



Pizza

Fieldwork Dates: 22nd - 23rd January 2019

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

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

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

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

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com 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 1212 adults. Fieldwork was undertaken between 22nd - 23rd January 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

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

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

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

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Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HoAtP. Approximately how often do you eat pizza?

Unweighted base	1212	556	656	330	401	481	185	271	473	283	796	155	188	93	449
Base: All US adults	1212	590	622	355	383	474	216	255	456	286	784	145	189	93	489
Several times a week	4%	5%	3%	6%	5%	2%	5%	4%	3%	4%	4%	4%	5%	4%	3%
			E	E										*	
About once a week	17%	19%	14%	23%	20%	9%	21%	22%	13%	14%	16%	16%	16%	19%	17%
		B	E	E			H	H,I						*	
2 to 3 times per month	26%	28%	24%	28%	26%	25%	25%	30%	24%	27%	26%	19%	31%	27%	25%
												K		*	
About once per month	26%	24%	28%	18%	26%	33%	24%	24%	30%	24%	28%	23%	23%	25%	28%
			C	C										*	
About once every three months	14%	11%	17%	15%	13%	15%	10%	11%	17%	15%	14%	21%	13%	9%	12%
		A	F						F			M		*	
About once every six months	6%	6%	6%	3%	4%	10%	9%	3%	5%	7%	6%	8%	5%	6%	8%
						C,D	G		G					*	
About once a year	2%	2%	2%	1%	1%	3%	-	2%	3%	1%	2%	2%	0%	5%	1%
						C,D			F					J,L*	
Less than once a year	2%	2%	2%	1%	2%	3%	3%	1%	3%	3%	2%	4%	2%	4%	2%
														*	
Never	3%	2%	3%	6%	2%	1%	2%	2%	2%	5%	2%	3%	5%	2%	4%
			D,E									J		*	

OeyDB. If you had to chose one, which of the following is your favorite style of pizza?

Unweighted base	1178	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
Thin crust	27%	31%	31%	17%	25%	42%	22%	32%	31%	29%	33%	15%	26%	26%	29%
				C	C,D			F	F		K		K	*	
Regular crust	33%	35%	30%	36%	33%	29%	42%	31%	31%	30%	31%	40%	29%	41%	34%
							G,H,I							*	
Thick crust	7%	7%	7%	10%	5%	5%	8%	6%	7%	6%	6%	9%	7%	5%	6%
				D,E										*	
Deep-dish/Chicago-style	10%	10%	9%	7%	12%	10%	5%	16%	9%	10%	10%	13%	8%	5%	10%
								F,H		F				*	
Stuffed crust	8%	7%	9%	13%	9%	3%	9%	5%	10%	7%	7%	12%	12%	5%	9%
			E	E							J	J		*	P,Q
Pan	7%	7%	8%	7%	11%	5%	4%	7%	7%	11%	7%	8%	10%	7%	7%
				E						F				*	
French bread	2%	2%	1%	4%	1%	1%	4%	0%	1%	3%	1%	-	2%	6%	1%
				D,E			G,H			G,H				J,K*	
Sicilian	2%	2%	2%	1%	2%	2%	3%	0%	1%	2%	2%	1%	1%	-	1%
							G							*	
Other	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	3%	1%	1%
														*	
Don't know	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	-	2%	4%	1%
														J,K*	

eqBfa. Which THREE of the following are your MOST favorite pizza toppings? Please select up to three.

Unweighted base	1178	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
Pepperoni	52%	55%	49%	51%	56%	49%	52%	51%	54%	50%	50%	58%	63%	42%	59%
		B									M		J,M	*	O,P,Q
Mushrooms	31%	30%	32%	20%	31%	39%	26%	36%	29%	34%	35%	18%	24%	32%	28%
					C	C,D		F,H			K,L			K*	
Onions	18%	18%	17%	15%	18%	19%	19%	20%	18%	14%	19%	17%	14%	14%	15%

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Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HoAtP. Approximately how often do you eat pizza?

Unweighted base	1212	409	230	124	550	19	155	59	348	81	323	889	439	353	265
Base: All US adults	1212	375	221	127	543	21	148	62	357	82	311	901	445	343	265
Several times a week	4%	5%	4%	6%	3%	-	3%	3%	6%	4%	6%	3%	4%	4%	5%
About once a week	17%	15%	17%	16%	19%	-	8%	12%	18%	19%	23%	14%	15%	18%	23%
2 to 3 times per month	26%	27%	27%	28%	29%	10%	20%	21%	28%	22%	28%	26%	27%	27%	27%
About once per month	26%	25%	28%	23%	26%	55%	30%	31%	24%	24%	22%	28%	25%	26%	26%
About once every three months	14%	15%	14%	18%	11%	22%	21%	18%	13%	21%	13%	15%	16%	14%	12%
About once every six months	6%	4%	5%	5%	5%	9%	9%	11%	5%	4%	3%	7%	6%	6%	3%
About once a year	2%	3%	1%	2%	2%	-	1%	4%	2%	-	0%	2%	2%	1%	1%
Less than once a year	2%	3%	2%	1%	2%	4%	5%	-	2%	2%	1%	3%	3%	2%	2%
Never	3%	2%	4%	1%	3%	-	3%	-	3%	4%	3%	3%	3%	3%	1%

OeyDB. If you had to chose one, which of the following is your favorite style of pizza?

Unweighted base	1178	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
Thin crust	29%	25%	31%	38%	32%	24%	37%	42%	21%	26%	20%	33%	24%	25%	36%
Regular crust	33%	32%	33%	27%	31%	21%	26%	27%	39%	32%	34%	32%	34%	38%	28%
Thick crust	7%	6%	10%	6%	6%	3%	3%	9%	9%	5%	6%	7%	8%	6%	6%
Deep-dish/Chicago-style	10%	11%	9%	8%	9%	33%	11%	13%	8%	10%	11%	9%	11%	9%	9%
Stuffed crust	8%	11%	2%	3%	7%	19%	9%	3%	8%	16%	12%	6%	11%	6%	6%
Pan	7%	8%	7%	7%	7%	-	11%	4%	8%	3%	11%	6%	7%	10%	5%
French bread	2%	2%	1%	2%	2%	-	-	3%	2%	1%	2%	2%	2%	1%	2%
Sicilian	2%	1%	3%	2%	2%	-	-	-	2%	2%	2%	1%	1%	2%	2%
Other	2%	2%	4%	4%	3%	-	1%	-	2%	1%	2%	2%	1%	3%	3%
Don't know	1%	2%	0%	2%	1%	-	2%	-	2%	4%	0%	2%	1%	1%	2%

eqBfa. Which THREE of the following are your MOST favorite pizza toppings? Please select up to three.

Unweighted base	1178	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
Pepperoni	52%	51%	50%	33%	52%	42%	52%	39%	53%	60%	56%	51%	53%	56%	49%
Mushrooms	31%	32%	33%	37%	32%	15%	39%	38%	28%	25%	27%	32%	32%	29%	33%
Onions	18%	20%	17%	21%	19%	12%	20%	21%	15%	16%	21%	17%	17%	16%	19%

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Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	
	Prefer not to say
	AC

HoAtP. Approximately how often do you eat pizza?

Unweighted base	1212	155
Base: All US adults	1212	160
Several times a week	4%	3%
About once a week	17%	10%
2 to 3 times per month	26%	22%
About once per month	26%	30%
About once every three months	14%	13%
About once every six months	6%	8%
About once a year	2%	5%
Less than once a year	2%	3%
Never	3%	6%
		Z_AA AB
		AB

OeyDB. If you had to chose one, which of the following is your favorite style of pizza?

Unweighted base	1178	146
Base: All US adults who eat pizza	1178	150
Thin crust	29%	42%
		Z_AA
Regular crust	33%	24%
Thick crust	7%	7%
Deep-dish/Chicago-style	10%	8%
Stuffed crust	8%	7%
Pan	7%	4%
French bread	2%	3%
Sicilian	2%	1%
Other	2%	1%
Don't know	1%	5%
		Z_AA

eqBfa. Which THREE of the following are your MOST favorite pizza toppings? Please select up to three.

Unweighted base	1178	146
Base: All US adults who eat pizza	1178	150
Pepperoni	52%	43%
Mushrooms	31%	29%
Onions	18%	19%

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Sausage	34%	40% B	28%	26%	32%	41% C.D	26%	42% F.H	34%	34%	34%	45% J.L.M	30%	24% *	35%
Bacon	20%	21%	19%	28% E	23% E	12% C	20%	22%	20%	19%	18%	29% J	19%	20% *	21% Q
Olives	14%	10%	18% A	11%	13%	17%	10%	16%	13%	18% F	16%	11%	12%	11% *	11%
Peppers/Sweet peppers	11%	11%	11%	8%	11%	12%	12%	14%	10%	9%	11%	8%	11%	12% *	12%
Hot peppers	5%	7% B	4%	6%	5%	6%	6%	5%	5%	6%	6%	5%	5%	5% *	6%
Eggplant	2%	3%	1%	3% E	2% E	0%	3%	0%	2%	2%	2%	-	-	2% *	2%
Pineapple	12%	11%	13%	15% E	12%	9%	10%	11%	10%	17% F.H	11%	14%	12%	17% *	11%
Spinach	7%	4%	9% A	7%	8%	6%	8%	6%	7%	7%	6%	8%	9%	9% *	5%
Broccoli	3%	3%	2%	4%	3%	2%	8% G.H.I	0%	3% G	1%	2%	2%	5%	4% *	2%
Ham/Canadian bacon	13%	13%	14%	10%	13%	16% C	9%	16% F	14%	12%	14%	10%	10%	16% *	16% Q
Prosciutto	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	3%	1%	4%	1% *	2%
Chicken	8%	8%	9%	15% D.E	7% E	4%	8%	8%	8%	10%	7%	17% J.L	6%	13% J*	5%
Salami	2%	2%	2%	2%	1%	2%	1%	1%	1%	3% G	1%	-	3%	3% *	1%
Anchovies	2%	2%	3%	2%	2%	3%	3%	2%	1%	4% H	3%	-	1%	2% *	2%
Artichokes	3%	2%	3%	3%	4%	2%	4% G	0%	3% G	4% G	3%	1%	2%	3% *	2%
Tomato	7%	6%	7%	7%	7%	6%	7%	4%	8% G	6%	7%	5%	4%	12% L*	4%
Plain/Mozzarella cheese	20%	15%	24% A	20%	16%	23% D	27% G.H.I	18%	18%	18%	21%	16%	18%	21% *	20%
Other vegetables	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	0%	1%	2% *	1%
Other specialty cheeses	4%	3%	5%	4%	2%	6% D	4%	3%	5%	4%	5%	3%	2%	5% *	3%
Other	5%	4%	5%	2%	5%	6% C	5%	4%	5%	4%	4%	5%	6%	5% *	3%
Don't know	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	3% L*	2%

sgwww. Which THREE of the following are your LEAST favorite pizza toppings? Please select up to three.

Unweighted base	1178	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
Pepperoni	7%	6%	7%	8%	7%	6%	7%	8%	6%	7%	6%	6%	4%	16% J.K.L*	5%
Mushrooms	12%	9%	16% A	16% E	12%	10%	12%	12%	13%	12%	11%	14%	19% J.M	9% *	15%
Onions	9%	8%	9% E	12% E	9% E	5%	6%	10%	8%	10%	7%	12%	13% J	6% *	11% P
Sausage	8%	6%	10% A	9%	7%	7%	7%	10% H	5%	10% H	7%	7%	8%	12% *	7%
Bacon	6%	6%	6%	5%	7%	6%	8%	4%	7%	5%	5%	3%	11%	9% *	6%

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Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Sausage	34%	36%	28%	35%	35%	21%	37%	40%	31%	30%	28%	36%	32%	36%	36%
Bacon	20%	22%	18%	13%	19%	14%	16%	13%	25%	20%	26%	18%	23%	21%	15%
Olives	14%	14%	19%	18%	15%	8%	16%	19%	11%	14%	13%	15%	12%	16%	16%
Peppers/Sweet peppers	11%	10%	9%	13%	12%	20%	10%	12%	7%	12%	12%	10%	9%	11%	12%
Hot peppers	5%	4%	7%	7%	6%	-	4%	4%	6%	4%	4%	6%	5%	4%	7%
Eggplant	2%	1%	3%	2%	1%	5%	1%	-	4%	-	1%	2%	2%	1%	3%
Pineapple	12%	13%	12%	10%	11%	18%	10%	5%	14%	15%	12%	12%	13%	10%	10%
Spinach	7%	7%	8%	10%	6%	5%	6%	11%	8%	8%	9%	6%	9%	7%	4%
Broccoli	3%	3%	2%	4%	3%	16%	2%	-	3%	-	3%	2%	2%	3%	4%
Ham/Canadian bacon	13%	12%	13%	6%	14%	12%	16%	14%	11%	11%	12%	14%	15%	15%	8%
Prosciutto	2%	2%	3%	5%	3%	-	1%	3%	1%	6%	4%	2%	1%	2%	4%
Chicken	8%	10%	12%	8%	6%	3%	3%	3%	14%	13%	8%	8%	8%	9%	6%
Salami	2%	2%	0%	4%	2%	-	1%	2%	2%	-	1%	2%	2%	1%	2%
Anchovies	2%	3%	2%	2%	3%	-	1%	4%	2%	3%	2%	2%	2%	2%	2%
Artichokes	3%	3%	5%	2%	3%	10%	1%	-	3%	2%	3%	3%	2%	2%	5%
Tomato	7%	7%	8%	11%	7%	9%	6%	4%	7%	4%	7%	6%	4%	8%	10%
Plain/Mozzarella cheese	20%	17%	27%	16%	19%	-	22%	38%	17%	24%	15%	21%	19%	20%	19%
Other vegetables	2%	3%	2%	-	2%	3%	3%	1%	1%	1%	1%	2%	2%	3%	1%
Other specialty cheeses	4%	5%	3%	7%	4%	4%	5%	6%	3%	-	3%	4%	3%	5%	3%
Other	5%	6%	5%	6%	4%	7%	6%	10%	3%	8%	5%	4%	4%	4%	7%
Don't know	1%	1%	-	2%	1%	-	1%	-	2%	1%	0%	1%	1%	0%	1%

sgwww. Which THREE of the following are your LEAST favorite pizza toppings? Please select up to three.

	Unweighted base	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
Pepperoni	7%	6%	8%	11%	5%	22%	6%	10%	8%	4%	5%	7%	6%	6%	8%
Mushrooms	12%	11%	10%	13%	13%	14%	12%	6%	13%	7%	15%	11%	14%	11%	11%
Onions	9%	9%	6%	5%	7%	14%	9%	12%	11%	6%	10%	8%	12%	6%	6%
Sausage	8%	7%	8%	10%	7%	-	6%	7%	8%	15%	7%	8%	8%	4%	9%
Bacon	6%	5%	5%	10%	7%	9%	5%	13%	5%	5%	7%	6%	6%	6%	7%

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Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Prefer not to say
Sausage	34%	34%
Bacon	20%	16%
Olives	14%	13%
Peppers/Sweet peppers	11%	12%
Hot peppers	5%	6%
Eggplant	2%	-
Pineapple	12%	16%
Spinach	7%	4%
Broccoli	3%	2%
Ham/Canadian bacon	13%	13%
Prosciutto	2%	4%
Chicken	8%	10%
Salami	2%	1%
Anchovies	2%	3%
Artichokes	3%	3%
Tomato	7%	5%
Plain/Mozzarella cheese	20%	23%
Other vegetables	2%	2%
Other specialty cheeses	4%	6%
Other	5%	5%
Don't know	1%	2%
		AA

sgwww. Which THREE of the following are your LEAST favorite pizza toppings? Please select up to three.

	Unweighted base	
	1178	146
Base: All US adults who eat pizza	1178	150
Pepperoni	7%	6%
Mushrooms	12%	13%
Onions	9%	8%
Sausage	8%	10%
		AA
Bacon	6%	6%

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Olives	12%	11%	13%	17% E	12%	9%	15% I	11%	14% I	8%	12%	15%	9% J,K	16% *	10%
Peppers/Sweet peppers	8%	6%	10% A	8%	9%	8%	9%	7%	6% I	11% H	7%	9%	10%	13% J*	8%
Hot peppers	17%	14%	21% A	10% C	17% C,D	23% C,D	17%	17%	15%	21%	21%	8%	15%	9% *	18%
Eggplant	30%	30%	30%	24%	28%	36% C,D	25%	31%	28%	35% F	32% L	33% L	21%	26% *	28%
Pineapple	24%	23%	24%	20%	22%	28% C	28%	25%	23%	20%	25% M	24%	23%	13% *	23%
Spinach	12%	16% B	7%	11%	12%	12%	8%	11%	15% F	10%	13%	11%	7%	12% *	14%
Broccoli	18%	22% B	13%	15%	16%	20%	15%	14%	19%	21%	19%	17%	12%	21% *	16%
Ham/Canadian bacon	8%	6%	10% A	10%	8%	7%	12% H	11% H	5%	7%	8%	8%	7%	12% *	6%
Prosciutto	5%	5%	6%	4%	5%	6%	8%	5%	4%	6%	5%	5%	5%	6% *	6%
Chicken	6%	6%	6%	6%	5%	7%	4%	6%	7%	6%	6%	5%	9%	2% *	6%
Salami	11%	7%	14% A	9%	11%	12%	11%	11%	12%	8%	11%	14%	9%	8% *	9%
Anchovies	49%	48%	50%	41%	54% C	50% C	45%	53%	49%	47%	53% K,L,M	39%	43%	41% *	45%
Artichokes	24%	28% B	21%	20%	24%	27% C	22%	30% I	26% I	17%	24%	29%	26%	18% *	29% P,Q
Tomato	4%	5%	4%	7% E	6% E	2%	3%	6% H	3% H	7% H	4%	6%	6%	5% *	3%
Plain/Mozzarella cheese	1%	1%	1%	2% E	1%	-	1%	-	1%	1%	0%	1%	3% J	- *	1%
Other vegetables	2%	4% B	1%	3%	2%	2%	5% G,H	2%	1%	2%	2%	5% J	2%	2% *	1%
Other specialty cheeses	0%	0%	0%	0%	1%	1%	-	1%	1%	-	0%	2%	-	- *	0%
Other	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	-	-	1% *	1%
Don't know	4%	5% B	2%	5% E	4%	2%	5%	2%	4%	3%	3%	3%	5%	6% *	5%

q7QWP. Which, if any of the following have you done in the past month? Please select all that apply.

Unweighted base	1178	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
Purchased frozen pizza	39%	38%	41%	34%	45% C	39%	41%	50% H,I	36%	33%	44% K,L,M	32%	29%	31% *	37%
Purchased pizza from a national chain (e.g., Domino's, Pizza Hut, etc.)	45%	43%	47%	52% E	52% E	34%	39%	48%	45%	46%	42%	46%	54% J	52% *	42%
Purchased pizza from a local restaurant in your area	39%	41%	36%	39% G,H,I	42% G,H,I	36%	54%	39%	34%	34%	39%	40%	39%	35% *	35%
Made homemade pizza using a premade crust	8%	8%	8%	8% I	10% I	6%	10% I	9% I	9% I	4%	8%	6%	10%	6% *	7%
Made homemade pizza from scratch (i.e., not using a premade crust)	9%	10%	8%	13% D,E	8% D,E	8%	11% H	12% H	7%	9%	10% K	4%	8%	13% K*	9%
None of these	14%	15%	13%	10% C,D	10% C,D	20% C,D	13%	12%	14%	16%	14%	18%	9%	14% *	18% P,Q

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
						**		T.V*		*					
Olives	12%	13%	18%	9%	12%	-	12%	7%	14%	11%	14%	12%	11%	13%	13%
Peppers/Sweet peppers	8%	9%	6%	12%	8%	9%	10%	3%	8%	13%	8%	8%	7%	8%	10%
Hot peppers	17%	16%	18%	16%	20%	18%	18%	23%	13%	15%	16%	18%	16%	19%	15%
Eggplant	30%	29%	37%	24%	29%	5%	31%	41%	30%	32%	25%	32%	31%	30%	29%
Pineapple	24%	23%	24%	26%	24%	8%	27%	27%	22%	23%	20%	25%	21%	25%	22%
Spinach	12%	11%	11%	10%	13%	15%	11%	10%	10%	15%	14%	11%	11%	12%	14%
Broccoli	18%	17%	22%	18%	18%	23%	15%	16%	17%	21%	13%	19%	15%	19%	21%
Ham/Canadian bacon	8%	8%	11%	11%	10%	-	3%	3%	6%	19%	9%	8%	7%	7%	12%
Prosciutto	5%	5%	6%	4%	6%	8%	3%	13%	5%	3%	5%	5%	6%	6%	4%
Chicken	6%	5%	6%	7%	6%	14%	8%	4%	5%	4%	6%	6%	7%	5%	7%
Salami	11%	12%	11%	16%	10%	4%	12%	19%	10%	11%	14%	10%	11%	10%	10%
Anchovies	49%	52%	55%	44%	53%	43%	51%	46%	43%	45%	51%	48%	41%	53%	54%
Artichokes	24%	24%	19%	18%	24%	29%	34%	26%	22%	20%	23%	25%	27%	27%	20%
Tomato	4%	6%	6%	3%	5%	6%	1%	4%	4%	7%	7%	4%	4%	4%	8%
Plain/Mozzarella cheese	1%	1%	-	1%	1%	-	-	-	2%	-	2%	0%	0%	1%	1%
Other vegetables	2%	5%	1%	1%	2%	-	1%	1%	3%	1%	2%	2%	3%	1%	2%
Other specialty cheeses	0%	0%	-	2%	0%	-	1%	1%	0%	-	1%	0%	0%	1%	1%
Other	0%	0%	-	1%	0%	7%	-	-	1%	-	-	1%	-	1%	0%
Don't know	4%	3%	2%	2%	3%	-	3%	-	6%	4%	2%	4%	5%	2%	2%

q7QWP. Which, if any of the following have you done in the past month? Please select all that apply.

Unweighted base	1178	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
Purchased frozen pizza	39%	43%	38%	39%	43%	30%	34%	42%	37%	40%	45%	38%	38%	43%	43%
Purchased pizza from a national chain (e.g., Domino's, Pizza Hut, etc.)	45%	50%	46%	36%	45%	49%	41%	43%	46%	46%	56%	41%	49%	48%	42%
Purchased pizza from a local restaurant in your area	39%	40%	43%	43%	43%	35%	30%	37%	37%	37%	41%	38%	33%	42%	50%
Made homemade pizza using a premade crust	8%	7%	8%	15%	10%	14%	4%	3%	7%	5%	12%	6%	6%	10%	12%
Made homemade pizza from scratch (i.e., not using a premade crust)	9%	9%	12%	10%	11%	21%	5%	7%	7%	11%	14%	8%	8%	9%	11%
None of these	14%	13%	10%	9%	12%	11%	20%	12%	14%	18%	6%	17%	13%	13%	8%

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



	Total	Prefer not to say
Olives	12%	12%
Peppers/Sweet peppers	8%	7%
Hot peppers	17%	20%
Eggplant	30%	30%
Pineapple	24%	30%
Spinach	12%	11%
Broccoli	18%	16%
Ham/Canadian bacon	8%	7%
Prosciutto	5%	6%
Chicken	6%	3%
Salami	11%	13%
Anchovies	49%	50%
Artichokes	24%	19%
Tomato	4%	1%
Plain/Mozzarella cheese	1%	1%
Other vegetables	2%	1%
Other specialty cheeses	0%	-
Other	0%	1%
Don't know	4%	5%

q7QWP. Which, if any of the following have you done in the past month? Please select all that apply.

	Unweighted base	
	1178	146
Base: All US adults who eat pizza	1178	150
Purchased frozen pizza	39%	31%
Purchased pizza from a national chain (e.g., Domino's, Pizza Hut, etc.)	45%	33%
Purchased pizza from a local restaurant in your area	39%	27%
Made homemade pizza using a premade crust	8%	2%
Made homemade pizza from scratch (i.e., not using a premade crust)	9%	10%
None of these	14%	28%
		Z.AA.AB

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

EabEx. When you eat pizza, how many slices do you typically eat during one meal?

	Unweighted base	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
1	4%	2%	6%	3%	3%	5%	6%	2%	3%	4%	3%	4%	4%	7%	4%
			A				G							*	
2	36%	24%	48%	33%	33%	41%	48%	26%	37%	35%	35%	44%	36%	30%	36%
			A			C.D	G.H.I		G			M		*	
3	36%	38%	35%	36%	38%	35%	31%	37%	36%	39%	35%	36%	39%	39%	34%
														*	
4	17%	25%	8%	18%	20%	14%	11%	23%	18%	13%	18%	11%	17%	16%	18%
			B		E			F.I	F					*	
5 or more	5%	8%	2%	8%	6%	3%	4%	9%	3%	6%	6%	5%	3%	6%	5%
			B		E			H						*	
Don't know	2%	3%	2%	3%	1%	2%	0%	3%	2%	3%	2%	1%	1%	3%	2%
														*	

Tq4n1. How do you MOST prefer to eat leftover pizza? Please select the option that best applies.

	Unweighted base	545	633	311	391	476	181	265	462	270	778	150	159	91	431
Base: All US adults who eat pizza	1178	577	600	334	375	468	211	249	445	272	766	140	179	92	470
Cold from the fridge	16%	17%	14%	18%	15%	15%	20%	21%	13%	13%	20%	10%	2%	20%	15%
							H.I				K.L	L		L*	
Let it come to room temperature	5%	6%	4%	6%	5%	5%	4%	6%	5%	7%	5%	4%	8%	4%	5%
														*	
Warm it in the microwave	40%	43%	37%	38%	42%	40%	32%	38%	42%	45%	39%	48%	43%	37%	42%
			B						F	F				*	P
Warm it in the oven/toaster oven	27%	22%	32%	25%	29%	27%	35%	23%	28%	24%	27%	27%	30%	26%	24%
			A				G.I							*	
Warm it in a frying pan	4%	4%	5%	6%	3%	5%	4%	7%	4%	4%	4%	4%	7%	4%	5%
				D				H						*	
Other	0%	0%	0%	-	0%	-	-	1%	-	-	0%	-	-	-	-
														*	
I don't eat leftover pizza	5%	4%	6%	4%	4%	7%	3%	4%	6%	6%	4%	6%	8%	6%	6%
														*	P
Don't know	2%	2%	1%	4%	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%	3%
			B	D.E										*	P

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, Minimum Base: 30 (**), Small Base: 100 (*)

YouGov Omnibus

Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

EabEx. When you eat pizza, how many slices do you typically eat during one meal?

Unweighted base	1178	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
1	4%	4%	3%	2%	4%	19%**	3%	6%*	2%	2%*	2%	4%	4%	3%	3%
2	36%	35%	35%	40%	37%	36%**	36%	51% R.V*	31%	42%*	33%	37%	36%	32%	42% AA
3	36%	37%	39%	37%	36%	31%**	38%	33%*	37%	34%*	39%	35%	39%	42% AB	28%
4	17%	15%	18%	15%	18%	10%**	16%	9%*	18%	13%*	19%	16%	16%	16%	21%
5 or more	5%	6%	3%	5%	4%	-**	4%	-*	8% R.U	6%*	6%	5%	4%	6%	5%
Don't know	2%	3%	1%	1%	1%	4%**	3%	1%*	3%	2%*	1%	3% X	2%	2%	2%

Tq4n1. How do you MOST prefer to eat leftover pizza? Please select the option that best applies.

Unweighted base	1178	402	222	123	533	19	150	59	339	78	312	866	426	344	262
Base: All US adults who eat pizza	1178	369	213	126	526	21	144	62	347	78	300	877	432	334	262
Cold from the fridge	16%	12%	21%	20%	19%	11%**	12%	13%*	14%	16%*	16%	16%	15%	14%	21% Z,AA,AC
Let it come to room temperature	5%	6%	4%	8%	4%	16%**	5%	5%*	6%	10% R*	6%	5%	6%	5%	5%
Warm it in the microwave	40%	43% P	34%	33%	38%	49%**	46%	34%*	42%	37%*	38%	41%	44% AC	41% AC	38%
Warm it in the oven/toaster oven	27%	27%	35% N	29%	28%	16%**	27%	40% V,W*	26%	23%*	30%	26%	23%	29% Z	29%
Warm it in a frying pan	4%	4%	5%	3%	5%	5%**	4%	3%*	4%	4%*	5%	4%	5% AB	5% AB	2%
Other	0%	0%	-	-	-	-**	-	-*	1%	-*	-	0%	0%	0%	-
I don't eat leftover pizza	5%	5% P	2%	7% P	5%	4%**	5%	5%*	4%	9%*	3%	6%	6%	4%	3%
Don't know	2%	2%	-	-	1%	-**	1%	-*	3% R	1%*	2%	2%	2%	1%	1%

Cell Contents (Col

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Pizza

US_nat Sample: 22nd - 23rd January 2019



Total	
	Prefer not to say

EabEx. When you eat pizza, how many slices do you typically eat during one meal?

	Unweighted base	1178	146
Base: All US adults who eat pizza		1178	150
1	4%		4%
2	36%		37%
3	36%		33%
4	17%		15%
5 or more	5%		7%
Don't know	2%		4%

Tq4n1. How do you MOST prefer to eat leftover pizza? Please select the option that best applies.

	Unweighted base	1178	146
Base: All US adults who eat pizza		1178	150
Cold from the fridge	16%		13%
Let it come to room temperature	5%		5%
Warm it in the microwave	40%		31%
Warm it in the oven/toaster oven	27%		33%
Warm it in a frying pan	4%		6%
Other	0%		AB
I don't eat leftover pizza	5%		10%
Don't know	2%		4%
			AA

Cell Contents (Col