



America's Favorite Holiday Beverages
Fieldwork Dates: 6th - 7th November 2019

Conducted by YouGov
YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

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

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

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1292 adults. Fieldwork was undertaken between 6th - 7th November 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

YouGov RealTime
America's Favorite Holiday Beverages
 US_nat_int Sample: 6th - 7th November 2019



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

rrb_q1. How often, if ever, do you order seasonal holiday beverages at cafes, coffee shops, or restaurants?

Unweighted base	1292	575	717	26	376	350	465	75	-	-	265	249	484	294	914
Base: All US Adults	1292	631	661	34	418	336	432	72	-	-	230	271	486	305	829
Often	8%	7%	9%	6%	17% E.F.G	8%	2%	1%	*	**	7%	4%	10%	10%	8%
Sometimes	24%	23%	25%	27%	30% F.G	30%	16%	4%	*	**	27%	26%	21%	23%	24%
Rarely	33%	34%	31%	40%	28% F.G	33%	34%	43%	*	**	30%	31%	33%	35%	33%
Never	32%	33%	31%	18%	15% D	29%	48%	50%	*	**	31%	36%	30%	30%	33%
Don't know	4%	4%	4%	9%	9% E.F.G	1%	1%	2%	*	**	5%	4%	5%	2%	2%

rrb_q2. How often, if ever, do you make seasonal holiday beverages at home?

Unweighted base	1292	575	717	26	376	350	465	75	-	-	265	249	484	294	914
Base: All US Adults	1292	631	661	34	418	336	432	72	-	-	230	271	486	305	829
Often	8%	7%	9%	3%	12% F	9%	4%	4%	*	**	8%	4%	10%	8%	8%
Sometimes	27%	27%	28%	16%	29% F	31%	24%	25%	*	**	28%	25%	29%	27%	27%
Rarely	32%	31%	33%	24%	31% F	30%	34%	35%	*	**	33%	33%	31%	32%	34%
Never	30%	33%	27%	48%	21% D	30%	36%	34%	*	**	29%	34%	26%	32%	30%
Don't know	3%	3%	3%	9%	7% E.F	0%	1%	2%	*	**	2%	4%	4%	2%	1%

How much, if at all, do you enjoy each of the following seasonal beverages? Please select one option on each row.

rrb_q3_1. Hot chocolate

Unweighted base	1292	575	717	26	376	350	465	75	-	-	265	249	484	294	914
Base: All US Adults	1292	631	661	34	418	336	432	72	-	-	230	271	486	305	829
Like a lot	58%	52%	63%	65%	60% A	57%	55%	58%	*	**	57%	57%	62%	52%	57%
Somewhat like	33%	38%	29%	17%	28% B	35%	37%	40%	*	**	37%	31%	28%	41%	35%
Somewhat dislike	4%	5%	3%	8%	6% D	3%	3%	-	*	**	2%	5%	5%	3%	3%
Dislike a lot	2%	1%	3%	2%	1% E	2%	3%	-	*	**	2%	2%	2%	2%	2%
Don't know	2%	2%	1%	-	3% E.F	0%	1%	2%	*	**	0%	3%	2%	1%	1%
Not applicable - I've never tried this	2%	2%	1%	7%	1% F	3%	1%	-	*	**	2%	2%	1%	1%	1%

rrb_q3_2. Hot apple cider

Unweighted base	1292	575	717	26	376	350	465	75	-	-	265	249	484	294	914
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YouGov RealTime

America's Favorite Holiday Beverages

US_nat_int Sample: 6th - 7th November 2019



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

rrb_q1. How often, if ever, do you order seasonal holiday beverages at cafes, coffee shops, or restaurants?

Unweighted base	1292	135	129	114	420	441	268	163	654	18	72	46	790	296	111
Base: All US Adults	1292	151	202	110	523	402	233	135	628	25	76	46	775	314	112
Often	8%	8%	9%	8%	8%	8%	8%	11%	9%	21%	6%	10%	10%	8%	4%
Sometimes	24%	21%	24%	25%	17%	27%	31%	26%	26%	8%	24%	14%	25%	25%	15%
Rarely	33%	27%	35%	34%	31%	33%	33%	34%	29%	40%	41%	32%	31%	34%	40%
Never	32%	33%	27%	25%	38%	28%	27%	28%	34%	17%	29%	31%	33%	26%	38%
Don't know	4%	10%	5%	9%	6%	3%	1%	0%	1%	12%	-	13%	2%	6%	3%

rrb_q2. How often, if ever, do you make seasonal holiday beverages at home?

Unweighted base	1292	135	129	114	420	441	268	163	654	18	72	46	790	296	111
Base: All US Adults	1292	151	202	110	523	402	233	135	628	25	76	46	775	314	112
Often	8%	9%	10%	6%	7%	8%	7%	10%	10%	6%	10%	7%	10%	5%	5%
Sometimes	27%	26%	30%	31%	22%	30%	31%	35%	30%	24%	28%	24%	29%	26%	26%
Rarely	32%	26%	31%	26%	31%	32%	33%	33%	31%	57%	27%	26%	31%	33%	31%
Never	30%	33%	26%	28%	35%	27%	27%	21%	28%	9%	34%	38%	28%	31%	35%
Don't know	3%	6%	3%	9%	5%	2%	2%	0%	1%	5%	1%	5%	1%	5%	3%

How much, if at all, do you enjoy each of the following seasonal beverages? Please select one option on each row.

rrb_q3_1. Hot chocolate

Unweighted base	1292	135	129	114	420	441	268	163	654	18	72	46	790	296	111
Base: All US Adults	1292	151	202	110	523	402	233	135	628	25	76	46	775	314	112
Like a lot	58%	51%	65%	57%	59%	58%	53%	60%	59%	65%	50%	56%	58%	59%	55%
Somewhat like	33%	32%	28%	32%	31%	32%	39%	35%	35%	9%	36%	36%	34%	31%	34%
Somewhat dislike	4%	7%	4%	3%	4%	5%	4%	2%	3%	21%	3%	2%	4%	4%	4%
Dislike a lot	2%	5%	1%	1%	2%	2%	2%	2%	1%	3%	2%	3%	2%	2%	4%
Don't know	2%	3%	1%	4%	2%	2%	1%	2%	1%	3%	1%	2%	1%	2%	2%
Not applicable - I've never tried this	2%	2%	1%	2%	2%	2%	1%	-	1%	-	7%	-	1%	2%	1%

rrb_q3_2. Hot apple cider

Unweighted base	1292	135	129	114	420	441	268	163	654	18	72	46	790	296	111
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YouGov RealTime
America's Favorite Holiday Beverages
 US_nat_int Sample: 6th - 7th November 2019



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

rrb_q1. How often, if ever, do you order seasonal holiday beverages at cafes, coffee shops, or restaurants?

Unweighted base	1292	57	15	8	15	344	463	761	489	42	404	361	367	160	389
Base: All US Adults	1292	54	13	8	14	353	437	749	502	41	431	366	334	161	398
Often	8%	1%	10%	-	-	16%	4%	9%	7%	-	10%	7%	10%	5%	14%
	*	**	**	**	**	AH.AI.AJ.AK	AH	AH	AH	*					AQ.AR
Sometimes	24%	18%	43%	42%	10%	34%	18%	24%	22%	37%	18%	25%	28%	27%	27%
	*	**	**	**	**	AH.AI.AJ	AH	AH	AH	AH.AJ*	AL	AL	AL	AL	AR
Rarely	33%	38%	11%	-	33%	27%	39%	33%	33%	13%	33%	35%	29%	32%	27%
	*	**	**	**	**	AG.AI.AK	AG.AI.AK	AG.AI.AK	AG.AI.AK	*					
Never	32%	39%	35%	15%	21%	21%	38%	31%	34%	16%	33%	32%	31%	28%	28%
	*	**	**	**	**		AG.AI.AK	AG.AI.AK	AG.AI.AK	*					
Don't know	4%	4%	-	43%	36%	2%	1%	2%	5%	35%	6%	1%	1%	8%	4%
	*	**	**	**	**		AH	AH	AH.AI	AG.AH.AI.AJ*	AM.AN				AM.AN

rrb_q2. How often, if ever, do you make seasonal holiday beverages at home?

Unweighted base	1292	57	15	8	15	344	463	761	489	42	404	361	367	160	389
Base: All US Adults	1292	54	13	8	14	353	437	749	502	41	431	366	334	161	398
Often	8%	3%	14%	-	-	15%	4%	9%	6%	3%	7%	8%	10%	5%	12%
	*	**	**	**	**	AH.AI.AJ.AK	AH	AH	AH	*					AQ
Sometimes	27%	19%	30%	35%	10%	35%	27%	30%	24%	21%	26%	29%	28%	28%	28%
	*	**	**	**	**	AH.AI.AJ	AH.AI.AJ	AH.AI.AJ	AH.AI.AJ	*					
Rarely	32%	47%	17%	19%	13%	28%	35%	32%	33%	27%	31%	33%	32%	32%	29%
	*	V.X.Y.Z*	**	**	**		AI	AI	AI	*					
Never	30%	27%	39%	12%	53%	20%	33%	28%	34%	16%	32%	29%	29%	30%	27%
	*	**	**	**	**		AG.AI.AK	AG	AG.AI.AK	*					
Don't know	3%	3%	-	34%	24%	2%	0%	1%	3%	33%	5%	1%	1%	6%	5%
	*	**	**	**	**			AH	AH.AI	AG.AH.AI.AJ*	AM.AN				AM.AN

How much, if at all, do you enjoy each of the following seasonal beverages? Please select one option on each row.

rrb_q3_1. Hot chocolate

Unweighted base	1292	57	15	8	15	344	463	761	489	42	404	361	367	160	389
Base: All US Adults	1292	54	13	8	14	353	437	749	502	41	431	366	334	161	398
Like a lot	58%	62%	60%	34%	28%	62%	55%	57%	59%	45%	59%	60%	54%	58%	59%
	*	**	**	**	**					*					
Somewhat like	33%	32%	24%	31%	38%	30%	37%	34%	33%	20%	29%	33%	39%	33%	32%
	*	**	**	**	**		AG.AI.AK	AG	AG	*			AL		
Somewhat dislike	4%	3%	-	12%	17%	5%	3%	4%	3%	8%	5%	4%	3%	2%	3%
	*	**	**	**	**					*					
Dislike a lot	2%	2%	10%	9%	-	2%	3%	2%	2%	4%	3%	2%	1%	2%	2%
	*	**	**	**	**					*					
Don't know	2%	-	-	14%	17%	2%	1%	1%	1%	14%	3%	-	1%	2%	1%
	*	**	**	**	**					AG.AH.AI.AJ*	AM		AM	AM	
Not applicable - I've never tried this	2%	1%	7%	-	-	0%	1%	1%	2%	9%	2%	1%	1%	3%	2%
	*	**	**	**	**				AG	AG.AH.AI.AJ*					

rrb_q3_2. Hot apple cider

Unweighted base	1292	57	15	8	15	344	463	761	489	42	404	361	367	160	389
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YouGov RealTime
America's Favorite Holiday Beverages

US_nat_int Sample: 6th - 7th November 2019



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

rrb_q1. How often, if ever, do you order seasonal holiday beverages at cafes, coffee shops, or restaurants?

	1292	656	234	13
Unweighted base	1292	656	234	13
Base: All US Adults	1292	646	235	13
Often	8%	6%	5%	5%
				**
Sometimes	24%	24%	15%	47%
		AR		**
Rarely	33%	35%	37%	10%
		AP	AP	**
Never	32%	31%	39%	26%
			AP,AQ	**
Don't know	4%	4%	3%	12%
				**

rrb_q2. How often, if ever, do you make seasonal holiday beverages at home?

	1292	656	234	13
Unweighted base	1292	656	234	13
Base: All US Adults	1292	646	235	13
Often	8%	6%	7%	5%
				**
Sometimes	27%	28%	26%	14%
				**
Rarely	32%	34%	32%	38%
				**
Never	30%	30%	34%	37%
				**
Don't know	3%	2%	2%	6%
				**

How much, if at all, do you enjoy each of the following seasonal beverages? Please select one option on each row.

rrb_q3_1. Hot chocolate

	1292	656	234	13
Unweighted base	1292	656	234	13
Base: All US Adults	1292	646	235	13
Like a lot	58%	56%	60%	50%
				**
Somewhat like	33%	35%	32%	33%
				**
Somewhat dislike	4%	4%	3%	6%
				**
Dislike a lot	2%	3%	1%	5%
				**
Don't know	2%	2%	2%	-
				**
Not applicable - I've never tried this	2%	1%	2%	6%
				**

rrb_q3_2. Hot apple cider

	1292	656	234	13
Unweighted base	1292	656	234	13

YouGov RealTime
America's Favorite Holiday Beverages
 US_nat_int Sample: 6th - 7th November 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Base: All US Adults	1292	631	661	34	418	336	432	72	-	-	230	271	486	305	829
Like a lot	21%	18%	25%	14% A	23%	22%	19%	21% *	- **	- **	19%	22%	20%	25%	23%
Somewhat like	36%	39%	33%	17% **	32%	35%	42% D	42% *	- **	- **	37%	37%	34%	38%	42% O.P.Q
Somewhat dislike	11%	12%	10%	18% **	11%	11%	11%	13% *	- **	- **	15% L	12%	8%	13% L	12%
Dislike a lot	13%	12%	15%	12% **	14% G	14% G	13% G	2% *	- **	- **	12%	13%	16% M	10%	12%
Don't know	6%	8% B	4%	5% **	7%	6%	4%	7% *	- **	- **	3%	4%	8% J.K	6%	3%
Not applicable - I've never tried this	13%	11%	14%	34% **	13%	12%	11%	16% *	- **	- **	13%	12%	15% M	9%	8%

rrb_q3_3. Eggnog

Unweighted base	1292	575	717	26	376	350	465	75	-	-	265	249	484	294	914
Base: All US Adults	1292	631	661	34	418	336	432	72	-	-	230	271	486	305	829
Like a lot	28%	27%	28%	12% **	25%	28%	30%	36% *	- **	- **	26%	23%	31% K	28%	28%
Somewhat like	26%	25%	26%	14% **	19%	28% D	31% D	28% *	- **	- **	23%	23%	25%	30%	27%
Somewhat dislike	12%	14% B	10%	2% **	15%	11%	11%	12% *	- **	- **	14%	12%	10%	13%	13%
Dislike a lot	21%	19%	23%	20% **	22%	25% F,G	19%	12% *	- **	- **	23%	25%	19%	19%	23%
Don't know	3%	4%	3%	3% **	7% E,F	1%	2%	2% *	- **	- **	1%	3%	4%	5%	2%
Not applicable - I've never tried this	11%	11%	10%	49% **	14% E,F	6%	8%	10% *	- **	- **	13% M	13% M	11%	6%	8%

rrb_q3_4. Mulled wine

Unweighted base	1247	556	691	-	357	350	465	75	-	-	257	240	466	284	890
Base: All US Adults	1237	600	637	-	397	336	432	72	-	-	223	258	465	290	800
Like a lot	9%	8%	10%	- **	12% F	7%	7%	8% *	- **	- **	9%	6%	9%	11%	10%
Somewhat like	13%	12%	14%	- **	12%	13%	13%	13% *	- **	- **	15%	12%	10%	17% L	14%
Somewhat dislike	10%	12%	9%	- **	10%	11%	11%	7% *	- **	- **	12%	7%	11%	11%	11%
Dislike a lot	17%	18%	17%	- **	14%	19%	20% D	15% *	- **	- **	17%	22%	17%	15%	18% Q
Don't know	12%	15% B	10%	- **	14%	13%	10%	8% *	- **	- **	9%	11%	14%	14%	12%
Not applicable - I've never tried this	38%	35%	41%	- **	38%	36%	38%	50% E*	- **	- **	40%	42% M	39%	32%	35%

rrb_q3_5. Mead

Unweighted base	1247	556	691	-	357	350	465	75	-	-	257	240	466	284	890
Base: All US Adults	1237	600	637	-	397	336	432	72	-	-	223	258	465	290	800
Like a lot	7%	8%	5%	- **	14% E,F,G	5%	2%	- *	- **	- **	7%	5%	7%	7%	7%
Somewhat like	11%	14%	8%	- **	13%	11%	9%	9% *	- **	- **	11%	10%	10%	13%	11%

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Base: All US Adults	1292	151	202	110	523	402	233	135	628	25	76	46	775	314	112
Like a lot	21%	17%	17%	22%	15%	26%	20%	33%	24%	15%	20%	22%	23%	20%	17%
Somewhat like	36%	25%	25%	27%	33%	34%	43%	40%	40%	39%	25%	26%	37%	30%	39%
Somewhat dislike	11%	11%	9%	13%	9%	10%	16%	14%	10%	12%	18%	10%	11%	13%	10%
Dislike a lot	13%	13%	19%	12%	15%	14%	11%	6%	13%	-	15%	23%	13%	14%	12%
Don't know	6%	12%	8%	10%	9%	4%	4%	4%	4%	20%	4%	4%	5%	7%	8%
Not applicable - I've never tried this	13%	21%	22%	16%	18%	13%	6%	4%	9%	13%	18%	15%	11%	15%	13%
		N*	N*	N	S.T					**	*	*	V	V	*
		N*	N*	N	T.U	T.U				**	V*	*	V	V	*

rrb_q3_3. Eggnog

Unweighted base	1292	135	129	114	420	441	268	163	654	18	72	46	790	296	111
Base: All US Adults	1292	151	202	110	523	402	233	135	628	25	76	46	775	314	112
Like a lot	28%	35%	22%	24%	25%	29%	27%	32%	29%	20%	22%	17%	27%	25%	30%
Somewhat like	26%	23%	24%	24%	22%	24%	31%	32%	29%	-	32%	29%	28%	20%	23%
Somewhat dislike	12%	11%	10%	12%	13%	11%	13%	10%	11%	34%	17%	15%	13%	11%	12%
Dislike a lot	21%	18%	20%	16%	21%	21%	22%	18%	21%	16%	17%	24%	20%	23%	24%
Don't know	3%	5%	5%	7%	5%	3%	1%	3%	2%	20%	-	5%	3%	4%	4%
Not applicable - I've never tried this	11%	7%	19%	18%	14%	11%	5%	5%	8%	10%	12%	10%	9%	17%	7%
		*	N.O*	N.O	T.U	T.U				**	*	*		V.Z.AB	*

rrb_q3_4. Mulled wine

Unweighted base	1247	131	121	105	396	420	268	163	652	17	71	37	777	266	111
Base: All US Adults	1237	148	189	100	493	376	233	135	626	24	75	38	762	275	112
Like a lot	9%	5%	9%	4%	7%	7%	12%	18%	11%	5%	5%	11%	10%	7%	8%
Somewhat like	13%	7%	7%	24%	7%	13%	18%	23%	13%	11%	15%	13%	13%	13%	11%
Somewhat dislike	10%	8%	13%	7%	10%	8%	13%	14%	12%	30%	11%	10%	6%	4%	4%
Dislike a lot	17%	14%	20%	10%	20%	17%	15%	13%	17%	13%	16%	14%	17%	26%	17%
Don't know	12%	12%	18%	5%	14%	12%	14%	6%	12%	21%	17%	5%	12%	12%	17%
Not applicable - I've never tried this	38%	54%	33%	50%	42%	43%	29%	26%	35%	20%	37%	46%	36%	46%	34%
		N.P*	*	N.P*	T.U	T.U				**	*	*		V.Z	*

rrb_q3_5. Mead

Unweighted base	1247	131	121	105	396	420	268	163	652	17	71	37	777	266	111
Base: All US Adults	1237	148	189	100	493	376	233	135	626	24	75	38	762	275	112
Like a lot	7%	5%	9%	7%	6%	7%	8%	8%	8%	13%	1%	-	7%	8%	3%
Somewhat like	11%	9%	9%	12%	6%	10%	17%	19%	12%	26%	9%	12%	12%	8%	9%

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	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
Base: All US Adults	1292	54	13	8	14	353	437	749	502	41	431	366	334	161	398
Like a lot	21%	14%	12%	55%	11%	24%	19%	21%	22%	15%	16%	24%	26%	18%	24%
Somewhat like	36%	43%	39%	3%	45%	36%	39%	38%	35%	10%	34%	39%	39%	29%	33%
Somewhat dislike	11%	6%	16%	9%	5%	9%	13%	11%	11%	11%	8%	11%	12%	17%	10%
Dislike a lot	13%	12%	-	19%	6%	15%	13%	14%	12%	9%	14%	13%	11%	16%	13%
Don't know	6%	4%	7%	14%	17%	3%	7%	5%	5%	24%	10%	4%	3%	6%	6%
Not applicable - I've never tried this	13%	20%	27%	-	16%	14%	9%	11%	14%	30%	18%	8%	10%	13%	14%
		V.Z*	**	**	**	AH		AH	AH	AG,AH,AI,AJ*	AM,AN				

rrb_q3_3. Eggnog

Unweighted base	1292	57	15	8	15	344	463	761	489	42	404	361	367	160	389
Base: All US Adults	1292	54	13	8	14	353	437	749	502	41	431	366	334	161	398
Like a lot	28%	34%	39%	20%	26%	33%	28%	30%	25%	14%	27%	29%	28%	23%	31%
Somewhat like	26%	25%	21%	21%	22%	21%	31%	27%	25%	15%	21%	29%	31%	19%	22%
Somewhat dislike	12%	11%	17%	-	-	13%	9%	11%	13%	13%	13%	11%	12%	12%	15%
Dislike a lot	21%	18%	5%	22%	24%	22%	21%	22%	20%	16%	18%	23%	20%	28%	19%
Don't know	3%	3%	-	14%	17%	3%	3%	3%	3%	18%	6%	1%	2%	4%	2%
Not applicable - I've never tried this	11%	8%	17%	23%	11%	9%	7%	8%	13%	23%	15%	6%	8%	14%	11%
		*	**	**	**				AH,AI	AG,AH,AI,AJ*	AM,AN			AM,AN	AM,AN

rrb_q3_4. Mulled wine

Unweighted base	1247	57	15	6	15	342	462	758	454	35	386	359	357	145	372
Base: All US Adults	1237	54	13	6	14	350	437	746	458	33	409	364	321	142	378
Like a lot	9%	4%	-	34%	-	13%	6%	9%	8%	6%	7%	10%	12%	5%	16%
Somewhat like	13%	14%	9%	-	25%	13%	12%	12%	14%	10%	11%	13%	16%	11%	15%
Somewhat dislike	10%	19%	17%	-	5%	13%	11%	12%	8%	12%	6%	12%	15%	10%	10%
Dislike a lot	17%	14%	33%	28%	17%	16%	22%	19%	15%	13%	16%	21%	16%	15%	16%
Don't know	12%	5%	-	20%	22%	11%	12%	12%	13%	19%	15%	10%	10%	15%	10%
Not applicable - I've never tried this	38%	44%	41%	18%	31%	34%	37%	36%	42%	40%	45%	35%	30%	44%	32%
		*	**	**	**					*	AN			AN	AN

rrb_q3_5. Mead

Unweighted base	1247	57	15	6	15	342	462	758	454	35	386	359	357	145	372
Base: All US Adults	1237	54	13	6	14	350	437	746	458	33	409	364	321	142	378
Like a lot	7%	5%	5%	16%	-	14%	2%	7%	6%	3%	6%	7%	9%	2%	13%
Somewhat like	11%	7%	4%	17%	18%	15%	8%	11%	10%	4%	9%	10%	16%	5%	13%
		*	**	**	**	AH,AI,AJ		AH	AH	*	AO	AO	AO		AQ,AR

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	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Base: All US Adults	1292	646	235	13
Like a lot	21%	21%	17%	11% **
Somewhat like	36%	36%	38%	58% **
Somewhat dislike	11%	13%	8%	6% **
Dislike a lot	13%	13%	12%	12% **
Don't know	6%	4%	11%	- **
Not applicable - I've never tried this	13%	12%	13%	13% **

rrb_q3_3. Eggnog

Unweighted base	1292	656	234	13
Base: All US Adults	1292	646	235	13
Like a lot	28%	27%	21%	34% **
Somewhat like	26%	26%	30%	17% **
Somewhat dislike	12%	10%	13%	15% **
Dislike a lot	21%	23%	21%	19% **
Don't know	3%	3%	6%	- **
Not applicable - I've never tried this	11%	11%	8%	16% **

rrb_q3_4. Mulled wine

Unweighted base	1247	634	230	11
Base: All US Adults	1237	617	231	11
Like a lot	9%	6%	6%	12% **
Somewhat like	13%	13%	8%	23% **
Somewhat dislike	10%	12%	6%	6% **
Dislike a lot	17%	17%	20%	21% **
Don't know	12%	12%	16%	- **
Not applicable - I've never tried this	38%	40%	44%	38% **

rrb_q3_5. Mead

Unweighted base	1247	634	230	11
Base: All US Adults	1237	617	231	11
Like a lot	7%	5%	1%	18% **
Somewhat like	11%	11%	6%	15%

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	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
	B		**				*	**	**						
Total	8%	9%	7%	-	6%	9%	8%	9%	-	-	11%	7%	5%	10%	8%
Somewhat dislike	14%	14%	14%	-	12%	13%	17%	12%	-	-	11%	14%	16%	14%	14%
Dislike a lot	17%	19%	15%	-	18%	18%	14%	15%	-	-	13%	19%	18%	15%	15%
Don't know	44%	36%	52%	-	36%	44%	50%	54%	-	-	47%	46%	44%	40%	45%
Not applicable - I've never tried this		A	**			D	D*	**	**						
rrb_q3_6. Hot toddy															
Unweighted base	1247	556	691	-	357	350	465	75	-	-	257	240	466	284	890
Base: All US Adults	1237	600	637	-	397	336	432	72	-	-	223	258	465	290	800
Like a lot	11%	10%	11%	-	16%	10%	7%	6%	-	-	8%	7%	13%	14%	12%
Somewhat like	20%	23%	17%	-	15%	23%	22%	20%	-	-	15%	21%	20%	23%	22%
Somewhat dislike	8%	9%	8%	-	8%	7%	9%	13%	-	-	10%	9%	5%	11%	9%
Dislike a lot	13%	12%	14%	-	11%	10%	18%	15%	-	-	11%	15%	13%	14%	14%
Don't know	12%	15%	10%	-	15%	13%	10%	5%	-	-	13%	11%	14%	9%	9%
Not applicable - I've never tried this	35%	31%	39%	-	36%	37%	33%	40%	-	-	43%	36%	35%	30%	34%
		A	**		G		D.E	*	**	**	M		M		
rrb_q3_7. Buttered rum															
Unweighted base	1247	556	691	-	357	350	465	75	-	-	257	240	466	284	890
Base: All US Adults	1237	600	637	-	397	336	432	72	-	-	223	258	465	290	800
Like a lot	10%	10%	9%	-	11%	11%	8%	10%	-	-	8%	7%	12%	11%	11%
Somewhat like	19%	22%	16%	-	17%	22%	19%	21%	-	-	17%	20%	17%	23%	21%
Somewhat dislike	7%	8%	6%	-	6%	6%	8%	9%	-	-	8%	7%	5%	10%	7%
Dislike a lot	14%	14%	14%	-	13%	10%	18%	8%	-	-	12%	12%	15%	15%	14%
Don't know	13%	15%	12%	-	17%	12%	11%	11%	-	-	11%	16%	15%	10%	11%
Not applicable - I've never tried this	37%	31%	43%	-	36%	38%	36%	42%	-	-	44%	38%	38%	30%	35%
		A	**		F		E.G	*	**	**	M		M		

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), &

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US_nat_int Sample: 6th - 7th November 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		*	*	*			R.S	R.S		**	*	*			*
Somewhat dislike	8%	6%	6%	8%	8%	7%	5%	15%	8%	6%	13%	3%	8%	6%	10%
Dislike a lot	14%	14%	17%	10%	15%	12%	18%	8%	14%	30%	10%	14%	14%	14%	14%
Don't know	17%	15%	24%	16%	18%	17%	14%	13%	16%	2%	23%	11%	16%	18%	23%
Not applicable - I've never tried this	44%	51%	35%	46%	47%	47%	38%	36%	42%	22%	45%	60%	42%	47%	42%
		P*	*	*	T.U	T.U				**	*	V.Z*			*

rrb_q3_6. Hot toddy

Unweighted base	1247	131	121	105	396	420	268	163	652	17	71	37	777	266	111
Base: All US Adults	1237	148	189	100	493	376	233	135	626	24	75	38	762	275	112
Like a lot	11%	9%	10%	10%	9%	11%	13%	13%	12%	20%	8%	3%	11%	10%	12%
Somewhat like	20%	21%	13%	18%	16%	20%	25%	29%	21%	34%	28%	13%	22%	14%	20%
Somewhat dislike	8%	5%	9%	6%	8%	8%	7%	13%	10%	3%	13%	3%	10%	6%	4%
Dislike a lot	13%	12%	12%	9%	15%	12%	11%	11%	12%	25%	8%	10%	12%	12%	21%
Don't know	12%	16%	22%	10%	14%	12%	11%	8%	12%	7%	14%	8%	12%	15%	13%
Not applicable - I've never tried this	35%	35%	34%	47%	38%	37%	32%	27%	33%	10%	29%	62%	34%	42%	29%
		*	*	N*	U	U			**	*	V.X.Z.AA.AB*		V.Z.AB	*	

rrb_q3_7. Buttered rum

Unweighted base	1247	131	121	105	396	420	268	163	652	17	71	37	777	266	111
Base: All US Adults	1237	148	189	100	493	376	233	135	626	24	75	38	762	275	112
Like a lot	10%	7%	7%	9%	8%	9%	13%	14%	11%	18%	6%	9%	11%	6%	11%
Somewhat like	19%	12%	16%	19%	14%	21%	21%	27%	22%	12%	14%	12%	20%	17%	21%
Somewhat dislike	7%	6%	7%	6%	7%	6%	7%	10%	7%	3%	10%	-	7%	6%	9%
Dislike a lot	14%	16%	14%	8%	15%	12%	15%	10%	13%	48%	12%	9%	14%	13%	16%
Don't know	13%	14%	21%	13%	15%	13%	12%	10%	13%	-	13%	9%	13%	15%	16%
Not applicable - I've never tried this	37%	46%	35%	45%	40%	39%	33%	29%	34%	18%	44%	62%	36%	43%	28%
		*	*	*	U	U			**	*	V.Z.AA.AB*	V	V.AB	*	

Cell Contents (C&small Base: 100 (*))

YouGov RealTime
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 US_nat_int Sample: 6th - 7th November 2019



Total					Parent or guardian of any children					Income				Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	*	**	**	**	AH.AI		AH		*			AL.AM.AO			
Somewhat dislike	8%	3%	17%	-	5%	8%	9%	8%	7%	4%	5%	10%	8%	9%	10%
Dislike a lot	14%	12%	21%	28%	12%	12%	17%	15%	13%	13%	14%	16%	14%	11%	12%
Don't know	17%	11%	-	20%	22%	15%	15%	15%	19%	27%	20%	14%	13%	22%	14%
Not applicable - I've never tried this	44%	62%	53%	18%	43%	35%	49%	43%	46%	48%	45%	44%	40%	52%	38%
		V.Z.AB*	**	**	**		AG.AI	AG	AG	*				AN	

rrb_q3_6. Hot toddy

Unweighted base	1247	57	15	6	15	342	462	758	454	35	386	359	357	145	372
Base: All US Adults	1237	54	13	6	14	350	437	746	458	33	409	364	321	142	378
Like a lot	11%	11%	5%	34%	11%	16%	7%	11%	11%	5%	10%	11%	14%	5%	18%
		*	**	**	**	AH.AI.AJ		AH		*			AO		AQ.AR
Somewhat like	20%	21%	16%	-	34%	22%	21%	21%	19%	13%	16%	23%	23%	18%	22%
		*	**	**	**					*		AL	AL		
Somewhat dislike	8%	10%	-	-	6%	9%	9%	9%	7%	4%	5%	9%	12%	8%	9%
		*	**	**	**					*			AL		
Dislike a lot	13%	14%	33%	28%	6%	9%	18%	14%	11%	11%	13%	15%	11%	14%	10%
		*	**	**	**		AG.AI.AJ	AG		*					
Don't know	12%	3%	-	20%	17%	12%	11%	11%	14%	21%	18%	8%	10%	13%	11%
		*	**	**	**					*	AM.AN				
Not applicable - I've never tried this	35%	41%	46%	18%	26%	32%	34%	33%	39%	45%	38%	35%	30%	42%	30%
		*	**	**	**					*	AN			AN	

rrb_q3_7. Buttered rum

Unweighted base	1247	57	15	6	15	342	462	758	454	35	386	359	357	145	372
Base: All US Adults	1237	54	13	6	14	350	437	746	458	33	409	364	321	142	378
Like a lot	10%	13%	12%	16%	13%	14%	8%	11%	8%	5%	9%	9%	14%	5%	12%
		*	**	**	**	AH.AI.AJ		AH		*			AM.AO		
Somewhat like	19%	15%	5%	5%	12%	21%	21%	21%	17%	7%	13%	24%	23%	14%	23%
		*	**	**	**					*		AL.AO	AL.AO		AR
Somewhat dislike	7%	10%	-	-	6%	8%	7%	7%	6%	6%	4%	9%	9%	6%	10%
		*	**	**	**					*		AL	AL		AQ
Dislike a lot	14%	11%	33%	28%	6%	12%	16%	15%	13%	12%	17%	13%	12%	13%	12%
		*	**	**	**					*					
Don't know	13%	6%	7%	20%	17%	14%	11%	13%	13%	26%	15%	11%	12%	17%	12%
		*	**	**	**					AH.AI.AJ*					
Not applicable - I've never tried this	37%	46%	43%	31%	46%	32%	36%	34%	42%	44%	42%	34%	31%	45%	31%
		AB*	**	**	**				AG.AI	*	AN			AM.AN	

Cell Contents (C)

YouGov RealTime
America's Favorite Holiday Beverages

US_nat_int Sample: 6th - 7th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
		AR		**
Somewhat dislike	8%	6%	8%	-
				**
Dislike a lot	14%	14%	19%	15%
			AP	**
Don't know	17%	18%	17%	-
				**
Not applicable - I've never tried this	44%	46%	50%	52%
		AP	AP	**

rrb_q3_6. Hot toddy

Unweighted base	1247	634	230	11
Base: All US Adults	1237	617	231	11
Like a lot	11%	7%	10%	18%
				**
Somewhat like	20%	21%	15%	15%
				**
Somewhat dislike	8%	9%	5%	6%
				**
Dislike a lot	13%	13%	18%	15%
			AP	**
Don't know	12%	13%	14%	-
				**
Not applicable - I've never tried this	35%	37%	39%	46%
		AP		**

rrb_q3_7. Buttered rum

Unweighted base	1247	634	230	11
Base: All US Adults	1237	617	231	11
Like a lot	10%	9%	9%	26%
				**
Somewhat like	19%	20%	11%	25%
		AR		**
Somewhat dislike	7%	6%	6%	-
				**
Dislike a lot	14%	13%	19%	20%
			AP,AQ	**
Don't know	13%	15%	12%	-
				**
Not applicable - I've never tried this	37%	39%	43%	29%
		AP	AP	**

Cell Contents (C)