*	*	*	*	*	*
Really dislike	7%	6%	6%	-	7%	6%	7%	7%	5%	7%	6%	6%	9%	6%
Not applicable - I've never tried this sandwich	23%	12%	15%	29%	22%	19%	19%	27%	24%	26%	19%	15%	32%	20%
<b>Net: Like</b>	46%	59%	40%	50%	46%	53%	51%	40%	45%	40%	52%	54%	42%	48%
<b>Net: Dislike</b>	14%	19%	25%	-	11%	16%	15%	14%	14%	15%	12%	16%	15%	13%

### Q1\_18. Grilled cheese sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	54%	60%	48%	19%	39%	54%	65%	60%	49%	38%	56%	58%	49%	52%	54%
Somewhat like	25%	31%	20%	31%	16%	26%	24%	25%	25%	24%	22%	23%	33%	22%	24%
Neither like nor dislike	11%	2%	12%	-	16%	13%	7%	10%	14%	9%	12%	10%	11%	14%	12%
Somewhat dislike	4%	2%	7%	32%	7%	2%	2%	2%	5%	7%	4%	4%	5%	3%	5%
Really dislike	3%	2%	6%	-	11%	4%	2%	3%	4%	7%	4%	4%	2%	4%	3%
Not applicable - I've never tried this sandwich	3%	4%	7%	19%	11%	2%	1%	1%	3%	16%	3%	1%	1%	6%	3%
<b>Net: Like</b>	79%	91%	68%	49%	55%	79%	89%	85%	74%	62%	78%	82%	82%	74%	78%
<b>Net: Dislike</b>	7%	3%	14%	32%	18%	6%	3%	5%	9%	14%	7%	7%	7%	7%	

### Q1\_19. Peanut butter and jelly sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	39%	45%	32%	28%	35%	37%	44%	41%	36%	36%	41%	39%	33%	41%	39%
Somewhat like	28%	23%	26%	21%	21%	26%	32%	29%	27%	21%	24%	32%	30%	24%	22%
Neither like nor dislike	13%	11%	11%	21%	25%	19%	10%	13%	14%	10%	15%	13%	11%	13%	16%
Somewhat dislike	8%	8%	6%	11%	3%	9%	6%	8%	8%	11%	8%	7%	9%	8%	10%
Really dislike	8%	7%	18%	20%	3%	7%	6%	6%	11%	7%	7%	9%	13%	5%	7%
Not applicable - I've never tried this sandwich	4%	6%	7%	-	13%	3%	2%	3%	5%	14%	5%	1%	3%	8%	6%
<b>Net: Like</b>	66%	69%	58%	48%	56%	63%	76%	70%	62%	58%	65%	70%	63%	66%	61%
<b>Net: Dislike</b>	16%	14%	24%	31%	7%	15%	12%	14%	19%	18%	14%	16%	22%	13%	17%

### Q1\_20. Grilled chicken sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	42%	54%	37%	9%	22%	40%	50%	46%	40%	31%	43%	46%	36%	43%	43%
Somewhat like	33%	31%	27%	9%	35%	35%	34%	35%	31%	28%	32%	35%	38%	24%	31%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Really dislike	7%	7%	6%	7%
				**
Not applicable - I've never tried this sandwich	23%	22%	29%	19%
			AP_AQ	**
<b>Net: Like</b>	46%	47%	42%	37%
				**
<b>Net: Dislike</b>	14%	16%	12%	7%
				**

### Q1\_18. Grilled cheese sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	54%	52%	64%	20%
			AP_AQ	**
Somewhat like	25%	26%	23%	18%
				**
Neither like nor dislike	11%	13%	6%	19%
		AR		**
Somewhat dislike	4%	4%	3%	-
				**
Really dislike	3%	4%	2%	16%
				**
Not applicable - I've never tried this sandwich	3%	1%	3%	27%
				**
<b>Net: Like</b>	79%	78%	86%	38%
			AP_AQ	**
<b>Net: Dislike</b>	7%	7%	5%	16%
				**

### Q1\_19. Peanut butter and jelly sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	39%	38%	42%	20%
				**
Somewhat like	28%	31%	29%	9%
		AP		**
Neither like nor dislike	13%	12%	14%	11%
				**
Somewhat dislike	8%	8%	4%	34%
				**
Really dislike	8%	9%	7%	17%
				**
Not applicable - I've never tried this sandwich	4%	3%	5%	10%
				**
<b>Net: Like</b>	66%	68%	70%	29%
		AP	AP	**
<b>Net: Dislike</b>	16%	17%	11%	51%
		AR		**

### Q1\_20. Grilled chicken sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	42%	40%	49%	19%
			AQ	**
Somewhat like	33%	33%	34%	44%

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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	
Neither like nor dislike	13%	14%	11%	**	16%	13%	D	*	**	**	9%	12%	13%	17%	O.P	
				**	F			*	**	**				J	12%	
Somewhat dislike	5%	4%	5%	7%	7%	3%	4%	3%	-	-	6%	5%	4%	5%	5%	
				**	E.F			*	**	**						
Really dislike	3%	2%	4%	7%	5%	2%	2%	4%	-	-	1%	6%	2%	3%	3%	
				**	E.F			*	**	**				J.L		
Not applicable - I've never tried this sandwich	4%	4%	4%	14%	7%	4%	2%	4%	-	-	5%	3%	3%	7%	4%	
				**	F	F		*	**	**						
Net: Like	75%	75%	76%	59%	65%	78%	83%	78%	100%	-	78%	75%	78%	69%	77%	
				**		D	D	D*	**	**	M		M		Q	
Net: Dislike	8%	6%	9%	14%	12%	4%	5%	7%	-	-	8%	10%	6%	8%	7%	
				**	E.F			*	**	**	L					
<b>Q1_21. BLT sandwich</b>																
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780	
Base: All US adults	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785	
Really like	49%	47%	52%	25%	34%	47%	62%	70%	100%	-	49%	49%	52%	46%	55%	
				**		D	D.E	D.E*	**	**					P.Q	
Somewhat like	20%	22%	17%	16%	21%	22%	18%	15%	-	-	19%	20%	17%	23%	19%	
				**	B			*	**	**				L		
Neither like nor dislike	13%	14%	11%	15%	18%	15%	7%	5%	-	-	14%	12%	13%	12%	11%	
				**	F.G	F.G		*	**	**						
Somewhat dislike	5%	6%	5%	7%	8%	5%	3%	3%	-	-	5%	4%	5%	7%	4%	
				**	F			*	**	**						
Really dislike	6%	5%	8%	9%	7%	5%	8%	2%	-	-	6%	8%	5%	7%	6%	
				**	A			*	**	**						
Not applicable - I've never tried this sandwich	7%	7%	7%	27%	12%	6%	2%	6%	-	-	7%	7%	8%	6%	5%	
				**	E.F	F		*	**	**						
Net: Like	69%	69%	69%	41%	55%	70%	80%	84%	100%	-	68%	69%	69%	69%	73%	
				**		D	D.E	D.E*	**	**					O.P.Q	
Net: Dislike	12%	10%	13%	16%	15%	10%	11%	5%	-	-	11%	12%	10%	14%	11%	
				**	G			*	**	**						
<b>Q1_22. Lobster roll</b>																
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780	
Base: All US adults	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785	
Really like	22%	22%	22%	19%	18%	21%	26%	26%	-	-	32%	14%	23%	21%	21%	
				**		D		*	**	**	K.L.M		K	K		
Somewhat like	13%	15%	12%	7%	17%	13%	11%	13%	-	-	14%	10%	13%	17%	11%	
				**	F			*	**	**				K		
Neither like nor dislike	12%	14%	11%	18%	16%	11%	11%	6%	-	-	10%	13%	13%	12%	11%	
				**	F.G			*	**	**						
Somewhat dislike	5%	6%	4%	6%	5%	5%	6%	5%	-	-	4%	6%	5%	5%	6%	
				**				*	**	**						
Really dislike	14%	12%	15%	-	13%	14%	15%	12%	-	-	14%	14%	13%	13%	15%	
				**				*	**	**						
Not applicable - I've never tried this sandwich	34%	31%	36%	51%	31%	37%	31%	37%	100%	-	26%	41%	33%	33%	35%	
				**	A			*	**	**		J.L.M			P	
Net: Like	35%	38%	34%	26%	35%	33%	37%	40%	-	-	46%	25%	35%	38%	33%	
				**				*	**	**	K.L		K	K		
Net: Dislike	19%	18%	19%	6%	18%	18%	21%	17%	-	-	18%	21%	19%	18%	21%	
				**				*	**	**					O	

In your opinion, should each of the following items be considered a sandwich or should they not? Please select one option on each row.

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Neither like nor dislike	13%	15%	13%	17%	13%	13%	14%	9%	12%	37%	15%	8%	13%	13%	16%
Somewhat dislike	5%	3%	5%	7%	3%	5%	6%	6%	4%	-	6%	-	4%	3%	5%
Really dislike	3%	4%	3%	3%	2%	4%	4%	1%	3%	-	3%	3%	3%	3%	2%
Not applicable - I've never tried this sandwich	4%	4%	3%	9%	4%	7%	2%	2%	3%	-	3%	3%	3%	7%	5%
<b>Net: Like</b>	75%	74%	76%	65%	77%	71%	74%	82%	78%	63%	73%	86%	78%	74%	73%
<b>Net: Dislike</b>	8%	7%	8%	10%	6%	9%	10%	7%	7%	-	9%	3%	7%	6%	6%
<b>Q1_21. BLT sandwich</b>															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	49%	46%	43%	26%	53%	50%	42%	47%	55%	24%	42%	37%	52%	43%	46%
Somewhat like	20%	16%	20%	30%	17%	18%	22%	30%	18%	42%	29%	32%	21%	18%	24%
Neither like nor dislike	13%	15%	16%	13%	13%	12%	15%	5%	12%	25%	13%	8%	12%	16%	8%
Somewhat dislike	5%	6%	7%	8%	5%	5%	6%	5%	5%	-	4%	9%	5%	5%	8%
Really dislike	6%	7%	5%	7%	5%	5%	8%	10%	5%	9%	7%	-	5%	7%	10%
Not applicable - I've never tried this sandwich	7%	10%	8%	15%	6%	10%	6%	4%	5%	-	4%	15%	5%	12%	4%
<b>Net: Like</b>	69%	62%	63%	56%	70%	68%	65%	76%	74%	66%	71%	69%	73%	61%	70%
<b>Net: Dislike</b>	12%	13%	12%	15%	11%	10%	14%	15%	9%	9%	11%	9%	10%	11%	18%
<b>Q1_22. Lobster roll</b>															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
Really like	22%	24%	23%	23%	18%	22%	29%	27%	24%	46%	19%	28%	24%	18%	23%
Somewhat like	13%	17%	16%	18%	13%	13%	14%	15%	14%	22%	20%	19%	15%	11%	10%
Neither like nor dislike	12%	12%	18%	11%	14%	12%	8%	15%	13%	22%	15%	13%	13%	11%	14%
Somewhat dislike	5%	3%	6%	2%	4%	5%	9%	5%	6%	-	3%	3%	5%	5%	4%
Really dislike	14%	10%	11%	13%	13%	14%	16%	9%	13%	10%	16%	11%	13%	12%	13%
Not applicable - I've never tried this sandwich	34%	34%	25%	33%	39%	34%	24%	30%	31%	-	26%	26%	30%	43%	35%
<b>Net: Like</b>	35%	41%	40%	41%	31%	35%	43%	41%	38%	68%	39%	47%	39%	29%	33%
<b>Net: Dislike</b>	19%	13%	17%	15%	16%	19%	25%	14%	19%	10%	19%	14%	19%	17%	17%

In your opinion, should each of the following items be considered a sandwich or should they not? Please select one option on each row.



# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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		
		*	**	**	**					*	AO	AO	AO			
Neither like nor dislike	13%	6%	8%	20%	15%	14%	9%	10%	15%	18%	13%	AO	10%	14%	16%	13%
		*	**	**	**	AH.AI		AH	AH.AI	AH*					AM	AR
Somewhat dislike	5%	6%	10%	21%	19%	4%	3%	3%	6%	7%	5%	3%	6%	5%	5%	5%
		*	**	**	**				AH.AI	*						
Really dislike	3%	4%	3%	31%	-	4%	3%	3%	2%	4%	3%	3%	4%	3%	2%	2%
		*	**	**	**					*						
Not applicable - I've never tried this sandwich	4%	-	15%	11%	9%	3%	2%	2%	6%	13%	5%	3%	3%	8%	6%	6%
		*	**	**	**				AH.AI	AG.AH.AI.AJ*				AM.AN		
Net: Like	75%	85%	64%	18%	57%	75%	84%	80%	71%	59%	75%	81%	74%	67%	74%	74%
		*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK		*	AO	AL.AN.AO				
Net: Dislike	8%	10%	14%	52%	19%	8%	5%	7%	8%	11%	7%	6%	10%	9%	7%	7%
		*	**	**	**					*						

### Q1\_21. BLT sandwich

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	49%	71%	27%	29%	40%	44%	64%	57%	42%	37%	52%	50%	47%	47%	46%
		V.X.Y.Z.AA.AB*	**	**	**		AG.AI.AJ.AK	AG.AJ.AK		*					
Somewhat like	20%	12%	17%	20%	7%	23%	17%	19%	21%	14%	17%	22%	22%	18%	19%
		*	**	**	**	AH.AI				*					
Neither like nor dislike	13%	10%	16%	-	11%	18%	8%	12%	14%	11%	16%	11%	13%	9%	15%
		*	**	**	**	AH.AI		AH	AH	*	AO				
Somewhat dislike	5%	1%	21%	11%	3%	7%	3%	5%	6%	7%	4%	6%	7%	4%	6%
		*	**	**	**	AH		AH	AH	*			AL		
Really dislike	6%	3%	14%	10%	23%	4%	6%	5%	8%	8%	6%	5%	7%	8%	6%
		*	**	**	**					*					
Not applicable - I've never tried this sandwich	7%	3%	5%	30%	15%	4%	2%	3%	10%	22%	6%	6%	4%	15%	8%
		*	**	**	**			AH	AG.AH.AI	AG.AH.AI.AJ*				AL.AM.AN	
Net: Like	69%	83%	45%	49%	48%	67%	81%	75%	63%	52%	69%	72%	69%	65%	65%
		AA*	**	**	**	AK	AG.AI.AJ.AK	AG.AJ.AK		*					
Net: Dislike	12%	4%	35%	21%	26%	11%	8%	10%	13%	15%	10%	12%	14%	12%	12%
		*	**	**	**				AH	*					

### Q1\_22. Lobster roll

Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
Base: All US adults	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
Really like	22%	28%	21%	18%	13%	22%	22%	22%	23%	17%	18%	24%	29%	19%	22%
		*	**	**	**					*			AL.AO		
Somewhat like	13%	11%	15%	32%	11%	15%	12%	13%	13%	13%	11%	14%	18%	9%	16%
		*	**	**	**					*			AL.AO		AR
Neither like nor dislike	12%	2%	11%	21%	23%	14%	12%	13%	10%	25%	14%	12%	10%	13%	15%
		*	**	**	**					AG.AH.AI.AJ*					
Somewhat dislike	5%	7%	4%	11%	-	4%	5%	5%	5%	5%	3%	5%	8%	5%	4%
		*	**	**	**					*			AL		
Really dislike	14%	16%	26%	19%	17%	15%	15%	15%	13%	8%	14%	11%	15%	15%	13%
		*	**	**	**					*					
Not applicable - I've never tried this sandwich	34%	36%	24%	-	37%	30%	34%	32%	36%	32%	39%	34%	20%	39%	30%
		*	**	**	**					*	AN	AN		AN	
Net: Like	35%	39%	36%	49%	23%	37%	34%	36%	36%	29%	30%	38%	47%	28%	38%
		*	**	**	**					*		AL.AO	AL.AM.AO		
Net: Dislike	19%	23%	30%	30%	17%	19%	20%	20%	18%	14%	18%	16%	23%	20%	17%
		*	**	**	**					*			AM		

In your opinion, should each of the following items be considered a sandwich or should they not? Please select one option on each row.

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Neither like nor dislike	13%	15%	7%	11%
		AR		**
Somewhat dislike	5%	5%	4%	7%
				**
Really dislike	3%	4%	1%	9%
		AR		**
Not applicable - I've never tried this sandwich	4%	4%	4%	10%
				**
<b>Net: Like</b>	75%	73%	84%	64%
			AP_AQ	**
<b>Net: Dislike</b>	8%	9%	5%	16%
				**

### Q1\_21. BLT sandwich

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	49%	50%	55%	27%
			AP	**
Somewhat like	20%	20%	18%	45%
				**
Neither like nor dislike	13%	12%	10%	11%
				**
Somewhat dislike	5%	6%	4%	-
				**
Really dislike	6%	6%	6%	9%
				**
Not applicable - I've never tried this sandwich	7%	6%	6%	9%
				**
<b>Net: Like</b>	69%	70%	74%	72%
			AP	**
<b>Net: Dislike</b>	12%	12%	10%	9%
				**

### Q1\_22. Lobster roll

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
Really like	22%	23%	21%	27%
				**
Somewhat like	13%	13%	10%	18%
				**
Neither like nor dislike	12%	11%	11%	20%
				**
Somewhat dislike	5%	6%	3%	9%
		AR		**
Really dislike	14%	15%	12%	7%
				**
Not applicable - I've never tried this sandwich	34%	32%	44%	19%
			AP_AQ	**
<b>Net: Like</b>	35%	35%	31%	45%
				**
<b>Net: Dislike</b>	19%	21%	15%	16%
		AR		**

In your opinion, should each of the following items be considered a sandwich or should they not? Please select one option on each row.

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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	
<b>Q2_1. Hamburger</b>															
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
This should be considered a sandwich	60%	63%	58%	47%	51%	59%	66%	78%	100%	-	63%	58%	63%	54%	62%
			**	**	D	D	D.E.F*	**	**	**			M		P
This should not be considered a sandwich	32%	30%	34%	46%	36%	31%	31%	17%	-	-	29%	34%	29%	36%	31%
			**	**	G	G	G	*	**	**				L	
Don't know	8%	8%	9%	7%	13%	10%	3%	6%	-	-	8%	8%	8%	9%	7%
			**	**	F	F	F	*	**	**					
<b>Q2_2. Hot dog</b>															
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
This should be considered a sandwich	34%	38%	31%	22%	26%	25%	43%	59%	100%	-	38%	34%	35%	30%	36%
			B	**	**	**	D.E	D.E.F*	**	**	M				P
This should not be considered a sandwich	57%	53%	60%	65%	63%	63%	51%	36%	-	-	53%	56%	57%	60%	57%
			A	**	**	F.G	F.G	G	*	**	**	**	**	**	**
Don't know	9%	9%	9%	13%	11%	11%	7%	4%	-	-	9%	10%	8%	10%	7%
			**	**	F	F	F	*	**	**	**	**	**	**	**
<b>Q2_3. Taco</b>															
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
This should be considered a sandwich	15%	20%	11%	22%	20%	13%	12%	16%	-	-	20%	17%	15%	12%	13%
			B	**	**	E.F	*	*	**	**	M				
This should not be considered a sandwich	75%	69%	80%	61%	69%	76%	81%	72%	100%	-	68%	73%	76%	78%	78%
			A	**	**	D	D	*	**	**	J		J	J	O.P
Don't know	10%	10%	9%	17%	11%	11%	7%	12%	-	-	12%	10%	9%	10%	9%
			**	**	**	**	**	*	**	**	**	**	**	**	**
<b>Q2_4. Sloppy Joe</b>															
Unweighted base	1223	576	647	26	408	294	413	80	2	-	241	262	454	266	780
<b>Base: All US adults</b>	1223	595	628	27	389	287	425	94	2	-	218	257	460	288	785
This should be considered a sandwich	62%	62%	62%	49%	55%	62%	68%	71%	100%	-	61%	67%	65%	55%	67%
			**	**	**	**	D	D*	**	**	M		M		P.Q
This should not be considered a sandwich	26%	27%	25%	34%	27%	26%	27%	19%	-	-	26%	23%	23%	34%	25%
			**	**	**	**	*	*	**	**				J.K.L	
Don't know	12%	11%	13%	17%	18%	12%	5%	11%	-	-	13%	10%	12%	11%	8%
			**	**	F	F	F	*	**	**	**	**	**	**	**

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, Minimum Base: 30 (\*\*), S)

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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
Q2_1. Hamburger															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
This should be considered a sandwich	60%	67% P	50%	54% *	61%	59%	56%	63%	60%	77% **	68% AA*	74% AA*	62%	56%	62%
This should not be considered a sandwich	32%	25% O	37%	36% *	30%	30%	38% R.S	34%	33%	23% **	25% *	26% *	32%	33%	32%
Don't know	8%	8%	13% N	10% *	9% U	11% T.U	6%	3%	7%	- **	7% *	- *	6%	11% V.Y.Z	6%
Q2_2. Hot dog															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
This should be considered a sandwich	34%	43% P	22%	31% *	36% S	29%	36%	39%	37% Z.AA	23% **	26% *	26% *	35% AA	27%	43% X.AA
This should not be considered a sandwich	57%	48% O	64%	55% *	53%	61% R	59%	55%	56%	77% **	69% V.Z.AB.AC*	65% *	58% V.AC	61% AB.AC	49%
Don't know	9%	9%	15% N	13% N*	11% T	9% T.U	5%	6%	7%	- **	5% *	9% *	7% V.Z	12% V.Z	8%
Q2_3. Taco															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
This should be considered a sandwich	15%	23% N	20% N	17% *	19% S.U	14%	14%	10%	15%	39% **	14% *	14% *	15%	14%	17%
This should not be considered a sandwich	75%	67% O	66%	74% *	69% R	75% R	80% R	85% R.S	77%	61% **	82% *	83% *	78%	72%	73%
Don't know	10%	10%	13% N	10% *	12% T.U	11% T.U	6%	5%	8%	- **	4% *	3% *	7% V.X.Z	14% V.X.Z	11%
Q2_4. Sloppy Joe															
Unweighted base	1223	156	187	100	498	384	217	124	532	9	93	34	668	309	118
<b>Base: All US adults</b>	1223	147	191	100	493	379	223	129	545	9	88	32	674	302	117
This should be considered a sandwich	62%	71% P.Q	44%	50% *	64% O*	63%	57%	64%	62%	79% **	72% AA*	62% *	63%	60%	69%
This should not be considered a sandwich	26%	18% N.O	33% N.O	34% O*	25% O*	23%	31% S	30%	28%	21% **	20% *	24% *	26%	27%	23%
Don't know	12%	11%	23% N.O	17% N*	11% U	14% U	11% U	6%	10%	- **	8% *	14% *	10%	14%	8%

Cell Contents (Csmall Base: 100 (\*))

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 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	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
This should be considered a sandwich	60%	68%	52%	20%	51%	57%	65%	62%	60%	45%	61%	59%	61%	58%	61%
This should not be considered a sandwich	32%	23%	35%	50%	33%	33%	30%	32%	31%	35%	32%	35%	31%	27%	27%
Don't know	8%	9%	13%	31%	16%	10%	5%	7%	9%	20%	8%	6%	8%	14%	12%
		*	**	**	**	AH.AI		AH	AH	AG.AH.AI.AJ*				AL.AM.AN	AQ.AR
Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
This should be considered a sandwich	34%	47%	29%	43%	33%	29%	43%	38%	31%	32%	34%	32%	38%	34%	35%
This should not be considered a sandwich	57%	45%	52%	28%	50%	61%	52%	55%	59%	51%	57%	61%	56%	50%	53%
Don't know	9%	9%	19%	29%	17%	10%	5%	7%	11%	17%	9%	7%	7%	16%	13%
		*	**	**	**	AH.AI		AH	AH.AI	AH.AI*				AL.AM.AN	AQ.AR
Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
This should be considered a sandwich	15%	15%	17%	31%	34%	22%	14%	17%	13%	23%	18%	17%	15%	8%	22%
This should not be considered a sandwich	75%	76%	66%	26%	57%	70%	81%	76%	75%	57%	72%	76%	77%	75%	67%
Don't know	10%	9%	17%	42%	9%	8%	5%	7%	13%	20%	10%	7%	8%	17%	12%
		*	**	**	**	AH.AI.AJ		AH.AJ		AJ*	AO	AO	AO		AQ.AR
Unweighted base	1223	61	30	10	27	283	411	653	506	68	428	324	263	208	366
<b>Base: All US adults</b>	1223	66	28	10	26	273	420	653	505	69	423	324	271	205	368
This should be considered a sandwich	62%	65%	56%	40%	45%	61%	68%	64%	63%	41%	63%	62%	66%	57%	62%
This should not be considered a sandwich	26%	26%	25%	20%	34%	26%	27%	27%	24%	30%	27%	29%	23%	25%	23%
Don't know	12%	9%	19%	40%	21%	13%	5%	9%	13%	29%	10%	9%	11%	18%	15%
		*	**	**	**	AH.AI		AH	AH.AI	AG.AH.AI.AJ*				AL.AM.AN	AQ.AR

Cell Contents (C)

# YouGov RealTime

## Sandwiches

US\_nat\_internal Sample: 12th - 15th July 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other

### Q2\_1. Hamburger

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
This should be considered a sandwich	60%	58%	65%	64%
				**
This should not be considered a sandwich	32%	36%	29%	10%
		AP		**
Don't know	8%	7%	6%	26%
				**

### Q2\_2. Hot dog

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
This should be considered a sandwich	34%	33%	37%	19%
				**
This should not be considered a sandwich	57%	59%	56%	45%
		AP		**
Don't know	9%	7%	7%	36%
				**

### Q2\_3. Taco

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
This should be considered a sandwich	15%	13%	11%	44%
				**
This should not be considered a sandwich	75%	78%	80%	36%
		AP	AP	**
Don't know	10%	9%	8%	20%
				**

### Q2\_4. Sloppy Joe

Unweighted base	1223	609	237	11
<b>Base: All US adults</b>	1223	612	233	11
This should be considered a sandwich	62%	60%	70%	36%
			AQ	**
This should not be considered a sandwich	26%	29%	23%	36%
		AP		**
Don't know	12%	11%	7%	28%
				**

Cell Contents (C: