# YouGov <br> What the world thinks 

## Sandwiches

Fieldwork Dates: 12th - 15th July 2019

Conducted by YouGov
On behalf of YouGov RealTime
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## YouGo <br> What the world tt

## 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 cove.
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
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 +1888.729 .0773 or email omnibus. us@yougov com quoting the survey details

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

YouGov is a member of the British Polling Council
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.

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| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 | $\begin{gathered} \text { Millennial } \\ (1982-1999) \end{gathered}$ | $\begin{gathered} \text { Gen X (1965- } \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  | A | B | c | D | E | F | G | H | 1 | J | к | 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. <br> Q1_1. Pulled pork 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 | 39\% | 42\% | 37\% | 26\% | 30\% | $\begin{gathered} 42 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 48 \% \\ \mathrm{D} \end{gathered}$ | 39\% | $44 \%$ | $\div$ | 30\% | $\begin{gathered} 41 \% \\ j \end{gathered}$ | $\begin{gathered} 45 \% \\ \text { J.M } \end{gathered}$ | 37\% | $\begin{aligned} & 44 \% \\ & \text { P.Q } \end{aligned}$ |
| Somewhat like | 26\% | 27\% | 25\% | $26 \%$ | 26\% | 24\% | 24\% | $\begin{aligned} & 38 \% \\ & \text { D.E.F* } \end{aligned}$ | $\div$ | $\div$ | $\underset{\mathrm{L}}{31 \%}$ | 25\% | 24\% | 26\% | 26\% |
| Neither like nor disilike | 12\% | 13\% | 11\% | $14 \%$ | 14\% | 11\% | 10\% | $11 \%$ |  | $\dot{\star}$ | 13\% | 11\% | 12\% | 12\% | 10\% |
| Somewhat disilike | 7\% | 5\% | $\begin{gathered} 8 \% \\ \mathrm{~A} \end{gathered}$ | $11 \%$ | $\begin{aligned} & 9 \% \\ & \text { F.G } \end{aligned}$ | 7\% | 5\% | 2\% |  |  | 5\% | 7\% | 7\% | 7\% | 6\% |
| Really disilike | 8\% | 6\% | $\begin{gathered} 10 \% \\ \mathrm{~A} \end{gathered}$ | $7 \%$ | 9\% | 7\% | 8\% | $6 \%$ | $\div$ | $\therefore$ | 7\% | 7\% | 7\% | 11\% | 7\% |
| Not applicable - I've never tried this sandwich | 8\% | 7\% | 10\% | 16\% | 12\% | $\begin{gathered} 9 \% \\ { }_{5} \end{gathered}$ | 5\% | $5 \%$ | 56\% | $\div$ | $14 \%$ | 8\% | 6\% | 8\% | 7\% |
| Net: Like | 65\% | $\begin{gathered} 69 \% \\ \text { B } \end{gathered}$ | 62\% | $52 \%$ | 56\% | $\begin{gathered} \text { 66\% } \\ \hline \end{gathered}$ | $\begin{gathered} 72 \% \\ \mathrm{7} \end{gathered}$ | $\begin{gathered} 77 \% \\ \mathrm{D}^{*} \end{gathered}$ | $44 \%$ | $\bar{*}$ | 62\% | 66\% | 68\% | 62\% | $\begin{aligned} & 70 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Net: Disilike | 14\% | 11\% | $\begin{gathered} 18 \% \\ A \end{gathered}$ | 18\% | $\begin{aligned} & \text { 18\% } \\ & \text { F.G } \end{aligned}$ | 14\% | 13\% | $\stackrel{8 \%}{*}$ | $\stackrel{-}{*}$ | * | 12\% | 14\% | 14\% | 18\% | 13\% |
| Q1_2. Turkey 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 | 42\% | 41\% | 44\% | 20\% | 33\% | $\begin{gathered} 46 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 50\% } \\ \text { D } \end{gathered}$ | $41 \%$ | $100 \%$ |  | 45\% | 40\% | 45\% | 38\% | $\begin{gathered} 42 \% \\ Q \end{gathered}$ |
| Somewhat like | 32\% | 34\% | 31\% | 35\% | 28\% | 32\% | $\begin{gathered} 35 \% \\ \mathrm{D} \end{gathered}$ | $\underset{D^{4 *}}{42 \%}$ |  |  | 33\% | 30\% | 30\% | $\underset{L}{37 \%}$ | $\begin{gathered} 35 \% \\ \mathrm{P} \end{gathered}$ |
| Neither like nor disilike | 13\% | 13\% | 12\% | 12\% | $\begin{aligned} & \text { 19\% } \\ & \text { E.F.G } \end{aligned}$ | 12\% | 8\% | $7 \%$ | $\div$ | $\div$ | 9\% | 15\% | 14\% | 11\% | 11\% |
| Somewhat disisike | 6\% | 7\% | 5\% | $19 \%$ | $\begin{aligned} & 9 \% \\ & \text { E.F } \end{aligned}$ | 4\% | 3\% | $5 \%$ | $\div$ | : | 6\% | 5\% | 6\% | 7\% | 5\% |
| Really disilike | 4\% | $3 \%$ | 4\% | $4 \%$ | $\begin{gathered} 6 \% \\ \mathrm{~F} \end{gathered}$ | 3\% | 2\% | 1\% | $\div$ | $\therefore$ | 3\% | 5\% | 3\% | 4\% | 3\% |
| Not applicable - I've never tried this sandwich | 3\% | $3 \%$ | 3\% | 11\% | $5 \%$ | $3 \%$ | 1\% | $\begin{gathered} 5 \% \\ \mathrm{~F}^{*} \end{gathered}$ | $\div$ |  | 4\% | 5\% | 3\% | 3\% | 3\% |
| Net: Like | 75\% | 75\% | 75\% | $55 \%$ | 60\% | $\begin{gathered} 78 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 85 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} 82 \% \\ \mathrm{D}^{*} \end{gathered}$ | 100\% | $\div$ | $\begin{gathered} 78 \% \\ \mathrm{~K} \end{gathered}$ | 70\% | 75\% | 75\% | $\begin{gathered} 77 \% \\ Q \end{gathered}$ |
| Net: Disilike | 9\% | 9\% | 9\% | $23 \%$ | $\begin{aligned} & \text { 15\% } \\ & \text { E.F.G } \end{aligned}$ | 7\% | 6\% | 6\% | $\div$ | $\div$ | 9\% | 10\% | 9\% | 10\% | 9\% |
| Q1_3. Ham 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 | 39\% | 39\% | 39\% | $31 \%$ | 26\% | $\begin{gathered} 41 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 48 \% \\ D \end{gathered}$ | $\underset{D^{43}}{4 \%}$ | $100 \%$ | $\therefore$ | 36\% | $\begin{gathered} 42 \% \\ M \end{gathered}$ | $\begin{gathered} 44 \% \\ \hline . M \end{gathered}$ | 31\% | $\begin{gathered} 39 \% \\ Q \end{gathered}$ |
| Somewhat like | 30\% | 32\% | 28\% | $14 \%$ | 30\% | 32\% | 29\% | $37 \%$ |  | $\vdots$ | 33\% | 28\% | 30\% | 32\% | $\begin{gathered} 32 \% \\ 0 \end{gathered}$ |
| Neither like nor disilike | 13\% | 15\% | 12\% | 26\% | $\begin{gathered} 16 \% \\ F \end{gathered}$ | 14\% | 11\% | 11\% |  |  | 11\% | 13\% | 13\% | 16\% | 13\% |
| Somewhat disilike | 5\% | 4\% | $\begin{gathered} 7 \% \\ A \end{gathered}$ | 14\% | $\begin{aligned} & 8 \% \\ & \text { E.F.G } \end{aligned}$ | 4\% | 5\% | 1\% | $\div$ |  | 7\% | 5\% | 4\% | 7\% | 5\% |

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| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Cartnership }}{\text { Civil }}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not living } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
|  |  | - | 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. <br> Q1_1. Pulled pork 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 | 39\% | 36\% | 30\% | $26 \%$ | 39\% | 38\% | 38\% | $\begin{gathered} 48 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 45 \% \\ \text { AA } \end{gathered}$ | $30 \%$ | $36 \%$ | $46 \%$ | $\begin{gathered} 44 \% \\ \text { AA } \end{gathered}$ | 34\% | 40\% |
| Somewhat like | 26\% | 23\% | 26\% | $29 \%$ | 27\% | 27\% | 26\% | 20\% | $\underset{\text { AA }}{26 \%}$ | $36 \%$ | $\begin{gathered} 33 \% \\ \mathrm{AA}^{*} \end{gathered}$ | $34 \%$ | $\begin{gathered} 28 \% \\ \text { AA } \end{gathered}$ | 20\% | 23\% |
| Neither like nor disilike | 12\% | 13\% | 14\% | 16\% | 13\% | 10\% | 10\% | 12\% | 10\% | $25 \%$ | 11\% | $5 \%$ | 10\% | $\begin{aligned} & \text { 15\% } \\ & \text { v.z } \end{aligned}$ | 12\% |
| Somewhat disilike | 7\% | 5\% | ${ }_{\mathrm{N}}^{11 \%}$ | 6\% | 5\% | 7\% | 8\% | 8\% | 6\% | $9 \%$ | 6\% |  | 6\% | 8\% | 7\% |
| Really disisk | $8 \%$ | $\stackrel{{ }_{12 \%}^{12}}{N}$ | 9\% | 9\% | 7\% | 7\% | 11\% | 7\% | 7\% |  | $5 \%$ | 6\% | 7\% | 9\% | 10\% |
| Not applicable - I've never tried this sandwich | $8 \%$ | ${ }^{11 \%}$ | $\begin{gathered} \text { 11\% } \\ \mathrm{N} \end{gathered}$ | $\begin{gathered} 13 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 8\% | 10\% | 8\% | 5\% | 5\% |  | 8\% | $9 \%$ | 5\% | $\begin{gathered} 14 \% \\ \mathrm{v} . \mathrm{z} \end{gathered}$ | 9\% |
| Net: Like | 65\% | 59\% | 56\% | $55 \%$ | 66\% | 65\% | 64\% | 68\% | $\begin{gathered} 72 \% \\ \mathrm{AA} \end{gathered}$ | $66 \%$ | $\underset{A^{6}}{69 \%}$ | $\begin{aligned} & 80 \% \\ & A A^{*} \end{aligned}$ | $\begin{gathered} 72 \% \\ A A \end{gathered}$ | 54\% | 63\% |
| Net: Disilike | 14\% | 17\% | $\stackrel{20 \%}{\mathrm{~N}}$ | 15\% | 12\% | 15\% | $\begin{gathered} 19 \% \\ \mathrm{R} \end{gathered}$ | 15\% | 13\% | $9 \%$ | $\stackrel{12 \%}{*}$ | ${ }^{6 \%}$ | 13\% | $\begin{aligned} & 17 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 16 \% \\ & \text { AC } \end{aligned}$ |
| Q1_2. Turkey 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 | 42\% | $\begin{aligned} & 49 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 44 \% \\ Q \end{gathered}$ | $31 \%$ | 43\% | 43\% | 41\% | 39\% | 44\% | $\div$ | $40 \%$ | 36\% | 43\% | 42\% | 46\% |
| Somewhat like | 32\% | 27\% | 27\% | $33 \%$ | 31\% | 30\% | $35 \%$ | 37\% | 35\% | 78\% | 26\% | $31 \%$ | 34\% | 29\% | 26\% |
| Neither like nor disilike | 13\% | 12\% | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | 15\% | 14\% | 12\% | 10\% | 16\% | 10\% | $13 \%$ | $\begin{aligned} & 21 \% \\ & \text { v. } Z^{*} \end{aligned}$ | 7\% | 12\% | 15\% | 16\% |
| Somewhat disilike | 6\% | 7\% | 6\% | 7\% | 5\% | 7\% | 8\% | $3 \%$ | 6\% |  | 6\% | $\begin{aligned} & 11 \% \\ & A C^{*} \end{aligned}$ | 6\% | 5\% | 7\% |
| Really disise | 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\% | N. | $\begin{gathered} 4 \% \\ u \end{gathered}$ | $\begin{gathered} 4 \% \\ u \end{gathered}$ | 2\% | 0\% | 2\% |  | $5 \%$ | $\begin{gathered} 12 \% \\ \text { v.Z.AB* } \end{gathered}$ | $\begin{gathered} 2 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 6 \% \\ \text { v.Z.AB } \end{gathered}$ | 1\% |
| Net: Like | 75\% | 76\% | 70\% | N.O.P* 64\% | $\underset{75 \%}{u}$ | $\underset{74 \%}{U}$ | 76\% | 77\% | $\begin{gathered} 79 \% \\ \text { x.Z.AA } \end{gathered}$ | $\begin{gathered} * * \\ 78 \% \\ 78 \end{gathered}$ | 67\% | $\begin{gathered} \text { V.Z.AB** } \\ \begin{array}{c} \text { 67\% } \end{array} \end{gathered}$ | $\begin{gathered} V \\ 77 \% \\ x \end{gathered}$ | $\begin{aligned} & \text { v.Z.AB } \\ & 71 \% \end{aligned}$ | 72\% |
| Net: Disilike | $9 \%$ | 10\% | 10\% | 12\% | 8\% | 10\% | 12\% | 7\% | 9\% | $9 \%$ | 8\% | $\begin{aligned} & 14 \% \\ & A C^{*} \end{aligned}$ | 9\% | 9\% | 11\% |
| Q1_3. Ham 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 | 39\% | $\begin{gathered} 40 \% \\ \mathrm{Q} \end{gathered}$ | $\begin{gathered} 46 \% \\ \mathrm{Q} \end{gathered}$ | $21 \%$ | 43\% | 37\% | 36\% | 34\% | 41\% | $20 \%$ | $34 \%$ | $45 \%$ | 40\% | 36\% | 36\% |
| Somewhat like | 30\% | 23\% | 25\% | $\begin{gathered} 36 \% \\ 0^{* *} \end{gathered}$ | 30\% | 30\% | 30\% | 35\% | $\begin{gathered} 33 \% \\ y \end{gathered}$ | 39\% | $\begin{gathered} 36 \% \\ \mathrm{Y}^{*} \end{gathered}$ | 11\% | $\begin{gathered} 32 \% \\ y \end{gathered}$ | $\begin{gathered} 29 \% \\ y \end{gathered}$ | $\begin{gathered} 30 \% \\ y \end{gathered}$ |
| Neither like nor disilike | 13\% | 18\% | 11\% | 17\% | 14\% | 13\% | 13\% | 11\% | 12\% | 11\% | 13\% | $18 \%$ | 12\% | 15\% | 15\% |
| Somewhat disilike | 5\% | 3\% | 7\% | 6\% | 5\% | 6\% | 6\% | 6\% | 5\% | $12 \%$ | 7\% | $\begin{gathered} 18 \% \\ \text { v.Z.AA.AC* } \end{gathered}$ | $\begin{gathered} 6 \% \\ \mathrm{v} \end{gathered}$ | 4\% | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ |

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| YouGov <br> What the world thinks | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 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. <br> Q1_1. Pulled pork Sandwich |  |  |  |  |
|  |  |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 39\% | 40\% | 45\% | 19\% |
|  |  |  | AP | ** |
| Somewhat like | 26\% | 27\% | 25\% | $32 \%$ |
| Neither like nor disilike | 12\% | 12\% | 10\% | 11\% |
| Somewhat disilike | 7\% | 7\% | 5\% |  |
| Really disilike | 8\% | 8\% | 6\% | 10\% |
| Not applicable - 'Ive never tried this sandwich | $8 \%$ | 7\% | 9\% | $28 \%$ |
| Net: Like | 65\% | 66\% | 70\% | $51 \%$ |
| Net: Disilike | 14\% | 15\% | 12\% | $\underset{* *}{10 \%}$ |
| Q1_2. Turkey sandwich |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 42\% | 40\% | 46\% | 29\% |
| Somewhat like | 32\% | $\begin{gathered} 35 \% \\ \text { AP } \end{gathered}$ | 34\% | $26 \%$ |
| Neither like nor disilike | 13\% | 12\% | 11\% | 11\% |
| Somewhat disilike | 6\% | 6\% | 3\% | 16\% |
| Really disilike | 4\% | 3\% | 4\% | $9 \%$ |
| Not applicable - 'Ive never tried this sandwich | 3\% | 3\% | 3\% | $9 \%$ |
| Net: Like | 75\% | 75\% | 79\% | $56 \%$ |
| Net: Disilike | 9\% | 10\% | 7\% | 25\% |
| Q1_3. Ham sandwich |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 39\% | 37\% | $\begin{gathered} 45 \% \\ \text { AQ } \end{gathered}$ | $29 \%$ |
| Somewhat like | 30\% | 32\% | 30\% | - |
| Neither like nor disilike | 13\% | 13\% | 10\% | $28 \%$ |
| Somewhat disilike | 5\% | 6\% | 5\% | $\bar{*}$ |

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| YouGov <br> What the world thinks |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen $Z$（2000 and later） | Millennial （1982－1999） | $\underset{\substack{\text { Gen X（1981）}}}{ }$ | Baby Boomer $(1946-1964)$ | Silent Generation $(1928-1945)$ | Pre－Silent （1927 and earlier） | Other | Northeast | Midwest | South | West |  |
| Really disilike | 7\％ | 6\％ | 9\％ | $\bar{*}$ | $\begin{aligned} & \text { 12\% } \\ & \text { E.F } \end{aligned}$ | 5\％ | 6\％ | 6\% | $\div$ | $\stackrel{-}{*}$ | 8\％ | 7\％ | 6\％ | $\begin{gathered} 10 \% \\ \text { L } \end{gathered}$ | 7\％ |
| Not applicable－＇Ive never tried this sandwich | 5\％ | 4\％ | 5\％ | $14 \%$ | $\begin{aligned} & 8 \% \\ & \text { E.F } \end{aligned}$ | 4\％ | 2\％ | 2\% | : | 幺 | 5\％ | 6\％ | 4\％ | 5\％ | 4\％ |
| Net：Like | 69\％ | 71\％ | 67\％ | $45 \%$ | 56\％ | $\begin{gathered} 74 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 77 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 80 \% \\ D^{*} \end{gathered}$ | 100\% | ＊＊ | 68\％ | 69\％ | $\begin{gathered} 73 \% \\ M \end{gathered}$ | 63\％ | $\begin{gathered} 71 \% \\ Q \end{gathered}$ |
| Net：Disilike | 13\％ | 10\％ | $\begin{gathered} \text { 16\% } \\ \hline \end{gathered}$ | 14\％ | $\begin{aligned} & \text { 20\% } \\ & \text { E.F.G } \end{aligned}$ | 9\％ | 10\％ | 7\％ | － | ＊＊ | $\begin{gathered} 15 \% \\ \text { L } \end{gathered}$ | 12\％ | 10\％ | $\underset{\mathrm{L}}{17 \%}$ | 13\％ |
| 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\％ | $\begin{gathered} 36 \% \\ \text { B } \end{gathered}$ | 25\％ | $21 \%$ $t *$ | 25\％ | $\begin{gathered} 33 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 36 \% \\ & \text { D.G } \end{aligned}$ | 23\％ | $\begin{gathered} 44 \% \\ * * \end{gathered}$ |  | $\begin{aligned} & 38 \% \\ & \text { K.M } \end{aligned}$ | 24\％ | $\begin{gathered} 33 \% \\ \mathrm{~K} \end{gathered}$ | 27\％ | 32\％ |
| Somewhat like | 26\％ | 27\％ | 24\％ | 17\% | 21\％ | 26\％ | $\begin{gathered} \text { 28\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 35 \% \\ \mathrm{D}^{*} \end{gathered}$ | * | \% | 27\％ | 27\％ | 24\％ | 25\％ | 26\％ |
| Neither like nor disilike | 18\％ | 17\％ | 19\％ | $22 \%$ | 20\％ | 20\％ | 16\％ | $13 \%$ | : | 幺 | 13\％ | 20\％ | 18\％ | 20\％ | 17\％ |
| Somewhat disilike | 7\％ | 6\％ | 8\％ | $\begin{aligned} & 4 \% \\ & 4 \% \end{aligned}$ | 9\％ | 7\％ | 6\％ | 9\% | ** | $\dot{*}$ | 7\％ | 7\％ | 8\％ | 7\％ | 7\％ |
| Really disilike | 9\％ | 6\％ | $\begin{gathered} \text { 12\% } \\ \text { A } \end{gathered}$ | 16\％ | 11\％ | 6\％ | 9\％ | 6\% | : | $\therefore$ | 8\％ | 9\％ | 8\％ | 10\％ | 9\％ |
| Not applicable－I＇ve never tried this sandwich | 10\％ | 8\％ | $\begin{gathered} \text { 11\% } \\ \hline \end{gathered}$ | 20\％ | $\begin{aligned} & \text { 15\%\% } \\ & \text { E.F } \end{aligned}$ | 8\％ | 5\％ | $\begin{gathered} \text { 13\% } \\ \mathrm{F}^{\prime} \end{gathered}$ | 56\％ | ＊＊ | 6\％ | $\begin{gathered} 12 \% \\ j \end{gathered}$ | 9\％ | $\begin{gathered} 12 \% \\ j \end{gathered}$ | 8\％ |
| Net：Like | 56\％ | $\begin{gathered} 63 \% \\ \text { B } \end{gathered}$ | 50\％ | 38\％ | 46\％ | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 64 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 59 \% \\ \mathrm{D}^{*} \end{gathered}$ | $44 \%$ | ＊＊ | $\begin{aligned} & 65 \% \\ & \text { K.M } \end{aligned}$ | 52\％ | 58\％ | 52\％ | 59\％ |
| Net：Disilike | 16\％ | 12\％ | $\begin{gathered} 20 \% \\ \text { A } \end{gathered}$ | 20\% | $\begin{gathered} 19 \% \\ E \end{gathered}$ | 13\％ | 15\％ | $15 \%$ | ＊ | ＊ | 15\％ | 16\％ | 16\％ | 17\％ | 16\％ |
| 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\％ | $\begin{gathered} 30 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 42 \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 37 \% \\ \mathrm{D}^{3} \end{gathered}$ | 56\% | $\div$ | 31\％ | 31\％ | 33\％ | 29\％ | $\begin{gathered} 34 \% \\ Q \end{gathered}$ |
| Somewhat like | 26\％ | 26\％ | 26\％ | $26 \%$ | 21\％ | 27\％ | $\begin{gathered} \text { 28\% } \\ \text { D } \end{gathered}$ | $\begin{aligned} & 41 \% \\ & \text { D.E.F } \end{aligned}$ | : | 幺 | 21\％ | 28\％ | 27\％ | 29\％ | 27\％ |
| Neither like nor disilike | 14\％ | 15\％ | 13\％ | 24\％ | $\begin{gathered} \text { 17\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 17 \% \\ \text { F } \end{gathered}$ | 10\％ | $8 \%$ |  |  | 16\％ | 11\％ | 14\％ | 15\％ | 12\％ |
| Somewhat disilike | 7\％ | 9\％ | 6\％ | 10\% | $\begin{aligned} & \text { 12\% } \\ & \text { E.F } \end{aligned}$ | 6\％ | 4\％ | $6 \%$ | $\therefore$ | $\div$ | 8\％ | 9\％ | 6\％ | 9\％ | 7\％ |
| Really disilike | 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\％ | $21 \%$ | $\begin{aligned} & \text { 15\% } \\ & \text { E.F.G } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { F.G } \end{aligned}$ | 4\％ | 1\% | ** |  | 8\％ | 8\％ | 10\％ | 8\％ | 7\％ |
| Net：Like | 58\％ | 56\％ | 59\％ | $38 \%$ | 41\％ | $\begin{gathered} 57 \% \\ \mathrm{D} \end{gathered}$ | 70\% | $\begin{aligned} & \text { 78\% } \\ & \text { D.E* } \end{aligned}$ | $56 \%$ | $*$ | 53\％ | 58\％ | 60\％ | 58\％ | $\begin{aligned} & 61 \% \\ & 0 . P \end{aligned}$ |
| Net：Disilike | 20\％ | 20\％ | 19\％ | 16\% | $\begin{aligned} & 26 \% \\ & \text { E.F.G } \end{aligned}$ | 19\％ | 16\％ | 13\% | $44 \%$ | $\bar{*}$ | 22\％ | 23\％ | 17\％ | 19\％ | 20\％ |
| 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\％ | $\begin{gathered} 39 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 46 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{D}^{4} \end{gathered}$ | 56\％ | $\therefore$ | 37\％ | 35\％ | 41\％ | 36\％ | 37\％ |
| Somewhat like | 26\％ | 26\％ | 26\％ | $21 \%$ | 25\％ | 27\％ | 27\％ | $30 \%$ | ＊＊ | － | 28\％ | 26\％ | 24\％ | 30\％ | 28\％ |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No Hs, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Civivil }}{\text { Partnership }}$ | Living together, not married or civi partnership | $\underset{\substack{\text { In a } \\ \text { reationship, } \\ \text { not living } \\ \text { together }}}{ }$ | NET: In a relationship relationship | Single | Divorced |
| Really disilike | 7\% | 8\% | 7\% | 11\% | 5\% | 7\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | $\begin{gathered} 13 \% \\ R \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | 19\% | $\begin{aligned} & 6 \% \\ & { }^{\text {AC*}} \end{aligned}$ | 5\% | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ | 5\% |
| Not applicable - I've never tried this sandwich | 5\% | $\begin{aligned} & 8 \% \\ & \mathrm{~N} \end{aligned}$ | 3\% | $\begin{aligned} & \text { 10\% } \\ & \text { N.P* } \end{aligned}$ | 4\% | $\begin{aligned} & 7 \% \\ & \text { R.U } \end{aligned}$ | 5\% | 1\% | 2\% | $\div$ | $4 \%$ | $3 \%$ | 3\% | $\begin{aligned} & 7 \% \\ & \text { v.Z } \end{aligned}$ | 5\% |
| Net: Like | 69\% | 63\% | $\begin{gathered} 71 \% \\ Q \end{gathered}$ | 57\% | 72\% | 67\% | 66\% | 69\% | $\begin{aligned} & 73 \% \\ & \text { Y.AA } \end{aligned}$ | $59 \%$ | 70\% | ${ }^{56 \%}$ | $\begin{aligned} & 72 \% \\ & \text { Y.AA } \end{aligned}$ | 65\% | 66\% |
| Net: Disilike | 13\% | 11\% | 14\% | 17\% | 10\% | 13\% | 16\% | 19\% | 12\% | 31\% | 13\% | 23\% | 13\% | 13\% | 14\% |
|  |  |  |  | * |  |  | R | R | AC | ** | $\mathrm{AC}^{*}$ | $A C^{*}$ | AC | AC | AC |
| Q1_4. Meatball sub |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 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\% | $\begin{gathered} \text { AB.AB } \\ \text { AB } \end{gathered}$ | $45 \%$ | $\begin{aligned} & 28 \% \\ & \mathrm{AB}^{*} \end{aligned}$ | 44\% V.AA.AB* | $\begin{gathered} 29 \% \\ \text { AA.AB } \end{gathered}$ | 21\% | 13\% |
| Neither like nor disilike | 18\% | 20\% | 20\% | 19\% | 19\% | 16\% | 19\% | 17\% | 18\% | $21 \%$ | 22\% | 8\% | 19\% | 19\% | 18\% |
| Somewhat disilike | 7\% | 8\% | 8\% | 5\% | 7\% | 7\% | 7\% | 9\% | 7\% |  | $9 \%$ | $\stackrel{\text { \% }}{ }$ | 7\% | 6\% | 10\% |
| Really disilike | $9 \%$ | 6\% | 9\% | 14\% | 8\% | 10\% | 9\% | 9\% | 9\% | 9\% | 9\% | : | 8\% | 10\% | $\begin{gathered} 14 \% \\ Y \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 10\% | 15\% | 10\% | $13 \%$ | 11\% | 11\% | 5\% | 7\% | 7\% | $\div$ | $7 \%$ | 14\% | 7\% | 13\% | 11\% |
| Net: Like | 56\% | 51\% | 53\% | 50\% | 55\% | 56\% | 59\% | 58\% | $\begin{gathered} 59 \% \\ \text { AA.AB } \end{gathered}$ | 70\% | 52\% | $\begin{aligned} & 69 \% \\ & A B^{*} \end{aligned}$ | $\begin{gathered} 59 \% \\ \text { AA.AB } \end{gathered}$ | 52\% | 47\% |
| Net: Disilike | 16\% | 14\% | 17\% | 19\% | 15\% | 17\% | 16\% | 18\% | 15\% | ${ }_{*}^{9 \%}$ | $\stackrel{18 \%}{*}$ | $\stackrel{9}{*}$ | 15\% | 16\% | $\begin{gathered} 24 \% \\ \text { v.Z } \end{gathered}$ |
| Q1_5. Egg salad 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 | 31\% | 29\% | 27\% | $23 \%$ | 33\% | 32\% | 28\% | 29\% | $\begin{gathered} 39 \% \\ \text { x.Y.Z.AA } \end{gathered}$ | $10 \%$ | $20 \%$ | $19 \%$ | $\begin{gathered} 35 \% \\ \text { X.Y.AA } \end{gathered}$ | 22\% | $\begin{aligned} & 36 \% \\ & \text { X.AA } \end{aligned}$ |
| Somewhat like | 26\% | 23\% | 24\% | $31 \%$ | 24\% | 25\% | 29\% | $\begin{gathered} 35 \% \\ \text { R.S } \end{gathered}$ | 25\% | $58 \%$ | $31 \%$ | $33 \%$ | 27\% | 22\% | 28\% |
| Neither like nor disilike | 14\% | 18\% | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | 15\% | 16\% | 13\% | 13\% | 9\% | $\begin{gathered} 13 \% \\ { }_{A C} \end{gathered}$ | -* | 14\% | 15\% | $\begin{gathered} 13 \% \\ { }_{\text {AC }} \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { v.Z.AC } \end{aligned}$ | $\begin{aligned} & 15 \% \\ & \text { AC } \end{aligned}$ |
| Somewhat disilike | 7\% | 9\% | 10\% | 6\% | 7\% | 8\% | 7\% | 9\% | 6\% | $13 \%$ | $\begin{aligned} & 8 \% \\ & \text { AC }^{*} \end{aligned}$ | $\begin{gathered} 19 \% \\ \text { v.Z.AA.AC* } \end{gathered}$ | 7\% | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ |
| Really disilike | 12\% | 11\% | 10\% | 10\% | 11\% | 11\% | $\begin{aligned} & \text { 17\% } \\ & \text { R.S } \end{aligned}$ | 11\% | 11\% | $19 \%$ | $\begin{gathered} \quad 19 \% \\ \text { v.Y.z.AB* } \end{gathered}$ | 3\% | 12\% | 14\% | 9\% |
| Not applicable - 'Ive never tried this sandwich | 9\% | 11\% | 11\% | $\begin{gathered} 14 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $\begin{gathered} 10 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 11 \% \\ \mathrm{~T} \end{gathered}$ | 5\% | 6\% | 6\% | ** | 9\% | 11\% | 6\% | $\begin{gathered} 16 \% \\ \text { v.Z.AB.AC } \end{gathered}$ | 3\% |
| Net: Like | 58\% | 52\% | 51\% | 54\% | 57\% | 57\% | 57\% | 64\% | $\begin{gathered} \text { 64\% } \\ \text { x.Z.AA } \end{gathered}$ | 68\% | $50 \%$ | 51\% | $\begin{aligned} & 62 \% \\ & \text { X.AA } \end{aligned}$ | 43\% | $\begin{gathered} 64 \% \\ A A \end{gathered}$ |
| Net: Disilike | 20\% | 19\% | 20\% | 16\% | 17\% | 19\% | $\begin{gathered} 25 \% \\ R \end{gathered}$ | 20\% | 17\% | $32 \%$ | $\begin{aligned} & \text { 27\% } \\ & \text { v.Z.AC** } \end{aligned}$ | $\stackrel{22 \%}{ }$ | $\begin{gathered} \text { 19\% } \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { AC } \end{gathered}$ | 18\% |
| Q1_6. Tuna 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 | 38\% | $\begin{gathered} 42 \% \\ Q \end{gathered}$ | $\begin{gathered} 43 \% \\ Q \end{gathered}$ | $27 \%$ | $\begin{gathered} 40 \% \\ T \end{gathered}$ | $\begin{gathered} 39 \% \\ \mathrm{~T} \end{gathered}$ | 30\% | 40\% | $\begin{gathered} 42 \% \\ \text { x.Z.AA } \end{gathered}$ | $45 \%$ | $27 \%$ | 39\% | $\begin{aligned} & 40 \% \\ & \text { X.AA } \end{aligned}$ | 32\% | $\begin{aligned} & 46 \% \\ & \text { X.AA } \end{aligned}$ |
| Somewhat like | 26\% | 21\% | 22\% | $\begin{aligned} & 35 \% \\ & \text { o.P* } \end{aligned}$ | 28\% | 23\% | 27\% | 30\% | 27\% | $19 \%$ | $\stackrel{25 \%}{ }$ | $\stackrel{27 \%}{*}$ | 27\% | 25\% | 24\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say <br> 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 disilike | 7\% |  | $9 \%$ | $22 \%$ | $16 \%$ | 7\% | 5\% | 6\% | $\begin{aligned} & \text { 9\% } \\ & \text { AH } \end{aligned}$ | $\begin{gathered} 13 \% \\ \text { AH.AI* } \end{gathered}$ | 6\% | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { AL.AM } \end{aligned}$ | 10\% | 7\% |
| Not applicable - I've never tried this sandwich | 5\% | $4 \%$ | $9 \%$ | $19 \%$ | $\begin{aligned} & 11 \% \\ & \hline \end{aligned}$ | 3\% | 2\% | 2\% | $\begin{gathered} 7 \% \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{gathered} 12 \% \\ \text { AG.AH.Al* } \end{gathered}$ | $\begin{aligned} & 6 \% \\ & \text { AM } \end{aligned}$ | 1\% | 3\% | $\begin{gathered} 9 \% \\ \text { AM.AN } \end{gathered}$ | 6\% |
| Net: Like | 69\% | $\begin{gathered} 77 \% \\ \mathbf{Y}^{*} \end{gathered}$ | $67 \%$ | $51 \%$ | $51 \%$ | 68\% | $81 \%$ AG.AI.AJ.AK | $\begin{gathered} 75 \% \\ \text { AG.AJ.AK } \end{gathered}$ | 63\% | 57\% | 70\% | 71\% | 69\% | 65\% | 67\% |
| Net: Disilike | 13\% | 1\% | $14 \%$ | 30\% | $23 \%$ | $\begin{aligned} & \text { 14\% } \\ & \text { AH.AI } \end{aligned}$ | 8\% | $\begin{aligned} & 10 \% \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & 15 \% \\ & \text { AH.AI } \end{aligned}$ | $\begin{gathered} 21 \% \\ \text { AH.Al\| } \end{gathered}$ | 10\% | 12\% | ${ }_{\mathrm{AL}}^{17 \%}$ | 15\% | 12\% |
| Q1_4. Meatball sub |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 31\% | $29 \%$ | $38 \%$ | $9 \%$ | $25 \%$ | 29\% | 32\% | 30\% | 32\% | $24 \%$ | 32\% | $\begin{gathered} 35 \% \\ \text { AN } \end{gathered}$ | 26\% | 29\% | $31 \%$ |
| Somewhat like | 26\% | $\begin{gathered} 34 \% \\ \text { AA.AB** } \end{gathered}$ | 27\% | $41 \%$ | 19\% | 26\% | 29\% | 28\% | 23\% | $25 \%$ | 24\% | 23\% | $\begin{gathered} 33 \% \\ \text { AL.AM.AO } \end{gathered}$ | 22\% | 24\% |
| Neither like nor disilike | 18\% | 15\% | 7\% | 11\% | 19\% | $\begin{gathered} 25 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 15\% | $\begin{aligned} & \text { 19\% } \\ & \text { AH } \end{aligned}$ | 16\% | 19\% | 19\% | 20\% | 15\% | 17\% | 22\% |
| Somewhat disilike | 7\% | $9 \%$ | $6 \%$ | $21 \%$ | $8 \%$ | 8\% | 8\% | 8\% | 7\% | 4\% | 7\% | 7\% | $\begin{aligned} & \text { 10\% } \\ & \text { AO } \end{aligned}$ | 4\% | 8\% |
| Really disise | $9 \%$ | 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\% | $\begin{gathered} 12 \% \\ \text { AG.AH.AI } \end{gathered}$ | 23\% <br> AG.AH.AI.AJ* | $\begin{gathered} 11 \% \\ \text { AN } \end{gathered}$ | 7\% | 5\% | $\begin{gathered} \text { 17\% } \\ \text { AL.AM.AN } \end{gathered}$ | 9\% |
| Net: Like | 56\% | 63\% | 65\% | 50\% | $44 \%$ | 55\% | 60\% | 58\% | 55\% | 48\% | 55\% | 58\% | 59\% | 51\% | 55\% |
| Net: Disilike | 16\% | 14\% | $\stackrel{13 \%}{*}$ | 21\% | 11\% | 14\% | 18\% | 16\% | 17\% | 10\% | 15\% | 16\% | 20\% | 14\% | 15\% |


| 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 | 31\% | $\begin{aligned} & 39 \% \\ & \text { x.AA } \end{aligned}$ | 17\% | $37 \%$ | $22 \%$ | 27\% | $\begin{gathered} 39 \% \\ \text { AG.AI.AJ } \end{gathered}$ | $\begin{gathered} 35 \% \\ \text { AG.AJ } \end{gathered}$ | 27\% | $31 \%$ | 34\% | 31\% | 29\% | 29\% | 32\% |
| Somewhat like | 26\% | $\begin{gathered} 43 \% \\ \text { v.Z.AA } \end{gathered}$ | $34 \%$ | $21 \%$ | 19\% | $\begin{gathered} 29 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 31 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 30 \% \\ \text { AJ } \end{gathered}$ | 22\% | $22 \%$ | 24\% | 30\% | 28\% | 24\% | 24\% |
| Neither like nor disilike | 14\% | $4 \%$ | $13 \%$ | 11\% | 12\% | $\begin{aligned} & 15 \% \\ & \text { AH } \end{aligned}$ | 10\% | $\begin{aligned} & \text { 13\% } \\ & \text { AH } \end{aligned}$ | $\begin{gathered} \text { 17\% } \\ \text { AH } \end{gathered}$ | 8\% | 16\% | 11\% | 13\% | 16\% | 15\% |
| Somewhat disilike | 7\% | 1\% | $6 \%$ | $\underset{\sim}{20 \%}$ | 10\% | 7\% | 5\% | 6\% | 9\% | $11 \%$ | 6\% | $\begin{aligned} & \text { 9\% } \\ & \text { AO } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AL.AO } \end{aligned}$ | 3\% | $\begin{aligned} & 9 \% \\ & \text { AR } \end{aligned}$ |
| Really disilike | 12\% | $9 \%$ | 21\% | 11\% | $9 \%$ | 13\% | 10\% | 11\% | 14\% | 8\% | 10\% | 10\% | $\underset{\text { AL }}{16 \%}$ | 14\% | 11\% |
| Not applicable - I've never tried this sandwich | 9\% | 5\% | $9 \%$ |  | $29 \%$ | $\begin{gathered} 9 \% \\ \text { AH.A } \end{gathered}$ | 4\% | 5\% | AH.A1 | $\begin{gathered} 20 \% \\ \text { AG.AH.Al* } \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \text { AN } \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \text { AN } \end{aligned}$ | 4\% | 14\% <br> AM.AN | 9\% |
| Net: Like | 58\% | $\begin{gathered} 81 \% \\ \text { V.X.Y.Z.AA.AB*} \end{gathered}$ | $51 \%$ | 58\% | $41 \%$ | 57\% | $70 \%$ AG.AI.AJ.AK | 65\% AG.AJ | 49\% | $53 \%$ | 58\% | 61\% | 57\% | 53\% | 56\% |
| Net: Disilike | 20\% | 10\% | $28 \%$ | 31\% | 19\% | 20\% | 16\% | 17\% | $\begin{aligned} & 22 \% \\ & \text { AH.AI } \end{aligned}$ | 19\% | 17\% | 19\% | $\begin{gathered} 27 \% \\ \text { AL.AM.AO } \end{gathered}$ | 17\% | 20\% |

Q1_6. Tuna sandwich

| Unweighted base | 1223 | 61 | 30 | 10 | 27 | 283 | 411 | 653 | 506 | 68 | 42 | 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 | 38\% | $\begin{gathered} 45 \% \\ x^{*} \end{gathered}$ | 28\% | $9 \%$ | 22\% | 30\% | $\begin{gathered} 46 \% \\ \text { AG.AI.AJ } \end{gathered}$ | $\begin{gathered} \text { 40\% } \\ \text { AG } \end{gathered}$ | 35\% | 36\% | 40\% | 39\% | 35\% | 35\% | 39\% |
| Somewhat like | 26\% | * ${ }^{\text {\% }}$ | $\underset{\substack{31 \% \\ * *}}{ }$ | $\xrightarrow{11 \%}$ | $\underset{*}{\text { 27\% }}$ | $\begin{gathered} 30 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { AK } \end{gathered}$ | 25\% | * ${ }^{\text {\% }}$ | 24\% | 28\% | 28\% | 27\% | 26\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12th - 15th July 2019
$\underset{\text { What the wordd thinks }}{\text { YOU }}$

Q1_4. Meatball sub

|  | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ <br> Town | Rural | Other |
| Really disilike | 7\% | 8\% | 6\% | 19\% |
| ot applicable - 'Ve never tried this sandwich | 5\% | 4\% | 5\% | $24 \%$ |
| Net: Like | 69\% | 69\% | $\begin{gathered} 75 \% \\ \text { AP } \end{gathered}$ | 29\% |
| Net: Disilike | 13\% | 14\% | 11\% | 19\% |


|  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 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 disilike | 7\% | $\begin{aligned} & 9 \% \\ & \text { AR } \end{aligned}$ | 4\% |  |
| Really disilike | $9 \%$ | 10\% | 8\% | $9 \%$ |
| Not applicable - I've never tried this sandwich | 10\% | 9\% | 13\% | $25 \%$ |
| Net: Like | 56\% | 56\% | 60\% | $45 \%$ |
| Net: Disilike | 16\% | $\begin{gathered} 19 \% \\ \text { AR } \end{gathered}$ | 12\% | $9 \%$ |

Q1_5. Egg salad sandwich

| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 31\% | 30\% | 35\% | 18\% |
| Somewhat like | 26\% | 27\% | 29\% | 18\% |
| Neither like nor disilike | 14\% | 14\% | 12\% | 19\% |
| Somewhat disilike | 7\% | $\begin{aligned} & 8 \% \\ & \text { AR } \end{aligned}$ | 3\% | $9 \%$ |
| Really disilike | 12\% | 13\% | 12\% |  |
| Not applicable - I've never tried this sandwich | 9\% | 8\% | 9\% | $35 \%$ |
| Net: Like | 58\% | 57\% | 64\% | $37 \%$ |
| Net: Disilike | 20\% | 21\% | 15\% | 9\% |

Q1_6. Tuna sandwich

| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 38\% | 37\% | 38\% | $20 \%$ |
| Somewhat like | 26\% | 26\% | 30\% | $8 \%$ |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | Gen X (19651981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| Neither like nor disisie | 12\% | 13\% | 10\% | 11\% | $\begin{aligned} & \text { 17\% } \\ & \text { E.F } \end{aligned}$ | 9\% | 10\% | $8 \%$ |  | $\vdots$ | 12\% | 10\% | 12\% | 13\% | 12\% |
| Somewhat disilike | 7\% | 7\% | 6\% | 10\% | 8\% | 6\% | 6\% | 5\% |  |  | 6\% | 9\% | 6\% | 6\% | 6\% |
| Really disilike | 12\% | 12\% | 13\% | $7 \%$ | $\begin{gathered} \text { 17\% } \\ \text { F.G } \end{gathered}$ | 13\% | 9\% | 8\% | $44 \%$ |  | 11\% | 14\% | 13\% | 11\% | 13\% |
| Not applicable - I've never tried this sandwich | 5\% | 5\% | 5\% | 21\% | 8\% | $\begin{aligned} & 6 \% \\ & \hline \end{aligned}$ | 2\% |  |  | $\div$ | 5\% | 7\% | 5\% | 5\% | 5\% |
| Net: Like | 64\% | 62\% | 66\% | $51 \%$ | 50\% | $\begin{gathered} 66 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 73 \% \\ \mathrm{D} \end{gathered}$ | 79\% | $56 \%$ | $\div$ | 66\% | 60\% | 65\% | 66\% | 65\% |
| Net: Disilike | 19\% | 19\% | 19\% | 17\% | $\begin{gathered} 25 \% \\ \text { F.G } \end{gathered}$ | 19\% | 15\% | 13\% | $44 \%$ | $\therefore$ | 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 |
| Base: All US adults | 1223 | 595 | 628 | 27 | 389 | 287 | 425 | 94 | 2 | - | 218 | 257 | 460 | 288 | 785 |
| Really like | 40\% | 39\% | 41\% | $30 \%$ | 31\% | $\begin{gathered} 44 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 47 \% \\ D \end{gathered}$ | $40 \%$ | $100 \%$ |  | 37\% | 34\% | $\begin{aligned} & 47 \% \\ & \text { J.K.M } \end{aligned}$ | 37\% | $\begin{gathered} 41 \% \\ Q \end{gathered}$ |
| Somewhat like | 28\% | 30\% | 27\% | 10\% | 23\% | $\begin{gathered} 30 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 43 \% \\ & \text { D.E. } \end{aligned}$ |  | $\therefore$ | $\begin{gathered} 32 \% \\ \mathrm{~L} \end{gathered}$ | $\stackrel{31 \%}{\mathrm{~L}}$ | 23\% | $\begin{gathered} 32 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 31 \% \\ 0 . P \end{gathered}$ |
| Neither like nor disilike | 14\% | 15\% | 14\% | $28 \%$ | $\begin{gathered} 18 \% \\ \mathrm{~F} \end{gathered}$ | 13\% | 12\% | $10 \%$ |  | $\therefore$ | 13\% | 12\% | 16\% | 14\% | 13\% |
| Somewhat disilike | 5\% | 4\% | 5\% | $7 \%$ | $\begin{gathered} 8 \% \\ \text { E.F.G } \end{gathered}$ | 3\% | 3\% |  | \% | $\div$ | 3\% | 5\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{~L} \end{gathered}$ | 3\% |
| Really disilike | 4\% | 4\% | 5\% | 4\% | $\begin{gathered} 7 \% \\ F \end{gathered}$ | 4\% | 3\% | 2\% |  |  | 5\% | $\begin{aligned} & \text { 8\% } \\ & \text { L.M } \end{aligned}$ | 3\% | 3\% | 4\% |
| Not applicable - I've never tried this sandwich | 8\% | $8 \%$ | 8\% | 20\% | $\begin{aligned} & \text { 13\% } \\ & \text { E.F.G } \end{aligned}$ | 6\% | 5\% | 5\% | $\div$ | $\therefore$ | 9\% | 11\% | 7\% | 7\% | 8\% |
| Net: Like | 68\% | 69\% | 68\% | $41 \%$ | 54\% | $\begin{gathered} 74 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 77 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 82 \% \\ \mathrm{D}^{*} \end{gathered}$ | $100 \%$ | $\vdots$ | 69\% | 65\% | 70\% | 69\% | $\begin{aligned} & 71 \% \\ & \text { P.Q } \end{aligned}$ |
| Net: Disilike | 9\% | $8 \%$ | 10\% | 11\% | $\begin{gathered} 15 \% \\ \text { E.F.G } \end{gathered}$ | 7\% | 6\% | $\stackrel{2 \%}{*}$ | - | ** | 8\% | $\underset{\mathrm{L}}{13 \%}$ | 7\% | 10\% | 8\% |
| Q1_8. Bacon 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 | 43\% | 41\% | 45\% | $46 \%$ | 29\% | $\begin{gathered} 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 48 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{gathered} 44 \% \\ * \end{gathered}$ | $\dot{\square}$ | 45\% | 41\% | $\begin{gathered} 47 \% \\ M \end{gathered}$ | 37\% | $\begin{gathered} 44 \% \\ Q \end{gathered}$ |
| Somewhat like | 24\% | 25\% | 22\% | 14\% | 23\% | 21\% | 25\% | 28\% | $56 \%$ |  | 22\% | 24\% | 23\% | 25\% | $\begin{gathered} 24 \% \\ 0 \end{gathered}$ |
| Neither like nor disilike | 14\% | 15\% | 13\% | $\begin{gathered} 4 \% \\ * * \end{gathered}$ | $\begin{gathered} 18 \% \\ \mathrm{~F} \end{gathered}$ | 15\% | 11\% | 11\% | $\div$ | $\therefore$ | 10\% | 12\% | $\begin{gathered} \text { 17\% } \\ \hline \end{gathered}$ | 13\% | 13\% |
| Somewhat disilike | 4\% | 5\% | 4\% | $8 \%$ | $\begin{gathered} 7 \% \\ \mathrm{E} \end{gathered}$ | 2\% | 4\% | 3\% |  | $\div$ | $\underset{\mathrm{L}}{6 \%}$ | 4\% | 3\% | $\underset{L}{7 \%}$ | 4\% |
| Really disilike | 6\% | 6\% | 7\% | $3 \%$ | 10\%.G | 4\% | 5\% | 1\% | $\div$ | $\therefore$ | $8 \%$ | $8 \%$ | 3\% | $8 \%$ | 6\% |
| Not applicable - I've never tried this sandwich | 9\% | 9\% | 10\% | $24 \%$ | $\begin{aligned} & 13 \% \\ & \hline \end{aligned}$ | 7\% | 6\% | 9\% |  |  | 9\% | 12\% | 7\% | 9\% | 9\% |
| Net: Like | 67\% | 66\% | 67\% | 60\% | 53\% | $\begin{gathered} 72 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 74 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 76 \% \\ \mathrm{D}^{*} \end{gathered}$ | 100\% | $\bar{*}$ | 67\% | 65\% | $\begin{gathered} 70 \% \\ \mathrm{M} \end{gathered}$ | 63\% | $\begin{gathered} 68 \% \\ Q \end{gathered}$ |
| Net: Disilike | 10\% | 10\% | 11\% | $12 \%$ | $\begin{aligned} & 17 \% \\ & \text { E.F.G } \end{aligned}$ | 7\% | 9\% | $4 \%$ | $\div$ | $\div$ | $\begin{gathered} 14 \% \\ \hline \end{gathered}$ | 12\% | 6\% | $15 \%$ | 10\% |
| Q1_9. Reuben sand |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

YouGov RealTime
Sandwiches
US nat internal Sample: 12th - 15th July 2019

| YouGov <br> What the world thinks |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\begin{gathered} \text { Civil } \\ \text { Partnership } \end{gathered}$ | 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 disilike | 7\% | 6\% | 8\% | $5 \%$ | 5\% | 6\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | 6\% | 7\% | $14 \%$ | 8\% | $3 \%$ | 7\% | 6\% | 6\% |
| Really disilike | 12\% | 14\% | 8\% | 15\% | 10\% | 12\% | $\begin{gathered} 18 \% \\ R \end{gathered}$ | 11\% | 12\% |  | $\begin{aligned} & 17 \% \\ & A B^{*} \end{aligned}$ | 11\% | 12\% | 15\% | 8\% |
| Not applicable - I've never tried this sandwich | 5\% | 5\% | 6\% | 8\% | 5\% | $\begin{gathered} 7 \% \\ u \end{gathered}$ | 5\% | 1\% | 2\% |  | $\begin{aligned} & 6 \% \\ & \mathrm{~V}^{*} \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { v.Z } \\ & Z^{*} \end{aligned}$ | $\begin{gathered} 3 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \text { v.z } \end{gathered}$ | 5\% |
| Net: Like | 64\% | 63\% | 65\% | $\stackrel{62 \%}{ }$ | $\begin{gathered} \text { 68\% } \\ \hline \end{gathered}$ | 62\% | 57\% | $\begin{gathered} 70 \% \\ T \end{gathered}$ | $\begin{gathered} 69 \% \\ \text { x.Z.AA } \end{gathered}$ | $64 \%$ | $\stackrel{5}{*}$ | 66\% | $\begin{aligned} & 67 \% \\ & \text { X.AA } \end{aligned}$ | 56\% | $\begin{aligned} & 70 \% \\ & \text { X.AA } \end{aligned}$ |
| Net: Disilike | 19\% | 20\% | 16\% | $\stackrel{20 \%}{*}$ | 15\% | 19\% | $\begin{aligned} & \text { 28\% } \\ & \text { R.S.U } \end{aligned}$ | 17\% | 19\% | 14\% | $\begin{aligned} & \text { 25\% } \\ & \text { AB.AC } \end{aligned}$ | $\stackrel{13 \%}{ }$ | $\begin{gathered} 19 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 21 \% \\ A C \end{gathered}$ | 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\% | $\begin{gathered} 48 \% \\ Q \end{gathered}$ | $\begin{gathered} 41 \% \\ Q \end{gathered}$ | $25 \%$ | $\begin{gathered} 44 \% \\ T \end{gathered}$ | 42\% | 34\% | 34\% | 43\% | 10\% | $32 \%$ | $47 \%$ | 41\% | 38\% | 41\% |
| Somewhat like | 28\% | 21\% | 22\% | ${ }^{31 \%}$ | 27\% | 26\% | 29\% | $\begin{aligned} & 39 \% \\ & \text { R.S } \end{aligned}$ | $\underset{\text { AA }}{30 \%}$ | $44 \%$ | 27\% | 33\% | $\begin{gathered} 30 \% \\ \text { AA } \end{gathered}$ | 23\% | 30\% |
| Neither like nor disilike | 14\% | 14\% | 17\% | $\begin{gathered} \text { 20\% } \\ \mathbf{N}^{*} \end{gathered}$ | 12\% | 15\% | $\begin{gathered} 19 \% \\ R \end{gathered}$ | 12\% | 13\% | 26\% | $\stackrel{18 \%}{*}$ | $6 \%$ | 14\% | 18\% | 13\% |
| Somewhat dislike | 5\% | 5\% | $\begin{gathered} 7 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 4\% | 4\% | 7\% | 5\% | 3\% | $21 \%$ | 12\% <br> V.Z.AA.AB.AC* | 3\% | $\begin{gathered} 5 \% \\ \mathrm{v} \end{gathered}$ | 4\% | 4\% |
| Really disilike | 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\% | $\div$ | 8\% | 9\% | 6\% | $\begin{gathered} \text { 12\% } \\ \text { v.Z.AC } \end{gathered}$ | 9\% |
| Net: Like | 68\% | 69\% | 63\% | 56\% | 70\% | 68\% | 63\% | 73\% | $\begin{aligned} & 73 \% \\ & \text { X.AA } \end{aligned}$ | $54 \%$ | 59\% | $\begin{aligned} & 80 \% \\ & \text { X.AA } \end{aligned}$ | $\begin{aligned} & 71 \% \\ & \text { X.AA } \end{aligned}$ | 61\% | 71\% |
| Net: Disilike | 9\% | 10\% | 11\% | 12\% | 9\% | 8\% | 11\% | 10\% | 8\% | ${ }_{*}^{21 \%}$ | ${ }^{14 \%}$ | $\stackrel{6 \%}{*}$ | 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\% | $\begin{gathered} 51 \% \\ Q \end{gathered}$ | $\begin{gathered} 42 \% \\ Q^{2} \end{gathered}$ | $25 \%$ | $\begin{aligned} & \text { 51\% } \\ & \text { s.t.u } \end{aligned}$ | 39\% | 37\% | 32\% | 44\% | $20 \%$ | $44 \%$ | 41\% | 43\% | 43\% | 41\% |
| Somewhat like | 24\% | 16\% | 23\% | $\begin{gathered} \text { 29\% } \\ \mathrm{O}^{2} \end{gathered}$ | 19\% | 24\% | $\begin{gathered} 27 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 32 \% \\ \mathrm{R} \end{gathered}$ | $\underset{\text { AA }}{26 \%}$ | 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 disilike | 4\% | 5\% | 4\% | 6\% | 4\% | 4\% | 5\% | 5\% | 3\% | 10\% | 7\% | 5\% | 4\% | 4\% | 4\% |
| Really disilike | 6\% | 4\% | 7\% | 9\% | 6\% | 4\% | $\begin{gathered} 8 \% \\ \mathrm{~s} \end{gathered}$ | 8\% | 5\% | 12\% | 2\% |  | 4\% | $\begin{aligned} & 8 \% \\ & \text { v.Z } \end{aligned}$ | 7\% |
| Not applicable - I've never tried this sandwich | 9\% | 8\% | 7\% | $\begin{aligned} & \text { 16\% } \\ & \text { N.O.P* } \end{aligned}$ | 7\% | $\begin{gathered} 12 \% \\ R \end{gathered}$ | 8\% | 7\% | 8\% | 9\% | 7\% | $8 \%$ | 8\% | $\begin{gathered} \begin{array}{l} 12 \% \\ \text { v. } \end{array} \end{gathered}$ | 9\% |
| Net: Like | 67\% | 67\% | 65\% | 54\% | $\begin{gathered} 70 \% \\ \mathrm{~s} \end{gathered}$ | 64\% | 65\% | 65\% | $\begin{gathered} 70 \% \\ \text { AA } \end{gathered}$ | 30\% | 65\% | 66\% | 69\% | 63\% | 67\% |
| Net: Disilike | 10\% | 9\% | 12\% | 15\% | 10\% | 8\% | $\begin{gathered} 14 \% \\ \mathrm{~s} \end{gathered}$ | 13\% | 8\% | $22 \%$ | 10\% | 5\% | 8\% | $\begin{gathered} 12 \% \\ \mathrm{~V} \end{gathered}$ | 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

| YouGov <br> What the world thinks | 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 disilike | 12\% | 8\% | 10\% | $31 \%$ | $22 \%$ | 13\% | 10\% | 11\% | 12\% | $15 \%$ | 12\% | $\begin{gathered} \text { 15\% } \\ \text { AN } \end{gathered}$ | 9\% | 10\% | 14\% |
| Somewhat disilike | 7\% | 2\% | 11\% | 20\% | $4 \%$ | 8\% | 5\% | 7\% | 6\% | 7\% | 6\% | 5\% | $\begin{aligned} & 10 \% \\ & \text { AM } \end{aligned}$ | 6\% | 4\% |
| Really disilike | 12\% | $7 \%$ | 16\% | 9\% | $15 \%$ | $\begin{gathered} \text { 16\% } \\ \text { AH.AI } \end{gathered}$ | 8\% | $\begin{gathered} 11 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} \text { 15\% } \\ \text { AH.AI } \end{gathered}$ | 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* | $\begin{aligned} & 6 \% \\ & \text { AM } \end{aligned}$ | 2\% | 2\% | $\begin{gathered} 13 \% \\ \text { AL.AM.AN } \end{gathered}$ | 5\% |
| Net: Like | 64\% | $\begin{gathered} \text { 80\% } \\ \text { x.Z.AA** } \end{gathered}$ | $59 \%$ | 20\% | $49 \%$ | 60\% | 75\% <br> AG.AI.AJ.AK | $\begin{gathered} \text { 69\%.AJ.AK } \end{gathered}$ | 59\% | 52\% | 65\% | 67\% | 63\% | 61\% | 65\% |
| Net: Disilike | 19\% | 8\% | 28\% | 29\% | $19 \%$ | $\begin{aligned} & 24 \% \\ & \text { AH.AI } \end{aligned}$ | 13\% | 17\% AH | $\begin{gathered} 21 \% \\ \text { AH } \end{gathered}$ | 15\% | 18\% | 16\% | $\begin{gathered} 26 \% \\ \text { AL.AM.AO } \end{gathered}$ | 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\% | $\begin{gathered} 45 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { AJ } \end{gathered}$ | 36\% | $33 \%$ | 44\% | 39\% | 38\% | 38\% | 38\% |
| Somewhat like | 28\% | $\begin{aligned} & 36 \% \\ & \mathrm{AA}^{*} \end{aligned}$ | 29\% | 39\% | 16\% | 29\% | $\begin{gathered} 33 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 31 \% \\ \text { AK } \end{gathered}$ | 27\% | 17\% | 26\% | 32\% | 29\% | 26\% | 29\% |
| Neither like nor disisike | 14\% | $10 \%$ | 10\% | 11\% | $12 \%$ | 16\% | 12\% | 13\% | 16\% | 12\% | 12\% | $\begin{aligned} & \text { 18\% } \\ & \text { AL.AO } \end{aligned}$ | 16\% | 11\% | 15\% |
| Somewhat disilike | 5\% | $3 \%$ | $11 \%$ |  | $7 \%$ | 4\% | 3\% | 3\% | $\begin{gathered} 6 \% \\ \text { AH.AI } \end{gathered}$ | $\begin{aligned} & 8 \% \\ & A H^{*} \end{aligned}$ | 5\% | 3\% | 6\% | 3\% | 5\% |
| Really disilike | 4\% | 2\% | 11\% | 20\% |  | 5\% | 4\% | 4\% | 5\% | 3\% | 5\% | 3\% | 6\% | 4\% | 4\% |
| Not applicable - I've never tried this sandwich | 8\% | 1\% | $3 \%$ | $21 \%$ | $26 \%$ | 5\% | 4\% | 4\% | $\begin{gathered} 11 \% \\ \text { AG.AH.AI } \end{gathered}$ | 28\% AG.AH.AI.AJ* | 9\% | 5\% | 5\% | $\begin{gathered} \text { 17\% } \\ \text { AL.AM.AN } \end{gathered}$ | 9\% |
| Net: Like | 68\% | $\begin{gathered} 84 \% \\ \text { x.Z.AA } \end{gathered}$ | 65\% | 48\% | $55 \%$ | $\begin{gathered} 70 \% \\ \hline 0 \text { ak } \end{gathered}$ | 78\% <br> AG.AI.AJ.AK | $\begin{gathered} 75 \% \\ \text { AG.AJ.AK } \end{gathered}$ | 63\% | 50\% | 70\% | 70\% | 67\% | 64\% | 67\% |
| Net: Disilike | 9\% | $4 \%$ | 22\% | 20\% | 7\% | 9\% | 6\% | 7\% | $\begin{aligned} & \text { 10\% } \\ & \text { AH } \end{aligned}$ | $\stackrel{11 \%}{*}$ | 9\% | 7\% | $\begin{aligned} & \begin{array}{l} 12 \% \\ \text { AM } \end{array} \end{aligned}$ | 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\% | $\begin{gathered} 51 \% \\ \text { AG.AI.AJ } \end{gathered}$ | 47\% Ag.AJ | 39\% | $39 \%$ | $\underset{\text { AN }}{47 \%}$ | 44\% | 39\% | 39\% | 42\% |
| Somewhat ike | 24\% | 21\% | 17\% | 30\% | 15\% | 25\% | 26\% | 26\% | 22\% | 16\% | 21\% | 25\% | $\begin{gathered} 29 \% \\ \text { AL.AO } \end{gathered}$ | 20\% | 22\% |
| Neither like nor disisie | 14\% | 10\% | $\stackrel{8 \%}{8 \%}$ | 11\% | $\begin{gathered} 15 \% \\ * \end{gathered}$ | AH\% | 9\% | $\begin{aligned} & 13 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 15 \% \\ \text { AH } \end{gathered}$ | $13 \%$ | 15\% | 11\% | 15\% | 14\% | 16\% |
| Somewhat disilike | 4\% | $5 \%$ | 15\% | 10\% | $3 \%$ $* *$ $*$ | 5\% | 4\% | 4\% | 4\% | $9 \%$ | 5\% | 5\% | 4\% | 3\% | $\begin{aligned} & 5 \% \\ & \text { AR } \end{aligned}$ |
| Really disilike | 6\% | $2 \%$ | 10\% | $32 \%$ | 19\% | 3\% | 4\% | 4\% | $\begin{gathered} { }^{8 \%} \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{aligned} & 9 \% \\ & \mathrm{AG}^{*} \end{aligned}$ | 5\% | 6\% | 7\% | 8\% | 6\% |
| Not applicable - I've never tried this sandwich | 9\% | $5 \%$ | $8 \%$ | $9 \%$ | $13 \%$ | 6\% | 6\% | 6\% | $\begin{gathered} 12 \% \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AG.AH.Al* } \end{gathered}$ | 8\% | 9\% | 6\% | $\begin{aligned} & \text { 15\% } \\ & \text { AL.AN } \end{aligned}$ | 9\% |
| Net: Like | 67\% | $\begin{gathered} 77 \% \\ \mathrm{AA}^{*} \end{gathered}$ | 60\% | 39\% | $50 \%$ | 67\% | 77\% <br> AG.AI.AJ.AK | $\begin{gathered} 73 \% \\ \text { AG.AJ.AK } \end{gathered}$ | 61\% | 54\% | 68\% | $\begin{gathered} 69 \% \\ \text { AO } \end{gathered}$ | 68\% | 60\% | 64\% |
| Net: Disilike | 10\% | 8\% | 24\% | $42 \%$ | 22\% | 8\% | 8\% | 8\% | $\begin{gathered} 12 \% \\ \mathrm{Al} \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AG.AH.Al* } \end{gathered}$ | 10\% | 11\% | 11\% | 11\% | 11\% |



YouGov RealTime
Sandwiches
US_nat internal Sample: 12th - 15th July 2019


YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen Z (2000 and later) | $\begin{aligned} & \text { Millennial } \\ & \text { (1982-1999) } \end{aligned}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Really like | 28\% | $\begin{gathered} 31 \% \\ \mathrm{~B} \end{gathered}$ | 25\% | 19\% | 18\% | 21\% | $\begin{gathered} 37 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 51 \% \\ & \text { D.E.F* } \end{aligned}$ | $100 \%$ |  | 24\% | 29\% | 30\% | 25\% | $\begin{aligned} & 32 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Somewhat like | 20\% | 22\% | 18\% | $14 \%$ | 19\% | $\begin{gathered} 25 \% \\ G \end{gathered}$ | 20\% | 11\% | - | $\div$ | 19\% | 21\% | 18\% | 23\% | 19\% |
| Neither like nor disisike | 14\% | 15\% | 14\% | $12 \%$ | $\begin{gathered} 16 \% \\ F \end{gathered}$ | 16\% | 11\% | 16\% |  | $\div$ | 16\% | 13\% | 14\% | 16\% | 13\% |
| Somewhat disisike | $8 \%$ | $8 \%$ | 8\% | $7 \%$ | $\begin{gathered} 10 \% \\ \mathrm{G} \end{gathered}$ | 6\% | $\begin{gathered} 9 \% \\ \mathrm{G} \end{gathered}$ | $2 \%$ |  | $\div$ | 9\% | 8\% | 7\% | 8\% | 7\% |
| Really disilike | 12\% | 10\% | $\begin{gathered} 14 \% \\ \text { A } \end{gathered}$ | $14 \%$ | 12\% | 12\% | 12\% | $8 \%$ |  | $\div$ | 11\% | 14\% | 11\% | 11\% | $\begin{gathered} 14 \% \\ \mathrm{P} \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 18\% | 15\% | $\begin{gathered} 22 \% \\ \mathrm{~A} \end{gathered}$ | $34 \%$ | 25\% | $\begin{gathered} 20 \% \\ \mathrm{~F} \end{gathered}$ | 11\% | $13 \%$ |  |  | 21\% | 16\% | 20\% | 17\% | 15\% |
| Net: Like | 48\% | $\begin{gathered} 53 \% \\ \mathrm{~B} \end{gathered}$ | 43\% | $33 \%$ | 37\% | $\begin{gathered} 46 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 56 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 62 \% \\ & \text { D.E } \end{aligned}$ | $100 \%$ | ** | 43\% | 50\% | 48\% | 48\% | $\begin{aligned} & 51 \% \\ & \text { P.Q } \end{aligned}$ |
| Net: Disilike | 20\% | 18\% | 21\% | 20\% | $\begin{gathered} 21 \% \\ G \end{gathered}$ | 19\% | $\begin{gathered} 21 \% \\ G \end{gathered}$ | $\stackrel{\text { 9\% }}{ }$ | - | - | 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 |
| Base: All US adults | 1223 | 595 | 628 | 27 | 389 | 287 | 425 | 94 | 2 | - | 218 | 257 | 460 | 288 | 785 |
| Really like | 25\% | $\begin{gathered} 27 \% \\ \mathrm{~B} \end{gathered}$ | 22\% | $17 \%$ <br> $* *$ | 16\% | $\begin{gathered} 25 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 29 \% \\ \mathrm{D}^{2} \end{gathered}$ | $44 \%$ | $\therefore$ | 23\% | 20\% | 24\% | $\begin{gathered} 30 \% \\ \mathrm{k} \end{gathered}$ | 26\% |
| Somewhat like | 22\% | $\begin{gathered} 26 \% \\ B \end{gathered}$ | 17\% | $29 \%$ | 17\% | 22\% | $\begin{gathered} 25 \% \\ \mathrm{D} \end{gathered}$ | $\stackrel{22 \%}{ }$ | $56 \%$ |  | 22\% | 17\% | 23\% | 23\% | 22\% |
| Neither like nor disilike | 17\% | 18\% | 15\% | $23 \%$ | $\begin{gathered} 19 \% \\ F \end{gathered}$ | $\begin{gathered} 20 \% \\ F \end{gathered}$ | 13\% | 12\% | $\div$ | $\div$ | 16\% | 16\% | 16\% | 19\% | 14\% |
| Somewhat disisike | 9\% | 9\% | 10\% | $\div$ | $\begin{aligned} & 13 \% \\ & { }_{F E} \end{aligned}$ | 5\% | 8\% | 10\% | $\therefore$ | $\div$ | 11\% | $\underset{\mathrm{L}}{12 \%}$ | 7\% | 9\% | $\begin{gathered} \text { 11\% } \\ \text { P } \end{gathered}$ |
| Really disilike | 10\% | 7\% | $\begin{gathered} 14 \% \\ \mathrm{~A} \end{gathered}$ | 4\% | 10\% | 11\% | 11\% | $12 \%$ | \% | $\bar{*}$ | 12\% | $\begin{gathered} 14 \% \\ \mathrm{M} \end{gathered}$ | 9\% | 8\% | $\begin{gathered} 12 \% \\ Q \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 18\% | 13\% | $\begin{gathered} 22 \% \\ \mathrm{~A} \end{gathered}$ | $27 \%$ | $\begin{aligned} & 25 \% \\ & \text { E.F.G } \end{aligned}$ | 16\% | 12\% | $14 \%$ |  | $\div$ | 16\% | $\begin{gathered} 21 \% \\ M \end{gathered}$ | $\begin{gathered} \text { 20\% } \\ \mathrm{M} \end{gathered}$ | 11\% | 16\% |
| Net: Like | 46\% | $\begin{gathered} 53 \% \\ \mathrm{~B} \end{gathered}$ | 40\% | $46 \%$ | 33\% | $\begin{gathered} 48 \% \\ \mathrm{D} \end{gathered}$ | $56 \%$ | $\underset{\mathrm{D}^{*}}{51 \%}$ | $100 \%$ | $\bar{*}$ | 45\% | 37\% | $\begin{gathered} 47 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 53 \% \\ \mathrm{~K} \end{gathered}$ | 47\% |
| Net: Disilike | 20\% | 16\% | $\begin{gathered} 24 \% \\ \mathrm{~A} \end{gathered}$ | $4 \%$ | $\begin{gathered} 23 \% \\ \mathrm{E} \end{gathered}$ | 16\% | 19\% | $\stackrel{23 \%}{*}$ | ** | $\div$ | $\underset{L}{23 \%}$ | $\begin{gathered} \text { 26\% } \\ \text { L.M } \end{gathered}$ | 16\% | 17\% | $\begin{aligned} & \text { 23\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Q1_11. Cuban 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 | 18\% | 20\% | 16\% | ${ }^{12 \%}$ | 18\% | 21\% | 18\% | $12 \%$ | $\div$ | $\div$ | $\begin{gathered} 20 \% \\ \mathrm{~K} \end{gathered}$ | 13\% | $\begin{aligned} & 22 \% \\ & \text { K.M } \end{aligned}$ | 14\% | 16\% |
| Somewhat like | 16\% | 18\% | 14\% | 20\% | 16\% | 17\% | 17\% | $12 \%$ | $\stackrel{-}{*}$ | $\stackrel{-}{*}$ | 17\% | 15\% | 15\% | 19\% | 16\% |
| Neither like nor disilike | 15\% | 16\% | 13\% | 12\% | $\begin{gathered} 18 \% \\ F \end{gathered}$ | $\begin{gathered} 18 \% \\ F \end{gathered}$ | 11\% | 10\% | $\div$ | $\div$ | 14\% | 15\% | 16\% | 14\% | 14\% |
| Somewhat disilike | 7\% | 6\% | 7\% | $7 \%$ | 9\% | 5\% | 6\% | $6 \%$ |  | $\div$ | 8\% | 6\% | 6\% | 8\% | 6\% |
| Really disike | 6\% | 4\% | $\begin{gathered} 8 \% \\ \text { A } \end{gathered}$ | 11\% | 8\% | 5\% | 6\% | $7 \%$ |  | $\stackrel{-}{\circ}$ | 6\% | 8\% | 6\% | 6\% | $\begin{gathered} 7 \% \\ Q \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 38\% | 35\% | $\begin{gathered} 41 \% \\ A \end{gathered}$ | $38 \%$ | 31\% | 34\% | $\begin{gathered} 43 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 54 \% \\ & \text { D.E } \end{aligned}$ | $100 \%$ | $\bar{*}$ | 36\% | 43\% | 36\% | 39\% | $\begin{gathered} 42 \% \\ 0 . P \end{gathered}$ |
| Net: Like Net: Disilike | $34 \%$ $13 \%$ | $\begin{gathered} 39 \% \\ \text { B } \\ \text { 10\% } \end{gathered}$ | $30 \%$ $16 \%$ | $\begin{gathered} 32 \% \\ \text { 2* } \\ \text { 17\% } \end{gathered}$ | $34 \%$ $17 \%$ | $\begin{gathered} 38 \% \\ \text { G } \\ 10 \% \end{gathered}$ | $35 \%$ $11 \%$ | $\begin{gathered} 24 \% \\ \text { 12\% } \end{gathered}$ | : |  | $\begin{gathered} 37 \% \\ K \\ 14 \% \end{gathered}$ | $28 \%$ $14 \%$ | $\begin{gathered} 38 \% \\ K \\ 11 \% \end{gathered}$ | $33 \%$ $14 \%$ | $31 \%$ $13 \%$ |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\begin{gathered} \text { Civil } \\ \text { Partnership } \end{gathered}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not tiving } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
| Really like | 28\% | 23\% | 22\% | 16\% | 28\% | 26\% | 32\% | 25\% | $\begin{gathered} 34 \% \\ \text { 3.Y.Z.AA } \end{gathered}$ | 20\% | $23 \%$ | 16\% | $\begin{gathered} 31 \% \\ A A \end{gathered}$ | 20\% | 29\% |
| Somewhat like | 20\% | 23\% | 20\% | 20\% | 19\% | 19\% | 19\% | $\begin{aligned} & \text { 29\% } \\ & \text { R.S.T } \end{aligned}$ | 19\% | $48 \%$ | $\begin{gathered} 30 \% \\ \text { v.Z.AA.AB* } \end{gathered}$ | $31 \%$ | $\stackrel{21 \%}{\mathrm{v}}$ | 18\% | 18\% |
| Neither like nor disilike | 14\% | 18\% | 16\% | $\begin{gathered} 20 \% \\ \mathbf{N}^{*} \end{gathered}$ | $\begin{gathered} 16 \% \\ T \end{gathered}$ | $\begin{gathered} 16 \% \\ T \end{gathered}$ | 9\% | 12\% | 13\% | $13 \%$ | $18 \%$ | $12 \%$ | 14\% | 15\% | 15\% |
| Somewhat disilike | 8\% | 6\% | $\begin{gathered} 12 \% \\ \mathrm{~N} \end{gathered}$ | $7 \%$ | 8\% | 8\% | 8\% | 8\% | 7\% | $10 \%$ | $3 \%$ | $11 \%$ | 7\% | 9\% | $\begin{gathered} 12 \% \\ \times \end{gathered}$ |
| Really disilike | 12\% | 11\% | 5\% | $7 \%$ | 10\% | 10\% | $\begin{gathered} 16 \% \\ R \end{gathered}$ | 15\% | 12\% |  | $9 \%$ | 5\% | 11\% | 10\% | 10\% |
| Not applicable - I've never tried this sandwich | 18\% | 19\% | 25\% | 30\% | 20\% | 20\% | 16\% | 11\% | 15\% | 9\% | 17\% | 24\% | 15\% | 28\% | 17\% |
|  |  |  | N | N.O* | u | u |  |  |  | ** |  | $A^{*}{ }^{*}$ |  | v.x.z.AB.AC |  |
| Net: Like | 48\% | 46\% | 41\% | 36\% | 47\% | 45\% | 51\% | 54\% | $\begin{gathered} 53 \% \\ \text { AA } \end{gathered}$ | $68 \%$ | $\underset{A A^{*}}{53 \%}$ | 47\% | $53 \%$ | 38\% | 47\% |
| Net: Disilike | 20\% | 17\% | 18\% | 14\% | 17\% | 19\% | 24\% | 23\% | 19\% | $10 \%$ | ${ }^{13 \%}$ | 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\% | $21 \%$ | $23 \%$ | $\stackrel{32 \%}{ }$ | 26\% | 20\% | 25\% |
| Somewhat like | 22\% | 18\% | 24\% | $21 \%$ | 19\% | 21\% | 24\% | 27\% | 22\% | $26 \%$ | $20 \%$ | $23 \%$ | 22\% | 21\% | 25\% |
| Neither like nor disilike | 17\% | $\begin{aligned} & 29 \% \\ & \text { N.Q } \end{aligned}$ | $\stackrel{21 \%}{N}$ | 15\% | $\begin{gathered} 21 \% \\ \text { S.T } \end{gathered}$ | 15\% | 13\% | 13\% | 16\% | $13 \%$ | $21 \%$ | 16\% | 17\% | 18\% | 15\% |
| Somewhat disilike | 9\% | 6\% | 6\% | 8\% | 7\% | 10\% | 10\% | $\begin{gathered} 15 \% \\ \mathrm{R} \end{gathered}$ | 9\% | $19 \%$ | $5 \%$ | 15\% | 9\% | 9\% | 5\% |
| Really disilike | 10\% | 7\% | 9\% | 4\% | 10\% | 11\% | 13\% | 7\% | $\begin{aligned} & 11 \% \\ & \text { Y.AA } \end{aligned}$ | $12 \%$ | $\begin{aligned} & \text { 14\% } \\ & \text { Y.AA* } \end{aligned}$ |  | $\begin{aligned} & \text { 11\% } \\ & \text { Y.AA } \end{aligned}$ | 6\% | $\begin{gathered} 19 \% \\ \text { v.Y.Z.AA.AC } \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 18\% | 19\% | 15\% | $\begin{aligned} & 30 \% \\ & \text { N.P* } \end{aligned}$ | $\begin{gathered} 20 \% \\ u \end{gathered}$ | $\begin{gathered} \text { 19\% } \\ u \end{gathered}$ | 14\% | 9\% | 16\% | 10\% | 17\% | 13\% | 16\% | $\begin{gathered} 25 \% \\ \text { v.Z.AB.AC } \end{gathered}$ | 10\% |
| Net: Like | 46\% | 38\% | 49\% | $43 \%$ | 43\% | 45\% | 49\% | $\begin{gathered} 56 \% \\ \text { R.S } \end{gathered}$ | 48\% | $46 \%$ | $43 \%$ | 55\% | 48\% | 41\% | 50\% |
| Net: Disilike | 20\% | 14\% | 14\% | 12\% | 17\% | 20\% | $\begin{gathered} 24 \% \\ R \end{gathered}$ | 22\% | 20\% | $31 \%$ | 19\% | 15\% | 20\% | 16\% | $\underset{\text { AA }}{25 \%}$ |
| 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\% | $\begin{aligned} & \text { 28\% } \\ & \text { N.O.Q } \end{aligned}$ | 16\% | 16\% | 18\% | 22\% | 16\% | $\begin{gathered} 20 \% \\ \text { AA } \end{gathered}$ | $29 \%$ | 23\% | 23\% | $\begin{gathered} 21 \% \\ \text { AA } \end{gathered}$ | 14\% | 14\% |
| Somewhat like | 16\% | 17\% | 18\% | 19\% | 14\% | 17\% | 16\% | $\begin{aligned} & 25 \% \\ & \text { R.S.T } \end{aligned}$ | 17\% | $28 \%$ | 18\% | $14 \%$ | 17\% | 16\% | 17\% |
| Neither like nor disilike | 15\% | $\begin{aligned} & 21 \% \\ & \text { N.P } \end{aligned}$ | 12\% | 17\% | $\begin{aligned} & \text { 18\% } \\ & \text { S.T } \end{aligned}$ | 13\% | 11\% | 13\% | 14\% | 11\% | 19\% | 10\% | 14\% | 16\% | 14\% |
| Somewhat disilike | 7\% | 3\% | $\begin{gathered} \text { 10\% } \\ 0 \end{gathered}$ | 9\% | 6\% | 6\% | $\begin{aligned} & \text { 11\% } \\ & \text { R.S } \end{aligned}$ | 5\% | 6\% |  | 6\% | 11\% | 6\% | 5\% | $\begin{gathered} \text { 13\% } \\ \text { v.Z.AA } \end{gathered}$ |
| Really disilike | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { P.Q } \end{aligned}$ | 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\% | $\begin{gathered} 42 \% \\ \mathrm{~T} \end{gathered}$ | 38\% | $32 \%$ | 34\% | 38\% | $22 \%$ | 28\% | $33 \%$ | 36\% | $\begin{gathered} 43 \% \\ \times \end{gathered}$ | 36\% |
| Net: Like | 34\% | 36\% | $\begin{aligned} & 47 \% \\ & \text { N.O.Q } \end{aligned}$ | $35 \%$ | 30\% | 35\% | $\begin{gathered} 38 \% \\ R \end{gathered}$ | $\begin{gathered} 41 \% \\ R \end{gathered}$ | $\begin{gathered} 37 \% \\ A A \end{gathered}$ | $56 \%$ | $41 \%$ | 38\% | $\begin{gathered} 38 \% \\ A A \end{gathered}$ | 30\% | 31\% |
| Net: Disilike | 13\% | 13\% | 13\% | 10\% | 10\% | 14\% | 18\% | 12\% | 11\% | 10\% | 13\% | 20\% | 12\% | 11\% | 19\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | 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\% | $\begin{aligned} & 35 \% \\ & A A^{*} \end{aligned}$ | $22 \%$ | $9 \%$ | 18\% | 21\% | 38\% <br> AG.AI.AJ.AK | $\begin{gathered} 31 \% \\ \text { AG.AJ } \end{gathered}$ | 24\% | $24 \%$ | 27\% | 28\% | 28\% | 28\% | 28\% |
| Somewhat like | 20\% | $\stackrel{19 \%}{ }$ | $24 \%$ | $\div$ | 17\% | 22\% | 19\% | 20\% | 20\% | 18\% | 17\% | $\begin{gathered} 22 \% \\ \text { AO } \end{gathered}$ | $\begin{aligned} & \text { 27\% } \\ & \text { AL.AO } \end{aligned}$ | 13\% | 17\% |
| Neither like nor dislike | 14\% | 14\% | 14\% | $32 \%$ | 16\% | $\begin{aligned} & \text { 19\% } \\ & \text { AIIJ } \end{aligned}$ | 14\% | 15\% | 13\% | $15 \%$ | 16\% | 14\% | 11\% | 16\% | $\begin{gathered} 18 \% \\ \text { AQ } \end{gathered}$ |
| Somewhat disilike | 8\% | 7\% | $4 \%$ | 20\% | 8\% | 9\% | 6\% | 8\% | 8\% | 8\% | 9\% | 7\% | 9\% | 7\% | $\begin{aligned} & 9 \% \\ & \text { AR } \end{aligned}$ |
| Really disilike | 12\% | 19\% | $21 \%$ | 10\% | 15\% | $\begin{gathered} 14 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \text { AK } \end{gathered}$ | $\begin{gathered} 13 \% \\ \mathrm{AK} \end{gathered}$ | 11\% | $4 \%$ | 9\% | 13\% | $\begin{gathered} 15 \% \\ \mathrm{AL} \end{gathered}$ | 10\% | 10\% |
| Not applicable - I've never tried this sandwich | 18\% | 6\% | 15\% | 30\% | $27 \%$ | 16\% | 11\% | 13\% | $\begin{gathered} \text { 24\% } \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{gathered} 31 \% \\ \text { AG.AH.Al* } \end{gathered}$ | $\begin{aligned} & 22 \% \\ & \text { AM.AN } \end{aligned}$ | 16\% | 11\% | 26\% AM.AN | 17\% |
| Net: Like | 48\% | $\begin{aligned} & 54 \% \\ & \text { AA }^{*} \end{aligned}$ | $47 \%$ | $9 \%$ | $35 \%$ | 43\% | 57\% <br> AG.AI.AJ.AK | $\begin{aligned} & 51 \% \\ & \text { AG.AJ } \end{aligned}$ | 44\% | 42\% | 45\% | $\begin{gathered} 50 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 55 \% \\ \text { AL.AO } \end{gathered}$ | 40\% | 45\% |
| Net: Disilike | 20\% | $\begin{gathered} \text { 26\% } \\ x^{*} \end{gathered}$ | $25 \%$ | 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\% | $\begin{gathered} 38 \% \\ \text { v.x.z.AA* } \end{gathered}$ | 17\% | 40\% | 18\% | 19\% | $\begin{gathered} 28 \% \\ \text { AG.AI } \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { AG } \end{gathered}$ | 24\% | 26\% | 24\% | 26\% | 27\% | 22\% | 25\% |
| Somewhat like | 22\% | 19\% | $6 \%$ | 11\% | 18\% | $\begin{gathered} 21 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 24 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 23 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { AK } \end{gathered}$ | 9\% | 21\% | 21\% | 25\% | 20\% | 23\% |
| Neither like nor disilike | 17\% | 11\% | $34 \%$ | $\stackrel{-}{*}$ | 12\% | $\begin{gathered} \text { 22\%. } \\ \text { AH.AJ } \end{gathered}$ | 16\% | 18\% | 16\% | 13\% | $\begin{gathered} \text { 19\% } \\ \text { AO } \end{gathered}$ | 16\% | 18\% | 12\% | 19\% |
| Somewhat disilike | 9\% | $\begin{gathered} 14 \% \\ x^{*} \end{gathered}$ | 19\% | 11\% | 7\% | 10\% | 8\% | 8\% | 10\% | 12\% | 8\% | 11\% | 12\% | 7\% | $\begin{aligned} & 9 \% \\ & \text { AR } \end{aligned}$ |
| Really disilike | 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\% | $\begin{gathered} \text { 19\% } \\ \text { AH } \end{gathered}$ | $\begin{aligned} & \text { 28\% } \\ & \text { AH.A1* } \end{aligned}$ | 19\% | $\begin{gathered} 18 \% \\ \text { AN } \end{gathered}$ | 7\% | $\begin{gathered} \text { AL.AM.AN } \end{gathered}$ | 16\% |
| Net: Like | 46\% | $\begin{aligned} & 57 \% \\ & \mathrm{AA}^{*} \end{aligned}$ | $23 \%$ | $51 \%$ | 36\% | 40\% | $\begin{gathered} 51 \% \\ \text { AG.AI.AK } \end{gathered}$ | $\begin{gathered} 48 \% \\ \text { AG } \end{gathered}$ | 45\% | 35\% | 45\% | 46\% | 51\% | 42\% | 48\% |
| Net: Disilike | 20\% | 19\% | 30\% | 41\% | $22 \%$ | 21\% | 18\% | 19\% | 20\% | $25 \%$ | 18\% | 20\% | $\underset{\mathrm{AL}}{24 \%}$ | 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\% | 17\% | $\begin{aligned} & 21 \% \\ & \text { AO } \end{aligned}$ | 19\% | 13\% | $\begin{aligned} & 24 \% \\ & \text { AQ.AR } \end{aligned}$ |
| Somewhat like | 16\% | 11\% | 18\% | 10\% | 18\% | 15\% | 18\% | 17\% | 15\% | $\begin{gathered} 27 \% \\ \text { AG.AI.AJ^ } \end{gathered}$ | 14\% | 15\% | $\begin{gathered} \text { AL.AM.AO } \end{gathered}$ | 11\% | 18\% |
| Neither like nor disilike | 15\% | 12\% | 18\% | 20\% | $\begin{aligned} & 11 \% \\ & \hline \end{aligned}$ | $\begin{gathered} \text { AH.A. } 20 \% \\ \text { AHJ } \end{gathered}$ | 13\% | $\begin{gathered} 16 \% \\ \text { AH } \end{gathered}$ | 14\% | 10\% | $\begin{gathered} \text { 18\% } \\ \text { AN } \end{gathered}$ | 15\% | 11\% | 13\% | 16\% |
| Somewhat disilike | 7\% | 6\% | $8 \%$ | 11\% | 7\% | $\begin{aligned} & \text { 10\% } \\ & \text { AH.AI } \end{aligned}$ | 4\% | $\begin{aligned} & 7 \% \\ & \text { AH } \end{aligned}$ | 6\% | 9\% | 5\% | $\begin{aligned} & 8 \% \\ & \text { AL } \end{aligned}$ | 7\% | 8\% | 6\% |
| Really disilike | 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\% | $\begin{gathered} 4 \% \\ \text { AG.A } \end{gathered}$ | $\begin{gathered} 36 \% \\ A G \end{gathered}$ | $\underset{A G}{41 \%}$ | $30 \%$ | $\begin{gathered} 41 \% \\ \text { AN } \end{gathered}$ | 35\% | 29\% | $49 \%$ AM.AN | $31 \%$ |
| Net: Like | 34\% | $31 \%$ | $31 \%$ | 10\% | 31\% | 36\% | 35\% | 36\% | 32\% | $43 \%$ | 31\% | $\begin{aligned} & 36 \% \\ & \text { AO } \end{aligned}$ | $\stackrel{45 \%}{\text { AL.AM.AO }}$ | 24\% | $\begin{aligned} & 41 \% \\ & \text { AQ.AR } \end{aligned}$ |
| Net: Disilike | 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


YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z $(2000$ and later) | $\begin{gathered} \text { Millennial } \\ (1982-1999) \end{gathered}$ | $\underset{1981)}{\substack{\text { Gen } X(1965-}}$ | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  | A | ** | E.F |  |  | * | ** | ** |  |  |  |  |  |
| Q1_12. Crab cake 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 | 20\% | 22\% | 19\% | $26 \%$ | 14\% | 19\% | $\begin{gathered} 27 \% \\ \text { D.E } \end{gathered}$ | $22 \%$ | $\div$ | $\div$ | $\begin{gathered} 22 \% \\ K \end{gathered}$ | 15\% | $\begin{aligned} & \text { 25\% } \\ & \text { K.M } \end{aligned}$ | 16\% | 21\% |
| Somewhat like | 14\% | $\begin{gathered} 16 \% \\ \text { B } \end{gathered}$ | 12\% | 6\% | 14\% | 14\% | 13\% | 21\% | $\bar{*}$ | $\bar{*}$ | 18\% | 13\% | 13\% | 15\% | 13\% |
| Neither like nor disilike | 13\% | 15\% | 11\% | $8 \%$ | $\begin{gathered} \text { 17\% } \\ \text { E.F } \end{gathered}$ | 12\% | 10\% | $13 \%$ |  |  | 12\% | 9\% | $\begin{gathered} 15 \% \\ \mathrm{~K} \end{gathered}$ | 14\% | 11\% |
| Somewhat disilike | 6\% | 6\% | 6\% | $5 \%$ | 6\% | 7\% | 6\% | $\stackrel{2 \%}{ }$ | $\therefore$ | $\div$ | 8\% | 6\% | 4\% | 6\% | 6\% |
| Really disilike | 15\% | 13\% | 17\% | 11\% | 14\% | 16\% | 16\% | $15 \%$ |  |  | 12\% | 18\% | 14\% | 17\% | 16\% |
| Not applicable - I've never tried this sandwich | 32\% | 28\% | $\begin{gathered} 35 \% \\ \mathrm{~A} \end{gathered}$ | $45 \%$ | $\begin{gathered} 36 \% \\ \mathrm{~F} \end{gathered}$ | 33\% | 27\% | 27\% | 100\% |  | 29\% | $\begin{gathered} \text { 39\% } \\ \text { J.L } \end{gathered}$ | 29\% | 32\% | 32\% |
| Net: Like | 34\% | $\begin{gathered} 38 \% \\ \text { B } \end{gathered}$ | 31\% | $32 \%$ | 27\% | 33\% | $\begin{gathered} 40 \% \\ \mathrm{D} \end{gathered}$ | $\underset{D^{*}}{43 \%}$ | ** | $\therefore$ | $\begin{aligned} & 40 \% \\ & \text { K.M } \end{aligned}$ | 28\% | $\begin{gathered} 38 \% \\ k \end{gathered}$ | 31\% | 34\% |
| Net: Disilike | 21\% | 19\% | 23\% | 15\% | 20\% | 22\% | 22\% | $\stackrel{17 \%}{*}$ | - | ** | 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 |
| Base: All US adults | 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\% |  |  | $\begin{gathered} 23 \% \\ \mathrm{k} \end{gathered}$ | 15\% | 21\% | 18\% | 19\% |
| Neither like nor disilike | 18\% | 19\% | 17\% | $34 \%$ | 17\% | 17\% | 19\% | 18\% | $\div$ | $\div$ | 19\% | 14\% | 18\% | $\begin{gathered} 21 \% \\ k \end{gathered}$ | 18\% |
| Somewhat disilike | 10\% | 12\% | 9\% |  | 12\% | 11\% | 9\% | $9 \%$ | $\div$ | $\div$ | 9\% | 11\% | 11\% | 9\% | 10\% |
| Really disilike | 12\% | 12\% | 13\% | 4\% | 14\% | 13\% | 13\% | 6\% | $\bar{*}$ | $\div$ | 13\% | 13\% | 13\% | 11\% | 13\% |
| Not applicable - I've nevert tried this sandwich | 20\% | 20\% | 21\% | $27 \%$ | 21\% | 23\% | 18\% | 19\% | $\div$ |  | 15\% | $\begin{gathered} \text { 27\% } \\ \text { J.L } \end{gathered}$ | 19\% | 21\% | 20\% |
| Net: Like | 39\% | 38\% | 39\% | $35 \%$ | 35\% | 36\% | 40\% | $\begin{gathered} 49 \% \\ \mathrm{D}^{*} \end{gathered}$ | 100\% | $\bar{*}$ | $\begin{gathered} 45 \% \\ k \end{gathered}$ | 35\% | 38\% | 37\% | 39\% |
| Net: Disilike | 23\% | 24\% | 22\% | $4 \%$ | $\begin{gathered} 26 \% \\ \mathrm{G} \end{gathered}$ | 24\% | 22\% | 15\% | ** |  | 21\% | 24\% | 25\% | 20\% | 23\% |
| Q1_14. Muffuletta 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 | 9\% | 10\% | 8\% | $17 \%$ | 9\% | 9\% | 8\% | $9 \%$ | $\div$ |  | 8\% | 7\% | 11\% | 8\% | 8\% |
| Somewhat ine | 8\% | 9\% | 7\% | $8 \%$ | $\begin{gathered} 10 \% \\ \text { G } \end{gathered}$ | 8\% | 7\% | 3\% |  |  | 6\% | 7\% | 8\% | 10\% | 6\% |
| Neither like nor disilike | 10\% | 10\% | 9\% | $4 \%$ | $\begin{aligned} & \text { 15\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} \text { 11\% } \\ \mathrm{F} \end{gathered}$ | 6\% | 5\% | $56 \%$ | - | 7\% | 10\% | 11\% | 10\% | 8\% |
| Somewhat disilike | 5\% | 5\% | 4\% | $5 \%$ | 6\% | 5\% | 3\% | $5 \%$ |  |  | 5\% | 4\% | 5\% | 5\% | 4\% |
| Really disilike | 6\% | 5\% | 8\% | $16 \%$ | $\begin{gathered} 8 \% \\ E \end{gathered}$ | 4\% | 7\% | 4\% | $\div$ | $\bar{*}$ | 7\% | 8\% | 5\% | 6\% | 6\% |
| 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: 12 th - 15th July 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living <br> together, not <br> married or civil <br> partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not living } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
|  |  |  |  | * |  |  | R |  |  | ** | * | * |  |  | v.Z.AA |
| Q1_12. Crab cake 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 | 20\% | 24\% | 16\% | 15\% | 18\% | 18\% | 24\% | $\begin{gathered} \text { 28\% } \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 24 \% \\ A A \end{gathered}$ | $22 \%$ | $\begin{aligned} & 21 \% \\ & A_{A}^{*} \end{aligned}$ | $16 \%$ | $\begin{gathered} 23 \% \\ A A \end{gathered}$ | 13\% | $\begin{gathered} 21 \% \\ A A \end{gathered}$ |
| Somewhat like | 14\% | 17\% | 16\% | 15\% | 12\% | 11\% | 16\% | $\begin{aligned} & \text { 28\% } \\ & \text { R.S.T } \end{aligned}$ | 16\% | $59 \%$ | 10\% | $\begin{gathered} 27 \% \\ X . A A . A B \cdot A C^{*} \end{gathered}$ | $\begin{gathered} 16 \% \% \\ \text { AB } \end{gathered}$ | 12\% | 9\% |
| Neither like nor dislike | 13\% | 14\% | $\stackrel{18 \%}{\mathrm{~N}}$ | 16\% | $\begin{aligned} & \text { 17\% } \\ & \text { T.U } \end{aligned}$ | 13\% | 8\% | 7\% | 12\% |  | $\underset{\mathrm{Y}^{18 \%}}{18}$ | 3\% | 13\% | 16\% | 10\% |
| Somewhat disilike | 6\% | 4\% | 7\% | $\stackrel{3}{*}$ | 5\% | 7\% | 8\% | 4\% | 5\% | $\therefore$ | 6\% | $9 \%$ | 5\% | 5\% | $\begin{gathered} \text { 10\% } \\ \text { v.Z.AA } \end{gathered}$ |
| Really disilike | 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\% |
| Net: Like | 34\% | 41\% | 32\% | 30\% | 30\% | 29\% | 39\% R.S | 56\% <br> R.S.T | 40\% <br> AA.AB | $80 \%$ | $31 \%$ | $43 \%$ | 39\% AA.AB | 25\% | 30\% |
| Net: Disilike | 21\% | 17\% | 20\% | $\stackrel{15 \%}{*}$ | 19\% | 23\% | $\begin{gathered} \text { 25\% } \\ u \end{gathered}$ | 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 |
| Base: All US adults | 1223 | 147 | 191 | 100 | 493 | 379 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | 117 |
| Really like | 19\% | 15\% | 21\% | 14\% | $\begin{gathered} 22 \% \\ u \end{gathered}$ | 19\% | 18\% | 13\% | 21\% | $10 \%$ | $18 \%$ | 17\% | 20\% | 16\% | 19\% |
| Somewhat like | 19\% | 16\% | 21\% | $\stackrel{26 \%}{ }$ | 17\% | 16\% | 23\% | $\begin{gathered} \text { 28\% } \\ \text { R.S } \end{gathered}$ | 21\% | $26 \%$ | $12 \%$ | 22\% | 20\% | 20\% | 20\% |
| Neither like nor disilike | 18\% | 19\% | 20\% | 13\% | $\begin{gathered} 21 \% \\ \mathrm{~T} \end{gathered}$ | 17\% | 13\% | 20\% | 19\% | $35 \%$ | 18\% | 18\% | 19\% | 14\% | 19\% |
| Somewhat dislike | 10\% | 11\% | 12\% | 12\% | 7\% | $\begin{gathered} 12 \% \\ R \end{gathered}$ | $\begin{gathered} 15 \% \\ R \end{gathered}$ | 12\% | 10\% | 21\% | $15 \%$ | 12\% | 11\% | 10\% | 9\% |
| Really disilike | 12\% | 13\% | 9\% | 10\% | 10\% | 14\% | 14\% | 15\% | 12\% | $9 \%$ | 13\% | 11\% | 12\% | 11\% | 12\% |
| Not applicable - I've nevert tried this sandwich | 20\% | $\begin{gathered} 27 \% \\ \mathrm{P} \end{gathered}$ | 17\% | 25\% | $\begin{gathered} 23 \% \\ u \end{gathered}$ | $\begin{gathered} 22 \% \\ u \end{gathered}$ | 17\% | 12\% | 17\% | $\div$ | 23\% | 19\% | 17\% | $\begin{gathered} \text { 28\% } \\ \text { v.z } \end{gathered}$ | 21\% |
| Net: Like | 39\% | 31\% | 42\% | 40\% | 40\% | 35\% | 40\% | 41\% | 42\% | 36\% | 31\% | 40\% | 40\% | 36\% | 39\% |
| Net: Disilike | 23\% | 24\% | 22\% | $\stackrel{22 \%}{*}$ | 17\% | $\begin{gathered} 26 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 30 \% \\ R \end{gathered}$ | $\begin{gathered} 27 \% \\ R \end{gathered}$ | 23\% | 30\% | $\stackrel{28 \%}{*}$ | $23 \%$ | 23\% | 21\% | 20\% |
| Q1_14. Muffuletta sandwich |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1223 | 156 | 187 | 100 | 498 | 384 | 217 | 124 | 532 | 9 | 93 | 34 | 668 | 309 | 118 |
| Base: All US adults | 1223 | 147 | 191 | 100 | 493 | 379 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | 117 |
| Really like | 9\% | 13\% | 11\% | 10\% | 9\% | 7\% | 10\% | $\begin{gathered} \text { 14\% } \\ \mathrm{s} \end{gathered}$ | $\begin{gathered} 11 \% \\ A A \end{gathered}$ | $37 \%$ | $5 \%$ | 6\% | $\begin{gathered} 10 \% \\ \text { AA } \end{gathered}$ | 6\% | 7\% |
| Somewhat ine | 8\% | 9\% | $\stackrel{\text { 13\% }}{\mathrm{N}}$ | 11\% | 9\% | 6\% | 7\% | $\begin{gathered} 12 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{aligned} & 10 \% \\ & \text { AA } \end{aligned}$ |  | 7\% | 12\% | $\begin{gathered} 10 \% \\ \text { AA } \end{gathered}$ | 6\% | 8\% |
| Neither like nor disilike | 10\% | 12\% | $\stackrel{14 \%}{\mathrm{~N}}$ | $\begin{aligned} & 14 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 11\% | 11\% | 9\% | 6\% | 9\% | $$ | $\begin{gathered} 13 \% \\ y^{* *} \end{gathered}$ |  | 9\% | $\begin{aligned} & 13 \% \\ & \text { Y.AB } \end{aligned}$ | 6\% |
| Somewhat disilike | 5\% | 5\% | 6\% | 7\% | 3\% | 5\% | $\begin{gathered} 8 \% \\ R \end{gathered}$ | 3\% | 5\% | 10\% | 4\% | 3\% | 5\% | 4\% | 5\% |
| Really disilike | 6\% | 9\% | 6\% | $5 \%$ | 6\% | 7\% | 4\% | 9\% | 6\% | $\div$ | 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: 12 th - 15th July 2019

| YouGov <br> What the world thinks | 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 |
| Base: All US adults | 1223 | 66 | 28 | 10 | 26 | 273 | 420 | 653 | 505 | 69 | 423 | 324 | 271 | 205 | 368 |
| Really like | 20\% | $\begin{aligned} & 26 \% \\ & \text { 2A } \\ & \hline A^{*} \end{aligned}$ | 10\% | $29 \%$ | $21 \%$ | 21\% | 21\% | 21\% | 19\% | $22 \%$ | 16\% | $\underset{\mathrm{AL}}{22 \%}$ | $\begin{gathered} \text { 27\% } \\ \text { AL.AO } \end{gathered}$ | 18\% | 21\% |
| Somewhat like | 14\% | 11\% | $21 \%$ | 11\% | 8\% | 11\% | 15\% | 14\% | 14\% | 17\% | $\begin{aligned} & 14 \% \\ & \text { AO } \end{aligned}$ | $\begin{gathered} \text { 14\% } \\ \text { AO } \end{gathered}$ | 20\% | 7\% | 16\% |
| Neither like nor dislike | 13\% | $\stackrel{8 \%}{ }$ | 11\% | 11\% | 19\% | 14\% | 13\% | 14\% | 12\% | $\stackrel{12 \%}{ }$ | 13\% | $\begin{aligned} & \text { 16\% } \\ & \text { AN } \end{aligned}$ | 8\% | $\begin{gathered} \text { 16\% } \\ \text { AN } \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { AR } \end{gathered}$ |
| Somewhat disilike | 6\% | 5\% | 18\% | $22 \%$ | $4 \%$ | 8\% | 6\% | 6\% | 5\% | $\stackrel{8 \%}{*}$ | 5\% | 6\% | 7\% | 4\% | 5\% |
| Really disilike | 15\% | 19\% | $21 \%$ | 19\% | $12 \%$ | 16\% | 18\% | 17\% | 13\% | $9 \%$ | 13\% | 13\% | 16\% | $\underset{\text { AL }}{20 \%}$ | 13\% |
| Not applicable - I've never tried this sandwich | 32\% | ${ }^{32 \%}$ | $19 \%$ | $9 \%$ | $36 \%$ | 31\% | 27\% | 28\% | $\begin{aligned} & 37 \% \\ & \text { AH.AI } \end{aligned}$ | $32 \%$ | 38\% AM.AN | 29\% | 22\% | 36\% | 30\% |
| Net: Like | 34\% | $36 \%$ | $31 \%$ | $40 \%$ | 29\% | 32\% | 36\% | 35\% | 33\% | 40\% | 30\% | $\begin{gathered} 36 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 47 \% \\ \text { AL.AM.AO } \end{gathered}$ | 25\% | $37 \%$ |
| Net: Disilike | 21\% | $\stackrel{24 \%}{ }$ | 39\% | $41 \%$ | 16\% | 23\% | 24\% | 23\% | 19\% | $\stackrel{17 \%}{*}$ | 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 |
| Base: All US adults | 1223 | 66 | 28 | 10 | 26 | 273 | 420 | 653 | 505 | 69 | 423 | 324 | 271 | 205 | 368 |
| Really like | 19\% | $\begin{aligned} & 28 \% \\ & A_{A}^{*} \end{aligned}$ | 15\% | $9 \%$ | 18\% | 20\% | 21\% | 20\% | 17\% | 24\% | 22\% | 17\% | 19\% | 16\% | $\begin{gathered} 24 \% \\ \text { AQ } \end{gathered}$ |
| Somewhat like | 19\% | $\stackrel{17 \%}{ }$ | $\stackrel{6 \%}{* *}$ | 11\% | $15 \%$ | 20\% | 21\% | 21\% | 18\% | 13\% | 17\% | $\begin{gathered} 23 \% \\ \text { AO } \end{gathered}$ | 20\% | 16\% | 19\% |
| 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\% | $\bar{*}$ | 11\% | 9\% | 10\% | 11\% | 9\% | 9\% | 11\% | $\begin{gathered} \text { 14\% } \\ \text { AL } \end{gathered}$ | 8\% | 10\% |
| Really disilike | 12\% | $9 \%$ | $23 \%$ | 40\% | $20 \%$ | 13\% | 12\% | 12\% | 13\% | 13\% | 13\% | 9\% | $\begin{aligned} & 15 \% \\ & \text { AM } \end{aligned}$ | 13\% | 12\% |
| Not applicable - I've nevert tried this sandwich | 20\% | 17\% | $9 \%$ | 19\% | 26\% | 20\% | 19\% | 19\% | 22\% | $24 \%$ | ${ }^{21 \%}$ | $\underset{\text { AN }}{20 \%}$ | 13\% | $\begin{gathered} 28 \% \\ \text { AMAN } \end{gathered}$ | 19\% |
| Net: Like | 39\% | $44 \%$ | $22 \%$ | 20\% | $33 \%$ | 40\% | 42\% | 41\% | 35\% | 37\% | 40\% | $\begin{gathered} 40 \% \\ \text { AO } \end{gathered}$ | 40\% | 32\% | $\begin{gathered} 42 \% \\ \text { AQ } \end{gathered}$ |
| Net: Disilike | 23\% | 16\% | $44 \%$ | $51 \%$ | $20 \%$ | 23\% | 20\% | 22\% | 24\% | $\stackrel{22 \%}{*}$ | 22\% | 21\% | $\begin{gathered} 29 \% \\ \text { AL.AM } \end{gathered}$ | 21\% | 21\% |
| Q1_14. Muffuletta 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 | 9\% | $10 \%$ | $8 \%$ | $\div$ | 18\% | 11\% | 7\% | $\begin{aligned} & 9 \% \\ & \text { AH } \end{aligned}$ | 7\% | 19\% AH.AI.AJ* | 8\% | 8\% | $\begin{gathered} 13 \% \\ \text { AM } \end{gathered}$ | 8\% | 9\% |
| Somewhat like | 8\% | 3\% | $5 \%$ | 21\% | $4 \%$ | 9\% | $\underset{\text { AJ }}{\text { AJ }}$ | $\begin{aligned} & 9 \% \\ & \text { AJ } \end{aligned}$ | 5\% | 10\% | $\begin{aligned} & 9 \% \\ & \text { AO } \end{aligned}$ | 8\% | $\begin{aligned} & 9 \% \\ & \text { AO } \end{aligned}$ | 4\% | $\begin{gathered} 10 \% \\ \text { AR } \end{gathered}$ |
| Neither like nor disilike | 10\% | $9 \%$ | 7\% | 11\% | 15\% | $\begin{aligned} & \text { 13\% } \\ & \text { AH.AI } \end{aligned}$ | 5\% | $\begin{aligned} & 9 \% \\ & \text { AH } \end{aligned}$ | $\begin{gathered} \text { 12\% } \\ \text { AH } \end{gathered}$ | 9\% | 11\% | 10\% | 8\% | 11\% | $\begin{aligned} & 13 \% \\ & \text { AQ } \end{aligned}$ |
| Somewhat disilike | 5\% |  | 17\% | $11 \%$ |  | 5\% | 4\% | 5\% | 3\% | $\begin{gathered} \text { 11\% } \\ \text { AH.AJ } \end{gathered}$ | 3\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { AL } \end{aligned}$ | $\begin{gathered} 6 \% \\ \mathrm{~A}, \end{gathered}$ | $\begin{aligned} & 6 \% \\ & \text { AR } \end{aligned}$ |
| Really disilike | 6\% | $9 \%$ | $13 \%$ | $\dot{*}$ | $13 \%$ | 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\% |

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Q1_12. Crab cake sandwich


| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 20\% | 20\% | 21\% | 19\% |
| Somewhat like | 14\% | $\begin{gathered} 15 \% \\ \text { AR } \end{gathered}$ | 8\% | 17\% |
| Neither like nor disilike | 13\% | 13\% | 9\% | $29 \%$ |
| Somewhat disilike | 6\% | 6\% | 7\% | $16 \%$ |
| Really disilike | 15\% | 17\% | 15\% |  |
| Not applicable - I've never tried this sandwich | 32\% | 30\% | $\begin{gathered} 40 \% \\ \text { AP.AQ } \end{gathered}$ | 19\% |
| Net: Like | 34\% | 35\% | 29\% | $36 \%$ |
| Net: Disilike | 21\% | 22\% | 21\% | $16 \%$ |

Q1_13. Cheese and tomato sandwich

| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 19\% | 15\% | 22\% | 28\% |
|  |  |  | AQ | ** |
| Somewhat like | 19\% | 20\% | 17\% | 10\% |
|  |  |  |  | ** |
| Neither like nor disilike | 18\% | 19\% | 17\% | 11\% |
|  |  |  |  | ** |
| Somewhat disilike | 10\% | 12\% | 6\% | 9\% |
|  |  | AR |  | ** |
| Really disilike | 12\% | 13\% | 12\% | 15\% |
|  |  |  |  | ** |
| ever tried this sandwich | 20\% | 19\% | 25\% | 27\% |
|  |  |  |  | ** |
| Net: Like | 39\% | 36\% | 39\% | 38\% |
|  |  |  |  | ** |
| Net: Disilike | 23\% | 26\% | 18\% | 25\% |
|  |  | AR |  | ** |

Q1_14. Muffuletta sandwich

| Unweighted base | 1223 | 609 | 237 | 11 |
| ---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | $9 \%$ | $10 \%$ | $7 \%$ | $10 \%$ |
| Somewhat like | $8 \%$ | $8 \%$ | $4 \%$ | $9 \%$ |
| Neither like nor disilike | $10 \%$ | $9 \%$ | $8 \%$ | $20 \%$ |
| Somewhat disilike | $5 \%$ | $5 \%$ | $2 \%$ | $9 \%$ |
| Really disilike | $6 \%$ | $7 \%$ | $6 \%$ | $7 \%$ |
|  |  |  |  |  |

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| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | $\begin{gathered} \operatorname{Gen} \times(1965-1981) \\ \hline \end{gathered}$ | $\underset{\text { (1946-1964) }}{\text { Baby Boorer }}$ | Silent Generation $(1928-1945)$ | Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | * |  | D | D | D* | ** | * |  |  |  |  | O.P.Q |
| Net: Like | 17\% | $\begin{gathered} \text { 19\% } \\ \text { B } \end{gathered}$ | 14\% | 25\% | 19\% | 17\% | 16\% | $\stackrel{12 \%}{*}$ | ** | ** | 14\% | 15\% | 19\% | 18\% | 14\% |
| Net: Disilike | 11\% | 10\% | 12\% | $21 \%$ | $\begin{gathered} 14 \% \\ \mathrm{E} \end{gathered}$ | 8\% | 10\% | 8\% | $\div$ | $\bar{*}$ | 12\% | 12\% | 10\% | 11\% | 10\% |
| Q1_15. Cream cheese and cucumber 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 | 11\% | 9\% | $\begin{gathered} \text { 13\% } \\ \text { A } \end{gathered}$ | 32\% | 11\% | $\begin{gathered} 13 \% \\ \text { F } \end{gathered}$ | 9\% | 12\% | ** | - | 12\% | 9\% | 13\% | 11\% | 10\% |
| Somewhat like | 14\% | 12\% | $\begin{gathered} \text { 16\% } \\ \text { A } \end{gathered}$ | 12\% | 17\% | 12\% | 12\% | 17\% | $56 \%$ | $\therefore$ | 14\% | 12\% | 14\% | 16\% | 15\% |
| Neither like nor disilike | 16\% | 16\% | 15\% | 18\% | 15\% | 16\% | 16\% | 16\% |  | $\stackrel{\square}{*}$ | 11\% | 15\% | 16\% | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | 15\% |
| Somewhat disilike | 9\% | $\begin{gathered} \text { 11\% } \\ \mathrm{B} \end{gathered}$ | 7\% |  | 11\% | 7\% | 9\% | 6\% |  |  | 11\% | 9\% | 7\% | 10\% | 8\% |
| Really disilike | 17\% | $\begin{gathered} \text { 19\% } \\ \text { B } \end{gathered}$ | 15\% | 11\% | 13\% | 15\% | $\begin{gathered} 22 \% \\ \text { D.E } \end{gathered}$ | 18\% | $\div$ | $\therefore$ | 19\% | 16\% | 16\% | 17\% | $\begin{gathered} \text { 19\% } \\ \hline \end{gathered}$ |
| Not applicable - 'Ive never tried this sandwich | 33\% | 32\% | 34\% | $27 \%$ | 33\% | 37\% | 32\% | 31\% | $44 \%$ |  | 32\% | 39\% | 34\% | 29\% | 33\% |
| Net: Like | 25\% | 21\% | $\begin{gathered} \text { 29\% } \\ \text { A } \end{gathered}$ | 44\% | $\begin{gathered} \text { 28\% } \\ \mathrm{F} \end{gathered}$ | 25\% | 21\% | 29\% | 56\% |  | 26\% | 21\% | 26\% | 27\% | 25\% |
| Net: Disilike | 26\% | $\begin{gathered} 30 \% \\ \text { B } \end{gathered}$ | 22\% | 11\% | 24\% | 22\% | $\begin{gathered} 32 \% \\ \text { D.E } \end{gathered}$ | $\stackrel{24 \%}{ }$ | ** | ** | 31\% | 25\% | 24\% | 27\% | 27\% |
| Q1_16. Roast beef 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 | 45\% | 47\% | 43\% | $21 \%$ | 28\% | $\begin{gathered} 48 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 56 \% \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 59 \% \\ \mathrm{D}^{*} \end{gathered}$ | $100 \%$ |  | 43\% | 44\% | $\begin{gathered} 49 \% \\ M \end{gathered}$ | 38\% | $\begin{aligned} & \text { 50\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Somewhat like | 26\% | 26\% | 27\% | $29 \%$ | 25\% | 28\% | 26\% | $27 \%$ | $\div$ |  | 26\% | 26\% | 26\% | 29\% | 26\% |
| Neither like nor disilike | 13\% | 14\% | 12\% | $20 \%$ | $\begin{aligned} & \text { 19\% } \\ & \text { E.F.G } \end{aligned}$ | 11\% | 10\% | 10\% |  |  | 15\% | 10\% | 12\% | $\begin{gathered} \text { 17\% } \\ \text { K } \end{gathered}$ | 11\% |
| Somewhat disilike | 6\% | 5\% | 6\% | 14\% | $\begin{aligned} & \text { 10\% } \\ & \text { E.F } \end{aligned}$ | 3\% | 3\% | $3 \%$ | $\therefore$ |  | 5\% | 7\% | 4\% | 7\% | 5\% |
| Really disilike | 5\% | 4\% | 7\% | $\dot{*}$ | $\begin{aligned} & 8 \% \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} 5 \% \\ G \end{gathered}$ | 4\% |  | :- | $\therefore$ | 4\% | 7\% | 4\% | 6\% | 4\% |
| Not applicable - 'Ive never tried this sandwich | 5\% | 4\% | 6\% | 16\% | $\begin{gathered} \text { E.F.G } \\ \text { E. } \end{gathered}$ | $\begin{gathered} 5 \% \\ \mathrm{~F} \end{gathered}$ | 1\% | 1\% |  | $\div$ | 7\% | 5\% | 4\% | 3\% | 3\% |
| Net: Like | 71\% | 73\% | 70\% | $50 \%$ | 53\% | $\begin{gathered} 76 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 82 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 86 \% \\ \mathrm{D}^{*} \end{gathered}$ | 100\% | $\therefore$ | 69\% | 71\% | $\begin{gathered} 75 \% \\ M \end{gathered}$ | 67\% | $\begin{aligned} & \text { 76\% } \\ & \text { O.P.Q } \end{aligned}$ |
| Net: Disilike | 11\% | 9\% | 12\% | $14 \%$ | $\begin{aligned} & \text { 18\% } \\ & \text { E.F.G } \end{aligned}$ | 9\% | 7\% | 3\% | * | $\bar{*}$ | 9\% | $\begin{gathered} 15 \% \\ \mathrm{~L} \end{gathered}$ | 8\% | 13\% | 9\% |
| Q1_17. French dip 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 | 28\% | 27\% | 29\% | 17\% | 20\% | $\begin{gathered} 30 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 35 \% \\ \mathrm{D} \end{gathered}$ | 29\% | 56\% |  | 20\% | 26\% | $\begin{gathered} \text { 28\% } \\ j \end{gathered}$ | $\begin{aligned} & \text { 37\%.L } \\ & \text { J.K. } \end{aligned}$ | $\begin{gathered} 31 \% \\ 0 \end{gathered}$ |
| Somewhat like | 18\% | 19\% | 17\% | $8 \%$ | 17\% | 19\% | 18\% | $23 \%$ |  |  | 19\% | 21\% | 15\% | 20\% | 19\% |
| Neither like nor disilike | 17\% | 18\% | 15\% | $16 \%$ | $\begin{aligned} & \text { 23\% } \\ & \text { E.F.G } \end{aligned}$ | 12\% | 16\% | 10\% | $44 \%$ |  | 17\% | 16\% | 18\% | 15\% | 16\% |
| Somewhat disilike | 8\% | 8\% | 8\% | 18\% | 8\% | 8\% | 6\% | 9\% | - | - | 7\% | 9\% | 6\% | 11\% | 7\% |

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| YouGov <br> What the world thinks | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | Younger than <br> 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 | * |  | AN |  | AN |  |
| Net: Like | 17\% | 13\% | 12\% | 21\% | 22\% | 20\% | 17\% | 19\% | 13\% | 29\% | 17\% | 15\% | 22\% | 12\% | 19\% |
|  |  | * | ** | ** | ** | AJ |  | AJ |  | AH.AJ* |  |  | AM.AO |  | AR |
| Net: Disilike | 11\% | 9\% | 30\% | 11\% | 13\% | 9\% | 11\% | 11\% | 10\% | 17\% | 9\% | 10\% | 15\% | 12\% | 11\% |
| 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\% | $\begin{gathered} \text { 20\% } \\ \text { v.Z.AA* } \end{gathered}$ | $8 \%$ | 18\% | 20\% | 14\% | 11\% | 13\% | 9\% | 13\% | 12\% | 10\% | 12\% | 11\% | 14\% |
| Somewhat like | 14\% | ${ }^{16 \%}$ | $23 \%$ | 11\% | $4 \%$ | 17\% | 12\% | 14\% | 14\% | $17 \%$ | 13\% | 12\% | $\begin{gathered} 20 \% \\ \text { AL.AM.AO } \end{gathered}$ | 10\% | 14\% |
| Neither like nor disilike | 16\% | 10\% | 14\% | 11\% | $16 \%$ | 15\% | 17\% | 16\% | 14\% | $\underset{\substack{23 \% \\ \mathrm{~A}^{*}}}{\substack{2}}$ | 17\% | 15\% | 14\% | 15\% | 15\% |
| Somewhat disilike | 9\% | 7\% | $\stackrel{8 \%}{* *}$ | $20 \%$ | 10\% | 7\% | 8\% | 8\% | 10\% | $\stackrel{8}{*}$ | 7\% | 10\% | 11\% | 8\% | $\begin{gathered} 11 \% \\ \text { AR } \end{gathered}$ |
| Really disilike | 17\% | 17\% | 20\% | 20\% | 19\% | 16\% | 20\% | 19\% | 16\% | ${ }^{8 \%}$ | 14\% | 17\% | 22\% | 16\% | 14\% |
| 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\% |
|  |  | $\mathrm{AA}^{*}$ | ** | ** | ** | AH.Al.AJ |  | Ан |  | * |  |  | AM.AO |  |  |
| Net: Disilike | 26\% | $\stackrel{23 \%}{ }$ | $\underset{\sim}{28 \%}$ | 40\% | $30 \%$ | 23\% | $\begin{gathered} \text { 29\% } \\ \text { AK } \end{gathered}$ | $\underset{\text { AG }}{27 \%}$ | 26\% | $\stackrel{15 \%}{*}$ | 21\% | 27\% | $\begin{aligned} & \text { 33\% } \\ & \text { AL.AO } \end{aligned}$ | 24\% | 25\% |
| 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\% | $7 \%$ | $31 \%$ AJ.AK | 27\% | 29\% | 25\% | 17\% | 28\% | 25\% | $32 \%$ | 18\% | 27\% |
| Neither like nor disilike | 13\% | 5\% | 14\% | - | 16\% | 15\% | 10\% | 12\% | 14\% | 17\% | 13\% | 13\% | 14\% |  | 15\% |
|  |  | * | ** | ** | ** |  |  | AH |  | * |  |  |  | 14\% |  |
| Somewhat dislike | 6\% | $\stackrel{3}{*}$ | $10 \%$ | $31 \%$ | 17\% | 5\% | 4\% | 4\% | $\begin{gathered} 7 \% \\ \text { AH.AI } \end{gathered}$ | $7 \%$ | 5\% | 5\% | 7\% | 6\% | 5\% |
| Really disilike | 5\% |  | 7\% | 32\% | 11\% | 6\% | 3\% | 4\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 6\% | 5\% | 4\% | 6\% | 8\% | 5\% |
|  |  | * | ** | Nz." | $*$ |  |  | АН |  | * |  |  |  |  |  |
| Not applicable - I've never tried this sandwich | 5\% | 1\% | 2\% | 9\% | 18\% | 3\% | 1\% | 1\% | 8\% | 15\% | 5\% | 3\% | 2\% | AL.AM.AN62\% | 5\% |
|  |  | * | ** | ** | ** | Al |  |  | AG.AH.AI$65 \%$ | $\underset{\text { AG.AH.Al.AJ* }}{\text { 55\% }}$ |  |  |  |  |  |
| Net: Like | 71\% | 91\% | 67\% | 29\% | 38\% | 72\% | 82\% | 78\% |  |  | 72\% | 76\% | 72\% |  | 69\% |
|  |  | v.x.z.AA.AB* | ** | ** | ** | AK | AG.AI.AJ.AK | AG.AJ.AK |  | * | AO | AO | AO |  |  |
| Net: Disilike | 11\% | $3 \%$ | 17\% | 63\% | 28\% | 10\% | 7\% | 9\% | $\begin{aligned} & \text { 14\% } \\ & \text { AH.AI } \end{aligned}$ | 13\% | 10\% | 9\% | 13\% | 14\% | 10\% |
|  |  | * | ** | ** | * |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\begin{gathered} 21 \% \\ \text { AR } \end{gathered}$ |
| Neither like nor disisie | 17\% | 11\% |  |  |  | 17\% | 13\% | 14\% |  |  |  | 17\% | AL.AO | 11\% | 18\% |
|  |  | , | ${ }^{21 \%}$ | $\underset{\text { No\% }}{20 \%}$ | $\stackrel{*}{* *}$ |  |  |  | AH.AI |  | $\begin{aligned} & 20 \% \\ & \text { AO } \end{aligned}$ |  |  |  |  |
| Somewhat disisk | 8\% | 13\% | 19\% | - | 3\% | 10\% | 9\% | 8\% | 7\% | 9\% | 8\% | 7\% | 10\% | 6\% | 7\% |

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| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | ** |  |  |  | * | ** | ** |  |  |  | L |  |
| Really disisike | 7\% | 6\% | 7\% | $3 \%$ | 8\% | 7\% | 6\% | $5 \%$ |  |  | 4\% | 8\% | $\begin{aligned} & \text { 9\% } \\ & \text { J.M } \end{aligned}$ | 4\% | 6\% |
| Not applicable - 'Ive never tried this sandwich | 23\% | 22\% | 23\% | 38\% | $\begin{gathered} 25 \% \\ F \end{gathered}$ | 24\% | 19\% | $24 \%$ | $\div$ |  | $\begin{aligned} & 34 \% \\ & \text { K.L.M } \end{aligned}$ | $\begin{gathered} 22 \% \\ M \end{gathered}$ | $\begin{gathered} 24 \% \\ M \end{gathered}$ | 14\% | 22\% |
| Net: Like | 46\% | 46\% | 46\% | 26\% | 37\% | $\begin{gathered} \text { 48\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 53 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 53 \% \\ \mathrm{D}^{*} \end{gathered}$ | $56 \%$ | - | 39\% | 46\% | 43\% | $\begin{aligned} & \text { 57\% } \\ & \text { J.K.L } \end{aligned}$ | $\begin{gathered} 50 \% \\ \text { O.P } \end{gathered}$ |
| Net: Disilike | 14\% | 13\% | 15\% | $21 \%$ | 16\% | 15\% | 13\% | $\stackrel{13 \%}{*}$ | - | ** | 10\% | 16\% | 15\% | 14\% | 12\% |
| Q1_18. Grilled cheese 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 | 54\% | 48\% | $\begin{gathered} 60 \% \\ \text { A } \end{gathered}$ | 38\% | 45\% | $\begin{gathered} 54 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 64 \% \\ \text { D.E } \end{gathered}$ | $57 \%$ | $100 \%$ | $\therefore$ | 52\% | 54\% | $\begin{gathered} \text { 60\% } \\ \text { J.M } \end{gathered}$ | 47\% | $\begin{gathered} 57 \% \\ Q \end{gathered}$ |
| Somewhat like | 25\% | $\begin{gathered} \text { 28\% } \\ \text { B } \end{gathered}$ | 21\% | $29 \%$ | 22\% | 26\% | 23\% | $\begin{aligned} & 37 \% \\ & \text { D.F } \end{aligned}$ | $\stackrel{-}{*}$ | $\div$ | 25\% | 25\% | 22\% | 28\% | 26\% |
| Neither like nor disilike | 11\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 10\% | 16\% | $\begin{gathered} \text { 14\%\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} \text { 14\%\% } \\ \text { F.G } \end{gathered}$ | 8\% | $5 \%$ |  |  | 11\% | 10\% | 10\% | 15\% | 10\% |
| Somewhat disilike | 4\% | $\begin{gathered} 5 \% \\ \mathrm{~B} \end{gathered}$ | 2\% | $4 \%$ | $\begin{aligned} & 8 \% \\ & \text { E.F.G } \end{aligned}$ | 2\% | 1\% | 1\% | - |  | 3\% | 6\% | 3\% | 4\% | 3\% |
| Really disilike | 3\% | $3 \%$ | 4\% | 6\% | $\begin{gathered} \text { 6\% } \\ \text { E.F.G } \end{gathered}$ | 2\% | 2\% |  | $\bar{*}$ | $\div$ | 5\% | 3\% | 3\% | 3\% | 3\% |
| Not applicable - 'Ive never tried this sandwich | 3\% | 3\% | 3\% | $7 \%$ | $\begin{gathered} 5 \% \\ \text { E.F.G } \end{gathered}$ | 2\% | 1\% |  | $\div$ | $\div$ | 3\% | 3\% | 2\% | 4\% | 2\% |
| Net: Like | 79\% | 76\% | $\begin{gathered} 81 \% \\ \text { A } \end{gathered}$ | 66\% | 67\% | $\begin{gathered} 80 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 87 \% \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \text { 94\% } \\ & \text { D.E } \end{aligned}$ | 100\% | $\bar{*}$ | 78\% | 79\% | $\begin{gathered} 82 \% \\ \mathrm{M} \end{gathered}$ | 75\% | $\begin{aligned} & 82 \% \\ & \text { P.Q } \end{aligned}$ |
| Net: Disilike | 7\% | 8\% | 6\% | $10 \%$ | $\begin{aligned} & \text { 14\% } \\ & \text { E.F.G } \end{aligned}$ | 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 |
| Base: All US adults | 1223 | 595 | 628 | 27 | 389 | 287 | 425 | 94 | 2 | - | 218 | 257 | 460 | 288 | 785 |
| Really like | 39\% | 37\% | 40\% | $24 \%$ | 29\% | $\begin{gathered} \text { 45\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 42 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 43 \% \\ \mathrm{D}^{*} \end{gathered}$ | $100 \%$ |  | 38\% | 37\% | 40\% | 38\% | $\begin{gathered} 40 \% \\ Q \end{gathered}$ |
| Somewhat like | 28\% | 29\% | 26\% | $39 \%$ | 25\% | 23\% | $\begin{gathered} 31 \% \\ \text { D.E } \end{gathered}$ | $33 \%$ |  | \% | 23\% | 31\% | 25\% | $\begin{gathered} 31 \% \\ \hline \end{gathered}$ | 29\% |
| Neither like nor disilike | 13\% | 15\% | 12\% | $13 \%$ | $\begin{aligned} & \text { 19\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} \text { 15\% } \\ \text { F.G } \end{gathered}$ | 10\% | 6\% |  | $\bar{*}$ | 13\% | 12\% | $\begin{gathered} 16 \% \\ \mathrm{M} \end{gathered}$ | 11\% | 12\% |
| Somewhat disilike | $8 \%$ | 9\% | 7\% | 7\% | 10\% | 6\% | 7\% | 8\% |  | $\div$ | 8\% | 10\% | 7\% | 7\% | 7\% |
| Really disike | 8\% | 6\% | $\begin{gathered} 10 \% \\ \mathrm{~A} \end{gathered}$ | 7\% | $\begin{gathered} 11 \% \\ F \end{gathered}$ | 7\% | 7\% | 8\% |  | $\div$ | $\begin{aligned} & \text { 12\% } \\ & \text { K.L } \end{aligned}$ | 7\% | 7\% | 8\% | 8\% |
| Not applicable - 'rve never tried this sandwich | 4\% | 4\% | 4\% | 10\% | $\begin{gathered} 7 \% \\ F \end{gathered}$ | 3\% | 3\% | 2\% | $\div$ |  | 6\% | 4\% | 4\% | 4\% | 3\% |
| Net: Like | 66\% | 66\% | 66\% | $63 \%$ | 54\% | $\begin{gathered} \text { 69\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 73 \% \\ \mathrm{D} \end{gathered}$ | 76\% | 100\% | $\stackrel{\square}{* *}$ | 61\% | 68\% | 66\% | 69\% | 69\% P.Q |
| Net: Disilike | 16\% | 14\% | 18\% | 14\% | $\begin{gathered} 21 \% \\ \text { E.F } \end{gathered}$ | 13\% | 14\% | 16\% | $\therefore$ | $\div$ | $\underset{\mathrm{L}}{20 \%}$ | 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 |
| Base: All US adults | 1223 | 595 | 628 | 27 | 389 | 287 | 425 | 94 | 2 | - | 218 | 257 | 460 | 288 | 785 |
| Really like | 42\% | 39\% | $\begin{gathered} 45 \% \\ \mathrm{~A} \end{gathered}$ | 29\% | 37\% | 45\% | $\begin{gathered} 45 \% \\ \mathrm{D} \end{gathered}$ | $46 \%$ | $100 \%$ | - | 42\% | 42\% | $\begin{gathered} 47 \% \\ \mathrm{M} \end{gathered}$ | 36\% | 41\% |
| Somewhat like | 33\% | 36\% | 30\% | 30\% | 28\% | $34 \%$ | 37\% | $33 \%$ | - | - | 37\% | 33\% | $31 \%$ | 32\% | 36\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\begin{gathered} \text { Civil } \\ \text { Partnership } \end{gathered}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not tiving } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
|  |  |  | N.O.Q | * |  |  |  |  |  | ** | * | * |  |  |  |
| Really disilike | 7\% | $\begin{aligned} & 13 \% \\ & \text { N.Q } \end{aligned}$ | 7\% | 4\% | 7\% | 6\% | 6\% | 8\% | 7\% |  | $4 \%$ | $3 \%$ | 6\% | 8\% | 6\% |
| Not applicable - I've never tried this sandwich | 23\% | $33 \%$ | 21\% | 20\% | 28\% | 23\% | 15\% | 12\% | 19\% | $21 \%$ | $19 \%$ | 38\% | 20\% | 33\% | 21\% |
| Net: Like | 46\% | 31\% | 40\% | 53\% | 39\% | 48\% | 52\% | 58\% | 51\% | 57\% | 47\% | v.x.z.AC | 50\% | V.X.2.AB.AC 35\% | 48\% |
|  |  |  |  | -.p* |  | R | R | R | AA | ** | $\mathrm{AA}^{*}$ | * | AA |  | AA |
| Net: Disilike | 14\% | $\begin{gathered} 19 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 21 \% \\ & \text { N.Q } \end{aligned}$ | $\stackrel{10 \%}{*}$ | 15\% | 14\% | 12\% | 16\% | 14\% | $\underset{*}{\text { 10\% }}$ | 16\% | $\stackrel{9}{*}$ | 14\% | 14\% | 14\% |
| Q1_18. Grilled cheese sandwich |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1223 | 156 | 187 | 100 | 498 | 384 | 217 | 124 | 532 | , | 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 | 54\% | $\begin{gathered} 55 \% \\ Q \end{gathered}$ | 51\% | 42\% | 55\% | 55\% | 54\% | 51\% | 57\% | $20 \%$ | $49 \%$ | $66 \%$ | 56\% | 51\% | 59\% |
| Somewhat like | 25\% | 22\% | 20\% | $28 \%$ | 25\% | 24\% | 22\% | $\begin{aligned} & 32 \% \\ & \hline \end{aligned}$ | 27\% | $24 \%$ | $\stackrel{26 \%}{ }$ | $\stackrel{20 \%}{*}$ | 26\% | 22\% | 22\% |
| Neither like nor disilike | 11\% | 10\% | $\begin{aligned} & 18 \% \\ & \text { N.O } \end{aligned}$ | $12 \%$ | 12\% | 10\% | 13\% | 10\% | $\begin{gathered} 11 \% \\ { }_{A C} \end{gathered}$ | $47 \%$ | $\begin{aligned} & \text { 11\% } \\ & \mathrm{AC}^{*} \end{aligned}$ | 3\% | $\underset{A C}{11 \%}$ | $\begin{gathered} \text { 16\% } \\ \text { v.Y.Z.AC } \end{gathered}$ | 9\% |
| Somewhat disilike | 4\% | 6\% | 5\% | 5\% | 3\% | 3\% | $\begin{gathered} 6 \% \\ R \end{gathered}$ | 3\% | 3\% | $9 \%$ | $5 \%$ | 6\% | 3\% | 3\% | 4\% |
| Really disilike | 3\% | 4\% | 3\% | $\begin{aligned} & 7 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 3\% | 4\% | 3\% | 3\% | 2\% | \% | 5\% |  | 3\% | 4\% | 3\% |
| Not applicable - I've never tried this sandwich | 3\% | 4\% | 3\% | 6\% | 3\% | 4\% | 2\% | 1\% | 1\% | - | 5\% | 6\% | 1\% | 4\% | 2\% |
|  |  |  |  | $\mathrm{N}^{*}$ |  |  |  |  |  | ** | v.z* | v.z* | v | v.z | v |
| Net: Like | 79\% | 77\% | 71\% | $70 \%$ | 80\% | 78\% | 76\% | 83\% | $\begin{gathered} 83 \% \\ \text { x.z.AA } \end{gathered}$ | $44 \%$ | $75 \%$ | 86\% | $\begin{gathered} 82 \% \\ A A \end{gathered}$ | 73\% | 81\% |
| Net: Disilike | 7\% | 9\% | 8\% | $\begin{gathered} 12 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 6\% | 8\% | 9\% | 6\% | 6\% | $\stackrel{9 \%}{* *}$ | 10\% | $\stackrel{6 \%}{*}$ | 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 |
| Base: All US adults | 1223 | 147 | 191 | 100 | 493 | 379 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | 117 |
| Really like | 39\% | 46\% | 34\% | 22\% | 42\% | 38\% | 35\% | 36\% | 41\% | 30\% | 28\% | 34\% | 38\% | 37\% | 42\% |
|  |  | P.Q | Q |  |  |  |  |  | x.z | ** | * | * | x |  | x |
| Somewhat like | 28\% | 22\% | 27\% | $25 \%$ | 29\% | 26\% | 27\% | 30\% | 29\% | $26 \%$ | $32 \%$ | $35 \%$ | 30\% | 25\% | 25\% |
| Neither like nor disisike | 13\% | 9\% | $\begin{aligned} & \text { 19\% } \\ & \text { N.O } \end{aligned}$ | $\begin{gathered} \text { 19\% } \\ \mathrm{o}^{*} \end{gathered}$ | 13\% | 15\% | 12\% | 13\% | 12\% |  | $\begin{gathered} \text { 19\% } \\ \mathrm{z}^{*} \end{gathered}$ | 6\% | 13\% | 15\% | 13\% |
| Somewhat disilike | 8\% | 8\% | 5\% | $\begin{aligned} & \text { 18\% } \\ & \text { N.O.P* } \end{aligned}$ | 6\% | 7\% | $\begin{aligned} & 14 \% \\ & \text { R.S.U } \end{aligned}$ | 6\% | 8\% | $35 \%$ | 8\% | $\begin{gathered} \text { 19\% } \\ \text { v.Z.AA* } \end{gathered}$ | 9\% | 7\% | 8\% |
| Really disilike | 8\% | 11\% | 8\% | 9\% | 6\% | 9\% | 9\% | $\begin{gathered} 13 \% \\ \mathrm{R} \end{gathered}$ | 7\% |  | 6\% | 7\% | 7\% | 10\% | 8\% |
| Not applicable - I've never tried this sandwich | 4\% | 5\% | 6\% | 7\% | 5\% | 5\% | 4\% | 1\% | 2\% | $9 \%$ | $\begin{aligned} & 6 \% \\ & \mathrm{v}^{*} \end{aligned}$ | \% | 3\% | $\begin{aligned} & 6 \% \\ & \text { v. } \end{aligned}$ | 3\% |
| Net: Like | 66\% | $\begin{gathered} 67 \% \\ 0 \end{gathered}$ | 62\% | 47\% | $\begin{gathered} 70 \% \\ T \end{gathered}$ | 64\% | 61\% | 66\% | $\begin{gathered} 70 \% \\ \text { AA } \end{gathered}$ | $56 \%$ | 60\% | 69\% | 68\% | 62\% | 67\% |
| Net: Disilike | 16\% | 19\% | 14\% | $\begin{aligned} & 27 \% \\ & \text { N.P } \end{aligned}$ | 12\% | 16\% | $\begin{aligned} & 23 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 19 \% \\ R \end{gathered}$ | 15\% | $35 \%$ | $\stackrel{14 \%}{ }$ | $\stackrel{26 \%}{ }$ | 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 |
| Base: All US adults | 1223 | 147 | 191 | 100 | 493 | 379 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | 117 |
| Really like | 42\% | $\begin{gathered} 47 \% \\ Q \end{gathered}$ | $\begin{aligned} & 52 \% \\ & \text { N.Q } \end{aligned}$ | $32 \%$ | 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: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | $\begin{gathered} \text { Younger than } \\ 18 \end{gathered}$ | 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 disilike | 7\% | 6\% | $6 \%$ | :* | 7\% | 6\% | 7\% | 7\% | 7\% | 5\% | 7\% | 6\% | 6\% | 9\% | 6\% |
| Not applicable - I've never tried this sandwich | 23\% | 12\% | 15\% | $29 \%$ | 22\% | 22\% | 19\% | 19\% | 27\% <br> AH.AI | $24 \%$ | $26 \%$ AM.AN | 19\% | 15\% | $32 \%$ AM.AN | 20\% |
| Net: Like | 46\% | ${ }_{\text {5 }}{ }_{\text {A }}{ }^{*}$ | 40\% | 50\% | 35\% | 46\% | 53\% | 51\% | 40\% | $45 \%$ | 40\% | 52\% | 54\% | 42\% | 48\% |
| Net: Disilike | 14\% | $\begin{aligned} & \text { A }^{*} \\ & 19 \% \end{aligned}$ | 25\% | - | 11\% | 16\% | AG.AJ | 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 |
| Base: All US adults | 1223 | 66 | 28 | 10 | 26 | 273 | 420 | 653 | 505 | 69 | 423 | 324 | 271 | 205 | 368 |
| Really like | 54\% | 60\% | 48\% | 19\% | 39\% | $54 \%$ |  |  | 49\% | 38\% | 56\% | 58\% | 49\% | 52\% | 54\% |
| Somewhat like | 25\% | 31\% | $\underset{\%}{20 \%}$ | $\begin{gathered} 31 \% \\ 4 * \end{gathered}$ | 16\% | 26\% | 24\% | 25\% | 25\% | $\stackrel{24 \%}{*}$ | 22\% | 23\% | $\begin{gathered} 33 \% \\ \text { AL.AM.AO } \end{gathered}$ | 22\% | 24\% |
| Neither like nor disisike | 11\% | 2\% | 12\% | $\div$ | $16 \%$ | AH\% | 7\% | $\begin{aligned} & \text { 10\% } \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \text { AH.AA } \end{aligned}$ | 9\% | 12\% | 10\% | 11\% | 14\% | $\begin{gathered} 12 \% \\ \text { AR } \end{gathered}$ |
| Somewhat disilike | 4\% | ${ }^{2 \%}$ | $7 \%$ | $32 \%$ | $7 \%$ | 2\% | 2\% | 2\% | 5\% AG.AH.AI | 7\% AG.Ah.Al | 4\% | 4\% | 5\% | 3\% | 5\% |
| Really disilike | 3\% | $2 \%$ | $6 \%$ | $\pm$ | 11\% | 4\% | 2\% | $\begin{aligned} & 3 \% \\ & \text { AH } \end{aligned}$ | 4\% | $\begin{aligned} & 7 \% \\ & A H^{*} \end{aligned}$ | 4\% | 4\% | 2\% | 4\% | 3\% |
| Not applicable - I've never tried this sandwich | 3\% | $\begin{aligned} & 4 \% \\ & \mathrm{v}^{*} \end{aligned}$ | $7 \%$ | 19\% | 11\% | 2\% | 1\% | 1\% | $\begin{gathered} 3 \% \\ \text { AH.AI } \end{gathered}$ | 16\% AG.Ah.AI.AJ* | 3\% | 1\% | 1\% | 6\% AM.AN | 3\% |
| Net: Like | 79\% | 91\% | 68\% | 49\% | 55\% | 79\% | 89\% | 85\% | 74\% | 62\% | 78\% | 82\% | 82\% | 74\% | 78\% |
|  |  | x.AA* | ** | ** | ** | AK | AG.AI.AJ.AK | AG.AJ.AK | AK | * |  | AO | Aо |  |  |
| Net: Disilike | 7\% | 3\% | 14\% | $32 \%$ | $18 \%$ | 6\% | 3\% | 5\% AH | $\begin{gathered} 9 \% \\ \text { AH.AA } \end{gathered}$ | 14\% AG.AH.Al* | 7\% | 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 |
| Base: All US adults | 1223 | 66 | 28 | 10 | 26 | 273 | 420 | 653 | 505 | 69 | 423 | 324 | 271 | 205 | 368 |
| Really like | 39\% | $\begin{gathered} 45 \% \\ x^{*} \end{gathered}$ | 32\% | $28 \%$ | $35 \%$ | 37\% | $44 \%$ AG.AJ | $\begin{gathered} 41 \% \\ \text { AG.AJ } \end{gathered}$ | 36\% | $36 \%$ | 41\% | 39\% | 33\% | 41\% | 39\% |
| Somewhat like | 28\% | $\stackrel{23 \%}{ }$ | $26 \%$ | $\begin{gathered} 21 \% \\ * * \end{gathered}$ | 21\% | 26\% | $\begin{gathered} 32 \% \\ \text { AI } \end{gathered}$ | 29\% | 27\% | $21 \%$ | 24\% | $\begin{gathered} 32 \% \\ \mathrm{AL} \end{gathered}$ | 30\% | 24\% | 22\% |
| Neither like nor disisie | 13\% | 11\% | 11\% | $21 \%$ | $25 \%$ | $\begin{gathered} 19 \% \\ \text { AH.AI } \end{gathered}$ | 10\% | $\begin{gathered} \begin{array}{c} 13 \% \\ \text { AH } \end{array} \end{gathered}$ | $\begin{aligned} & 14 \% \\ & \text { AH } \end{aligned}$ | $10 \%$ | 15\% | 13\% | 11\% | 13\% | 16\% |
| Somewhat disilike | 8\% | 8\% | $6 \%$ | 11\% | $3 \%$ | 9\% | 6\% | 8\% | 8\% | 11\% | 8\% | 7\% | 9\% | 8\% | $\begin{gathered} 10 \% \\ \text { AR } \end{gathered}$ |
| Really disilike | 8\% | $7 \%$ | 18\% | 20\% | $3 \%$ | 7\% | 6\% | 6\% | 11\% AH.AI | 7\% | 7\% | 9\% | $\begin{aligned} & \text { 13\% } \\ & \text { AL.AO } \end{aligned}$ | 5\% | 7\% |
| Not applicable - I've never tried this sandwich | 4\% | 6\% | 7\% | - | 13\% | 3\% | 2\% | 3\% | 5\% | 14\% | 5\% | 1\% | $3 \%$ | 8\% | 6\% |
|  |  | , | ** | "* | ** |  |  |  | AH.AI | AG.AH.AI.AJ* | AM |  | AM | Am.an | AQ |
| Net: Like | 66\% | ${ }^{69 \%}$ | 58\% | 48\% | 56\% | 63\% | $76 \%$ AG.AI.AJ.AK | $\begin{gathered} 70 \% \\ \text { AG.AJ.AK } \end{gathered}$ | 62\% | 58\% | 65\% | 70\% | 63\% | 66\% | 61\% |
| Net: Disilike | 16\% | 14\% | $24 \%$ | $31 \%$ | $7 \%$ | 15\% | 12\% | 14\% | $\begin{gathered} \text { 19\% } \\ \text { AH.AI } \end{gathered}$ | 18\% | 14\% | 16\% | ${ }_{\text {AL 22\% }}$ | 13\% | 17\% |
| Q1_20. Grilled chicken sandwich |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1223 | 61 | 30 | 10 | 27 | 283 | 411 | 653 | 506 | 68 | 428 | 324 | 263 | 208 | 366 |
| Base: All US adults | 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\% |
|  |  |  | $\ldots$ | $\ldots$ | ${ }^{20}$ |  | AG.AI.A.AK | Ag.ak |  |  |  | AN |  |  |  |
| Somewhat like | $33 \%$ | 31\% | 27\% | 9\% | 35\% | 35\% | 34\% | 35\% | 31\% | 28\% | 32\% | 35\% | 38\% | 24\% | $31 \%$ |

YouGov RealTime
Sandwiches
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YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ (1982-1999) \end{gathered}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
|  |  |  |  | ** |  |  | D | * | ** | * |  |  |  |  | O.P |
| Neither like nor dislike | 13\% | 14\% | 11\% | 13\% | $\begin{gathered} 16 \% \\ F \end{gathered}$ | 13\% | 10\% | 11\% |  | $\div$ | 9\% | 12\% | 13\% | $\begin{gathered} 17 \% \\ j \end{gathered}$ | 12\% |
| Somewhat dislike | 5\% | 4\% | 5\% | 7\% | $\begin{aligned} & 7 \% \\ & \text { E.F } \end{aligned}$ | 3\% | 4\% | $3 \%$ | $\div$ | $\because$ | 6\% | 5\% | 4\% | 5\% | 5\% |
| Really disilike | 3\% | 2\% | 4\% | $7 \%$ | $\begin{aligned} & 5 \% \\ & \text { E.F } \end{aligned}$ | 2\% | 2\% | $4 \%$ |  |  | 1\% | $\begin{aligned} & \text { 6\% } \\ & \text { J.L } \end{aligned}$ | 2\% | 3\% | 3\% |
| Not applicable - I've never tried this sandwich | 4\% | 4\% | 4\% | $14 \%$ | $\begin{gathered} 7 \% \\ F \end{gathered}$ | $\begin{gathered} 4 \% \\ F \end{gathered}$ | 2\% | $4 \%$ |  |  | 5\% | 3\% | 3\% | 7\% | 4\% |
| Net: Like | 75\% | 75\% | 76\% | $59 \%$ | 65\% | $\begin{gathered} 78 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 83 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 78\% } \\ \mathrm{D}^{*} \end{gathered}$ | 100\% |  | $\begin{gathered} 78 \% \\ M \end{gathered}$ | 75\% | $\begin{gathered} 78 \% \\ M \end{gathered}$ | 69\% | $\begin{gathered} 77 \% \\ Q \end{gathered}$ |
| Net: Disilike | 8\% | 6\% | 9\% | 14\% | $\begin{gathered} \text { 12\% } \\ \text { E.F } \end{gathered}$ | 4\% | 5\% | 7\% | - | ** | 8\% | $\stackrel{10 \%}{\text { 10\% }}$ | 6\% | 8\% | 7\% |
| Q1_21. BLT 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 | 49\% | 47\% | 52\% | $25 \%$ | 34\% | $\begin{gathered} 47 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 62 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 70 \% \\ & \text { D.E* } \end{aligned}$ | $100 \%$ | $\therefore$ | 49\% | 49\% | 52\% | 46\% | $\begin{aligned} & 55 \% \% \\ & \text { P.Q } \end{aligned}$ |
| Somewhat like | 20\% | $\begin{gathered} 22 \% \\ \hline \end{gathered}$ | 17\% | 16\% | 21\% | 22\% | 18\% | 15\% | $\div$ |  | 19\% | 20\% | 17\% | $23 \%$ | 19\% |
| Neither like nor disisike | 13\% | 14\% | 11\% | 15\% | $\begin{gathered} \text { 18\% } \\ \text { F.G } \end{gathered}$ | $\begin{aligned} & 15 \% \\ & \text { F.G } \end{aligned}$ | 7\% | 5\% |  |  | 14\% | 12\% | 13\% | 12\% | 11\% |
| Somewhat dislike | 5\% | 6\% | 5\% | 7\% | $\begin{gathered} 8 \% \\ F \end{gathered}$ | 5\% | 3\% | 3\% |  |  | 5\% | 4\% | 5\% | 7\% | 4\% |
| Really disilike | 6\% | 5\% | $\begin{gathered} 8 \% \\ A \end{gathered}$ | $9 \%$ | 7\% | 5\% | 8\% | 2\% | $\div$ |  | 6\% | 8\% | 5\% | 7\% | 6\% |
| Not applicable - I've never tried this sandwich | 7\% | 7\% | 7\% | $27 \%$ | $\begin{gathered} \text { 12\% } \\ \text { E.F } \end{gathered}$ | $\begin{gathered} 6 \% \\ \mathrm{~F} \end{gathered}$ | 2\% | 6\% | $\div$ |  | 7\% | 7\% | 8\% | 6\% | 5\% |
| Net: Like | 69\% | 69\% | 69\% | $41 \%$ | 55\% | $\begin{gathered} 70 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 84 \% \\ & \text { D.E } \end{aligned}$ | 100\% | $\div$ | 68\% | 69\% | 69\% | 69\% | $\begin{aligned} & 73 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Net: Disilike | 12\% | 10\% | 13\% | $16 \%$ | $\begin{gathered} 15 \% \\ \mathrm{G} \end{gathered}$ | 10\% | 11\% | 5\% | ** |  | 11\% | 12\% | 10\% | 14\% | 11\% |
| Q1_22. Lobster roll |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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\% | $\begin{gathered} 26 \% \\ \text { 26 } \end{gathered}$ | $26 \%$ |  |  | $\begin{aligned} & \text { 32\% } \\ & \text { K.L.M } \end{aligned}$ | 14\% | $\begin{gathered} 23 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 21 \% \\ \mathrm{k} \end{gathered}$ | 21\% |
| Somewhat like | 13\% | 15\% | 12\% | 7\% | $\begin{gathered} 17 \% \\ \mathrm{~F} \end{gathered}$ | 13\% | 11\% | $13 \%$ |  |  | 14\% | 10\% | 13\% | $\begin{gathered} 17 \% \\ \mathrm{k} \end{gathered}$ | 11\% |
| Neither like nor disilike | 12\% | 14\% | 11\% | 18\% | $\begin{aligned} & \text { 16\% } \\ & \text { F.G } \end{aligned}$ | 11\% | 11\% | 6\% |  |  | 10\% | 13\% | 13\% | 12\% | 11\% |
| Somewhat disilike | 5\% | 6\% | 4\% | 6\% | 5\% | 5\% | 6\% | $5 \%$ |  |  | 4\% | 6\% | 5\% | 5\% | 6\% |
| Really disilike | 14\% | 12\% | 15\% |  | 13\% | 14\% | 15\% | 12\% |  |  | 14\% | 14\% | 13\% | 13\% | 15\% |
| Not applicable - I've never tried this sandwich | 34\% | 31\% | $\begin{gathered} 36 \% \\ A \end{gathered}$ | $51 \%$ | 31\% | 37\% | 31\% | 37\% | 100\% |  | 26\% | 41\% J.L.M | 33\% | 33\% | $\begin{gathered} 35 \% \\ \text { P } \end{gathered}$ |
| Net: Like | 35\% | 38\% | 34\% | 26\% | 35\% | 33\% | 37\% | 40\% | ** |  | $\begin{gathered} 46 \% \\ \text { K.L } \end{gathered}$ | 25\% | $\begin{gathered} 35 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 38 \% \\ K \end{gathered}$ | $33 \%$ |
| Net: Disilike | 19\% | 18\% | 19\% | 6\% | 18\% | 18\% | 21\% | 17\% | ** | ** | 18\% | 21\% | 19\% | 18\% | $\begin{gathered} 21 \% \\ 0 \end{gathered}$ |

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15th July 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\begin{gathered} \text { Civil } \\ \text { Partnership } \end{gathered}$ | $\underset{\substack{\text { Living } \\ \text { together, not } \\ \text { married or civil } \\ \text { partnership }}}{ }$ | 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 disilike | 5\% | 3\% | 5\% | $7 \%$ | 3\% | 5\% | 6\% | 6\% | 4\% |  | 6\% |  | 4\% | 3\% | 5\% |
| Really disilike | 3\% | 4\% | 3\% | 3\% | 2\% | 4\% | 4\% | 1\% | 3\% | $\div$ | $3 \%$ | 3\% | 3\% | 3\% | 2\% |
| Not applicable - I've never tried this sandwich | 4\% | 4\% | 3\% | 9\% | 4\% | 7\% | 2\% | 2\% | 3\% | ** | ${ }^{3 \%}$ | ${ }^{3 \%}$ | 3\% | $\begin{gathered} 7 \% \\ \text { v.Z.AC } \end{gathered}$ | 5\% |
|  |  |  |  | N.P* |  | т.U |  |  |  |  |  |  |  |  |  |
| Net: Like | 75\% | 74\% | $\begin{gathered} 76 \% \\ Q \end{gathered}$ | ${ }^{65 \%}$ | $\begin{gathered} 77 \% \\ \mathrm{~s} \end{gathered}$ | 71\% | 74\% | 82\% | 78\% | $63 \%$ | ${ }^{73 \%}$ | 86\% | 78\% | 74\% | 73\% |
|  |  |  |  | * |  |  |  | 5 |  |  |  |  |  |  |  |
| Net: Disilike | 8\% | 7\% | 8\% | $\stackrel{10 \%}{*}$ | 6\% | 9\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | 7\% | 7\% | ** | $9 \%$ | $3 \%$ | 7\% | 6\% | 6\% |
| Q1_21. BLT 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 | 49\% | $\begin{aligned} & 46 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 43 \% \\ & { }_{Q}^{43} \end{aligned}$ | $26 \%$ | $\begin{gathered} 53 \% \\ \mathrm{~T} \end{gathered}$ | 50\% | 42\% | 47\% | $\begin{gathered} \text { 55\% } \\ \text { X.Y.Z.AA } \end{gathered}$ | $24 \%$ | $42 \%$ | 37\% | $\begin{aligned} & 52 \% \\ & \text { X.AA } \end{aligned}$ | 43\% | 46\% |
| Somewhat like | 20\% | 16\% | 20\% | 30\% | 17\% | 18\% | 22\% | 30\% | 18\% | $42 \%$ | $\begin{gathered} 29 \% \\ \text { v.Z.AA.AC* } \end{gathered}$ | $\begin{aligned} & 32 \% \\ & A C^{*} \end{aligned}$ | $\begin{gathered} 21 \% \\ \mathrm{v} \end{gathered}$ | 18\% | 24\% |
|  |  |  |  | N.O* |  |  |  | R.S |  |  |  |  |  |  |  |
| Neither like nor disilike | 13\% | 15\% | 16\% | $13 \%$ | $\begin{gathered} 13 \% \\ u \end{gathered}$ | $\stackrel{12 \%}{1}$ | 15\% | 5\% | 12\% | 25\% | 13\% | $8 \%$ | 12\% | $\begin{gathered} 16 \% \\ \text { AB } \end{gathered}$ | 8\% |
| Somewhat dislike | 5\% | 6\% | 7\% | 8\% | 5\% | 5\% | 6\% | 5\% | 5\% | $\dot{*}$ |  | 9\% | 5\% | 5\% | 8\% |
| Really disike | 6\% | 7\% | 5\% | 7\% | 5\% | 5\% | 8\% | 10\% | 5\% | $9 \%$ | 7\% |  | 5\% | 7\% | $\begin{gathered} 10 \% \\ \text { v.z } \end{gathered}$ |
| Not applicable - I've never tried this sandwich | 7\% | $\begin{gathered} 10 \% \\ \mathrm{~N} \end{gathered}$ | 8\% | 15\% | 6\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | 6\% | 4\% | 5\% | $\dot{*}$ | $4 \%$ | $\begin{gathered} 15 \% \\ \text { v.Z.AB.AC* } \end{gathered}$ | 5\% | $\begin{gathered} 12 \% \\ \text { v.X.Z.AB.AC } \end{gathered}$ | 4\% |
|  |  |  |  | $\mathrm{N}^{*}$ |  |  |  |  |  |  |  |  |  |  |  |
| Net: Like | 69\% | 62\% | 63\% | $56 \%$ | 70\% | 68\% | 65\% | $\begin{gathered} 76 \% \\ T \\ 15 \% \end{gathered}$ | $\begin{gathered} 74 \% \\ \text { AA } \\ 9 \% \end{gathered}$ | $\begin{gathered} 66 \% \\ * * \\ 9 \% \\ * * \end{gathered}$ | $\begin{gathered} 71 \% \\ \stackrel{7}{*} \% \\ * \\ \hline \end{gathered}$ | 69\% 9\% | $\begin{gathered} 73 \% \\ \text { AA } \\ \text { 10\% } \end{gathered}$ | 61\% 11\% | 70\% <br> 18\% v.z.AC |
| Net: Disilike | 12\% | 13\% | 12\% | 15\% | 11\% |  | 14\% |  |  |  |  |  |  |  |  |
|  |  |  |  | * |  |  |  |  |  |  |  |  |  |  |  |
| Q1_22. Lobster roll |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base Base: All US adults Really like | 1223 | 156 | 187 | 100 | 498 | 384 | 217 | 124 | 532 | 9 | 93 | 34 | 668 | 309 | 118 |
|  | 1223 | 147 | $\begin{aligned} & 191 \\ & 23 \% \end{aligned}$ | 100 | $\begin{aligned} & \text { 493 } \\ & \text { 18\% } \end{aligned}$ | 2279 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | $\begin{aligned} & \text { 117 } \\ & \text { 23\% } \end{aligned}$ |
|  | 22\% | 24\% |  | 23\% |  |  | 29\% | 27\% | 24\% | 46\% | 19\% | 28\% | 24\% | 18\% |  |
|  |  |  |  | * |  |  | R | R | AA | ** | * | * | AA |  |  |
| Somewhat ike | 13\% | 17\% | 16\% | 18\% | 13\% | 13\% | 14\% | 15\% | 14\% | $22 \%$ | $\begin{gathered} 20 \% \\ \text { AA.AB* }^{*} \end{gathered}$ | $19 \%$ | 15\% | 11\% | 10\% |
| Neither like nor disilike | 12\% | 12\% |  | 11\% |  | 12\% | 8\% | 15\% | 13\% | 22\% | 15\% | 13\% | 13\% | 11\% | 14\% |
|  |  |  | N |  | T |  |  |  | AC | ** | $A^{+}$ | $A^{*}{ }^{*}$ | AC | AC | AC |
| Somewhat dislike | 5\% | 3\% | 6\% | $2 \%$ | 4\% | 5\% | $\begin{aligned} & 9 \% \\ & \text { R.S } \end{aligned}$ | 5\% | 6\% |  | $3 \%$ | 3\% | 5\% | 5\% | 4\% |
| Really disilike | 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\% | $\begin{gathered} 39 \% \\ \hline \end{gathered}$ | $\begin{gathered} 34 \% \\ \hline \end{gathered}$ | 24\% | 30\% | 31\% | $\div$ | $26 \%$ | 26\% | 30\% | $\begin{aligned} & 43 \% \\ & \text { v.x.z } \end{aligned}$ | 35\% |
| Net: Like | 35\% | 41\% | 40\% | $41 \%$ | 31\% | 35\% | 43\% | 41\% | 38\% | 68\% | 39\% | 47\% ${ }_{\text {A }}{ }^{*}$ | 39\% | 29\% | 33\% |
|  |  | ${ }_{\text {N }}$ |  |  |  |  | R | R | AA | ** |  | AA* | AA |  |  |
| Net: Disilike | 19\% | 13\% | 17\% | $\stackrel{15 \%}{*}$ | 16\% | 19\% | $\begin{aligned} & \text { 25\% } \\ & \text { R.U } \end{aligned}$ | 14\% | 19\% | 10\% | $\stackrel{19 \%}{ }$ | 14\% | 19\% | 17\% | 17\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12th - 15th July 2019

| YouGov <br> What the world thinks | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | Younger than <br> 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 disilike | 13\% | $\stackrel{6 \%}{*}$ | 8\% | 20\% | 15\% | 14\% AH.AI | 9\% | 10\% | 15\% | 18\% | 13\% | 10\% | 14\% | 16\% | 13\% |
| Somewhat disilike | 5\% | $\stackrel{6 \%}{ }$ | 10\% | $21 \%$ | 19\% | 4\% | 3\% | 3\% | $\begin{gathered} 6 \% \\ \text { AH.AA } \end{gathered}$ | $7 \%$ | 5\% | 3\% | 6\% | 5\% | 5\% |
| Really disilike | 3\% | 4\% | $3 \%$ | $31 \%$ |  | 4\% | 3\% | 3\% | 2\% | $4 \%$ | 3\% | 3\% | 4\% | 3\% | 2\% |
| Not applicable - I've never tried this sandwich | 4\% | - | 15\% | 11\% | 9\% | 3\% | 2\% | 2\% | $\begin{gathered} \text { 6\% } \\ \text { AH.AI } \end{gathered}$ | 13\% <br> AG.AH.AI.AJ* | 5\% | $3 \%$ | 3\% | 8\% | 6\% |
| Net: Like | 75\% | 85\% | 64\% | 18\% | 57\% | 75\% | ${ }^{84 \%}$ | ${ }^{80 \%}$ | 71\% | 59\% | 75\% | 81\% | 74\% | 67\% | 74\% |
| Net: Disilike | 8\% | 10\% | 14\% | $\begin{gathered} * * \\ 52 \% \end{gathered}$ | $\begin{gathered} \text { "* } \\ \text { 19\% } \end{gathered}$ | $\begin{aligned} & \text { AK } \\ & 8 \% \end{aligned}$ | $\underset{\substack{\text { AG.AIIAJ.AK } \\ 5 \%}}{ }$ | $\begin{gathered} \text { AG.AJ.AK } \\ 7 \% \end{gathered}$ | 8\% | 11\% | $\begin{aligned} & \text { AO } \\ & 7 \% \end{aligned}$ | AL.AN.AO $6 \%$ | 10\% | 9\% | 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\% | $\begin{gathered} 71 \% \\ \text { V.X.Y.Z.AA.AB* } \end{gathered}$ | $27 \%$ | 29\% | $40 \%$ | 44\% | 64\% AG.AI.AJ.AK | $\begin{gathered} 57 \% \\ \text { AG.AJ.AK } \end{gathered}$ | 42\% | $37 \%$ | 52\% | 50\% | 47\% | 47\% | 46\% |
| Somewhat like | 20\% | 12\% | 17\% | 20\% | $7 \%$ | $\begin{aligned} & 23 \% \\ & \text { AH.AI } \end{aligned}$ | 17\% | 19\% | 21\% | 14\% | 17\% | 22\% | 22\% | 18\% | 19\% |
| Neither like nor disilike | 13\% | 10\% | $16 \%$ | $\bar{*}$ | 11\% | $\begin{aligned} & \text { 18\% } \\ & \text { AH.AI } \end{aligned}$ | 8\% | $\begin{gathered} \text { 12\% } \\ \text { AH } \end{gathered}$ | $\begin{aligned} & 14 \% \\ & \text { AH } \end{aligned}$ | 11\% | $\begin{gathered} \text { 16\% } \\ \text { AO } \end{gathered}$ | 11\% | 13\% | 9\% | 15\% |
| Somewhat disilike | 5\% | 1\% | $21 \%$ | 11\% | $3 \%$ | $\begin{aligned} & \text { 7\% } \\ & \text { AH } \end{aligned}$ | 3\% | $\begin{aligned} & 5 \% \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 7\% | 4\% | 6\% | $\begin{aligned} & 7 \% \\ & \text { AL } \end{aligned}$ | 4\% | 6\% |
| Really disilike | 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\% | $\begin{aligned} & 3 \% \\ & \text { AH } \end{aligned}$ | $\begin{gathered} \text { AG.AH.AI } \end{gathered}$ | 22\% <br> AG.AH.Al.AJ* | 6\% | 6\% | 4\% | 15\% AL.AM.AN | 8\% |
| Net: Like | 69\% | $\begin{aligned} & 83 \% \\ & A_{4}^{*} \end{aligned}$ | $45 \%$ | 49\% | $48 \%$ | $\begin{gathered} 67 \% \\ \text { AK } \end{gathered}$ | 81\% <br> AG.AI.AJ.AK | $\stackrel{75 \%}{\text { AG.AJ.AK }}$ | 63\% | 52\% | 69\% | 72\% | 69\% | 65\% | 65\% |
| Net: Disilike | 12\% | 4\% | $35 \%$ | 21\% | $26 \%$ | 11\% | 8\% | 10\% | $\begin{aligned} & 13 \% \\ & \text { AH } \end{aligned}$ | 15\% | 10\% | 12\% | 14\% | 12\% | 12\% |
| 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\% | $\begin{aligned} & \text { 29\% } \\ & \text { AL.AO } \end{aligned}$ | 19\% | 22\% |
| Somewhat like | 13\% | 11\% | 15\% | $32 \%$ | 11\% | 15\% | 12\% | 13\% | 13\% | 13\% | 11\% | 14\% | $\begin{aligned} & \text { 18\% } \\ & \text { AL.AO } \end{aligned}$ | 9\% | $\begin{gathered} 16 \% \\ \text { AR } \end{gathered}$ |
| Neither like nor disiske | 12\% | 2\% | 11\% | 21\% | 23\% | 14\% | 12\% | 13\% | 10\% | 25\% <br> AG.AH.AI.AJ* | 14\% | 12\% | 10\% | 13\% | 15\% |
| Somewhat disilike | 5\% | $7 \%$ | $4 \%$ | 11\% |  | 4\% | 5\% | 5\% | 5\% | 5\% | 3\% | 5\% | $\begin{aligned} & 8 \% \\ & \text { AL } \end{aligned}$ | 5\% | 4\% |
| Really disilike | 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\% | $24 \%$ | $\div$ | $37 \%$ | 30\% | 34\% | 32\% | 36\% | 32\% | 39\% | $\begin{gathered} 34 \% \\ \text { AN } \end{gathered}$ | 20\% | $\begin{gathered} 39 \% \\ \text { AN } \end{gathered}$ | 30\% |
| Net: Like | 35\% | $39 \%$ | $36 \%$ | 49\% | $23 \%$ | 37\% | 34\% | 36\% | 36\% | 29\% | 30\% | $\begin{gathered} 38 \% \\ \text { AL.AO } \end{gathered}$ | $\begin{gathered} \text { AL.AM.AO } \end{gathered}$ | 28\% | 38\% |
| Net: Disilike | 19\% | $23 \%$ | $30 \%$ | 30\% | 17\% | 19\% | 20\% | 20\% | 18\% | 14\% | 18\% | 16\% | $\begin{gathered} 23 \% \\ \text { AM } \end{gathered}$ | 20\% | 17\% |

YouGov RealTime
Sandwiches
US nat internal Sample: 12th - 15th July 2019

| YouGov <br> What the world thinks | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Suburban/ } \\ & \text { Town } \end{aligned}$ | Rural | Other |
|  |  |  |  | ** |
| Neither like nor dislike | 13\% | $15 \%$ | 7\% | $\underset{\substack{11 \% \\ \\ 4}}{ }$ |
| Somewhat dislike | 5\% | 5\% | 4\% | 7\% |
| Really disilike | 3\% | 4\% | 1\% | 9\% |
|  |  | AR |  | ** |
| Not applicable - I've never tried this sandwich | 4\% | 4\% | 4\% | ${ }_{\text {1 }}^{10 \%}$ |
| Net: Like | 75\% | 73\% | 84\% | 64\% |
|  |  |  | AP.AQ | ** |
| Net: Disilike | 8\% | 9\% | 5\% | ${ }_{\text {1 }}^{16 \%}$ |
| Q1_21. BLT sandwich |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 49\% | 50\% | 55\% | 27\% |
|  |  |  | AP | ** |
| Somewhat like | 20\% | 20\% | 18\% | $45 \%$ |
| Neither like nor disilike | 13\% | 12\% | 10\% | 11\% |
| Somewhat disilike | 5\% | 6\% | 4\% |  |
| Really disilike | 6\% | 6\% | 6\% | 9\% |
| Not applicable - I've never tried this sandwich | 7\% | 6\% | 6\% | $9 \%$ |
| Net: Like | 69\% | 70\% | $\begin{gathered} 74 \% \\ \text { AP } \end{gathered}$ | $72 \%$ |
| Net: Disilike | 12\% | 12\% | 10\% | $9 \%$ |
| Q1_22. Lobster roll |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| Really like | 22\% | 23\% | 21\% | $27 \%$ |
| Somewhat like | 13\% | 13\% | 10\% | 18\% |
| Neither like nor disilike | 12\% | 11\% | 11\% | 20\% |
| Somewhat dislike | 5\% | $\begin{aligned} & 6 \% \\ & \text { AR } \end{aligned}$ | 3\% | $9 \%$ |
| Really disilike | 14\% | 15\% | 12\% | 7\% |
| Not applicable - I've never tried this sandwich | 34\% | 32\% | $\begin{aligned} & 44 \% \\ & \text { AP.AQ } \end{aligned}$ | 19\% |
| Net: Like | 35\% | 35\% | 31\% | 45\% |
| Net: Disilike | 19\% | $\underset{\substack{21 \% \\ \text { AR }}}{ }$ | 15\% | 16\% |

In your opinion, should each of the following items be
one option on each row.

YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  | White |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | Gen Z $\mathbf{1 2 0 0 0}^{2}$ and later) | $\begin{aligned} & \text { Millennial } \\ & \text { (1982-1999) } \end{aligned}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West |  |
| Q2_1. Hamburger |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 60\% | 63\% | 58\% | $47 \%$ | 51\% | $\begin{gathered} 59 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 66 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 78 \% \\ & \text { D.E.F* } \end{aligned}$ | 100\% | $\dot{\square}$ | 63\% | 58\% | $\begin{gathered} 63 \% \\ \text { M } \end{gathered}$ | 54\% | $\begin{gathered} \text { 62\% } \\ \text { P } \end{gathered}$ |
| This should not be considered a sandwich | 32\% | 30\% | 34\% | $46 \%$ | $\begin{gathered} 36 \% \\ G \end{gathered}$ | $\begin{gathered} 31 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 31 \% \\ G \end{gathered}$ | 17\% | $\div$ |  | 29\% | 34\% | 29\% | $36 \%$ | $31 \%$ |
| Don't know | 8\% | 8\% | 9\% | 7\% | $\begin{gathered} 13 \% \\ F \end{gathered}$ | $\begin{gathered} 10 \% \\ F \end{gathered}$ | 3\% | $6 \%$ | :* | $\therefore$ | 8\% | 8\% | 8\% | 9\% | 7\% |
| Q2_2. Hot dog |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 34\% | $\begin{gathered} 38 \% \\ \mathrm{~B} \end{gathered}$ | 31\% | $22 \%$ | 26\% | 25\% | $\begin{gathered} 43 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 59 \% \\ & \text { D.E.F* } \end{aligned}$ | $100 \%$ |  | $\begin{gathered} 38 \% \\ M \end{gathered}$ | 34\% | 35\% | 30\% | $36 \%$ |
| 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\% | $13 \%$ | $\begin{gathered} 11 \% \\ F \end{gathered}$ | 11\% | 7\% | $4 \%$ |  |  | 9\% | 10\% | 8\% | 10\% | 7\% |
| Q2_3. Taco |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 15\% | 20\% | 11\% | 22\% | 20\% | 13\% | 12\% | 16\% | - | - | 20\% | 17\% | 15\% | 12\% | 13\% |
|  |  | в |  | ** | 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 | O.P |
| Don't know | 10\% | 10\% | 9\% | 17\% | 11\% | 11\% | 7\% | $12 \%$ | $\div$ |  | 12\% | 10\% | 9\% | 10\% | 9\% |
| Q2_4. Sloppy Joe |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 62\% | 62\% | 62\% | 49\% | 55\% | 62\% | 68\% | 71\% | 100\% | - | 61\% | 67\% | 65\% | 55\% | 67\% |
|  |  |  |  | ** |  |  | D | D* | * | * |  | M | м |  | P.Q |
| This should not be considered a sandwich | 26\% | 27\% | 25\% | $34 \%$ | 27\% | 26\% | 27\% | $19 \%$ |  |  | 26\% | 23\% | 23\% | $34 \%$ J.K.L | 25\% |
| Don't know | 12\% | 11\% | 13\% | 17\% | 18\% | 12\% | 5\% | 11\% | - | , | 13\% | 10\% | 12\% | 11\% | 8\% |
|  |  |  |  | ** | F | F |  | * | * | * |  |  |  |  |  |

[^0]YouGov RealTime
Sandwiches
us nat internal Sample: 1 1th - 15 th July 2019

| YouGov <br> What the world thinks | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not tiving } \\ \text { together } \end{gathered}$ | 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 |
| Base: All US adults | 1223 | 147 | 191 | 100 | 493 | 379 | 223 | 129 | 545 | 9 | 88 | 32 | 674 | 302 | 117 |
| This should be considered a sandwich | 60\% | $\begin{gathered} 67 \% \\ \mathrm{P} \end{gathered}$ | 50\% | $54 \%$ | 61\% | 59\% | 56\% | 63\% | 60\% | 77\% | $\begin{aligned} & 68 \% \\ & \mathrm{AA}^{*} \end{aligned}$ | $\begin{gathered} 74 \% \\ A A^{*} \end{gathered}$ | 62\% | 56\% | 62\% |
| This should not be considered a sandwich | 32\% | 25\% | $\begin{gathered} 37 \% \\ 0 \end{gathered}$ | 36\% | 30\% | 30\% | $\begin{aligned} & 38 \% \\ & \text { R.S } \end{aligned}$ | 34\% | 33\% | $23 \%$ | $25 \%$ | $26 \%$ | 32\% | 33\% | 32\% |
| Don't know | 8\% | 8\% | $\stackrel{13 \%}{\mathrm{~N}}$ | 10\% | $\begin{gathered} 9 \% \\ u \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \text { T.U } \end{aligned}$ | 6\% | 3\% | 7\% | $\div$ | 7\% | $\overline{\%}$ | 6\% | $\begin{aligned} & \text { 11\% } \\ & \text { v.r.z } \end{aligned}$ | 6\% |
| Q2_2. Hot dog |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 34\% | 43\% | 22\% | 31\% | 36\% | 29\% | 36\% | 39\% | 37\% | 23\% | 26\% | 26\% | 35\% | 27\% | 43\% |
|  |  | P |  | * | s |  |  |  | Z.AA | ** | * | * | AA |  | X.AA |
| This should not be considered a sandwich | 57\% | 48\% | 64\% | 55\% | 53\% | 61\% | 59\% | 55\% | 56\% | 77\% | 69\% | 65\% | 58\% | 61\% | 49\% |
|  |  |  | - | * |  | R |  |  |  | ** | v.Z.AB.AC* | * | V.AC | AB.AC |  |
| Don't know | 9\% | 9\% | 15\% | 13\% | 11\% | 9\% | 5\% | 6\% | 7\% | - | 5\% | 9\% | 7\% | 12\% | 8\% |
|  |  |  | N | $\mathrm{N}^{*}$ | T |  |  |  |  | ** | * | * |  | v.z |  |
| Q2_3. Taco |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 15\% | 23\% | 20\% | 17\% | 19\% | 14\% | 14\% | 10\% | 15\% | 39\% | 14\% | 14\% | 15\% | 14\% | 17\% |
|  |  | N | N | * | s.u |  |  |  |  | ** | - | * |  |  |  |
| This should not be considered a sandwich | 75\% | 67\% | 66\% | 74\% | 69\% | 75\% | 80\% | 85\% | 77\% | 61\% | 82\% | 83\% | 78\% | 72\% | 73\% |
|  |  |  |  | * |  | R | R | R.S |  | ** | * |  |  |  |  |
| Don't know | 10\% | 10\% | 13\% | 10\% | $\begin{aligned} & \text { 12\% } \\ & \text { T.U } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { T.U } \end{aligned}$ | 6\% | 5\% | 8\% |  | $4 \%$ | $\stackrel{3}{*}$ | 7\% | $\begin{aligned} & \text { 14\% } \\ & \text { v.x.Z } \end{aligned}$ | 11\% |
| Q2_4. Sloppy Joe |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 62\% | 71\% | 44\% | 50\% | 64\% | 63\% | 57\% | 64\% | 62\% | 79\% | 72\% | 62\% | 63\% | 60\% | 69\% |
|  |  | P.Q |  |  |  |  |  |  |  | 寿 | $\mathrm{AA}^{*}$ | , |  |  |  |
| This should not be considered a sandwich | 26\% | 18\% | $33 \%$ | $34 \%$ | 25\% | 23\% | $31 \%$ | 30\% | 28\% | $21 \%$ | 20\% | 24\% | 26\% | 27\% | 23\% |
| Don't know | 12\% | 11\% | 23\% | 17\% | 11\% | 14\% | 11\% | 6\% | 10\% | - | 8\% | 14\% | 10\% | 14\% | 8\% |
|  |  |  | N.O | $\mathrm{N}^{*}$ |  | U |  |  |  | ** | * | * |  |  |  |

[^1]YouGov RealTime
Sandwiches
US nat internal Sample: 1 1th - 15 th July 2019

| YouGov <br> What the world thinks | 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 |  |
| Q2_1. Hamburger |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
| This should be considered a sandwich | 60\% | 68\% | 52\% | 20\% | 51\% | 57\% | 65\% | 62\% | 60\% | 45\% | 61\% | 59\% | 61\% | 58\% | 61\% |
|  |  | * | ** | * | ** |  | AG.AI.AK | AG.AK | AK | * |  |  |  |  |  |
| 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 |
| Q2_2. Hot dog |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 |
|  | 34\% | 47\% | $29 \%$ | $43 \%$ | 33\% | 29\% |  | 38\% | 31\% | 32\% | 34\% | 32\% | 38\% | 34\% | 35\% |
| This should not be considered a sandwich | 57\% |  |  |  |  |  | 52\% |  |  |  | 57\% |  | 56\% | 50\% | 53\% |
|  |  |  | $\underset{* *}{52 \%}$ | $\underset{\sim}{28 \%}$ | $\begin{gathered} 50 \% \\ * * \end{gathered}$ | AH.AI |  | AH | AH |  |  | AO |  |  |  |
| Don't know | 9\% | 9\% | 19\% | 29\% | 17\% | 10\% | 5\% | 7\% | 11\% | 17\% | 9\% | 7\% | 7\% | 16\%AL.AM.AN | 13\% |
|  |  |  | , | ** | ** | AH.AI |  | AH | AH.AI | AH.A1* |  |  |  |  | AQ.AR |



[^2]YouGov RealTime
Sandwiches
US nat internal Sample: 12 th - 15th July 2019

| YouGov <br> What the world thinks | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
| Q2_1. Hamburger |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| This should be considered a sandwich | 60\% | 58\% | 65\% | $64 \%$ |
| This should not be considered a sandwich | 32\% | $\begin{gathered} 36 \% \\ A P \end{gathered}$ | 29\% | 10\% |
| Don't know | 8\% | 7\% | 6\% | $26 \%$ |
| Q2_2. Hot dog |  |  |  |  |
| Unweighted base | 1223 | 609 | 237 | 11 |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| This should be considered a sandwich | 34\% | 33\% | 37\% | 19\% |
| This should not be considered a sandwich | 57\% | $\begin{gathered} 59 \% \\ \text { AP } \end{gathered}$ | 56\% | $45 \%$ |
| Don't know | 9\% | 7\% | 7\% | 36\% |


| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1223 | 612 | 233 | 11 |
| This should be considered a sandwich | 15\% | 13\% | 11\% | $\begin{gathered} 44 \% \\ * \end{gathered}$ |
| This should not be considered a sandwich | 75\% | $\begin{gathered} 78 \% \\ \text { AP } \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { AP } \end{gathered}$ | 36\% |
| Don't know | 10\% | 9\% | 8\% | 20\% |

Q2_4. Sloppy Joe

| Unweighted base | 1223 | 609 | 237 | 11 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 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


[^0]:    Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95\%): A/B, C/D/E/F/G/H/I, J/K/LM, N/I/P/Q, R/S/T/U, V/W/XY/I/AA/AB/AC/AD/AE/AF, AG/AH/A/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), S

[^1]:    Cell Contents (Cmall Base: 100 (*))

[^2]:    Cell Contents (C

