

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

More on Americans' Attitudes Toward Food

Raleigh, N.C. – Unlike common political polls that record voters as unsure about their position on certain issues, when it comes to food, they know what they like. According to the sample pool of voters questioned, they have favorable opinions of Mexican food, seafood, Italian food, American food, and Chinese food.

Looking into the exact percentages, Mexican food won 69% approval, seafood won 74%, Italian food won 85%, American food won 91%, and Chinese food won 71%. White voters beat out Hispanic voters by 3 points concerning their favorability of Mexican food (72-69) and Republicans favor seafood more than Democrats by 8 points (80-72).

Subway heralded a large response from people who favor its sandwiches while Jimmy John's sat at a humble 4%. When asked which sandwich restaurant is their least favorite, voters chose Jimmy John's as their second least favorite (19%) while Quizno's edged to the lead with a 21% least favorability. Panera Bread came in last of the least favorite opinions of sandwich restaurants (11%) but came in second place for voters' favorite sandwich restaurant (22%).

Taco Bell beat out its competition in terms of voters' favorite fast food Mexican chain (31%), contributing from white and African-American favorability of 34% and 28%, respectively. Hispanic voters believed that Chipotle was a better fast food Mexican chain when they approved by 33%, sending Chipotle to second place behind Taco Bell.

Republicans and Democrats do share a common favorability of alcohol with Democrats favoring wine only 1 point over Republicans and Republicans favoring liquor only 2 points over Democrats. In terms of beer, Democrats favor Corona (15%) while Republicans favor Budweiser (17%). Excluding whether voters don't care or are not sure, Democrats prefer Microbrews/regional breweries by 29% while Republicans prefer larger national brands of beer by 27%.

PPP surveyed 500 registered voters from February 21st to 24th. The margin of error is +/-4.4 %. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



National Survey Results

Q1 Do you have a favorable or unfavorable opinion of Mexican food?

Favorable..... 69%
Unfavorable 22%
Not sure 9%

Q2 Do you have a favorable or unfavorable opinion of seafood?

Favorable..... 74%
Unfavorable 19%
Not sure 6%

Q3 Do you have a favorable or unfavorable opinion of Italian food?

Favorable..... 85%
Unfavorable 10%
Not sure 5%

Q4 Do you have a favorable or unfavorable opinion of American food?

Favorable..... 91%
Unfavorable 6%
Not sure 2%

Q5 Do you have a favorable or unfavorable opinion of Chinese food?

Favorable..... 71%
Unfavorable 21%
Not sure 8%

Q6 Which sandwich restaurant is your favorite: Jimmy John's, Panera Bread, Subway, Quizno's, or something else?

Jimmy John's 4%
Panera 22%
Subway 43%
Quizno's..... 6%
Something else 22%
Don't like any of them 3%
Not sure 0%

Q7 Using the same list of choices, which sandwich restaurant is your least favorite?

Jimmy John's 19%
Panera 11%
Subway 15%
Quizno's..... 21%
Something else 27%
No opinion..... 7%

Q8 Which fast-food Mexican chain is your favorite: Chipotle, Moe's, Qdoba, Taco Bell, or something else?

Chipotle..... 19%
Moe's 9%
Qdoba..... 6%
Taco Bell 31%
Something else 26%
Don't like any of them 6%
Not sure 3%





Q9 Using the same list of choices, which fast-food Mexican chain is your least favorite?

| | |
|-----------------------------|-----|
| <i>Chipotle</i> | 14% |
| <i>Moe's</i> | 10% |
| <i>Qdoba</i> | 8% |
| <i>Taco Bell</i> | 20% |
| <i>Something else</i> | 29% |
| <i>No opinion</i> | 18% |

Q10 Which brand of frozen pizza is your favorite: DiGiorno, Red Baron, Totino's, Tombstone, or something else?

| | |
|-------------------------------------|-----|
| <i>DiGiorno</i> | 39% |
| <i>Red Baron</i> | 11% |
| <i>Totino's</i> | 6% |
| <i>Tombstone</i> | 8% |
| <i>Something else</i> | 24% |
| <i>Don't like any of them</i> | 8% |
| <i>Not sure</i> | 4% |

Q11 What is your favorite pizza topping: bacon, chicken, green pepper, mushrooms, olives, onion, pepperoni, sausage, plain cheese, or something else?

| | |
|-----------------------------|-----|
| <i>Bacon</i> | 10% |
| <i>Chicken</i> | 7% |
| <i>Green pepper</i> | 7% |
| <i>Mushrooms</i> | 14% |
| <i>Olives</i> | 7% |
| <i>Onion</i> | 3% |
| <i>Pepperoni</i> | 27% |
| <i>Sausage</i> | 12% |
| <i>Plain cheese</i> | 5% |
| <i>Something else</i> | 9% |

Q12 In terms of alcoholic beverages, do you generally prefer beer, wine, or liquor?

| | |
|---|-----|
| <i>Beer</i> | 22% |
| <i>Wine</i> | 27% |
| <i>Liquor</i> | 18% |
| <i>Don't care for any of them</i> | 29% |
| <i>Not sure</i> | 3% |

Q13 Do you prefer microbrews or regional breweries, or do you prefer larger national brands of beer?

| | |
|--|-----|
| <i>Microbrews/regional breweries</i> | 24% |
| <i>Larger national brands</i> | 21% |
| <i>Don't care for either</i> | 46% |
| <i>Not sure</i> | 9% |

Q14 Among the following list of choices, which is your favorite brand of beer: Busch, Budweiser, Coors, Corona, Heineken, Miller, Natural Light, Pabst Blue Ribbon, or Sam Adams?

| | |
|--|-----|
| <i>Busch</i> | 3% |
| <i>Budweiser</i> | 15% |
| <i>Coors</i> | 7% |
| <i>Corona</i> | 9% |
| <i>Heineken</i> | 7% |
| <i>Miller</i> | 8% |
| <i>Natural Light</i> | 1% |
| <i>PBR</i> | 2% |
| <i>Sam Adams</i> | 8% |
| <i>Not sure/Don't drink beer</i> | 39% |





Q15 Which restaurant would you be most likely to serve your dog food from: Burger King, Chick-fil-A, Domino's, Kentucky Fried Chicken, McDonald's, Subway, Taco Bell, Pizza Hut, or Wendy's?

| | |
|--------------------------|-----|
| <i>Burger King</i> | 19% |
| <i>Chick-fil-A</i> | 13% |
| <i>Domino's</i> | 3% |
| <i>KFC</i> | 10% |
| <i>McDonald's</i> | 9% |
| <i>Subway</i> | 4% |
| <i>Taco Bell</i> | 3% |
| <i>Pizza Hut</i> | 2% |
| <i>Wendy's</i> | 2% |
| <i>Not sure</i> | 34% |

Q16 How much do you usually tip at a restaurant: less than 15%, between 15% and 20%, or more than 20%?

| | |
|----------------------------|-----|
| <i>Less than 15%</i> | 18% |
| <i>15% to 20%</i> | 65% |
| <i>More than 20%</i> | 16% |
| <i>Not sure</i> | 1% |

Q17 Have you ever worked at a restaurant or bar, or not?

| | |
|-----------------------|-----|
| <i>Have</i> | 49% |
| <i>Have not</i> | 51% |

Q18 Do you prefer organic food when it's available, or do you not care?

| | |
|---|-----|
| <i>Prefer organic when it's available</i> | 43% |
| <i>Don't care</i> | 52% |
| <i>Would buy more organic if it was cheaper</i> | 3% |
| <i>Not sure</i> | 2% |

Q19 Would you eat snails, or not?

| | |
|------------------------|-----|
| <i>Would</i> | 30% |
| <i>Would not</i> | 70% |

Q20 Would you eat caviar, or not?

| | |
|------------------------|-----|
| <i>Would</i> | 38% |
| <i>Would not</i> | 62% |

Q21 Would you eat sushi, or not?

| | |
|------------------------|-----|
| <i>Would</i> | 43% |
| <i>Would not</i> | 57% |

Q22 Do you know what gluten is, or not?

| | |
|---------------------|-----|
| <i>Do</i> | 76% |
| <i>Do not</i> | 24% |

Q23 If you are a woman, press 1. If a man, press 2.

| | |
|--------------------|-----|
| <i>Woman</i> | 56% |
| <i>Man</i> | 44% |

Q24 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

| | |
|--------------------------------|-----|
| <i>Democrat</i> | 40% |
| <i>Republican</i> | 37% |
| <i>Independent/Other</i> | 23% |

Q25 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

| | |
|-------------------------------|-----|
| <i>Hispanic</i> | 12% |
| <i>White</i> | 69% |
| <i>African-American</i> | 13% |
| <i>Other</i> | 6% |

Q26 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

| | |
|----------------------------|-----|
| <i>18 to 29</i> | 14% |
| <i>30 to 45</i> | 28% |
| <i>46 to 65</i> | 38% |
| <i>Older than 65</i> | 20% |



Q27 Do you live in the Northeast, the Midwest, the South, or the West?

| | |
|------------------------|-----|
| <i>Northeast</i> | 25% |
| <i>Midwest</i> | 28% |
| <i>South</i> | 32% |
| <i>West</i> | 15% |



Crosstabs

| | Base | Gender | |
|----------------------------------|------------|--------|-----|
| | | Woman | Man |
| Mexican Food Favorability | | | |
| Favorable | 69% | 68% | 71% |
| Unfavorable | 22% | 23% | 20% |
| Not sure | 9% | 10% | 8% |

| | Base | Gender | |
|-----------------------------|------------|--------|-----|
| | | Woman | Man |
| Seafood Favorability | | | |
| Favorable | 74% | 67% | 83% |
| Unfavorable | 19% | 25% | 12% |
| Not sure | 6% | 7% | 5% |

| | Base | Gender | |
|----------------------------------|------------|--------|-----|
| | | Woman | Man |
| Italian Food Favorability | | | |
| Favorable | 85% | 84% | 86% |
| Unfavorable | 10% | 9% | 11% |
| Not sure | 5% | 7% | 3% |

| | Base | Gender | |
|-----------------------------------|------------|--------|-----|
| | | Woman | Man |
| American Food Favorability | | | |
| Favorable | 91% | 93% | 89% |
| Unfavorable | 6% | 4% | 9% |
| Not sure | 2% | 3% | 2% |





Crosstabs

| | Base | Gender | |
|----------------------------------|------|--------|-----|
| | | Woman | Man |
| Chinese Food Favorability | | | |
| Favorable | 71% | 71% | 71% |
| Unfavorable | 21% | 21% | 22% |
| Not sure | 8% | 8% | 7% |

| | Base | Gender | |
|---------------------------------|------|--------|-----|
| | | Woman | Man |
| Fave Sandwich Restaurant | | | |
| Jimmy John's | 4% | 4% | 5% |
| Panera | 22% | 30% | 12% |
| Subway | 43% | 40% | 46% |
| Quizno's | 6% | 5% | 6% |
| Something else | 22% | 19% | 26% |
| Don't like any of them | 3% | 2% | 3% |
| Not sure | 0% | - | 1% |

| | Base | Gender | |
|---------------------------------------|------|--------|-----|
| | | Woman | Man |
| Least Fave Sandwich Restaurant | | | |
| Jimmy John's | 19% | 20% | 18% |
| Panera | 11% | 7% | 16% |
| Subway | 15% | 15% | 16% |
| Quizno's | 21% | 26% | 15% |
| Something else | 27% | 26% | 29% |
| No opinion | 7% | 7% | 7% |

| | Base | Gender | |
|-------------------------------------|------|--------|-----|
| | | Woman | Man |
| Fave Fast Food Mexican Chain | | | |
| Chipotle | 19% | 20% | 19% |
| Moe's | 9% | 11% | 6% |
| Qdoba | 6% | 5% | 7% |
| Taco Bell | 31% | 28% | 35% |
| Something else | 26% | 27% | 24% |
| Don't like any of them | 6% | 6% | 6% |
| Not sure | 3% | 4% | 3% |





Crosstabs

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| Least Fave Fast Food Mexican Chain | | | |
| Chipotle | 14% | 13% | 16% |
| Moe's | 10% | 10% | 10% |
| Qdoba | 8% | 8% | 8% |
| Taco Bell | 20% | 19% | 22% |
| Something else | 29% | 30% | 28% |
| No opinion | 18% | 20% | 15% |

| | Base | Gender | |
|--------------------------------|------|--------|-----|
| | | Woman | Man |
| Fave Frozen Pizza Brand | | | |
| DiGiorno | 39% | 38% | 40% |
| Red Baron | 11% | 10% | 13% |
| Totino's | 6% | 6% | 6% |
| Tombstone | 8% | 6% | 10% |
| Something else | 24% | 28% | 19% |
| Don't like any of them | 8% | 7% | 9% |
| Not sure | 4% | 4% | 3% |

| | Base | Gender | |
|---------------------------|------|--------|-----|
| | | Woman | Man |
| Fave Pizza Topping | | | |
| Bacon | 10% | 6% | 15% |
| Chicken | 7% | 8% | 6% |
| Green pepper | 7% | 7% | 6% |
| Mushrooms | 14% | 16% | 11% |
| Olives | 7% | 8% | 6% |
| Onion | 3% | 3% | 3% |
| Pepperoni | 27% | 22% | 32% |
| Sausage | 12% | 12% | 12% |
| Plain cheese | 5% | 6% | 3% |
| Something else | 9% | 11% | 6% |

| | Base | Gender | |
|-----------------------------------|------|--------|-----|
| | | Woman | Man |
| Prefer Beer/Wine/Liquor | | | |
| Beer | 22% | 12% | 36% |
| Wine | 27% | 34% | 19% |
| Liquor | 18% | 16% | 19% |
| Don't care for any of them | 29% | 35% | 22% |
| Not sure | 3% | 2% | 4% |





Crosstabs

| | Base | Gender | |
|--|------|--------|-----|
| | | Woman | Man |
| Prefer Microbrews or Lg. National Brands? | | | |
| Microbrews/regional breweries | 24% | 19% | 30% |
| Larger national brands | 21% | 16% | 28% |
| Don't care for either | 46% | 53% | 36% |
| Not sure | 9% | 11% | 7% |

| | Base | Gender | |
|---------------------------|------|--------|-----|
| | | Woman | Man |
| Fave Beer Brand | | | |
| Busch | 3% | 3% | 4% |
| Budweiser | 15% | 10% | 20% |
| Coors | 7% | 7% | 8% |
| Corona | 9% | 10% | 8% |
| Heineken | 7% | 5% | 10% |
| Miller | 8% | 6% | 10% |
| Natural Light | 1% | 1% | 2% |
| PBR | 2% | 2% | 2% |
| Sam Adams | 8% | 6% | 11% |
| Not sure/Don't drink beer | 39% | 49% | 25% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Woman | Man |
| From Which Would You Serve Your Dog Food? | | | |
| Burger King | 19% | 19% | 19% |
| Chick-fil-A | 13% | 10% | 18% |
| Domino's | 3% | 3% | 4% |
| KFC | 10% | 13% | 6% |
| McDonald's | 9% | 8% | 10% |
| Subway | 4% | 4% | 5% |
| Taco Bell | 3% | 3% | 4% |
| Pizza Hut | 2% | 1% | 2% |
| Wendy's | 2% | 3% | 2% |
| Not sure | 34% | 36% | 32% |

| | Base | Gender | |
|-----------------------|------|--------|-----|
| | | Woman | Man |
| Usual Tip Amt. | | | |
| Less than 15% | 18% | 17% | 18% |
| 15% to 20% | 65% | 64% | 67% |
| More than 20% | 16% | 16% | 15% |
| Not sure | 1% | 2% | 0% |





Crosstabs

| | Base | Gender | |
|---------------------------------------|------|--------|-----|
| | | Woman | Man |
| Ever Worked at Restaurant/Bar? | | | |
| Have | 49% | 50% | 47% |
| Have not | 51% | 50% | 53% |

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| Prefer Organic? | | | |
| Prefer organic when it's available | 43% | 43% | 42% |
| Don't care | 52% | 51% | 52% |
| Would buy more organic if it was cheaper | 3% | 4% | 3% |
| Not sure | 2% | 1% | 3% |

| | Base | Gender | |
|------------------------------|------|--------|-----|
| | | Woman | Man |
| Would You Eat Snails? | | | |
| Would | 30% | 26% | 35% |
| Would not | 70% | 74% | 65% |

| | Base | Gender | |
|------------------------------|------|--------|-----|
| | | Woman | Man |
| Would You Eat Caviar? | | | |
| Would | 38% | 30% | 47% |
| Would not | 62% | 70% | 53% |





Crosstabs

| | Base | Gender | |
|-----------------------------|------------|--------|-----|
| | | Woman | Man |
| Would You Eat Sushi? | | | |
| Would | 43% | 41% | 45% |
| Would not | 57% | 59% | 55% |

| | Base | Gender | |
|-----------------------------|------------|--------|-----|
| | | Woman | Man |
| Know What Gluten Is? | | | |
| Do | 76% | 75% | 77% |
| Do not | 24% | 25% | 23% |

| | Base | Party | | |
|----------------------------------|------------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Mexican Food Favorability | | | | |
| Favorable | 69% | 69% | 73% | 64% |
| Unfavorable | 22% | 21% | 20% | 26% |
| Not sure | 9% | 10% | 7% | 10% |

| | Base | Party | | |
|-----------------------------|------------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Seafood Favorability | | | | |
| Favorable | 74% | 72% | 80% | 69% |
| Unfavorable | 19% | 19% | 18% | 23% |
| Not sure | 6% | 10% | 2% | 8% |





Crosstabs

| | Base | Party | | |
|----------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Italian Food Favorability | | | | |
| Favorable | 85% | 81% | 89% | 84% |
| Unfavorable | 10% | 12% | 7% | 12% |
| Not sure | 5% | 6% | 4% | 4% |

| | Base | Party | | |
|-----------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| American Food Favorability | | | | |
| Favorable | 91% | 91% | 95% | 87% |
| Unfavorable | 6% | 6% | 3% | 10% |
| Not sure | 2% | 3% | 2% | 3% |

| | Base | Party | | |
|----------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Chinese Food Favorability | | | | |
| Favorable | 71% | 74% | 69% | 69% |
| Unfavorable | 21% | 19% | 26% | 19% |
| Not sure | 8% | 7% | 5% | 12% |

| | Base | Party | | |
|---------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Fave Sandwich Restaurant | | | | |
| Jimmy John's | 4% | 4% | 6% | 3% |
| Panera | 22% | 22% | 23% | 21% |
| Subway | 43% | 41% | 48% | 39% |
| Quizno's | 6% | 3% | 7% | 8% |
| Something else | 22% | 26% | 16% | 24% |
| Don't like any of them | 3% | 5% | 0% | 3% |
| Not sure | 0% | - | - | 1% |





Crosstabs

| | Base | Party | | |
|---------------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Least Fave Sandwich Restaurant | | | | |
| Jimmy John's | 19% | 21% | 18% | 17% |
| Panera | 11% | 15% | 9% | 7% |
| Subway | 15% | 16% | 18% | 11% |
| Quizno's | 21% | 20% | 20% | 22% |
| Something else | 27% | 21% | 29% | 35% |
| No opinion | 7% | 7% | 5% | 9% |

| | Base | Party | | |
|-------------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Fave Fast Food Mexican Chain | | | | |
| Chipotle | 19% | 22% | 19% | 16% |
| Moe's | 9% | 9% | 11% | 4% |
| Qdoba | 6% | 5% | 6% | 5% |
| Taco Bell | 31% | 31% | 33% | 30% |
| Something else | 26% | 23% | 24% | 33% |
| Don't like any of them | 6% | 6% | 5% | 8% |
| Not sure | 3% | 4% | 2% | 4% |

| | Base | Party | | |
|---|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Least Fave Fast Food Mexican Chain | | | | |
| Chipotle | 14% | 17% | 13% | 12% |
| Moe's | 10% | 13% | 10% | 5% |
| Qdoba | 8% | 5% | 11% | 10% |
| Taco Bell | 20% | 25% | 16% | 20% |
| Something else | 29% | 27% | 29% | 33% |
| No opinion | 18% | 14% | 20% | 20% |

| | Base | Party | | |
|--------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Fave Frozen Pizza Brand | | | | |
| DiGiorno | 39% | 45% | 38% | 30% |
| Red Baron | 11% | 9% | 14% | 10% |
| Totino's | 6% | 3% | 7% | 8% |
| Tombstone | 8% | 6% | 9% | 10% |
| Something else | 24% | 26% | 21% | 26% |
| Don't like any of them | 8% | 7% | 7% | 11% |
| Not sure | 4% | 4% | 3% | 5% |





Crosstabs

| | Base | Party | | |
|---------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Fave Pizza Topping | | | | |
| Bacon | 10% | 8% | 13% | 9% |
| Chicken | 7% | 10% | 5% | 5% |
| Green pepper | 7% | 9% | 5% | 4% |
| Mushrooms | 14% | 15% | 11% | 17% |
| Olives | 7% | 4% | 10% | 7% |
| Onion | 3% | 3% | 2% | 7% |
| Pepperoni | 27% | 27% | 25% | 28% |
| Sausage | 12% | 10% | 14% | 10% |
| Plain cheese | 5% | 5% | 5% | 4% |
| Something else | 9% | 7% | 9% | 10% |

| | Base | Party | | |
|--------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Prefer Beer/Wine/Liquor | | | | |
| Beer | 22% | 23% | 23% | 19% |
| Wine | 27% | 27% | 26% | 30% |
| Liquor | 18% | 17% | 19% | 15% |
| Don't care for any of them | 29% | 30% | 29% | 30% |
| Not sure | 3% | 3% | 2% | 5% |

| | Base | Party | | |
|--|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Prefer Microbrews or Lg. National Brands? | | | | |
| Microbrews/regional breweries | 24% | 29% | 19% | 23% |
| Larger national brands | 21% | 15% | 27% | 23% |
| Don't care for either | 46% | 47% | 45% | 44% |
| Not sure | 9% | 9% | 9% | 10% |

| | Base | Party | | |
|---------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Fave Beer Brand | | | | |
| Busch | 3% | 4% | 4% | 1% |
| Budweiser | 15% | 12% | 17% | 15% |
| Coors | 7% | 5% | 11% | 8% |
| Corona | 9% | 15% | 6% | 3% |
| Heineken | 7% | 7% | 6% | 8% |
| Miller | 8% | 6% | 9% | 10% |
| Natural Light | 1% | 3% | 1% | 1% |
| PBR | 2% | 4% | 1% | 2% |
| Sam Adams | 8% | 9% | 7% | 10% |
| Not sure/Don't drink beer | 39% | 36% | 39% | 43% |





Crosstabs

| | Base | Party | | |
|--|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| From Which Would You Serve Your Dog Food? | | | | |
| Burger King | 19% | 16% | 21% | 19% |
| Chick-fil-A | 13% | 12% | 14% | 15% |
| Domino's | 3% | 4% | 4% | 2% |
| KFC | 10% | 10% | 8% | 14% |
| McDonald's | 9% | 12% | 9% | 3% |
| Subway | 4% | 3% | 5% | 7% |
| Taco Bell | 3% | 3% | 3% | 5% |
| Pizza Hut | 2% | 4% | - | - |
| Wendy's | 2% | 2% | 1% | 5% |
| Not sure | 34% | 34% | 35% | 31% |

| | Base | Party | | |
|-----------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Usual Tip Amt. | | | | |
| Less than 15% | 18% | 23% | 12% | 16% |
| 15% to 20% | 65% | 62% | 71% | 64% |
| More than 20% | 16% | 15% | 15% | 19% |
| Not sure | 1% | 1% | 2% | 2% |

| | Base | Party | | |
|---------------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Ever Worked at Restaurant/Bar? | | | | |
| Have | 49% | 48% | 45% | 56% |
| Have not | 51% | 52% | 55% | 44% |

| | Base | Party | | |
|---|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Prefer Organic? | | | | |
| Prefer organic when it's available | 43% | 50% | 35% | 42% |
| Don't care | 52% | 44% | 60% | 53% |
| Would buy more organic if it was cheaper | 3% | 3% | 4% | 3% |
| Not sure | 2% | 2% | 1% | 2% |





Crosstabs

| | Base | Party | | |
|------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Would You Eat Snails? | | | | |
| Would | 30% | 30% | 31% | 31% |
| Would not | 70% | 70% | 69% | 69% |

| | Base | Party | | |
|------------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Would You Eat Caviar? | | | | |
| Would | 38% | 40% | 37% | 36% |
| Would not | 62% | 60% | 63% | 64% |

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Would You Eat Sushi? | | | | |
| Would | 43% | 52% | 36% | 35% |
| Would not | 57% | 48% | 64% | 65% |

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Know What Gluten Is? | | | | |
| Do | 76% | 67% | 83% | 81% |
| Do not | 24% | 33% | 17% | 19% |





Crosstabs

| | Base | Race | | | |
|----------------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Mexican Food Favorability | | | | | |
| Favorable | 69% | 69% | 72% | 54% | 68% |
| Unfavorable | 22% | 20% | 20% | 29% | 23% |
| Not sure | 9% | 11% | 7% | 17% | 10% |

| | Base | Race | | | |
|-----------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Seafood Favorability | | | | | |
| Favorable | 74% | 73% | 74% | 75% | 76% |
| Unfavorable | 19% | 22% | 20% | 18% | 13% |
| Not sure | 6% | 5% | 6% | 7% | 11% |

| | Base | Race | | | |
|----------------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Italian Food Favorability | | | | | |
| Favorable | 85% | 84% | 86% | 79% | 86% |
| Unfavorable | 10% | 13% | 10% | 13% | 3% |
| Not sure | 5% | 3% | 4% | 8% | 11% |

| | Base | Race | | | |
|-----------------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| American Food Favorability | | | | | |
| Favorable | 91% | 91% | 92% | 92% | 82% |
| Unfavorable | 6% | 3% | 7% | 5% | 8% |
| Not sure | 2% | 6% | 1% | 3% | 10% |





Crosstabs

| | Base | Race | | | |
|----------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Chinese Food Favorability | | | | | |
| Favorable | 71% | 80% | 71% | 68% | 63% |
| Unfavorable | 21% | 13% | 23% | 22% | 14% |
| Not sure | 8% | 7% | 6% | 10% | 22% |

| | Base | Race | | | |
|---------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 4% | 14% | 4% | 1% | - |
| Panera | 22% | 21% | 25% | 15% | 6% |
| Subway | 43% | 37% | 43% | 47% | 47% |
| Quizno's | 6% | 2% | 6% | 4% | 14% |
| Something else | 22% | 17% | 21% | 29% | 29% |
| Don't like any of them | 3% | 10% | 1% | 3% | 3% |
| Not sure | 0% | - | 0% | - | - |

| | Base | Race | | | |
|---------------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Least Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 19% | 41% | 16% | 20% | 8% |
| Panera | 11% | 20% | 10% | 8% | 10% |
| Subway | 15% | 9% | 17% | 14% | 19% |
| Quizno's | 21% | 18% | 22% | 21% | 11% |
| Something else | 27% | 6% | 28% | 31% | 48% |
| No opinion | 7% | 6% | 7% | 6% | 5% |

| | Base | Race | | | |
|-------------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 19% | 33% | 18% | 15% | 17% |
| Moe's | 9% | 10% | 8% | 13% | - |
| Qdoba | 6% | 7% | 5% | 7% | 5% |
| Taco Bell | 31% | 23% | 34% | 28% | 26% |
| Something else | 26% | 18% | 26% | 23% | 39% |
| Don't like any of them | 6% | 4% | 5% | 12% | 5% |
| Not sure | 3% | 4% | 3% | 3% | 8% |





Crosstabs

| | Base | Race | | | |
|---|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Least Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 14% | 14% | 15% | 17% | 6% |
| Moe's | 10% | 11% | 11% | 9% | 2% |
| Qdoba | 8% | 15% | 7% | 7% | 10% |
| Taco Bell | 20% | 31% | 18% | 24% | 22% |
| Something else | 29% | 25% | 29% | 31% | 35% |
| No opinion | 18% | 4% | 20% | 13% | 25% |

| | Base | Race | | | |
|--------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Fave Frozen Pizza Brand | | | | | |
| DiGiorno | 39% | 45% | 40% | 40% | 11% |
| Red Baron | 11% | 10% | 12% | 14% | 3% |
| Totino's | 6% | 4% | 7% | 2% | 5% |
| Tombstone | 8% | 3% | 8% | 8% | 16% |
| Something else | 24% | 31% | 21% | 26% | 36% |
| Don't like any of them | 8% | 6% | 7% | 8% | 21% |
| Not sure | 4% | - | 4% | 2% | 8% |

| | Base | Race | | | |
|---------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Fave Pizza Topping | | | | | |
| Bacon | 10% | 20% | 10% | 8% | 2% |
| Chicken | 7% | 6% | 5% | 19% | 2% |
| Green pepper | 7% | 4% | 7% | 6% | 12% |
| Mushrooms | 14% | 21% | 12% | 16% | 21% |
| Olives | 7% | 15% | 6% | 5% | 9% |
| Onion | 3% | 5% | 3% | 3% | 6% |
| Pepperoni | 27% | 21% | 30% | 25% | 8% |
| Sausage | 12% | 4% | 13% | 11% | 14% |
| Plain cheese | 5% | 3% | 6% | 2% | 7% |
| Something else | 9% | 1% | 10% | 4% | 19% |

| | Base | Race | | | |
|-----------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Prefer Beer/Wine/Liquor | | | | | |
| Beer | 22% | 28% | 23% | 16% | 19% |
| Wine | 27% | 23% | 28% | 27% | 36% |
| Liquor | 18% | 36% | 16% | 12% | 13% |
| Don't care for any of them | 29% | 12% | 31% | 39% | 21% |
| Not sure | 3% | 2% | 2% | 6% | 10% |





Crosstabs

| | Base | Race | | | |
|--|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Prefer Microbrews or Lg. National Brands? | | | | | |
| Microbrews/regional breweries | 24% | 31% | 24% | 16% | 22% |
| Larger national brands | 21% | 28% | 22% | 13% | 13% |
| Don't care for either | 46% | 35% | 45% | 63% | 43% |
| Not sure | 9% | 7% | 9% | 9% | 22% |

| | Base | Race | | | |
|---------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Fave Beer Brand | | | | | |
| Busch | 3% | 8% | 3% | 3% | 4% |
| Budweiser | 15% | 18% | 16% | 10% | 4% |
| Coors | 7% | 19% | 7% | 2% | 8% |
| Corona | 9% | 21% | 7% | 12% | - |
| Heineken | 7% | 1% | 7% | 7% | 16% |
| Miller | 8% | - | 9% | 6% | 17% |
| Natural Light | 1% | - | 1% | 6% | - |
| PBR | 2% | 2% | 3% | - | 2% |
| Sam Adams | 8% | 8% | 10% | - | 6% |
| Not sure/Don't drink beer | 39% | 23% | 38% | 52% | 44% |

| | Base | Race | | | |
|--|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| From Which Would You Serve Your Dog Food? | | | | | |
| Burger King | 19% | 15% | 20% | 17% | 15% |
| Chick-fil-A | 13% | 17% | 14% | 8% | 18% |
| Domino's | 3% | 4% | 4% | 3% | - |
| KFC | 10% | 15% | 8% | 17% | 9% |
| McDonald's | 9% | 11% | 9% | 7% | 7% |
| Subway | 4% | 8% | 4% | - | 9% |
| Taco Bell | 3% | 2% | 3% | 3% | 9% |
| Pizza Hut | 2% | 1% | 2% | 1% | - |
| Wendy's | 2% | 1% | 3% | 2% | - |
| Not sure | 34% | 26% | 34% | 41% | 33% |

| | Base | Race | | | |
|-----------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Usual Tip Amt. | | | | | |
| Less than 15% | 18% | 17% | 17% | 23% | 10% |
| 15% to 20% | 65% | 61% | 68% | 62% | 52% |
| More than 20% | 16% | 23% | 14% | 12% | 35% |
| Not sure | 1% | - | 1% | 4% | 3% |





Crosstabs

| | Base | Race | | | |
|---------------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Ever Worked at Restaurant/Bar? | | | | | |
| Have | 49% | 52% | 49% | 42% | 53% |
| Have not | 51% | 48% | 51% | 58% | 47% |

| | Base | Race | | | |
|---|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Prefer Organic? | | | | | |
| Prefer organic when it's available | 43% | 67% | 41% | 38% | 32% |
| Don't care | 52% | 28% | 55% | 57% | 53% |
| Would buy more organic if it was cheaper | 3% | 5% | 3% | 5% | 5% |
| Not sure | 2% | - | 2% | 1% | 10% |

| | Base | Race | | | |
|------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Would You Eat Snails? | | | | | |
| Would | 30% | 38% | 30% | 17% | 45% |
| Would not | 70% | 62% | 70% | 83% | 55% |

| | Base | Race | | | |
|------------------------------|------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Would You Eat Caviar? | | | | | |
| Would | 38% | 43% | 36% | 31% | 67% |
| Would not | 62% | 57% | 64% | 69% | 33% |





Crosstabs

| | Base | Race | | | |
|-----------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Would You Eat Sushi? | | | | | |
| Would | 43% | 49% | 41% | 38% | 62% |
| Would not | 57% | 51% | 59% | 62% | 38% |

| | Base | Race | | | |
|-----------------------------|------------|----------|-------|------------------|-------|
| | | Hispanic | White | African-American | Other |
| Know What Gluten Is? | | | | | |
| Do | 76% | 69% | 81% | 48% | 87% |
| Do not | 24% | 31% | 19% | 52% | 13% |

| | Base | Age | | | |
|----------------------------------|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Mexican Food Favorability | | | | | |
| Favorable | 69% | 72% | 80% | 69% | 53% |
| Unfavorable | 22% | 14% | 16% | 24% | 30% |
| Not sure | 9% | 14% | 4% | 7% | 17% |

| | Base | Age | | | |
|-----------------------------|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Seafood Favorability | | | | | |
| Favorable | 74% | 50% | 77% | 81% | 75% |
| Unfavorable | 19% | 39% | 19% | 14% | 16% |
| Not sure | 6% | 11% | 4% | 5% | 9% |





Crosstabs

| | Base | Age | | | |
|----------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Italian Food Favorability | | | | | |
| Favorable | 85% | 81% | 89% | 88% | 77% |
| Unfavorable | 10% | 11% | 10% | 8% | 14% |
| Not sure | 5% | 8% | 1% | 5% | 9% |

| | Base | Age | | | |
|-----------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| American Food Favorability | | | | | |
| Favorable | 91% | 81% | 91% | 94% | 95% |
| Unfavorable | 6% | 14% | 7% | 5% | 1% |
| Not sure | 2% | 6% | 1% | 2% | 4% |

| | Base | Age | | | |
|----------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Chinese Food Favorability | | | | | |
| Favorable | 71% | 72% | 77% | 71% | 62% |
| Unfavorable | 21% | 25% | 17% | 22% | 25% |
| Not sure | 8% | 3% | 6% | 8% | 13% |

| | Base | Age | | | |
|---------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 4% | 8% | 6% | 3% | 2% |
| Panera | 22% | 22% | 21% | 23% | 22% |
| Subway | 43% | 39% | 40% | 48% | 41% |
| Quizno's | 6% | 3% | 6% | 8% | 4% |
| Something else | 22% | 25% | 23% | 18% | 26% |
| Don't like any of them | 3% | 3% | 4% | 1% | 4% |
| Not sure | 0% | - | - | - | 2% |





Crosstabs

| | Base | Age | | | |
|---------------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Least Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 19% | 19% | 23% | 17% | 18% |
| Panera | 11% | 14% | 10% | 13% | 7% |
| Subway | 15% | 19% | 9% | 16% | 21% |
| Quizno's | 21% | 19% | 26% | 22% | 12% |
| Something else | 27% | 22% | 27% | 27% | 31% |
| No opinion | 7% | 6% | 6% | 6% | 10% |

| | Base | Age | | | |
|-------------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 19% | 23% | 27% | 18% | 9% |
| Moe's | 9% | 9% | 16% | 6% | 4% |
| Qdoba | 6% | 9% | 4% | 6% | 6% |
| Taco Bell | 31% | 31% | 31% | 32% | 31% |
| Something else | 26% | 20% | 10% | 34% | 36% |
| Don't like any of them | 6% | - | 10% | 4% | 9% |
| Not sure | 3% | 9% | 1% | 2% | 5% |

| | Base | Age | | | |
|---|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Least Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 14% | 18% | 16% | 13% | 13% |
| Moe's | 10% | 12% | 13% | 8% | 9% |
| Qdoba | 8% | 12% | 9% | 8% | 6% |
| Taco Bell | 20% | 24% | 16% | 26% | 15% |
| Something else | 29% | 26% | 30% | 27% | 33% |
| No opinion | 18% | 9% | 16% | 19% | 25% |

| | Base | Age | | | |
|--------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Fave Frozen Pizza Brand | | | | | |
| DiGiorno | 39% | 49% | 37% | 37% | 38% |
| Red Baron | 11% | 9% | 17% | 10% | 8% |
| Totino's | 6% | 6% | 6% | 5% | 9% |
| Tombstone | 8% | 3% | 7% | 11% | 6% |
| Something else | 24% | 29% | 21% | 25% | 23% |
| Don't like any of them | 8% | - | 7% | 10% | 12% |
| Not sure | 4% | 6% | 4% | 3% | 3% |





Crosstabs

| | Base | Age | | | |
|---------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Fave Pizza Topping | | | | | |
| Bacon | 10% | 14% | 13% | 9% | 6% |
| Chicken | 7% | 14% | 9% | 5% | 5% |
| Green pepper | 7% | 8% | 6% | 7% | 7% |
| Mushrooms | 14% | 11% | 14% | 14% | 15% |
| Olives | 7% | 6% | 10% | 6% | 6% |
| Onion | 3% | - | 1% | 6% | 3% |
| Pepperoni | 27% | 28% | 23% | 27% | 32% |
| Sausage | 12% | 6% | 13% | 14% | 11% |
| Plain cheese | 5% | 3% | 6% | 5% | 6% |
| Something else | 9% | 11% | 6% | 9% | 10% |

| | Base | Age | | | |
|-----------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Prefer Beer/Wine/Liquor | | | | | |
| Beer | 22% | 31% | 19% | 24% | 18% |
| Wine | 27% | 17% | 29% | 31% | 26% |
| Liquor | 18% | 36% | 16% | 15% | 11% |
| Don't care for any of them | 29% | 14% | 31% | 28% | 42% |
| Not sure | 3% | 3% | 4% | 2% | 4% |

| | Base | Age | | | |
|--|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Prefer Microbrews or Lg. National Brands? | | | | | |
| Microbrews/regional breweries | 24% | 39% | 32% | 17% | 14% |
| Larger national brands | 21% | 19% | 14% | 27% | 21% |
| Don't care for either | 46% | 36% | 40% | 48% | 56% |
| Not sure | 9% | 6% | 14% | 8% | 9% |

| | Base | Age | | | |
|----------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Fave Beer Brand | | | | | |
| Busch | 3% | 12% | 2% | 2% | 2% |
| Budweiser | 15% | 18% | 16% | 16% | 8% |
| Coors | 7% | 6% | 8% | 8% | 8% |
| Corona | 9% | 15% | 13% | 6% | 6% |
| Heineken | 7% | 3% | 10% | 6% | 8% |
| Miller | 8% | 6% | 6% | 8% | 10% |
| Natural Light | 1% | - | 2% | 3% | - |
| PBR | 2% | 9% | - | 2% | 1% |
| Sam Adams | 8% | 9% | 8% | 6% | 11% |
| Not sure/Don't drink beer | 39% | 24% | 35% | 42% | 46% |





Crosstabs

| | Base | Age | | | |
|--|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| From Which Would You Serve Your Dog Food? | | | | | |
| Burger King | 19% | 24% | 19% | 19% | 14% |
| Chick-fil-A | 13% | 18% | 19% | 11% | 7% |
| Domino's | 3% | 6% | 2% | 2% | 5% |
| KFC | 10% | 12% | 10% | 10% | 9% |
| McDonald's | 9% | 9% | 14% | 6% | 8% |
| Subway | 4% | 3% | 3% | 6% | 4% |
| Taco Bell | 3% | - | 7% | 2% | 2% |
| Pizza Hut | 2% | 6% | - | 1% | 2% |
| Wendy's | 2% | 3% | - | 4% | 2% |
| Not sure | 34% | 18% | 27% | 39% | 47% |

| | Base | Age | | | |
|-----------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Usual Tip Amt. | | | | | |
| Less than 15% | 18% | 13% | 20% | 17% | 17% |
| 15% to 20% | 65% | 70% | 62% | 63% | 71% |
| More than 20% | 16% | 17% | 16% | 17% | 11% |
| Not sure | 1% | - | 2% | 2% | 1% |

| | Base | Age | | | |
|---------------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Ever Worked at Restaurant/Bar? | | | | | |
| Have | 49% | 53% | 50% | 51% | 39% |
| Have not | 51% | 47% | 50% | 49% | 61% |

| | Base | Age | | | |
|---|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Prefer Organic? | | | | | |
| Prefer organic when it's available | 43% | 47% | 54% | 39% | 31% |
| Don't care | 52% | 47% | 41% | 57% | 61% |
| Would buy more organic if it was cheaper | 3% | 3% | 4% | 3% | 5% |
| Not sure | 2% | 3% | 2% | 1% | 3% |





Crosstabs

| | Base | Age | | | |
|------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Would You Eat Snails? | | | | | |
| Would | 30% | 34% | 32% | 28% | 30% |
| Would not | 70% | 66% | 68% | 72% | 70% |

| | Base | Age | | | |
|------------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Would You Eat Caviar? | | | | | |
| Would | 38% | 45% | 38% | 37% | 35% |
| Would not | 62% | 55% | 62% | 63% | 65% |

| | Base | Age | | | |
|-----------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Would You Eat Sushi? | | | | | |
| Would | 43% | 59% | 48% | 40% | 29% |
| Would not | 57% | 41% | 52% | 60% | 71% |

| | Base | Age | | | |
|-----------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Know What Gluten Is? | | | | | |
| Do | 76% | 86% | 81% | 75% | 61% |
| Do not | 24% | 14% | 19% | 25% | 39% |





Crosstabs

| | Base | Region | | | |
|----------------------------------|------------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Mexican Food Favorability | | | | | |
| Favorable | 69% | 64% | 76% | 62% | 81% |
| Unfavorable | 22% | 24% | 21% | 27% | 7% |
| Not sure | 9% | 12% | 4% | 11% | 12% |

| | Base | Region | | | |
|-----------------------------|------------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Seafood Favorability | | | | | |
| Favorable | 74% | 74% | 70% | 76% | 78% |
| Unfavorable | 19% | 17% | 21% | 23% | 15% |
| Not sure | 6% | 9% | 10% | 2% | 7% |

| | Base | Region | | | |
|----------------------------------|------------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Italian Food Favorability | | | | | |
| Favorable | 85% | 86% | 86% | 81% | 89% |
| Unfavorable | 10% | 7% | 7% | 16% | 9% |
| Not sure | 5% | 6% | 7% | 3% | 3% |

| | Base | Region | | | |
|-----------------------------------|------------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| American Food Favorability | | | | | |
| Favorable | 91% | 91% | 92% | 91% | 92% |
| Unfavorable | 6% | 6% | 7% | 5% | 8% |
| Not sure | 2% | 3% | 1% | 4% | 1% |





Crosstabs

| | Base | Region | | | |
|----------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Chinese Food Favorability | | | | | |
| Favorable | 71% | 75% | 68% | 65% | 84% |
| Unfavorable | 21% | 18% | 23% | 28% | 11% |
| Not sure | 8% | 7% | 9% | 7% | 6% |

| | Base | Region | | | |
|---------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 4% | 8% | 4% | 2% | 4% |
| Panera | 22% | 25% | 23% | 24% | 11% |
| Subway | 43% | 31% | 49% | 45% | 47% |
| Quizno's | 6% | 6% | 4% | 5% | 9% |
| Something else | 22% | 26% | 18% | 21% | 25% |
| Don't like any of them | 3% | 4% | 2% | 3% | 3% |
| Not sure | 0% | - | - | 1% | 1% |

| | Base | Region | | | |
|---------------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Least Fave Sandwich Restaurant | | | | | |
| Jimmy John's | 19% | 22% | 21% | 14% | 21% |
| Panera | 11% | 11% | 9% | 12% | 12% |
| Subway | 15% | 17% | 13% | 16% | 15% |
| Quizno's | 21% | 19% | 23% | 25% | 8% |
| Something else | 27% | 26% | 29% | 25% | 30% |
| No opinion | 7% | 5% | 4% | 7% | 14% |

| | Base | Region | | | |
|-------------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 19% | 25% | 26% | 8% | 22% |
| Moe's | 9% | 9% | 3% | 15% | 3% |
| Qdoba | 6% | 5% | 6% | 8% | 2% |
| Taco Bell | 31% | 28% | 32% | 35% | 29% |
| Something else | 26% | 21% | 26% | 25% | 35% |
| Don't like any of them | 6% | 10% | 3% | 6% | 5% |
| Not sure | 3% | 3% | 4% | 3% | 3% |





Crosstabs

| | Base | Region | | | |
|---|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Least Fave Fast Food Mexican Chain | | | | | |
| Chipotle | 14% | 13% | 13% | 18% | 12% |
| Moe's | 10% | 14% | 7% | 10% | 9% |
| Qdoba | 8% | 10% | 8% | 7% | 8% |
| Taco Bell | 20% | 19% | 17% | 25% | 19% |
| Something else | 29% | 27% | 32% | 27% | 31% |
| No opinion | 18% | 17% | 22% | 13% | 21% |

| | Base | Region | | | |
|--------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Fave Frozen Pizza Brand | | | | | |
| DiGiorno | 39% | 42% | 36% | 43% | 31% |
| Red Baron | 11% | 9% | 8% | 16% | 10% |
| Totino's | 6% | 5% | 5% | 6% | 8% |
| Tombstone | 8% | 6% | 12% | 9% | 1% |
| Something else | 24% | 24% | 27% | 19% | 29% |
| Don't like any of them | 8% | 11% | 8% | 5% | 11% |
| Not sure | 4% | 4% | 4% | 1% | 10% |

| | Base | Region | | | |
|---------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Fave Pizza Topping | | | | | |
| Bacon | 10% | 17% | 7% | 8% | 6% |
| Chicken | 7% | 6% | 5% | 9% | 9% |
| Green pepper | 7% | 10% | 6% | 4% | 6% |
| Mushrooms | 14% | 13% | 15% | 11% | 19% |
| Olives | 7% | 7% | 4% | 5% | 17% |
| Onion | 3% | 6% | 2% | 3% | - |
| Pepperoni | 27% | 24% | 28% | 33% | 17% |
| Sausage | 12% | 8% | 16% | 12% | 9% |
| Plain cheese | 5% | 6% | 4% | 7% | 1% |
| Something else | 9% | 3% | 12% | 7% | 15% |

| | Base | Region | | | |
|-----------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Prefer Beer/Wine/Liquor | | | | | |
| Beer | 22% | 25% | 24% | 20% | 22% |
| Wine | 27% | 25% | 32% | 27% | 25% |
| Liquor | 18% | 16% | 13% | 22% | 19% |
| Don't care for any of them | 29% | 30% | 28% | 31% | 28% |
| Not sure | 3% | 4% | 3% | 1% | 7% |





Crosstabs

| | Base | Region | | | |
|--|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Prefer Microbrews or Lg. National Brands? | | | | | |
| Microbrews/regional breweries | 24% | 23% | 20% | 18% | 44% |
| Larger national brands | 21% | 15% | 30% | 25% | 8% |
| Don't care for either | 46% | 47% | 47% | 47% | 40% |
| Not sure | 9% | 15% | 4% | 10% | 8% |

| | Base | Region | | | |
|---------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Fave Beer Brand | | | | | |
| Busch | 3% | 5% | 4% | 3% | - |
| Budweiser | 15% | 11% | 20% | 15% | 11% |
| Coors | 7% | 9% | 4% | 7% | 14% |
| Corona | 9% | 13% | 3% | 13% | 4% |
| Heineken | 7% | 7% | 8% | 8% | 5% |
| Miller | 8% | 4% | 14% | 5% | 9% |
| Natural Light | 1% | 1% | 2% | 1% | 3% |
| PBR | 2% | 4% | 2% | 1% | 2% |
| Sam Adams | 8% | 7% | 7% | 9% | 11% |
| Not sure/Don't drink beer | 39% | 39% | 37% | 38% | 41% |

| | Base | Region | | | |
|--|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| From Which Would You Serve Your Dog Food? | | | | | |
| Burger King | 19% | 21% | 16% | 19% | 20% |
| Chick-fil-A | 13% | 16% | 10% | 13% | 16% |
| Domino's | 3% | 5% | 3% | 2% | 6% |
| KFC | 10% | 8% | 12% | 13% | 4% |
| McDonald's | 9% | 11% | 8% | 11% | 3% |
| Subway | 4% | 7% | 3% | 1% | 10% |
| Taco Bell | 3% | 1% | 6% | 4% | 1% |
| Pizza Hut | 2% | 2% | 0% | 2% | 2% |
| Wendy's | 2% | 1% | 3% | 4% | 2% |
| Not sure | 34% | 28% | 40% | 32% | 37% |

| | Base | Region | | | |
|-----------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Usual Tip Amt. | | | | | |
| Less than 15% | 18% | 16% | 25% | 14% | 15% |
| 15% to 20% | 65% | 67% | 62% | 69% | 61% |
| More than 20% | 16% | 16% | 13% | 15% | 22% |
| Not sure | 1% | 1% | - | 2% | 3% |





Crosstabs

| | Base | Region | | | |
|---------------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Ever Worked at Restaurant/Bar? | | | | | |
| Have | 49% | 53% | 50% | 40% | 60% |
| Have not | 51% | 47% | 50% | 60% | 40% |

| | Base | Region | | | |
|---|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Prefer Organic? | | | | | |
| Prefer organic when it's available | 43% | 49% | 39% | 39% | 50% |
| Don't care | 52% | 44% | 53% | 59% | 44% |
| Would buy more organic if it was cheaper | 3% | 7% | 3% | 1% | 4% |
| Not sure | 2% | 1% | 5% | 0% | 2% |

| | Base | Region | | | |
|------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Would You Eat Snails? | | | | | |
| Would | 30% | 33% | 27% | 24% | 48% |
| Would not | 70% | 67% | 73% | 76% | 52% |

| | Base | Region | | | |
|------------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Would You Eat Caviar? | | | | | |
| Would | 38% | 36% | 33% | 40% | 46% |
| Would not | 62% | 64% | 67% | 60% | 54% |





Crosstabs

| | Base | Region | | | |
|-----------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Would You Eat Sushi? | | | | | |
| Would | 43% | 42% | 42% | 39% | 55% |
| Would not | 57% | 58% | 58% | 61% | 45% |

| | Base | Region | | | |
|-----------------------------|------|-----------|---------|-------|------|
| | | Northeast | Midwest | South | West |
| Know What Gluten Is? | | | | | |
| Do | 76% | 77% | 81% | 66% | 86% |
| Do not | 24% | 23% | 19% | 34% | 14% |

