

1. How would you describe your current overall health?

Excellent	.....	10%
Very good	.....	22%
Good	.....	39%
Fair	.....	22%
Poor	.....	6%
Prefer not to say	.....	1%

2. Would you say you're more of...?

A morning person	.....	32%
An evening person	.....	53%
Neither	.....	12%
Not sure	.....	3%

3. Which meal generally is your favorite?

Breakfast	.....	18%
Lunch	.....	21%
Dinner	.....	53%
Not sure	.....	7%

4. Which meal generally is your least favorite?

Breakfast	.....	37%
Lunch	.....	26%
Dinner	.....	10%
Not sure	.....	26%

5. How often do you eat breakfast?

Always	.....	26%
Usually	.....	26%
Sometimes	.....	25%
Rarely	.....	20%
Never	.....	4%

6. What are reasons why you sometimes skip breakfast? Select all that apply.

I'm not hungry	.....	44%
I don't have time	.....	27%
I don't have breakfast food available	.....	13%
I want to eat fewer calories	.....	13%
I don't like breakfast foods	.....	6%
Other	.....	8%
None of the above	.....	2%
Not asked - always eats breakfast	.....	27%

7. How often do you eat breakfast that is...?

	Often	Sometimes	Rarely	Never	Not asked - never eats breakfast
Prepared fresh by you or someone else in your household	39%	32%	16%	9%	3%
Ready to eat from a package	11%	29%	30%	26%	3%
Obtained from a restaurant or delivery service	4%	23%	37%	33%	3%
Obtained from a workplace or school	3%	9%	14%	71%	3%

8. Where do you most often eat breakfast?

Table .....	35%
Couch or recliner .....	18%
Kitchen counter .....	14%
Desk .....	8%
Bed .....	7%
Standing up .....	4%
Car or transit .....	3%
Restaurant or cafeteria .....	3%
Outdoors .....	1%
Other .....	4%
Not asked - never eats breakfast .....	3%

9. Around what time do you typically eat breakfast?

Earlier than 6 am .....	5%
6:00 am .....	3%
6:30 am .....	4%
7:00 am .....	9%
7:30 am .....	7%
8:00 am .....	14%
8:30 am .....	7%
9:00 am .....	13%
9:30 am .....	6%
10:00 am .....	13%
Later than 10 am .....	17%
Not asked - never eats breakfast .....	3%

10. When you eat breakfast, do you typically do any of the following at the same time? Select all that apply.

Watch TV or videos	.....	45%
Look at my phone	.....	44%
Talk to people I'm with	.....	28%
Listen to music or podcasts	.....	18%
Read	.....	14%
Work or study	.....	11%
Talk on the phone	.....	7%
Play video games	.....	7%
Drive or commute	.....	7%
Do household chores	.....	7%
None of the above	.....	9%
Not asked - never eats breakfast	.....	3%

11. Which, if any, of the following do you regularly eat for breakfast? Select all that apply.

Cereal	.....	37%
Bacon	.....	34%
Breakfast sandwiches	.....	32%
Bagels	.....	25%
Boiled eggs	.....	22%
English muffins	.....	20%
Breakfast potatoes	.....	20%
French toast	.....	19%
Donuts	.....	18%
Breakfast burritos	.....	16%
Biscuits and gravy	.....	14%
Croissants	.....	14%
Cinnamon rolls	.....	13%
Avocado toast	.....	10%
Breakfast tacos	.....	8%
Cottage cheese with fruit	.....	8%
Eggs Benedict	.....	8%
Danish pastries	.....	8%
None of the above	.....	18%

12. Which, if any, of the following do you regularly eat for breakfast? Select all that apply.

Scrambled eggs	47%
Toast	41%
Fried eggs	38%
Fresh fruit	36%
Sausage	35%
Yogurt	28%
Pancakes	27%
Oatmeal	27%
Hash browns	26%
Waffles	24%
Omelets	24%
Muffins	15%
Ham	14%
Granola bar	11%
Grits	10%
Granola	10%
Toaster pastry	10%
Quiche	4%
None of the above	13%

13. Which, if any, of the following do you regularly drink during breakfast? Select all that apply.

Coffee	55%
Water	51%
Orange juice	31%
Milk	27%
Tea	24%
Apple juice	14%
Soda	13%
Smoothies	12%
Espresso drinks, such as a cappuccino or latte	11%
Energy drinks	6%
Mimosas	2%
Bloody Mary	1%
None of the above	5%

14. How do you feel about eating the following for breakfast?

*Respondents were asked about a random sample of 18 of the 36 foods*

	Love	Like	Neutral	Dislike	Hate	Not sure
Bacon	52%	29%	10%	4%	4%	1%
Fresh fruit	49%	35%	11%	2%	2%	1%
Scrambled eggs	42%	38%	11%	4%	4%	1%

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Omelets	41%	34%	15%	6%	3%	1%
Hash browns	39%	38%	14%	6%	1%	1%
Pancakes	37%	40%	15%	6%	2%	1%
Cinnamon rolls	35%	36%	18%	8%	3%	0%
Sausage	37%	36%	13%	7%	6%	1%
Waffles	36%	42%	14%	5%	2%	1%
French toast	37%	43%	13%	5%	2%	1%
Fried eggs	36%	36%	15%	7%	6%	1%
Croissants	33%	39%	20%	6%	1%	1%
Breakfast sandwiches	33%	42%	17%	5%	2%	1%
Biscuits and gravy	32%	27%	19%	13%	7%	2%
Bagels	31%	39%	19%	6%	3%	1%
Breakfast potatoes	30%	40%	21%	5%	2%	2%
Donuts	29%	37%	19%	10%	4%	1%
Breakfast burritos	29%	34%	19%	10%	6%	3%
Toast	28%	50%	18%	3%	1%	1%
Muffins	25%	44%	22%	7%	2%	1%
Cereal	25%	41%	24%	6%	3%	0%
Yogurt	24%	38%	19%	11%	6%	1%
Breakfast tacos	23%	27%	24%	13%	6%	8%
Oatmeal	23%	37%	21%	11%	6%	2%
Boiled eggs	22%	35%	20%	12%	9%	1%
Danish pastries	23%	38%	25%	7%	3%	5%
English muffins	21%	45%	20%	8%	4%	2%
Ham	20%	36%	22%	13%	7%	1%
Avocado toast	21%	17%	22%	18%	13%	10%
Eggs Benedict	18%	20%	24%	17%	10%	11%
Quiche	16%	23%	27%	13%	7%	14%
Toaster pastry	16%	31%	26%	17%	7%	2%
Grits	16%	18%	24%	19%	14%	9%
Granola	13%	33%	34%	14%	5%	2%
Cottage cheese with fruit	13%	21%	22%	19%	21%	4%
Granola bar	11%	31%	34%	18%	4%	2%

15. How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Love	Like	Neutral	Dislike	Hate	Not sure
Coffee	45%	20%	10%	11%	13%	1%
Tea	24%	31%	24%	13%	6%	2%
Orange juice	35%	37%	15%	8%	4%	0%
Apple juice	24%	34%	23%	14%	4%	0%
Milk	26%	29%	25%	12%	7%	1%
Water	43%	31%	20%	3%	2%	1%
Soda	16%	20%	17%	28%	18%	1%
Smoothies	26%	31%	24%	11%	4%	3%
Espresso drinks (cappuccino or latte)	23%	24%	18%	18%	14%	3%
Energy drinks	8%	13%	18%	29%	29%	2%
Mimosas	11%	17%	25%	20%	13%	14%
Bloody Mary	10%	9%	14%	25%	33%	9%

16. Do you think the following is...?

	Definitely true	Probably true	Probably not true	Definitely not true	Not sure
Breakfast is the most important meal of the day	28%	42%	12%	7%	11%
Skipping breakfast slows your metabolism	14%	32%	16%	5%	33%
Breakfast should be your largest meal of the day	12%	31%	23%	14%	20%
Skipping breakfast is a good way to lose weight	6%	15%	34%	26%	18%

**YouGov Survey: Breakfast**  
September 10 - 18, 2025 - 2,158 U.S. adult citizens



<b>Interviewing Dates</b>	September 10 - 12, 2025   September 16 - 18, 2025
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.708, with a mean of one and a standard deviation of 0.942.
<b>Number of respondents</b>	2,158
<b>Margin of error</b>	± 2.9 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	58 questions not reported.

**1. Rating of Overall Health**

How would you describe your current overall health?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Excellent	10%	11%	10%	14%	16%	7%	6%	9%	15%	13%	11%
Very good	22%	22%	22%	23%	25%	19%	24%	24%	15%	27%	17%
Good	39%	35%	42%	37%	33%	40%	46%	40%	43%	32%	34%
Fair	22%	23%	20%	19%	18%	26%	22%	22%	17%	21%	29%
Poor	6%	7%	5%	5%	7%	8%	2%	5%	9%	5%	8%
Prefer not to say	1%	1%	0%	2%	1%	1%	0%	0%	1%	2%	1%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(2,155)	(967)	(1,188)	(494)	(572)	(649)	(440)	(1,420)	(265)	(314)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Excellent	10%	11%	8%	13%	9%	13%	7%	11%	16%	14%	7%	10%	13%
Very good	22%	21%	21%	25%	24%	24%	15%	26%	33%	24%	19%	21%	28%
Good	39%	43%	38%	36%	42%	37%	40%	39%	37%	37%	39%	41%	37%
Fair	22%	19%	25%	20%	20%	21%	28%	20%	12%	20%	28%	21%	17%
Poor	6%	6%	6%	6%	4%	4%	9%	3%	2%	4%	6%	7%	5%
Prefer not to say	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%
Totals	100%	100%	99%	100%	99%	100%	100%	99%	100%	99%	100%	101%	101%
Unweighted N	(2,155)	(738)	(828)	(589)	(892)	(735)	(862)	(598)	(480)	(382)	(451)	(848)	(474)

**2. Morning or Evening Person**

Would you say you're more of...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A morning person	32%	35%	30%	24%	32%	33%	39%	34%	27%	24%	*
An evening person	53%	50%	55%	59%	55%	50%	47%	51%	60%	59%	*
Neither	12%	12%	12%	12%	10%	13%	12%	12%	9%	11%	*
Not sure	3%	3%	3%	4%	3%	3%	2%	3%	3%	5%	*
Totals	100%	100%	100%	99%	100%	99%	100%	100%	99%	99%	*
Unweighted N	(1,135)	(539)	(596)	(297)	(293)	(327)	(218)	(753)	(137)	(168)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A morning person	32%	35%	29%	34%	38%	35%	29%	38%	43%	36%	30%	32%	33%
An evening person	53%	51%	53%	54%	46%	50%	56%	49%	48%	52%	54%	53%	51%
Neither	12%	11%	13%	11%	13%	12%	12%	10%	8%	8%	13%	13%	12%
Not sure	3%	3%	5%	1%	2%	2%	3%	3%	1%	4%	3%	2%	4%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(395)	(447)	(293)	(478)	(369)	(458)	(306)	(252)	(191)	(241)	(443)	(260)

**3. Favorite Meal**

Which meal generally is your favorite?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Breakfast	18%	18%	19%	20%	21%	17%	16%	20%	15%	18%	*
Lunch	21%	19%	23%	27%	18%	19%	22%	20%	26%	27%	*
Dinner	53%	57%	50%	47%	54%	57%	54%	54%	51%	55%	*
Not sure	7%	7%	8%	6%	7%	8%	8%	6%	8%	1%	*
Totals	99%	101%	100%	100%	100%	101%	100%	100%	100%	101%	*
Unweighted N	(1,133)	(537)	(596)	(297)	(293)	(326)	(217)	(750)	(137)	(169)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Breakfast	18%	19%	18%	19%	17%	21%	18%	19%	21%	23%	17%	17%	18%
Lunch	21%	19%	24%	19%	18%	20%	25%	17%	20%	21%	15%	25%	20%
Dinner	53%	53%	49%	59%	57%	56%	49%	61%	56%	50%	58%	52%	54%
Not sure	7%	9%	10%	3%	8%	3%	9%	3%	3%	7%	9%	6%	8%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,133)	(394)	(446)	(293)	(477)	(368)	(458)	(307)	(250)	(190)	(241)	(442)	(260)

**4. Least Favorite Meal**

Which meal generally is your least favorite?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Breakfast	37%	36%	38%	35%	42%	37%	34%	39%	39%	30%	*
Lunch	26%	27%	26%	24%	24%	25%	34%	28%	23%	24%	*
Dinner	10%	9%	12%	16%	9%	7%	11%	10%	9%	14%	*
Not sure	26%	28%	25%	25%	26%	31%	20%	23%	29%	32%	*
Totals	99%	100%	101%	100%	101%	100%	99%	100%	100%	100%	*
Unweighted N	(1,133)	(539)	(594)	(297)	(293)	(325)	(218)	(752)	(137)	(168)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Breakfast	37%	39%	35%	38%	36%	36%	35%	40%	38%	36%	37%	39%	35%
Lunch	26%	28%	21%	32%	28%	31%	26%	27%	30%	31%	30%	23%	26%
Dinner	10%	10%	12%	9%	11%	10%	10%	10%	12%	12%	5%	13%	9%
Not sure	26%	23%	33%	21%	26%	24%	29%	23%	19%	21%	28%	26%	30%
Totals	99%	100%	101%	100%	101%	101%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,133)	(393)	(447)	(293)	(477)	(369)	(457)	(306)	(252)	(190)	(241)	(444)	(258)

**5. Frequency of Eating Breakfast**

How often do you eat breakfast?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	26%	29%	24%	24%	31%	23%	30%	27%	22%	23%	31%
Usually	26%	23%	28%	26%	24%	25%	27%	25%	19%	35%	27%
Sometimes	25%	22%	27%	28%	23%	25%	24%	23%	32%	23%	28%
Rarely	20%	22%	18%	18%	21%	22%	17%	20%	25%	18%	13%
Never	4%	4%	3%	4%	2%	6%	2%	4%	3%	1%	1%
Totals	101%	100%	100%	100%	101%	101%	100%	99%	101%	100%	100%
Unweighted N	(2,157)	(966)	(1,191)	(495)	(572)	(649)	(441)	(1,420)	(267)	(315)	(155)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	26%	28%	25%	26%	30%	30%	25%	27%	32%	26%	26%	26%	27%
Usually	26%	28%	25%	24%	28%	26%	24%	26%	29%	26%	21%	23%	34%
Sometimes	25%	23%	25%	25%	22%	23%	25%	27%	21%	25%	27%	25%	22%
Rarely	20%	18%	22%	19%	17%	17%	22%	19%	14%	20%	24%	21%	14%
Never	4%	2%	3%	5%	3%	4%	4%	2%	4%	3%	3%	5%	2%
Totals	101%	99%	100%	99%	100%	100%	100%	101%	100%	100%	101%	100%	99%
Unweighted N	(2,157)	(740)	(828)	(589)	(893)	(735)	(864)	(599)	(479)	(382)	(452)	(849)	(474)

**6. Reasons for Skipping Breakfast**

What are reasons why you sometimes skip breakfast? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I'm not hungry	44%	41%	47%	39%	39%	48%	50%	44%	51%	41%	*
I don't have time	27%	26%	28%	41%	31%	26%	11%	24%	31%	42%	*
I don't have breakfast food available	13%	13%	13%	19%	11%	17%	6%	12%	18%	15%	*
I want to eat fewer calories	13%	16%	9%	10%	15%	16%	8%	12%	8%	18%	*
I don't like breakfast foods	6%	4%	8%	10%	8%	4%	3%	7%	6%	5%	*
Other	8%	9%	6%	5%	6%	11%	8%	8%	5%	5%	*
None of the above	2%	2%	2%	2%	3%	1%	3%	2%	4%	3%	*
Not asked - always eats breakfast	27%	29%	24%	22%	32%	23%	30%	28%	18%	19%	*
Unweighted N	(1,136)	(539)	(597)	(297)	(294)	(327)	(218)	(753)	(137)	(169)	(77)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I'm not hungry	44%	46%	46%	41%	48%	38%	46%	44%	43%	37%	45%	45%	46%
I don't have time	27%	28%	27%	26%	26%	27%	25%	28%	30%	28%	26%	27%	27%
I don't have breakfast food available	13%	16%	12%	12%	13%	11%	15%	12%	10%	10%	14%	15%	11%
I want to eat fewer calories	13%	13%	11%	15%	12%	17%	9%	13%	19%	10%	10%	12%	19%
I don't like breakfast foods	6%	6%	6%	6%	5%	5%	4%	6%	6%	6%	6%	7%	4%
Other	8%	8%	8%	7%	10%	7%	10%	5%	5%	8%	9%	7%	8%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None of the above	2%	3%	1%	3%	1%	4%	2%	2%	2%	3%	2%	2%	2%
Not asked - always eats breakfast	27%	27%	28%	25%	26%	28%	25%	28%	32%	30%	25%	26%	27%
Unweighted N	(1,136)	(395)	(447)	(294)	(478)	(370)	(458)	(307)	(252)	(191)	(241)	(444)	(260)

**7A. Source of Breakfast — Prepared fresh by you or someone else in your household**

How often do you eat breakfast that is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	39%	40%	38%	36%	39%	34%	49%	37%	38%	44%	*
Sometimes	32%	31%	33%	34%	29%	36%	28%	34%	28%	28%	*
Rarely	16%	16%	16%	18%	18%	16%	12%	16%	14%	20%	*
Never	9%	9%	10%	10%	11%	8%	9%	9%	19%	7%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
Totals	99%	100%	100%	101%	99%	99%	100%	100%	101%	100%	*
Unweighted N	(1,136)	(539)	(597)	(297)	(294)	(327)	(218)	(753)	(137)	(169)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	39%	44%	36%	37%	41%	39%	37%	36%	48%	43%	31%	40%	42%
Sometimes	32%	25%	36%	35%	30%	34%	31%	37%	29%	28%	34%	32%	35%
Rarely	16%	16%	17%	15%	18%	16%	17%	16%	16%	19%	20%	14%	13%
Never	9%	12%	9%	7%	7%	7%	11%	9%	3%	6%	12%	10%	8%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	99%	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(395)	(447)	(294)	(478)	(370)	(458)	(307)	(252)	(191)	(241)	(444)	(260)

**7B. Source of Breakfast — Ready to eat from a package**

How often do you eat breakfast that is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	11%	10%	13%	8%	18%	11%	8%	12%	8%	13%	*
Sometimes	29%	26%	32%	38%	32%	29%	19%	29%	33%	31%	*
Rarely	30%	33%	27%	35%	25%	31%	28%	30%	27%	30%	*
Never	26%	27%	25%	16%	23%	24%	43%	26%	31%	25%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
Totals	99%	100%	100%	100%	100%	100%	100%	101%	101%	100%	*
Unweighted N	(1,128)	(537)	(591)	(297)	(294)	(326)	(211)	(748)	(136)	(168)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	11%	13%	13%	8%	11%	8%	14%	11%	10%	11%	12%	12%	11%
Sometimes	29%	28%	32%	27%	31%	28%	30%	30%	32%	33%	24%	32%	28%
Rarely	30%	30%	30%	30%	28%	31%	29%	28%	29%	26%	36%	26%	34%
Never	26%	26%	23%	30%	26%	30%	23%	29%	25%	25%	26%	27%	25%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,128)	(395)	(441)	(292)	(476)	(366)	(455)	(305)	(249)	(190)	(241)	(439)	(258)

**7C. Source of Breakfast — Obtained from a restaurant or delivery service**

How often do you eat breakfast that is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	4%	5%	2%	4%	6%	3%	0%	2%	4%	6%	*
Sometimes	23%	21%	25%	26%	28%	20%	19%	20%	30%	28%	*
Rarely	37%	33%	42%	41%	40%	37%	32%	39%	32%	35%	*
Never	33%	38%	28%	27%	24%	33%	47%	34%	33%	30%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
Totals	100%	101%	100%	101%	100%	98%	100%	99%	101%	100%	*
Unweighted N	(1,130)	(537)	(593)	(297)	(294)	(326)	(213)	(748)	(137)	(168)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	4%	4%	3%	3%	4%	4%	4%	3%	5%	4%	1%	5%	3%
Sometimes	23%	23%	26%	19%	24%	21%	21%	27%	24%	26%	18%	23%	27%
Rarely	37%	38%	35%	41%	38%	40%	38%	36%	37%	34%	44%	35%	37%
Never	33%	32%	34%	32%	30%	32%	32%	32%	30%	32%	34%	33%	31%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,130)	(395)	(443)	(292)	(476)	(367)	(456)	(305)	(250)	(190)	(241)	(440)	(259)

**7D. Source of Breakfast — Obtained from a workplace or school**

How often do you eat breakfast that is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	3%	3%	3%	7%	4%	1%	0%	3%	4%	5%	*
Sometimes	9%	8%	11%	19%	13%	7%	0%	7%	11%	23%	*
Rarely	14%	17%	11%	26%	17%	10%	4%	11%	19%	21%	*
Never	71%	68%	73%	46%	64%	77%	94%	76%	65%	50%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
Totals	100%	100%	101%	101%	100%	100%	100%	101%	101%	100%	*
Unweighted N	(1,132)	(538)	(594)	(297)	(294)	(327)	(214)	(750)	(137)	(168)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	3%	2%	2%	5%	2%	3%	3%	2%	3%	5%	1%	3%	3%
Sometimes	9%	13%	10%	6%	8%	6%	8%	8%	13%	9%	4%	11%	12%
Rarely	14%	14%	16%	11%	13%	15%	13%	16%	15%	12%	13%	14%	15%
Never	71%	68%	70%	74%	74%	73%	72%	71%	66%	71%	79%	68%	69%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	101%	101%	100%	100%	101%
Unweighted N	(1,132)	(395)	(444)	(293)	(476)	(369)	(457)	(305)	(251)	(191)	(241)	(441)	(259)

**8. Location During Breakfast**

Where do you most often eat breakfast?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Table	35%	37%	34%	38%	30%	32%	45%	32%	34%	51%	*
Couch or recliner	18%	14%	22%	9%	20%	21%	21%	19%	20%	10%	*
Kitchen counter	14%	16%	12%	18%	14%	11%	15%	14%	11%	10%	*
Desk	8%	11%	6%	6%	10%	11%	4%	9%	5%	9%	*
Bed	7%	6%	9%	13%	9%	5%	3%	6%	13%	7%	*
Standing up	4%	3%	4%	5%	4%	3%	2%	4%	3%	3%	*
Car or transit	3%	3%	3%	4%	5%	2%	0%	3%	2%	4%	*
Restaurant or cafeteria	3%	4%	2%	2%	2%	4%	3%	3%	2%	5%	*
Outdoors	1%	1%	1%	0%	1%	0%	3%	1%	2%	0%	*
Other	4%	3%	4%	4%	3%	4%	3%	4%	8%	1%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
<b>Totals</b>	<b>100%</b>	<b>102%</b>	<b>100%</b>	<b>102%</b>	<b>100%</b>	<b>98%</b>	<b>101%</b>	<b>99%</b>	<b>102%</b>	<b>101%</b>	*
<b>Unweighted N</b>	<b>(1,136)</b>	<b>(539)</b>	<b>(597)</b>	<b>(297)</b>	<b>(294)</b>	<b>(327)</b>	<b>(218)</b>	<b>(753)</b>	<b>(137)</b>	<b>(169)</b>	<b>(77)</b>

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Table	35%	36%	31%	40%	33%	41%	30%	38%	40%	31%	38%	32%	42%
Couch or recliner	18%	18%	19%	17%	18%	15%	25%	15%	8%	13%	23%	20%	14%
Kitchen counter	14%	12%	14%	14%	15%	15%	10%	14%	20%	18%	11%	14%	13%
Desk	8%	9%	10%	6%	9%	9%	7%	8%	14%	8%	10%	8%	7%
Bed	7%	8%	9%	3%	7%	3%	9%	7%	3%	10%	6%	7%	7%
Standing up	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%	1%	4%	4%
Car or transit	3%	3%	3%	3%	3%	2%	2%	6%	1%	2%	4%	3%	2%

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continued from previous page

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Restaurant or cafeteria	3%	4%	2%	3%	4%	4%	3%	2%	2%	5%	2%	3%	3%
Outdoors	1%	1%	1%	2%	2%	1%	1%	1%	2%	0%	1%	1%	3%
Other	4%	3%	5%	3%	2%	3%	5%	2%	2%	6%	2%	4%	3%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%	101%	100%	100%
Unweighted N	(1,136)	(395)	(447)	(294)	(478)	(370)	(458)	(307)	(252)	(191)	(241)	(444)	(260)

**9. Time of Breakfast**

Around what time do you typically eat breakfast?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Earlier than 6 am	5%	5%	4%	2%	4%	9%	2%	6%	2%	1%	*
6:00 am	3%	3%	2%	3%	3%	3%	1%	2%	6%	3%	*
6:30 am	4%	5%	2%	3%	5%	4%	2%	3%	2%	5%	*
7:00 am	9%	10%	8%	8%	12%	9%	8%	11%	2%	11%	*
7:30 am	7%	8%	5%	6%	8%	6%	7%	8%	3%	4%	*
8:00 am	14%	15%	12%	17%	13%	12%	12%	15%	5%	14%	*
8:30 am	7%	6%	7%	10%	7%	4%	8%	7%	6%	8%	*
9:00 am	13%	12%	14%	16%	9%	11%	15%	12%	14%	14%	*
9:30 am	6%	7%	5%	5%	5%	8%	7%	6%	8%	8%	*
10:00 am	13%	13%	13%	12%	14%	11%	17%	11%	22%	19%	*
Later than 10 am	17%	11%	23%	14%	16%	18%	20%	16%	28%	12%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	6%	2%	4%	2%	1%	*
Totals	101%	99%	98%	99%	98%	101%	101%	101%	100%	100%	*
Unweighted N	(1,132)	(537)	(595)	(297)	(292)	(326)	(217)	(750)	(137)	(169)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Earlier than 6 am	5%	3%	6%	5%	3%	5%	5%	5%	3%	6%	8%	3%	4%
6:00 am	3%	3%	2%	3%	3%	3%	3%	4%	2%	5%	2%	2%	3%
6:30 am	4%	4%	4%	3%	4%	3%	2%	3%	6%	1%	5%	2%	7%
7:00 am	9%	8%	8%	12%	8%	12%	6%	10%	15%	10%	13%	7%	8%
7:30 am	7%	7%	6%	7%	8%	9%	5%	7%	9%	5%	6%	7%	9%
8:00 am	14%	10%	15%	15%	10%	17%	14%	12%	16%	12%	12%	15%	14%

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continued from previous page

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
8:30 am	7%	6%	5%	9%	8%	8%	5%	7%	12%	7%	2%	9%	7%
9:00 am	13%	17%	11%	10%	14%	11%	12%	12%	9%	11%	11%	17%	8%
9:30 am	6%	6%	5%	8%	6%	5%	7%	8%	4%	5%	6%	6%	8%
10:00 am	13%	14%	14%	12%	13%	12%	13%	15%	12%	19%	11%	14%	11%
Later than 10 am	17%	19%	20%	12%	19%	12%	22%	15%	8%	14%	23%	15%	19%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Totals	101%	100%	98%	101%	99%	100%	98%	100%	100%	99%	102%	101%	100%
Unweighted N	(1,132)	(394)	(445)	(293)	(477)	(368)	(456)	(307)	(252)	(190)	(240)	(443)	(259)

**10. Multitasking During Breakfast**

When you eat breakfast, do you typically do any of the following at the same time? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Watch TV or videos	45%	46%	45%	49%	42%	42%	51%	44%	54%	46%	*
Look at my phone	44%	38%	49%	59%	50%	38%	31%	42%	48%	53%	*
Talk to people I'm with	28%	25%	31%	34%	28%	26%	26%	28%	21%	35%	*
Listen to music or podcasts	18%	17%	20%	22%	25%	14%	14%	18%	17%	22%	*
Read	14%	12%	16%	14%	13%	11%	19%	14%	18%	13%	*
Work or study	11%	10%	11%	14%	13%	12%	3%	10%	15%	12%	*
Talk on the phone	7%	7%	8%	8%	10%	9%	3%	5%	15%	9%	*
Play video games	7%	6%	8%	9%	7%	7%	5%	6%	9%	6%	*
Drive or commute	7%	5%	9%	5%	10%	10%	1%	8%	9%	3%	*
Do household chores	7%	6%	8%	7%	9%	7%	3%	5%	10%	6%	*
None of the above	9%	10%	8%	5%	8%	11%	10%	9%	7%	11%	*
Not asked - never eats breakfast	3%	4%	3%	3%	2%	5%	2%	4%	2%	1%	*
Unweighted N	(1,136)	(539)	(597)	(297)	(294)	(327)	(218)	(753)	(137)	(169)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Watch TV or videos	45%	48%	48%	39%	49%	43%	50%	45%	32%	42%	49%	43%	50%
Look at my phone	44%	49%	38%	45%	44%	43%	42%	41%	51%	49%	43%	40%	48%
Talk to people I'm with	28%	26%	26%	33%	26%	31%	26%	30%	30%	20%	27%	32%	27%
Listen to music or podcasts	18%	20%	18%	17%	19%	18%	15%	20%	24%	16%	21%	16%	23%
Read	14%	21%	10%	12%	21%	14%	14%	12%	13%	8%	19%	12%	18%

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continued from previous page

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Work or study	11%	12%	12%	7%	10%	11%	9%	11%	15%	10%	9%	12%	10%
Talk on the phone	7%	9%	6%	7%	9%	8%	9%	8%	6%	7%	6%	9%	6%
Play video games	7%	7%	9%	5%	7%	6%	9%	4%	6%	6%	4%	8%	9%
Drive or commute	7%	7%	8%	6%	6%	7%	6%	8%	8%	4%	5%	10%	4%
Do household chores	7%	8%	7%	5%	6%	6%	7%	7%	4%	9%	3%	8%	8%
None of the above	9%	9%	10%	7%	8%	9%	9%	6%	11%	13%	9%	6%	11%
Not asked - never eats breakfast	3%	3%	2%	5%	3%	3%	4%	2%	4%	4%	3%	4%	2%
Unweighted N	(1,136)	(395)	(447)	(294)	(478)	(370)	(458)	(307)	(252)	(191)	(241)	(444)	(260)

**11. Breakfast Foods Regularly Eaten - Part 1**

Which, if any, of the following do you regularly eat for breakfast? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Cereal	37%	35%	38%	39%	41%	32%	38%	35%	43%	39%	36%
Bacon	34%	34%	33%	33%	33%	34%	34%	31%	47%	33%	36%
Breakfast sandwiches	32%	33%	31%	35%	37%	34%	21%	29%	38%	39%	33%
Bagels	25%	24%	26%	30%	27%	22%	22%	24%	19%	28%	35%
Boiled eggs	22%	19%	25%	24%	28%	19%	18%	17%	37%	30%	28%
English muffins	20%	19%	20%	14%	15%	23%	26%	21%	15%	17%	21%
Breakfast potatoes	20%	20%	19%	17%	22%	19%	19%	16%	31%	24%	24%
French toast	19%	18%	20%	19%	22%	17%	18%	15%	30%	25%	19%
Donuts	18%	17%	18%	18%	22%	17%	13%	16%	22%	21%	19%
Breakfast burritos	16%	17%	14%	13%	22%	15%	11%	14%	15%	27%	13%
Biscuits and gravy	14%	15%	13%	9%	14%	17%	13%	14%	16%	12%	11%
Croissants	14%	13%	14%	15%	17%	13%	10%	11%	16%	22%	17%
Cinnamon rolls	13%	11%	14%	10%	14%	12%	14%	11%	17%	14%	15%
Avocado toast	10%	7%	13%	13%	16%	7%	7%	9%	10%	16%	11%
Breakfast tacos	8%	9%	8%	10%	12%	6%	5%	7%	10%	19%	3%
Cottage cheese with fruit	8%	4%	12%	3%	7%	9%	12%	9%	7%	7%	3%
Eggs Benedict	8%	9%	7%	13%	9%	5%	5%	6%	10%	15%	5%
Danish pastries	8%	7%	8%	6%	9%	7%	8%	7%	7%	12%	8%
None of the above	18%	18%	18%	14%	15%	24%	17%	21%	11%	14%	18%
Unweighted N	(2,158)	(967)	(1,191)	(495)	(573)	(649)	(441)	(1,420)	(267)	(315)	(156)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Cereal	37%	43%	33%	35%	40%	37%	39%	35%	32%	32%	39%	38%	36%

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continued from previous page

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bacon	34%	32%	33%	36%	31%	37%	31%	41%	31%	29%	33%	37%	30%
Breakfast sandwiches	32%	34%	31%	31%	33%	32%	32%	33%	31%	38%	31%	32%	28%
Bagels	25%	26%	26%	23%	25%	23%	23%	28%	26%	34%	22%	23%	26%
Boiled eggs	22%	29%	20%	18%	26%	21%	21%	23%	25%	22%	19%	19%	31%
English muffins	20%	20%	19%	21%	21%	21%	19%	18%	22%	22%	21%	17%	21%
Breakfast potatoes	20%	22%	17%	20%	21%	20%	20%	22%	16%	20%	18%	19%	21%
French toast	19%	21%	18%	18%	19%	17%	20%	20%	15%	17%	14%	22%	18%
Donuts	18%	17%	17%	19%	15%	18%	22%	18%	12%	16%	21%	17%	17%
Breakfast burritos	16%	15%	14%	18%	14%	18%	15%	20%	14%	9%	15%	16%	20%
Biscuits and gravy	14%	10%	13%	19%	9%	16%	16%	17%	8%	5%	14%	19%	10%
Croissants	14%	15%	15%	11%	15%	12%	12%	14%	17%	14%	10%	14%	17%
Cinnamon rolls	13%	11%	12%	14%	11%	13%	13%	15%	8%	11%	11%	16%	9%
Avocado toast	10%	13%	10%	8%	13%	10%	7%	12%	15%	9%	7%	9%	17%
Breakfast tacos	8%	9%	8%	8%	9%	8%	9%	8%	9%	5%	5%	11%	9%
Cottage cheese with fruit	8%	10%	7%	8%	10%	9%	9%	7%	9%	6%	6%	8%	11%
Eggs Benedict	8%	7%	7%	9%	7%	9%	7%	10%	10%	10%	5%	6%	11%
Danish pastries	8%	7%	8%	8%	8%	9%	9%	7%	6%	8%	6%	8%	8%
None of the above	18%	15%	21%	19%	16%	19%	20%	13%	21%	18%	18%	19%	18%
Unweighted N	(2,158)	(740)	(829)	(589)	(894)	(735)	(864)	(599)	(480)	(383)	(452)	(849)	(474)

**12. Breakfast Foods Regularly Eaten - Part 2**

Which, if any, of the following do you regularly eat for breakfast? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Scrambled eggs	47%	47%	47%	47%	44%	48%	49%	44%	54%	54%	57%
Toast	41%	42%	40%	42%	39%	39%	44%	41%	38%	42%	43%
Fried eggs	38%	39%	37%	35%	37%	39%	40%	35%	37%	42%	53%
Fresh fruit	36%	30%	41%	40%	37%	32%	37%	34%	43%	42%	29%
Sausage	35%	39%	31%	30%	33%	39%	36%	30%	54%	37%	42%
Yogurt	28%	22%	33%	35%	30%	23%	26%	27%	27%	35%	24%
Pancakes	27%	27%	28%	36%	30%	24%	22%	22%	41%	38%	30%
Oatmeal	27%	22%	31%	21%	28%	26%	31%	26%	29%	30%	23%
Hash browns	26%	27%	24%	24%	22%	29%	26%	23%	31%	23%	41%
Waffles	24%	23%	24%	32%	28%	19%	20%	20%	36%	33%	23%
Omelets	24%	24%	24%	21%	24%	23%	27%	21%	24%	30%	38%
Muffins	15%	14%	17%	19%	13%	15%	15%	15%	16%	20%	11%
Ham	14%	15%	13%	10%	16%	14%	16%	11%	19%	24%	16%
Granola bar	11%	9%	13%	15%	15%	8%	6%	10%	11%	19%	6%
Grits	10%	9%	12%	8%	11%	10%	12%	7%	32%	7%	8%
Granola	10%	8%	12%	13%	13%	9%	6%	9%	12%	17%	5%
Toaster pastry	10%	9%	11%	12%	15%	9%	3%	8%	14%	14%	13%
Quiche	4%	3%	5%	3%	3%	4%	5%	4%	5%	2%	1%
None of the above	13%	14%	12%	12%	11%	15%	13%	15%	10%	9%	12%
Unweighted N	(2,158)	(967)	(1,191)	(495)	(573)	(649)	(441)	(1,420)	(267)	(315)	(156)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Scrambled eggs	47%	49%	45%	49%	49%	48%	46%	53%	44%	40%	46%	51%	47%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Toast	41%	40%	40%	42%	40%	42%	42%	40%	40%	40%	40%	40%	43%
Fried eggs	38%	39%	35%	41%	36%	42%	37%	40%	38%	33%	38%	39%	38%
Fresh fruit	36%	43%	35%	30%	42%	34%	34%	36%	37%	32%	32%	36%	42%
Sausage	35%	34%	35%	36%	31%	34%	39%	36%	27%	26%	32%	43%	27%
Yogurt	28%	32%	26%	25%	34%	24%	26%	27%	30%	23%	27%	26%	34%
Pancakes	27%	29%	27%	27%	27%	27%	28%	32%	22%	24%	23%	30%	28%
Oatmeal	27%	29%	27%	24%	30%	27%	27%	24%	29%	26%	27%	26%	30%
Hash browns	26%	25%	25%	27%	21%	25%	28%	27%	19%	25%	21%	30%	23%
Waffles	24%	27%	22%	24%	22%	22%	25%	27%	18%	20%	19%	28%	25%
Omelets	24%	24%	23%	25%	23%	25%	23%	25%	25%	29%	22%	23%	23%
Muffins	15%	16%	15%	15%	16%	16%	13%	17%	15%	17%	13%	15%	18%
Ham	14%	13%	14%	16%	12%	15%	15%	14%	11%	13%	15%	15%	12%
Granola bar	11%	13%	12%	8%	12%	10%	11%	10%	12%	13%	11%	10%	12%
Grits	10%	14%	9%	8%	11%	8%	14%	9%	5%	5%	5%	18%	5%
Granola	10%	12%	12%	7%	13%	8%	8%	9%	14%	8%	11%	9%	13%
Toaster pastry	10%	10%	12%	8%	8%	7%	14%	8%	6%	7%	10%	12%	8%
Quiche	4%	4%	4%	3%	4%	4%	4%	3%	4%	5%	2%	3%	5%
None of the above	13%	9%	15%	14%	10%	13%	13%	10%	14%	13%	14%	13%	12%
Unweighted N	(2,158)	(740)	(829)	(589)	(894)	(735)	(864)	(599)	(480)	(383)	(452)	(849)	(474)

**13. Breakfast Drinks Regularly Consumed**

Which, if any, of the following do you regularly drink during breakfast? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Coffee	55%	53%	57%	38%	54%	58%	67%	57%	40%	59%	53%
Water	51%	51%	52%	70%	53%	45%	41%	47%	67%	60%	46%
Orange juice	31%	33%	30%	36%	34%	31%	25%	26%	49%	43%	30%
Milk	27%	29%	25%	33%	28%	25%	22%	25%	33%	29%	31%
Tea	24%	23%	25%	31%	22%	25%	19%	22%	29%	28%	31%
Apple juice	14%	16%	13%	23%	19%	10%	8%	9%	26%	24%	22%
Soda	13%	14%	12%	14%	15%	15%	6%	13%	14%	14%	10%
Smoothies	12%	10%	14%	19%	17%	9%	5%	9%	20%	19%	9%
Espresso drinks, such as a cappuccino or latte	11%	7%	14%	15%	16%	9%	5%	9%	10%	16%	20%
Energy drinks	6%	6%	6%	9%	8%	5%	2%	6%	2%	7%	9%
Mimosas	2%	2%	2%	2%	2%	3%	1%	2%	3%	3%	1%
Bloody Mary	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	0%
None of the above	5%	5%	4%	5%	5%	5%	3%	4%	6%	3%	6%
Unweighted N	(2,158)	(967)	(1,191)	(495)	(573)	(649)	(441)	(1,420)	(267)	(315)	(156)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Coffee	55%	53%	54%	59%	59%	59%	53%	58%	60%	53%	54%	56%	55%
Water	51%	58%	52%	45%	57%	46%	49%	53%	52%	45%	53%	51%	55%
Orange juice	31%	34%	31%	30%	29%	31%	32%	33%	27%	31%	30%	34%	29%
Milk	27%	28%	25%	27%	26%	28%	28%	24%	28%	21%	27%	27%	31%
Tea	24%	27%	26%	20%	25%	24%	23%	25%	25%	32%	17%	22%	30%
Apple juice	14%	17%	14%	12%	15%	13%	15%	12%	14%	9%	13%	16%	16%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Soda	13%	13%	11%	15%	10%	13%	15%	13%	7%	8%	14%	16%	10%
Smoothies	12%	14%	11%	10%	14%	11%	12%	15%	9%	10%	10%	12%	16%
Espresso drinks, such as a cappuccino or latte	11%	10%	11%	10%	12%	8%	9%	12%	13%	11%	11%	11%	10%
Energy drinks	6%	3%	8%	6%	3%	6%	6%	6%	6%	7%	7%	6%	4%
Mimosas	2%	2%	3%	2%	2%	2%	2%	3%	1%	1%	1%	3%	3%
Bloody Mary	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%
None of the above	5%	4%	5%	5%	3%	4%	5%	2%	3%	4%	4%	5%	6%
Unweighted N	(2,158)	(740)	(829)	(589)	(894)	(735)	(864)	(599)	(480)	(383)	(452)	(849)	(474)

# YouGov Survey: Breakfast

September 10 - 18, 2025 - 2,158 U.S. adult citizens



## 14A. Breakfast Foods — Bacon

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	52%	56%	47%	42%	57%	54%	50%	54%	49%	41%	*
Like	29%	27%	30%	27%	25%	29%	34%	29%	25%	30%	*
Neutral	10%	9%	11%	16%	9%	10%	7%	9%	12%	18%	*
Dislike	4%	4%	5%	4%	5%	3%	5%	4%	7%	5%	*
Hate	4%	3%	6%	6%	5%	5%	2%	4%	3%	7%	*
Not sure	1%	1%	1%	4%	0%	0%	1%	1%	3%	0%	*
Totals	100%	100%	100%	99%	101%	101%	99%	101%	99%	101%	*
Unweighted N	(1,062)	(489)	(573)	(238)	(276)	(329)	(219)	(702)	(140)	(150)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	52%	46%	50%	59%	46%	59%	52%	52%	50%	48%	56%	53%	47%
Like	29%	31%	26%	29%	31%	28%	27%	30%	32%	24%	29%	27%	33%
Neutral	10%	9%	16%	5%	10%	6%	10%	8%	10%	11%	7%	10%	13%
Dislike	4%	7%	3%	3%	7%	3%	4%	5%	4%	6%	3%	4%	5%
Hate	4%	6%	4%	3%	5%	3%	5%	3%	4%	7%	2%	6%	2%
Not sure	1%	1%	1%	1%	2%	0%	1%	1%	0%	3%	2%	1%	0%
Totals	100%	100%	100%	100%	101%	99%	99%	99%	100%	99%	99%	101%	100%
Unweighted N	(1,062)	(339)	(421)	(302)	(427)	(363)	(428)	(297)	(243)	(177)	(233)	(430)	(222)

**14B. Breakfast Foods — Fresh fruit**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	49%	45%	52%	53%	43%	49%	53%	48%	60%	46%	*
Like	35%	35%	35%	31%	38%	35%	36%	36%	27%	41%	*
Neutral	11%	14%	9%	11%	13%	13%	8%	11%	9%	14%	*
Dislike	2%	2%	2%	2%	2%	1%	3%	2%	3%	0%	*
Hate	2%	3%	1%	0%	3%	3%	0%	2%	1%	0%	*
Not sure	1%	1%	1%	2%	2%	0%	0%	1%	1%	0%	*
Totals	100%	100%	100%	99%	101%	101%	100%	100%	101%	101%	*
Unweighted N	(1,068)	(467)	(601)	(236)	(286)	(324)	(222)	(695)	(137)	(164)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	49%	49%	55%	44%	49%	49%	51%	51%	46%	56%	45%	51%	45%
Like	35%	34%	29%	42%	35%	38%	30%	39%	41%	27%	38%	34%	39%
Neutral	11%	11%	13%	11%	12%	10%	15%	8%	7%	11%	12%	11%	11%
Dislike	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Hate	2%	1%	2%	2%	2%	1%	2%	1%	3%	1%	4%	1%	0%
Not sure	1%	3%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	3%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	99%	99%	100%	99%	100%
Unweighted N	(1,068)	(368)	(403)	(297)	(448)	(358)	(428)	(301)	(236)	(192)	(225)	(413)	(238)

**14C. Breakfast Foods — Scrambled eggs**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	42%	46%	37%	33%	40%	47%	44%	45%	46%	33%	*
Like	38%	36%	41%	38%	37%	37%	43%	38%	29%	41%	*
Neutral	11%	9%	13%	22%	12%	8%	5%	10%	11%	18%	*
Dislike	4%	3%	5%	4%	3%	3%	5%	4%	4%	2%	*
Hate	4%	4%	4%	3%	6%	4%	2%	3%	9%	3%	*
Not sure	1%	1%	1%	1%	2%	1%	0%	0%	0%	2%	*
Totals	100%	99%	101%	101%	100%	100%	99%	100%	99%	99%	*
Unweighted N	(1,121)	(518)	(603)	(271)	(292)	(335)	(223)	(727)	(145)	(166)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	42%	42%	38%	45%	41%	46%	44%	42%	43%	47%	43%	42%	37%
Like	38%	34%	41%	40%	40%	40%	35%	42%	40%	33%	45%	35%	43%
Neutral	11%	11%	14%	8%	11%	7%	12%	10%	9%	12%	6%	14%	10%
Dislike	4%	5%	4%	3%	5%	4%	4%	4%	3%	4%	5%	4%	4%
Hate	4%	5%	4%	3%	3%	3%	5%	2%	4%	4%	1%	6%	3%
Not sure	1%	3%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	3%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,121)	(372)	(429)	(320)	(434)	(411)	(443)	(313)	(254)	(204)	(234)	(432)	(251)

**14D. Breakfast Foods — Omelets**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	41%	46%	37%	26%	43%	50%	40%	42%	35%	38%	*
Like	34%	34%	33%	32%	29%	31%	44%	35%	26%	41%	*
Neutral	15%	12%	18%	30%	12%	11%	11%	14%	15%	16%	*
Dislike	6%	4%	7%	5%	10%	5%	4%	6%	14%	3%	*
Hate	3%	3%	4%	5%	4%	3%	2%	3%	6%	2%	*
Not sure	1%	1%	1%	2%	2%	0%	0%	1%	4%	0%	*
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,086)	(464)	(622)	(250)	(279)	(326)	(231)	(730)	(135)	(143)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	41%	38%	41%	43%	38%	44%	38%	45%	47%	50%	40%	39%	38%
Like	34%	35%	30%	37%	37%	37%	31%	33%	34%	29%	34%	31%	42%
Neutral	15%	14%	20%	11%	14%	9%	18%	11%	12%	12%	19%	16%	14%
Dislike	6%	10%	5%	4%	6%	5%	8%	6%	3%	4%	3%	10%	3%
Hate	3%	3%	3%	4%	5%	4%	3%	4%	3%	4%	2%	4%	2%
Not sure	1%	0%	1%	1%	0%	1%	2%	0%	1%	2%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%
Unweighted N	(1,086)	(369)	(417)	(300)	(440)	(380)	(434)	(312)	(234)	(199)	(213)	(439)	(235)

**14E. Breakfast Foods — Hash browns**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	39%	40%	38%	42%	40%	41%	30%	37%	46%	36%	*
Like	38%	40%	37%	29%	38%	40%	44%	40%	25%	45%	*
Neutral	14%	12%	17%	17%	15%	12%	15%	15%	17%	15%	*
Dislike	6%	7%	5%	5%	6%	5%	9%	6%	5%	2%	*
Hate	1%	0%	2%	3%	0%	2%	1%	1%	2%	2%	*
Not sure	1%	1%	1%	3%	1%	0%	1%	0%	5%	0%	*
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,103)	(506)	(597)	(261)	(278)	(329)	(235)	(728)	(132)	(153)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	39%	37%	38%	41%	31%	37%	41%	40%	31%	45%	33%	41%	36%
Like	38%	40%	37%	38%	46%	40%	36%	39%	46%	33%	42%	38%	39%
Neutral	14%	13%	16%	13%	15%	15%	14%	14%	14%	12%	18%	13%	17%
Dislike	6%	7%	6%	5%	5%	7%	6%	6%	7%	6%	5%	6%	7%
Hate	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	2%	1%
Not sure	1%	1%	2%	1%	1%	0%	1%	0%	1%	3%	2%	1%	0%
Totals	99%	99%	100%	99%	100%	100%	99%	100%	102%	101%	101%	101%	100%
Unweighted N	(1,103)	(360)	(423)	(320)	(442)	(385)	(429)	(303)	(269)	(199)	(220)	(437)	(247)

**14F. Breakfast Foods — Pancakes**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	37%	39%	35%	47%	41%	33%	27%	31%	55%	43%	*
Like	40%	39%	40%	34%	33%	46%	44%	43%	31%	30%	*
Neutral	15%	14%	17%	11%	17%	13%	21%	16%	9%	23%	*
Dislike	6%	5%	7%	4%	7%	5%	7%	7%	3%	2%	*
Hate	2%	2%	2%	1%	2%	2%	1%	2%	0%	2%	*
Not sure	1%	1%	0%	3%	0%	0%	0%	1%	2%	0%	*
Totals	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,062)	(449)	(613)	(252)	(281)	(309)	(220)	(701)	(123)	(161)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	37%	38%	36%	36%	36%	38%	37%	42%	32%	34%	36%	37%	39%
Like	40%	42%	39%	39%	41%	40%	38%	39%	44%	39%	41%	40%	38%
Neutral	15%	12%	17%	17%	14%	13%	17%	13%	15%	18%	15%	16%	14%
Dislike	6%	7%	5%	6%	7%	7%	5%	5%	6%	6%	5%	6%	7%
Hate	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%
Not sure	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,062)	(353)	(402)	(307)	(430)	(374)	(405)	(300)	(246)	(184)	(230)	(414)	(234)

**14G. Breakfast Foods — Cinnamon rolls**

How do you feel about eating the following for breakfast?

*Respondents were asked about a random sample of 18 of the 36 foods*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	35%	33%	38%	39%	35%	38%	29%	35%	40%	35%	*
Like	36%	37%	35%	36%	33%	36%	40%	37%	35%	36%	*
Neutral	18%	19%	17%	14%	20%	15%	23%	17%	12%	22%	*
Dislike	8%	8%	8%	8%	8%	8%	7%	8%	9%	5%	*
Hate	3%	3%	3%	3%	3%	3%	1%	3%	5%	2%	*
Not sure	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	*
Totals	100%	100%	101%	101%	99%	100%	100%	100%	101%	100%	*
Unweighted N	(1,108)	(494)	(614)	(251)	(304)	(324)	(229)	(731)	(135)	(162)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	35%	35%	38%	33%	33%	37%	38%	38%	29%	31%	33%	41%	32%
Like	36%	34%	34%	40%	36%	39%	36%	38%	34%	42%	38%	32%	37%
Neutral	18%	20%	16%	17%	20%	14%	17%	20%	18%	15%	21%	17%	18%
Dislike	8%	7%	8%	8%	9%	8%	7%	3%	16%	8%	7%	7%	11%
Hate	3%	2%	3%	2%	2%	3%	2%	1%	4%	4%	1%	3%	3%
Not sure	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Totals	100%	98%	100%	100%	100%	101%	101%	100%	101%	100%	100%	101%	101%
Unweighted N	(1,108)	(396)	(411)	(301)	(468)	(376)	(449)	(309)	(246)	(205)	(228)	(426)	(249)

**14H. Breakfast Foods — Sausage**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	37%	45%	30%	37%	39%	36%	35%	33%	51%	35%	*
Like	36%	39%	34%	33%	37%	36%	39%	37%	24%	43%	*
Neutral	13%	8%	18%	17%	11%	12%	15%	15%	7%	12%	*
Dislike	7%	4%	9%	4%	7%	7%	9%	7%	5%	9%	*
Hate	6%	2%	9%	8%	5%	7%	2%	6%	9%	2%	*
Not sure	1%	1%	1%	3%	1%	1%	0%	1%	4%	0%	*
Totals	100%	99%	101%	102%	100%	99%	100%	99%	100%	101%	*
Unweighted N	(1,074)	(482)	(592)	(237)	(281)	(337)	(219)	(710)	(138)	(144)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	37%	33%	37%	40%	30%	39%	38%	36%	34%	29%	37%	42%	31%
Like	36%	36%	38%	34%	40%	36%	35%	39%	37%	39%	40%	32%	38%
Neutral	13%	13%	13%	14%	13%	15%	12%	13%	16%	15%	12%	13%	15%
Dislike	7%	8%	6%	6%	10%	5%	7%	7%	7%	4%	7%	5%	12%
Hate	6%	10%	3%	4%	7%	4%	7%	4%	6%	8%	3%	8%	2%
Not sure	1%	0%	2%	1%	0%	0%	1%	1%	0%	4%	0%	0%	3%
Totals	100%	100%	99%	99%	100%	99%	100%	100%	100%	99%	99%	100%	101%
Unweighted N	(1,074)	(370)	(409)	(295)	(457)	(359)	(430)	(306)	(230)	(187)	(239)	(417)	(231)

**14I. Breakfast Foods — Waffles**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	36%	37%	36%	38%	44%	33%	31%	35%	47%	38%	*
Like	42%	43%	41%	39%	33%	47%	46%	40%	35%	50%	*
Neutral	14%	13%	16%	18%	13%	12%	17%	17%	9%	8%	*
Dislike	5%	4%	6%	2%	6%	6%	5%	5%	6%	2%	*
Hate	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	*
Not sure	1%	2%	0%	1%	2%	0%	0%	0%	2%	0%	*
Totals	100%	101%	101%	100%	100%	100%	100%	99%	101%	100%	*
Unweighted N	(1,064)	(466)	(598)	(231)	(283)	(337)	(213)	(700)	(139)	(151)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	36%	40%	37%	32%	36%	31%	41%	33%	32%	37%	32%	38%	36%
Like	42%	41%	40%	45%	44%	44%	40%	49%	41%	44%	41%	42%	41%
Neutral	14%	9%	15%	18%	12%	18%	13%	11%	19%	15%	17%	15%	10%
Dislike	5%	6%	5%	4%	6%	5%	3%	5%	8%	3%	8%	4%	5%
Hate	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	5%
Not sure	1%	2%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(1,064)	(385)	(396)	(283)	(453)	(345)	(435)	(289)	(238)	(196)	(227)	(422)	(219)

**14J. Breakfast Foods — French toast**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	37%	33%	40%	39%	45%	33%	30%	35%	53%	41%	*
Like	43%	48%	38%	41%	35%	46%	48%	43%	28%	43%	*
Neutral	13%	12%	14%	13%	12%	15%	12%	13%	11%	10%	*
Dislike	5%	5%	5%	6%	5%	4%	7%	6%	2%	4%	*
Hate	2%	1%	3%	1%	2%	3%	2%	2%	5%	1%	*
Not sure	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	*
Totals	101%	99%	101%	100%	100%	101%	99%	99%	100%	100%	*
Unweighted N	(1,063)	(467)	(596)	(230)	(300)	(325)	(208)	(712)	(127)	(151)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	37%	38%	35%	37%	35%	37%	37%	36%	39%	35%	36%	38%	35%
Like	43%	43%	41%	45%	41%	43%	41%	46%	38%	44%	44%	39%	46%
Neutral	13%	12%	15%	12%	15%	12%	15%	11%	13%	14%	12%	14%	11%
Dislike	5%	4%	6%	5%	5%	6%	4%	4%	7%	4%	6%	4%	6%
Hate	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	1%	3%	2%
Not sure	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,063)	(355)	(415)	(293)	(438)	(365)	(407)	(310)	(237)	(194)	(226)	(414)	(229)

**14K. Breakfast Foods — Fried eggs**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	36%	40%	31%	26%	41%	36%	36%	37%	40%	29%	*
Like	36%	37%	35%	34%	29%	36%	46%	37%	23%	37%	*
Neutral	15%	12%	17%	27%	17%	12%	6%	13%	15%	21%	*
Dislike	7%	6%	7%	5%	9%	7%	6%	6%	12%	6%	*
Hate	6%	4%	8%	7%	4%	7%	5%	7%	8%	4%	*
Not sure	1%	1%	2%	2%	1%	2%	0%	1%	1%	4%	*
Totals	101%	100%	100%	101%	101%	100%	99%	101%	99%	101%	*
Unweighted N	(1,064)	(480)	(584)	(240)	(286)	(322)	(216)	(691)	(140)	(155)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	36%	34%	37%	36%	34%	40%	35%	37%	41%	45%	34%	33%	36%
Like	36%	38%	32%	38%	38%	37%	31%	42%	32%	32%	35%	34%	43%
Neutral	15%	11%	18%	13%	12%	8%	17%	10%	13%	15%	15%	15%	11%
Dislike	7%	8%	7%	5%	8%	7%	9%	6%	5%	2%	8%	9%	4%
Hate	6%	6%	5%	7%	6%	7%	6%	5%	8%	6%	6%	7%	3%
Not sure	1%	3%	1%	0%	1%	1%	2%	0%	0%	0%	2%	1%	2%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,064)	(374)	(406)	(284)	(444)	(354)	(437)	(287)	(231)	(181)	(221)	(442)	(220)

**14L. Breakfast Foods — Croissants**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	33%	31%	35%	40%	34%	30%	28%	30%	39%	33%	*
Like	39%	43%	36%	39%	35%	39%	45%	40%	33%	45%	*
Neutral	20%	19%	21%	14%	21%	22%	19%	21%	22%	15%	*
Dislike	6%	6%	7%	3%	8%	7%	6%	7%	6%	6%	*
Hate	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	*
Not sure	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%	*
Totals	100%	101%	100%	99%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(1,068)	(473)	(595)	(245)	(303)	(303)	(217)	(694)	(126)	(168)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	33%	36%	33%	31%	33%	31%	33%	33%	34%	29%	33%	34%	34%
Like	39%	41%	40%	37%	40%	38%	41%	42%	29%	41%	38%	38%	41%
Neutral	20%	16%	18%	25%	18%	23%	20%	20%	21%	17%	22%	20%	19%
Dislike	6%	6%	8%	5%	6%	5%	5%	4%	14%	10%	6%	6%	4%
Hate	1%	1%	1%	2%	1%	2%	1%	0%	2%	2%	0%	1%	1%
Not sure	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%
Totals	100%	100%	101%	100%	99%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,068)	(370)	(400)	(298)	(448)	(365)	(431)	(288)	(239)	(195)	(227)	(406)	(240)

**14M. Breakfast Foods — Breakfast sandwiches**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	33%	36%	30%	41%	47%	31%	17%	34%	36%	31%	*
Like	42%	44%	40%	39%	32%	45%	50%	40%	44%	47%	*
Neutral	17%	14%	20%	16%	15%	13%	25%	18%	13%	16%	*
Dislike	5%	3%	6%	2%	3%	7%	5%	6%	4%	1%	*
Hate	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	*
Not sure	1%	1%	0%	1%	0%	0%	1%	0%	1%	2%	*
Totals	100%	100%	99%	101%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(1,081)	(497)	(584)	(239)	(283)	(326)	(233)	(724)	(135)	(150)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	33%	37%	31%	32%	31%	35%	35%	31%	37%	42%	32%	30%	34%
Like	42%	40%	41%	45%	43%	41%	41%	45%	38%	29%	51%	46%	35%
Neutral	17%	16%	20%	15%	17%	16%	16%	18%	16%	22%	11%	16%	22%
Dislike	5%	5%	4%	6%	7%	5%	4%	5%	6%	2%	4%	5%	8%
Hate	2%	1%	4%	3%	2%	3%	3%	1%	3%	4%	2%	3%	1%
Not sure	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	101%	100%	101%
Unweighted N	(1,081)	(360)	(421)	(300)	(454)	(382)	(433)	(307)	(242)	(199)	(228)	(420)	(234)

**14N. Breakfast Foods — Biscuits and gravy**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	32%	35%	30%	21%	36%	37%	30%	32%	31%	31%	*
Like	27%	30%	24%	29%	29%	25%	25%	29%	24%	20%	*
Neutral	19%	20%	19%	27%	18%	15%	21%	17%	24%	26%	*
Dislike	13%	9%	16%	13%	8%	15%	14%	13%	11%	13%	*
Hate	7%	5%	10%	7%	6%	8%	8%	7%	8%	8%	*
Not sure	2%	2%	2%	3%	3%	0%	2%	1%	3%	3%	*
Totals	100%	101%	101%	100%	100%	100%	100%	99%	101%	101%	*
Unweighted N	(1,080)	(490)	(590)	(250)	(301)	(321)	(208)	(700)	(135)	(169)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	32%	28%	30%	37%	24%	33%	39%	28%	24%	24%	32%	36%	28%
Like	27%	24%	26%	31%	25%	27%	26%	25%	32%	25%	35%	24%	26%
Neutral	19%	20%	23%	14%	22%	20%	16%	24%	21%	16%	15%	21%	24%
Dislike	13%	17%	13%	9%	19%	10%	10%	12%	16%	21%	8%	10%	15%
Hate	7%	8%	7%	8%	9%	9%	7%	9%	7%	10%	9%	7%	4%
Not sure	2%	3%	2%	1%	1%	0%	2%	2%	1%	3%	1%	1%	3%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	101%	99%	100%	99%	100%
Unweighted N	(1,080)	(365)	(418)	(297)	(444)	(370)	(445)	(288)	(234)	(195)	(206)	(438)	(241)

**140. Breakfast Foods — Bagels**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	31%	29%	32%	35%	30%	33%	24%	31%	26%	28%	*
Like	39%	40%	39%	34%	38%	42%	41%	41%	25%	42%	*
Neutral	19%	21%	18%	23%	21%	17%	19%	19%	25%	23%	*
Dislike	6%	7%	5%	4%	6%	5%	9%	6%	8%	5%	*
Hate	3%	2%	4%	3%	3%	3%	5%	2%	11%	2%	*
Not sure	1%	1%	2%	2%	2%	0%	2%	1%	4%	0%	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,098)	(495)	(603)	(250)	(294)	(331)	(223)	(716)	(134)	(162)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	31%	31%	32%	28%	31%	27%	26%	36%	32%	37%	21%	31%	34%
Like	39%	36%	36%	46%	39%	45%	39%	41%	39%	44%	45%	35%	39%
Neutral	19%	18%	24%	15%	19%	17%	21%	13%	22%	13%	22%	21%	17%
Dislike	6%	8%	3%	7%	7%	7%	6%	8%	5%	2%	7%	8%	3%
Hate	3%	5%	2%	3%	4%	3%	5%	2%	3%	3%	3%	4%	3%
Not sure	1%	2%	2%	1%	0%	0%	2%	0%	0%	1%	1%	0%	4%
Totals	99%	100%	99%	100%	100%	99%	99%	100%	101%	100%	99%	99%	100%
Unweighted N	(1,098)	(386)	(413)	(299)	(451)	(359)	(433)	(298)	(259)	(190)	(231)	(436)	(241)

**14P. Breakfast Foods — Breakfast potatoes**

How do you feel about eating the following for breakfast?

*Respondents were asked about a random sample of 18 of the 36 foods*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	30%	30%	29%	27%	32%	31%	28%	28%	37%	29%	*
Like	40%	41%	39%	35%	41%	42%	41%	40%	37%	46%	*
Neutral	21%	19%	23%	26%	19%	19%	21%	22%	15%	15%	*
Dislike	5%	5%	5%	5%	3%	5%	8%	6%	2%	5%	*
Hate	2%	2%	3%	4%	3%	2%	2%	2%	5%	2%	*
Not sure	2%	3%	1%	5%	2%	1%	1%	1%	5%	4%	*
Totals	100%	100%	100%	102%	100%	100%	101%	99%	101%	101%	*
Unweighted N	(1,117)	(492)	(625)	(269)	(286)	(341)	(221)	(745)	(125)	(164)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	30%	29%	30%	29%	27%	31%	30%	31%	25%	34%	29%	27%	32%
Like	40%	43%	37%	41%	44%	40%	38%	43%	44%	37%	47%	38%	40%
Neutral	21%	17%	25%	19%	17%	18%	22%	19%	19%	19%	18%	25%	19%
Dislike	5%	6%	3%	8%	6%	7%	5%	3%	8%	4%	4%	5%	7%
Hate	2%	3%	2%	2%	3%	3%	2%	3%	2%	4%	1%	3%	1%
Not sure	2%	2%	3%	1%	2%	1%	2%	0%	1%	2%	2%	2%	1%
Totals	100%	100%	100%	100%	99%	100%	99%	99%	99%	100%	101%	100%	100%
Unweighted N	(1,117)	(376)	(425)	(316)	(466)	(387)	(442)	(331)	(240)	(210)	(236)	(420)	(251)

# YouGov Survey: Breakfast

September 10 - 18, 2025 - 2,158 U.S. adult citizens

YouGov®

## 14Q. Breakfast Foods — Donuts

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	29%	33%	26%	28%	35%	31%	23%	30%	37%	22%	*
Like	37%	36%	39%	43%	36%	32%	42%	36%	40%	39%	*
Neutral	19%	18%	19%	13%	15%	22%	22%	19%	17%	22%	*
Dislike	10%	8%	11%	11%	9%	9%	10%	10%	3%	14%	*
Hate	4%	2%	5%	3%	3%	5%	3%	4%	1%	4%	*
Not sure	1%	2%	0%	1%	2%	1%	0%	1%	1%	0%	*
Totals	100%	99%	100%	99%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,084)	(497)	(587)	(258)	(284)	(319)	(223)	(702)	(138)	(169)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	29%	34%	24%	31%	30%	29%	37%	23%	30%	27%	28%	30%	32%
Like	37%	34%	39%	39%	33%	37%	34%	47%	31%	48%	36%	37%	32%
Neutral	19%	15%	23%	17%	21%	20%	17%	19%	19%	13%	24%	19%	16%
Dislike	10%	11%	11%	7%	10%	8%	8%	8%	15%	7%	8%	10%	12%
Hate	4%	4%	2%	5%	5%	5%	4%	3%	5%	4%	3%	3%	5%
Not sure	1%	2%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	3%
Totals	100%	100%	100%	99%	99%	100%	100%	101%	100%	100%	99%	99%	100%
Unweighted N	(1,084)	(365)	(428)	(291)	(465)	(364)	(440)	(297)	(236)	(189)	(244)	(395)	(256)

**14R. Breakfast Foods — Breakfast burritos**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	29%	30%	28%	34%	38%	29%	12%	28%	29%	34%	*
Like	34%	36%	31%	38%	29%	30%	40%	33%	28%	41%	*
Neutral	19%	19%	18%	16%	19%	19%	20%	17%	22%	15%	*
Dislike	10%	9%	12%	2%	9%	13%	17%	11%	13%	2%	*
Hate	6%	6%	6%	4%	4%	7%	8%	7%	3%	4%	*
Not sure	3%	1%	4%	5%	1%	2%	3%	2%	5%	4%	*
Totals	101%	101%	99%	99%	100%	100%	100%	98%	100%	100%	*
Unweighted N	(1,031)	(477)	(554)	(245)	(281)	(300)	(205)	(677)	(126)	(159)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	29%	28%	28%	30%	25%	28%	28%	29%	29%	24%	26%	29%	34%
Like	34%	31%	36%	33%	34%	30%	38%	34%	26%	32%	32%	35%	34%
Neutral	19%	19%	20%	17%	20%	19%	16%	18%	24%	18%	20%	17%	21%
Dislike	10%	13%	11%	7%	14%	10%	10%	10%	12%	8%	14%	11%	8%
Hate	6%	5%	4%	10%	6%	11%	6%	8%	6%	11%	7%	6%	3%
Not sure	3%	4%	2%	2%	2%	1%	2%	1%	3%	7%	1%	3%	1%
Totals	101%	100%	101%	99%	101%	99%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,031)	(355)	(415)	(261)	(439)	(351)	(397)	(298)	(232)	(181)	(209)	(405)	(236)

**14S. Breakfast Foods — Toast**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	28%	28%	28%	29%	33%	25%	24%	26%	44%	30%	*
Like	50%	49%	51%	52%	39%	51%	59%	52%	38%	43%	*
Neutral	18%	19%	17%	14%	22%	19%	15%	18%	14%	26%	*
Dislike	3%	1%	4%	3%	2%	4%	1%	3%	1%	0%	*
Hate	1%	1%	0%	0%	1%	1%	0%	0%	0%	2%	*
Not sure	1%	2%	1%	1%	3%	0%	0%	0%	3%	0%	*
Totals	101%	100%	101%	99%	100%	100%	99%	99%	100%	101%	*
Unweighted N	(1,048)	(455)	(593)	(242)	(293)	(300)	(213)	(668)	(142)	(162)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	28%	29%	28%	26%	29%	28%	29%	29%	27%	24%	30%	26%	31%
Like	50%	51%	47%	53%	49%	52%	50%	55%	46%	54%	49%	50%	48%
Neutral	18%	15%	21%	17%	18%	17%	16%	16%	22%	17%	17%	20%	16%
Dislike	3%	2%	4%	2%	3%	2%	3%	0%	5%	3%	2%	3%	2%
Hate	1%	0%	1%	1%	0%	2%	1%	0%	1%	0%	1%	0%	2%
Not sure	1%	2%	0%	1%	1%	0%	1%	0%	0%	2%	1%	0%	2%
Totals	101%	99%	101%	100%	100%	101%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(1,048)	(368)	(397)	(283)	(432)	(346)	(435)	(277)	(233)	(173)	(222)	(418)	(235)

**14T. Breakfast Foods — Muffins**

How do you feel about eating the following for breakfast?

*Respondents were asked about a random sample of 18 of the 36 foods*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	25%	25%	25%	32%	28%	20%	20%	26%	23%	28%	*
Like	44%	45%	43%	40%	45%	47%	44%	43%	42%	43%	*
Neutral	22%	19%	24%	22%	16%	22%	25%	21%	25%	20%	*
Dislike	7%	8%	7%	4%	8%	8%	9%	9%	6%	5%	*
Hate	2%	2%	2%	1%	2%	2%	1%	2%	0%	4%	*
Not sure	1%	1%	1%	0%	1%	1%	1%	0%	4%	0%	*
Totals	101%	100%	102%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,052)	(480)	(572)	(238)	(272)	(315)	(227)	(684)	(131)	(152)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	25%	23%	28%	23%	21%	26%	26%	26%	21%	26%	26%	23%	25%
Like	44%	50%	40%	44%	47%	44%	45%	46%	41%	48%	39%	42%	51%
Neutral	22%	20%	23%	21%	22%	20%	21%	20%	26%	19%	23%	25%	16%
Dislike	7%	5%	6%	11%	7%	8%	6%	7%	10%	7%	8%	8%	7%
Hate	2%	1%	3%	1%	1%	2%	1%	1%	2%	0%	3%	1%	1%
Not sure	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%
Totals	101%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,052)	(350)	(414)	(288)	(425)	(365)	(413)	(302)	(243)	(170)	(225)	(417)	(240)

**14U. Breakfast Foods — Cereal**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	25%	25%	26%	28%	39%	22%	13%	22%	41%	31%	*
Like	41%	44%	38%	45%	37%	38%	44%	42%	33%	34%	*
Neutral	24%	23%	25%	21%	16%	28%	31%	24%	18%	30%	*
Dislike	6%	5%	7%	3%	6%	6%	10%	8%	1%	4%	*
Hate	3%	4%	2%	2%	3%	5%	2%	3%	5%	1%	*
Not sure	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	*
Totals	99%	101%	99%	100%	101%	99%	100%	99%	100%	100%	*
Unweighted N	(1,065)	(482)	(583)	(237)	(289)	(312)	(227)	(707)	(130)	(163)	(65)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	25%	25%	26%	24%	23%	24%	28%	23%	21%	26%	21%	28%	25%
Like	41%	44%	36%	42%	41%	39%	40%	46%	40%	41%	46%	42%	32%
Neutral	24%	23%	26%	23%	27%	24%	24%	23%	27%	23%	23%	23%	29%
Dislike	6%	5%	7%	7%	7%	9%	6%	5%	8%	6%	8%	5%	8%
Hate	3%	2%	4%	3%	3%	4%	2%	3%	4%	2%	2%	3%	5%
Not sure	0%	0%	1%	1%	0%	0%	1%	1%	0%	2%	0%	0%	1%
Totals	99%	99%	100%	100%	101%	100%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,065)	(369)	(409)	(287)	(432)	(367)	(429)	(296)	(240)	(195)	(226)	(414)	(230)

**14V. Breakfast Foods — Yogurt**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	24%	22%	26%	30%	29%	23%	15%	22%	28%	35%	*
Like	38%	37%	39%	43%	35%	37%	38%	40%	29%	33%	*
Neutral	19%	20%	18%	12%	19%	21%	23%	21%	21%	15%	*
Dislike	11%	9%	12%	9%	9%	12%	14%	10%	12%	13%	*
Hate	6%	9%	4%	4%	6%	6%	9%	7%	6%	5%	*
Not sure	1%	2%	1%	1%	2%	1%	1%	0%	4%	0%	*
Totals	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,058)	(461)	(597)	(240)	(287)	(325)	(206)	(687)	(139)	(151)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	24%	25%	23%	25%	23%	20%	24%	21%	26%	21%	23%	26%	26%
Like	38%	40%	36%	37%	44%	36%	37%	44%	41%	37%	35%	36%	45%
Neutral	19%	16%	22%	19%	17%	21%	21%	17%	19%	25%	21%	19%	14%
Dislike	11%	10%	14%	9%	9%	12%	12%	9%	9%	7%	12%	13%	8%
Hate	6%	6%	4%	9%	6%	10%	5%	10%	6%	7%	8%	5%	5%
Not sure	1%	3%	0%	1%	1%	0%	2%	0%	0%	3%	1%	0%	2%
Totals	99%	100%	99%	100%	100%	99%	101%	101%	101%	100%	100%	99%	100%
Unweighted N	(1,058)	(375)	(393)	(290)	(456)	(351)	(407)	(286)	(248)	(184)	(234)	(410)	(230)

**14W. Breakfast Foods — Breakfast tacos**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	23%	24%	22%	28%	32%	24%	6%	21%	26%	32%	*
Like	27%	29%	25%	26%	29%	26%	25%	26%	27%	30%	*
Neutral	24%	25%	24%	24%	20%	21%	35%	26%	25%	18%	*
Dislike	13%	12%	14%	9%	8%	13%	20%	14%	11%	11%	*
Hate	6%	6%	5%	2%	4%	7%	9%	7%	4%	2%	*
Not sure	8%	5%	10%	10%	7%	8%	4%	7%	6%	8%	*
Totals	101%	101%	100%	99%	100%	99%	99%	101%	99%	101%	*
Unweighted N	(1,052)	(478)	(574)	(253)	(265)	(318)	(216)	(694)	(132)	(150)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	23%	20%	24%	25%	17%	22%	26%	23%	22%	17%	23%	28%	18%
Like	27%	28%	28%	24%	29%	23%	24%	27%	34%	26%	21%	30%	28%
Neutral	24%	23%	26%	24%	28%	25%	24%	26%	21%	24%	27%	22%	26%
Dislike	13%	14%	13%	11%	17%	16%	13%	12%	12%	14%	17%	9%	15%
Hate	6%	3%	5%	9%	4%	10%	5%	5%	8%	11%	6%	5%	2%
Not sure	8%	13%	4%	6%	5%	3%	8%	7%	3%	8%	6%	6%	12%
Totals	101%	101%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,052)	(377)	(401)	(274)	(439)	(339)	(419)	(306)	(218)	(187)	(222)	(410)	(233)

**14X. Breakfast Foods — Oatmeal**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	23%	24%	22%	17%	25%	22%	28%	22%	29%	23%	*
Like	37%	38%	36%	39%	34%	37%	39%	40%	29%	34%	*
Neutral	21%	22%	20%	23%	19%	23%	19%	21%	24%	16%	*
Dislike	11%	10%	12%	13%	10%	11%	11%	11%	8%	14%	*
Hate	6%	4%	8%	6%	8%	6%	4%	6%	7%	9%	*
Not sure	2%	2%	1%	1%	5%	1%	0%	0%	3%	3%	*
Totals	100%	100%	99%	99%	101%	100%	101%	100%	100%	99%	*
Unweighted N	(1,032)	(449)	(583)	(248)	(254)	(308)	(222)	(697)	(126)	(142)	(67)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	23%	26%	24%	20%	22%	20%	25%	19%	25%	26%	18%	24%	24%
Like	37%	34%	37%	40%	40%	39%	34%	43%	40%	36%	37%	37%	39%
Neutral	21%	22%	23%	18%	22%	20%	25%	18%	18%	16%	26%	20%	22%
Dislike	11%	8%	10%	16%	9%	14%	9%	14%	10%	10%	13%	11%	9%
Hate	6%	7%	6%	6%	5%	7%	6%	6%	7%	11%	3%	7%	3%
Not sure	2%	3%	1%	0%	2%	1%	2%	0%	0%	0%	2%	1%	4%
Totals	100%	100%	101%	100%	100%	101%	101%	100%	100%	99%	99%	100%	101%
Unweighted N	(1,032)	(355)	(397)	(280)	(418)	(364)	(410)	(287)	(215)	(177)	(211)	(424)	(220)

**14Y. Breakfast Foods — Boiled eggs**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	22%	21%	23%	17%	29%	21%	19%	18%	38%	29%	*
Like	35%	35%	35%	37%	29%	40%	35%	36%	30%	35%	*
Neutral	20%	20%	21%	23%	21%	17%	21%	22%	13%	18%	*
Dislike	12%	12%	13%	15%	11%	11%	15%	13%	8%	12%	*
Hate	9%	9%	8%	6%	7%	11%	10%	10%	8%	6%	*
Not sure	1%	3%	0%	2%	3%	0%	0%	1%	3%	1%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,102)	(498)	(604)	(264)	(296)	(332)	(210)	(736)	(134)	(167)	(65)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	22%	22%	21%	23%	19%	26%	25%	19%	20%	22%	18%	23%	22%
Like	35%	33%	36%	37%	34%	35%	35%	34%	38%	33%	38%	32%	40%
Neutral	20%	20%	21%	20%	21%	20%	17%	21%	25%	20%	25%	19%	19%
Dislike	12%	15%	15%	8%	16%	8%	12%	16%	7%	11%	10%	15%	11%
Hate	9%	7%	6%	13%	8%	11%	8%	10%	8%	12%	8%	9%	5%
Not sure	1%	3%	1%	0%	1%	0%	1%	0%	2%	2%	1%	1%	3%
Totals	99%	100%	100%	101%	99%	100%	98%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,102)	(371)	(428)	(303)	(444)	(374)	(444)	(297)	(235)	(211)	(229)	(426)	(236)

**14Z. Breakfast Foods — Danish pastries**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	23%	19%	26%	16%	27%	25%	22%	24%	25%	22%	*
Like	38%	41%	36%	38%	39%	34%	42%	38%	36%	41%	*
Neutral	25%	26%	23%	24%	21%	28%	24%	24%	28%	22%	*
Dislike	7%	6%	8%	4%	7%	8%	7%	7%	7%	7%	*
Hate	3%	2%	4%	3%	2%	5%	3%	3%	4%	3%	*
Not sure	5%	6%	4%	15%	5%	0%	1%	4%	0%	5%	*
Totals	101%	100%	101%	100%	101%	100%	99%	100%	100%	100%	*
Unweighted N	(1,061)	(462)	(599)	(238)	(285)	(311)	(227)	(690)	(130)	(150)	(91)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	23%	22%	23%	23%	19%	25%	25%	21%	19%	19%	20%	25%	22%
Like	38%	35%	35%	45%	37%	43%	34%	44%	40%	37%	44%	34%	41%
Neutral	25%	26%	26%	21%	28%	20%	28%	22%	24%	26%	23%	25%	24%
Dislike	7%	9%	7%	5%	10%	7%	5%	6%	12%	8%	6%	8%	5%
Hate	3%	2%	3%	4%	4%	3%	4%	2%	4%	2%	4%	4%	2%
Not sure	5%	5%	6%	2%	3%	2%	3%	5%	2%	8%	3%	4%	5%
Totals	101%	99%	100%	100%	101%	100%	99%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,061)	(381)	(397)	(283)	(456)	(360)	(416)	(308)	(238)	(165)	(214)	(446)	(236)

**14AA. Breakfast Foods — English muffins**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	21%	21%	21%	12%	25%	23%	21%	23%	13%	22%	*
Like	45%	48%	42%	46%	37%	46%	51%	45%	36%	46%	*
Neutral	20%	18%	22%	27%	20%	19%	16%	20%	21%	22%	*
Dislike	8%	8%	8%	11%	8%	6%	9%	8%	15%	7%	*
Hate	4%	3%	6%	2%	8%	3%	2%	2%	12%	2%	*
Not sure	2%	2%	1%	2%	1%	2%	0%	1%	3%	2%	*
Totals	100%	100%	100%	100%	99%	99%	99%	99%	100%	101%	*
Unweighted N	(1,103)	(511)	(592)	(255)	(301)	(332)	(215)	(735)	(129)	(154)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	21%	22%	18%	23%	20%	22%	21%	20%	24%	23%	15%	18%	32%
Like	45%	44%	44%	46%	48%	49%	43%	46%	45%	45%	49%	42%	45%
Neutral	20%	15%	23%	21%	17%	18%	21%	19%	18%	25%	20%	22%	13%
Dislike	8%	11%	7%	8%	10%	6%	7%	9%	11%	3%	10%	11%	5%
Hate	4%	6%	5%	1%	3%	3%	5%	5%	2%	4%	3%	5%	5%
Not sure	2%	2%	3%	0%	1%	1%	3%	1%	0%	0%	3%	2%	1%
Totals	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,103)	(359)	(441)	(303)	(453)	(389)	(428)	(321)	(239)	(204)	(226)	(442)	(231)

**YouGov Survey: Breakfast**  
 September 10 - 18, 2025 - 2,158 U.S. adult citizens

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**14AB. Breakfast Foods — Ham**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	20%	23%	18%	10%	25%	22%	25%	20%	25%	18%	*
Like	36%	39%	34%	32%	36%	38%	39%	35%	25%	43%	*
Neutral	22%	21%	24%	31%	13%	24%	21%	25%	20%	20%	*
Dislike	13%	11%	15%	16%	16%	10%	12%	13%	16%	12%	*
Hate	7%	4%	9%	9%	8%	5%	4%	6%	11%	6%	*
Not sure	1%	2%	1%	3%	3%	0%	0%	0%	3%	1%	*
Totals	99%	100%	101%	101%	101%	99%	101%	99%	100%	100%	*
Unweighted N	(1,064)	(477)	(587)	(266)	(277)	(298)	(223)	(696)	(136)	(156)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	20%	21%	18%	23%	21%	25%	23%	20%	19%	20%	20%	22%	16%
Like	36%	34%	34%	41%	33%	36%	38%	37%	31%	28%	37%	37%	40%
Neutral	22%	19%	27%	20%	22%	23%	21%	21%	27%	25%	25%	20%	22%
Dislike	13%	13%	15%	11%	15%	11%	12%	13%	16%	19%	10%	13%	13%
Hate	7%	9%	6%	5%	9%	5%	5%	8%	7%	6%	7%	7%	6%
Not sure	1%	3%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	3%
Totals	99%	99%	101%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,064)	(367)	(420)	(277)	(453)	(344)	(417)	(284)	(252)	(203)	(209)	(423)	(229)

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 September 10 - 18, 2025 - 2,158 U.S. adult citizens

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**14AC. Breakfast Foods — Avocado toast**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	21%	18%	24%	22%	30%	17%	14%	19%	17%	32%	*
Like	17%	15%	19%	18%	19%	16%	15%	15%	11%	29%	*
Neutral	22%	24%	20%	29%	14%	23%	22%	23%	28%	12%	*
Dislike	18%	22%	14%	17%	15%	18%	21%	19%	22%	17%	*
Hate	13%	13%	13%	6%	10%	16%	16%	14%	10%	8%	*
Not sure	10%	9%	11%	7%	11%	9%	11%	10%	12%	3%	*
Totals	101%	101%	101%	99%	99%	99%	99%	100%	100%	101%	*
Unweighted N	(1,064)	(484)	(580)	(234)	(272)	(346)	(212)	(704)	(121)	(159)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	21%	25%	19%	19%	25%	20%	19%	20%	27%	16%	13%	22%	28%
Like	17%	17%	19%	14%	17%	17%	15%	23%	16%	17%	13%	17%	21%
Neutral	22%	18%	23%	24%	21%	20%	22%	21%	20%	15%	26%	24%	16%
Dislike	18%	14%	19%	20%	16%	20%	15%	18%	22%	29%	20%	15%	14%
Hate	13%	12%	12%	15%	11%	18%	14%	12%	11%	14%	17%	13%	8%
Not sure	10%	15%	8%	8%	11%	6%	14%	5%	4%	9%	10%	9%	13%
Totals	101%	101%	100%	100%	101%	101%	99%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,064)	(383)	(412)	(269)	(466)	(339)	(441)	(287)	(235)	(178)	(231)	(428)	(227)

**14AD. Breakfast Foods — Eggs Benedict**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	18%	21%	15%	19%	24%	14%	16%	20%	11%	16%	*
Like	20%	23%	17%	25%	20%	16%	23%	19%	14%	30%	*
Neutral	24%	23%	25%	23%	23%	24%	25%	23%	26%	28%	*
Dislike	17%	16%	19%	11%	13%	22%	19%	19%	14%	13%	*
Hate	10%	7%	13%	6%	10%	12%	9%	9%	18%	8%	*
Not sure	11%	10%	12%	15%	10%	11%	7%	10%	17%	5%	*
Totals	100%	100%	101%	99%	100%	99%	99%	100%	100%	100%	*
Unweighted N	(1,135)	(512)	(623)	(245)	(285)	(364)	(241)	(758)	(138)	(155)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	18%	15%	20%	19%	20%	24%	12%	22%	27%	21%	15%	18%	19%
Like	20%	22%	20%	19%	22%	18%	18%	23%	21%	24%	17%	20%	21%
Neutral	24%	21%	22%	29%	23%	24%	28%	19%	23%	18%	29%	22%	26%
Dislike	17%	17%	19%	16%	18%	14%	18%	17%	16%	17%	19%	18%	14%
Hate	10%	10%	10%	9%	9%	10%	9%	11%	9%	9%	8%	13%	6%
Not sure	11%	15%	10%	9%	8%	9%	15%	8%	4%	11%	11%	9%	15%
Totals	100%	100%	101%	101%	100%	99%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,135)	(400)	(427)	(308)	(476)	(372)	(454)	(299)	(272)	(218)	(240)	(437)	(240)

**14AE. Breakfast Foods — Quiche**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	16%	14%	18%	13%	12%	18%	20%	18%	15%	11%	*
Like	23%	20%	26%	17%	19%	26%	29%	26%	15%	16%	*
Neutral	27%	27%	26%	36%	24%	22%	27%	25%	26%	35%	*
Dislike	13%	13%	13%	11%	16%	12%	14%	14%	13%	11%	*
Hate	7%	9%	6%	5%	10%	8%	6%	6%	11%	9%	*
Not sure	14%	17%	12%	18%	18%	15%	4%	11%	20%	18%	*
Totals	100%	100%	101%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,078)	(481)	(597)	(250)	(301)	(313)	(214)	(697)	(135)	(158)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	16%	17%	16%	15%	16%	16%	15%	16%	19%	20%	17%	14%	15%
Like	23%	25%	20%	24%	28%	22%	19%	25%	27%	20%	20%	22%	28%
Neutral	27%	22%	27%	29%	24%	31%	28%	24%	26%	18%	31%	25%	30%
Dislike	13%	14%	13%	12%	16%	13%	12%	17%	13%	17%	12%	15%	10%
Hate	7%	7%	8%	7%	6%	8%	9%	6%	8%	11%	5%	9%	4%
Not sure	14%	15%	15%	12%	9%	10%	17%	12%	7%	15%	14%	15%	12%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	100%	101%	99%	100%	99%
Unweighted N	(1,078)	(381)	(403)	(294)	(457)	(362)	(426)	(284)	(243)	(183)	(203)	(431)	(261)

**14AF. Breakfast Foods — Toaster pastry**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	16%	17%	15%	19%	22%	18%	6%	14%	24%	24%	*
Like	31%	33%	30%	38%	36%	31%	23%	31%	27%	35%	*
Neutral	26%	26%	26%	26%	20%	25%	33%	27%	27%	18%	*
Dislike	17%	16%	18%	7%	10%	19%	30%	20%	8%	12%	*
Hate	7%	4%	10%	6%	8%	8%	6%	7%	10%	9%	*
Not sure	2%	3%	1%	5%	4%	0%	2%	1%	3%	3%	*
Totals	99%	99%	100%	101%	100%	101%	100%	100%	99%	101%	*
Unweighted N	(1,094)	(488)	(606)	(258)	(275)	(328)	(233)	(733)	(135)	(156)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	16%	21%	15%	13%	13%	15%	21%	15%	12%	14%	14%	19%	17%
Like	31%	28%	30%	36%	31%	33%	35%	31%	26%	30%	34%	31%	31%
Neutral	26%	25%	27%	24%	28%	26%	24%	27%	26%	24%	28%	26%	23%
Dislike	17%	16%	15%	20%	21%	17%	14%	19%	22%	19%	13%	17%	20%
Hate	7%	6%	10%	6%	7%	7%	5%	7%	13%	11%	10%	6%	4%
Not sure	2%	4%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	4%
Totals	99%	100%	99%	100%	101%	99%	101%	100%	100%	101%	100%	101%	99%
Unweighted N	(1,094)	(362)	(432)	(300)	(443)	(396)	(453)	(299)	(236)	(195)	(223)	(422)	(254)

**14AG. Breakfast Foods — Grits**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	16%	15%	16%	11%	15%	17%	19%	13%	35%	14%	*
Like	18%	21%	16%	18%	18%	21%	15%	18%	24%	20%	*
Neutral	24%	25%	22%	36%	22%	21%	20%	25%	11%	19%	*
Dislike	19%	16%	21%	15%	16%	17%	26%	21%	14%	21%	*
Hate	14%	13%	16%	8%	15%	16%	15%	15%	14%	13%	*
Not sure	9%	10%	8%	12%	13%	7%	5%	9%	3%	14%	*
Totals	100%	100%	99%	100%	99%	99%	100%	101%	101%	101%	*
Unweighted N	(1,073)	(495)	(578)	(232)	(304)	(328)	(209)	(703)	(134)	(159)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	16%	18%	14%	16%	15%	16%	23%	11%	8%	9%	10%	26%	9%
Like	18%	21%	20%	13%	21%	17%	15%	17%	25%	15%	18%	23%	13%
Neutral	24%	21%	29%	19%	23%	22%	22%	24%	26%	26%	22%	18%	34%
Dislike	19%	14%	18%	24%	21%	20%	17%	23%	18%	19%	21%	17%	19%
Hate	14%	12%	11%	21%	11%	19%	15%	15%	13%	15%	19%	13%	11%
Not sure	9%	14%	8%	7%	9%	7%	8%	9%	9%	15%	11%	3%	13%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	99%	99%	101%	100%	99%
Unweighted N	(1,073)	(371)	(413)	(289)	(444)	(361)	(432)	(307)	(231)	(193)	(237)	(415)	(228)

**14AH. Breakfast Foods — Granola**

How do you feel about eating the following for breakfast?

*Respondents were asked about a random sample of 18 of the 36 foods*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	13%	12%	13%	17%	14%	12%	10%	10%	19%	19%	*
Like	33%	32%	34%	43%	40%	29%	22%	35%	29%	32%	*
Neutral	34%	37%	30%	27%	31%	35%	41%	34%	33%	32%	*
Dislike	14%	13%	15%	5%	11%	17%	22%	15%	12%	13%	*
Hate	5%	5%	5%	6%	3%	7%	3%	4%	6%	3%	*
Not sure	2%	1%	2%	3%	2%	1%	2%	2%	1%	1%	*
Totals	101%	100%	99%	101%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(1,106)	(520)	(586)	(251)	(296)	(337)	(222)	(729)	(126)	(176)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	13%	14%	15%	9%	14%	11%	10%	14%	14%	14%	9%	14%	13%
Like	33%	33%	33%	32%	36%	32%	30%	32%	40%	30%	42%	29%	35%
Neutral	34%	29%	34%	38%	29%	36%	36%	38%	25%	38%	33%	32%	35%
Dislike	14%	15%	12%	16%	16%	16%	15%	11%	16%	11%	13%	17%	10%
Hate	5%	5%	5%	4%	4%	4%	5%	4%	5%	4%	1%	6%	7%
Not sure	2%	4%	1%	1%	2%	1%	3%	1%	0%	2%	2%	2%	0%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,106)	(367)	(419)	(320)	(452)	(385)	(442)	(309)	(241)	(197)	(230)	(443)	(236)

**14AI. Breakfast Foods — Cottage cheese with fruit**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	13%	11%	15%	13%	11%	15%	13%	15%	10%	8%	*
Like	21%	18%	24%	19%	19%	19%	28%	21%	11%	24%	*
Neutral	22%	25%	19%	26%	20%	21%	22%	21%	26%	23%	*
Dislike	19%	21%	18%	15%	20%	20%	21%	22%	10%	19%	*
Hate	21%	21%	20%	20%	24%	23%	15%	19%	30%	22%	*
Not sure	4%	5%	3%	7%	5%	2%	2%	2%	13%	4%	*
Totals	100%	101%	99%	100%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,072)	(459)	(613)	(235)	(284)	(324)	(229)	(694)	(137)	(154)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	13%	13%	10%	17%	10%	16%	15%	10%	13%	9%	14%	13%	14%
Like	21%	20%	23%	20%	24%	21%	20%	26%	19%	18%	16%	22%	28%
Neutral	22%	17%	28%	18%	17%	17%	27%	18%	17%	16%	25%	23%	20%
Dislike	19%	22%	14%	24%	23%	23%	14%	23%	28%	24%	18%	17%	23%
Hate	21%	22%	21%	19%	21%	22%	20%	22%	20%	31%	23%	20%	13%
Not sure	4%	5%	4%	2%	5%	1%	4%	2%	3%	3%	4%	5%	1%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	99%
Unweighted N	(1,072)	(374)	(415)	(283)	(432)	(377)	(460)	(295)	(215)	(183)	(222)	(430)	(237)

**14AJ. Breakfast Foods — Granola bar**

How do you feel about eating the following for breakfast?

Respondents were asked about a random sample of 18 of the 36 foods

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	11%	10%	11%	15%	14%	11%	3%	9%	17%	19%	*
Like	31%	33%	29%	43%	30%	31%	20%	29%	36%	39%	*
Neutral	34%	31%	37%	29%	33%	36%	37%	36%	25%	26%	*
Dislike	18%	18%	18%	8%	16%	15%	33%	19%	17%	12%	*
Hate	4%	5%	4%	1%	3%	6%	7%	5%	2%	4%	*
Not sure	2%	3%	1%	3%	3%	1%	1%	1%	3%	0%	*
Totals	100%	100%	100%	99%	99%	100%	101%	99%	100%	100%	*
Unweighted N	(1,105)	(494)	(611)	(261)	(295)	(337)	(212)	(726)	(138)	(159)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	11%	15%	10%	9%	14%	9%	11%	12%	10%	9%	9%	12%	13%
Like	31%	32%	33%	27%	32%	29%	27%	34%	38%	32%	40%	26%	29%
Neutral	34%	31%	36%	35%	32%	36%	37%	30%	31%	31%	31%	36%	36%
Dislike	18%	17%	15%	23%	17%	19%	18%	20%	17%	19%	15%	20%	18%
Hate	4%	3%	4%	5%	4%	6%	5%	4%	3%	6%	3%	6%	2%
Not sure	2%	3%	1%	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%
Totals	100%	101%	99%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,105)	(378)	(434)	(293)	(449)	(384)	(457)	(294)	(252)	(193)	(247)	(425)	(240)

**15A. Breakfast Drinks — Coffee**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	45%	43%	47%	32%	42%	51%	51%	51%	30%	40%	*
Like	20%	19%	21%	27%	18%	13%	27%	17%	28%	24%	*
Neutral	10%	11%	9%	11%	12%	11%	5%	8%	12%	17%	*
Dislike	11%	13%	9%	12%	14%	9%	8%	11%	15%	10%	*
Hate	13%	12%	14%	16%	12%	16%	8%	13%	15%	8%	*
Not sure	1%	2%	0%	3%	2%	0%	0%	1%	0%	0%	*
Totals	100%	100%	100%	101%	100%	100%	99%	101%	100%	99%	*
Unweighted N	(1,107)	(504)	(603)	(254)	(299)	(338)	(216)	(738)	(133)	(158)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	45%	47%	40%	49%	52%	48%	42%	44%	57%	44%	47%	45%	44%
Like	20%	17%	24%	18%	17%	17%	18%	26%	19%	19%	19%	19%	24%
Neutral	10%	9%	12%	8%	9%	9%	9%	10%	6%	9%	10%	9%	11%
Dislike	11%	9%	13%	10%	11%	9%	14%	8%	7%	10%	11%	12%	9%
Hate	13%	16%	11%	14%	11%	16%	16%	12%	11%	17%	11%	14%	9%
Not sure	1%	2%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	3%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,107)	(368)	(427)	(312)	(443)	(414)	(443)	(310)	(247)	(206)	(220)	(443)	(238)

**15B. Breakfast Drinks — Tea**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	24%	19%	28%	29%	23%	25%	18%	21%	34%	23%	*
Like	31%	30%	32%	21%	39%	33%	28%	30%	30%	37%	*
Neutral	24%	25%	22%	27%	17%	23%	29%	25%	20%	19%	*
Dislike	13%	15%	11%	12%	10%	12%	19%	16%	7%	8%	*
Hate	6%	8%	5%	8%	5%	7%	5%	6%	6%	9%	*
Not sure	2%	3%	1%	4%	5%	0%	1%	1%	3%	3%	*
Totals	100%	100%	99%	101%	99%	100%	100%	99%	100%	99%	*
Unweighted N	(1,066)	(480)	(586)	(236)	(260)	(342)	(228)	(700)	(132)	(154)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	24%	26%	25%	20%	25%	22%	23%	26%	18%	27%	19%	25%	24%
Like	31%	33%	29%	32%	36%	32%	29%	31%	35%	35%	26%	31%	34%
Neutral	24%	18%	29%	23%	20%	24%	28%	21%	21%	14%	35%	24%	17%
Dislike	13%	13%	11%	14%	14%	11%	13%	13%	15%	15%	12%	13%	12%
Hate	6%	5%	3%	11%	4%	10%	4%	8%	10%	7%	6%	5%	9%
Not sure	2%	4%	2%	0%	1%	1%	2%	1%	2%	2%	1%	2%	4%
Totals	100%	99%	99%	100%	100%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,066)	(354)	(412)	(300)	(432)	(362)	(434)	(282)	(236)	(181)	(233)	(417)	(235)

**15C. Breakfast Drinks — Orange juice**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	35%	36%	34%	43%	46%	30%	24%	29%	59%	52%	*
Like	37%	41%	34%	28%	33%	44%	39%	38%	25%	36%	*
Neutral	15%	12%	19%	14%	10%	16%	22%	18%	7%	9%	*
Dislike	8%	7%	9%	8%	7%	8%	8%	9%	6%	2%	*
Hate	4%	4%	4%	6%	4%	1%	6%	5%	3%	2%	*
Not sure	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	*
Totals	99%	101%	100%	100%	100%	99%	99%	99%	100%	101%	*
Unweighted N	(1,080)	(474)	(606)	(258)	(285)	(318)	(219)	(713)	(124)	(158)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	35%	39%	33%	34%	31%	34%	34%	38%	35%	39%	28%	38%	34%
Like	37%	34%	38%	38%	38%	41%	36%	38%	36%	29%	41%	37%	39%
Neutral	15%	15%	17%	14%	17%	16%	18%	13%	14%	16%	18%	12%	18%
Dislike	8%	9%	7%	9%	11%	5%	8%	6%	10%	9%	10%	7%	6%
Hate	4%	3%	4%	5%	4%	4%	4%	5%	5%	7%	2%	5%	2%
Not sure	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Totals	99%	100%	100%	100%	101%	100%	101%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,080)	(369)	(413)	(298)	(455)	(369)	(423)	(320)	(226)	(192)	(218)	(423)	(247)

**15D. Breakfast Drinks — Apple juice**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	24%	26%	22%	37%	30%	21%	8%	19%	37%	35%	*
Like	34%	37%	31%	40%	34%	30%	35%	34%	33%	28%	*
Neutral	23%	23%	24%	14%	18%	27%	31%	25%	19%	18%	*
Dislike	14%	11%	17%	5%	12%	18%	22%	18%	4%	12%	*
Hate	4%	3%	6%	3%	6%	4%	3%	4%	6%	5%	*
Not sure	0%	1%	0%	1%	0%	0%	0%	0%	1%	2%	*
Totals	99%	101%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,089)	(502)	(587)	(253)	(284)	(335)	(217)	(709)	(141)	(158)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	24%	26%	25%	20%	21%	16%	28%	17%	22%	20%	22%	27%	22%
Like	34%	33%	37%	31%	32%	33%	35%	39%	26%	34%	32%	35%	35%
Neutral	23%	21%	20%	29%	25%	29%	20%	25%	28%	29%	21%	19%	27%
Dislike	14%	16%	12%	16%	19%	15%	11%	16%	19%	12%	23%	14%	10%
Hate	4%	3%	5%	4%	3%	6%	5%	2%	4%	5%	2%	5%	5%
Not sure	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%
Totals	99%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%	101%	99%
Unweighted N	(1,089)	(389)	(413)	(287)	(463)	(365)	(439)	(300)	(246)	(202)	(231)	(425)	(231)

**15E. Breakfast Drinks — Milk**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	26%	30%	22%	35%	29%	21%	22%	24%	27%	32%	*
Like	29%	33%	25%	29%	22%	34%	30%	27%	31%	31%	*
Neutral	25%	21%	29%	21%	26%	25%	29%	28%	23%	19%	*
Dislike	12%	8%	15%	11%	11%	12%	12%	13%	7%	13%	*
Hate	7%	6%	8%	4%	10%	8%	6%	7%	11%	4%	*
Not sure	1%	2%	0%	1%	2%	0%	1%	1%	0%	1%	*
Totals	100%	100%	99%	101%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,083)	(478)	(605)	(252)	(294)	(305)	(232)	(721)	(130)	(154)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	26%	26%	26%	26%	25%	27%	26%	23%	25%	23%	19%	30%	27%
Like	29%	27%	30%	31%	32%	30%	28%	35%	29%	23%	35%	28%	29%
Neutral	25%	25%	27%	24%	23%	24%	25%	28%	24%	25%	29%	24%	23%
Dislike	12%	10%	13%	12%	14%	10%	11%	9%	14%	13%	12%	10%	14%
Hate	7%	10%	4%	8%	7%	7%	9%	5%	8%	16%	5%	7%	4%
Not sure	1%	2%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	2%
Totals	100%	100%	101%	102%	101%	99%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,083)	(380)	(412)	(291)	(458)	(368)	(430)	(298)	(250)	(199)	(222)	(430)	(232)

**15F. Breakfast Drinks — Water**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	43%	39%	46%	53%	46%	41%	33%	41%	59%	41%	*
Like	31%	37%	25%	22%	28%	32%	40%	32%	24%	31%	*
Neutral	20%	19%	22%	22%	18%	21%	21%	21%	15%	21%	*
Dislike	3%	2%	4%	1%	3%	4%	4%	4%	2%	3%	*
Hate	2%	1%	3%	1%	3%	2%	2%	2%	0%	4%	*
Not sure	1%	2%	0%	0%	2%	0%	1%	0%	0%	0%	*
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,090)	(478)	(612)	(245)	(283)	(337)	(225)	(714)	(137)	(153)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	43%	44%	44%	41%	43%	40%	44%	42%	47%	44%	41%	44%	42%
Like	31%	32%	27%	35%	33%	35%	29%	35%	29%	32%	35%	28%	31%
Neutral	20%	18%	24%	18%	18%	19%	21%	21%	17%	14%	20%	22%	21%
Dislike	3%	3%	4%	3%	4%	3%	3%	1%	5%	5%	2%	3%	3%
Hate	2%	2%	1%	3%	2%	2%	3%	1%	2%	5%	2%	2%	1%
Not sure	1%	2%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	2%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,090)	(389)	(415)	(286)	(469)	(352)	(444)	(306)	(233)	(185)	(214)	(431)	(260)

**15G. Breakfast Drinks — Soda**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	16%	18%	14%	18%	21%	21%	3%	14%	27%	19%	*
Like	20%	21%	18%	14%	18%	25%	18%	19%	16%	24%	*
Neutral	17%	16%	19%	18%	17%	13%	22%	17%	23%	17%	*
Dislike	28%	27%	28%	27%	23%	25%	38%	30%	20%	28%	*
Hate	18%	16%	20%	22%	19%	16%	18%	20%	13%	10%	*
Not sure	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	*
Unweighted N	(1,085)	(501)	(584)	(249)	(299)	(320)	(217)	(711)	(130)	(164)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	16%	19%	12%	18%	12%	12%	23%	14%	9%	17%	14%	18%	14%
Like	20%	18%	22%	18%	19%	17%	22%	22%	15%	13%	19%	24%	17%
Neutral	17%	14%	17%	21%	16%	19%	15%	16%	23%	19%	16%	15%	22%
Dislike	28%	30%	26%	27%	32%	31%	23%	32%	27%	23%	30%	27%	29%
Hate	18%	16%	23%	15%	19%	20%	17%	16%	26%	28%	20%	15%	15%
Not sure	1%	3%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	3%
Totals	100%	100%	101%	99%	99%	99%	101%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,085)	(382)	(414)	(289)	(452)	(366)	(444)	(294)	(236)	(201)	(229)	(422)	(233)

**15H. Breakfast Drinks — Smoothies**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	26%	21%	31%	43%	38%	17%	13%	22%	35%	30%	*
Like	31%	33%	29%	33%	29%	37%	23%	32%	27%	38%	*
Neutral	24%	26%	23%	15%	20%	26%	35%	25%	21%	22%	*
Dislike	11%	13%	9%	2%	9%	12%	20%	13%	13%	3%	*
Hate	4%	4%	4%	2%	2%	5%	8%	5%	2%	5%	*
Not sure	3%	2%	3%	6%	2%	2%	1%	3%	1%	2%	*
Totals	99%	99%	99%	101%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,087)	(476)	(611)	(251)	(281)	(337)	(218)	(712)	(144)	(154)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	26%	32%	28%	20%	24%	21%	29%	29%	19%	25%	22%	29%	26%
Like	31%	29%	32%	32%	33%	33%	29%	33%	35%	27%	32%	28%	40%
Neutral	24%	19%	25%	28%	24%	25%	26%	24%	23%	25%	27%	25%	22%
Dislike	11%	13%	9%	12%	15%	13%	10%	10%	15%	13%	13%	12%	6%
Hate	4%	2%	4%	6%	4%	7%	4%	4%	4%	4%	5%	4%	4%
Not sure	3%	5%	3%	1%	1%	1%	2%	1%	3%	6%	2%	2%	3%
Totals	99%	100%	101%	99%	101%	100%	100%	101%	99%	100%	101%	100%	101%
Unweighted N	(1,087)	(361)	(411)	(315)	(436)	(384)	(429)	(308)	(241)	(180)	(240)	(431)	(236)

**15I. Breakfast Drinks — Espresso drinks (cappuccino or latte)**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	23%	15%	30%	24%	30%	23%	12%	23%	17%	18%	*
Like	24%	23%	25%	22%	22%	27%	22%	25%	19%	20%	*
Neutral	18%	18%	19%	18%	17%	15%	24%	16%	27%	18%	*
Dislike	18%	24%	13%	17%	16%	17%	24%	18%	17%	29%	*
Hate	14%	16%	12%	13%	12%	16%	15%	15%	14%	13%	*
Not sure	3%	4%	2%	6%	2%	2%	3%	3%	6%	1%	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,070)	(493)	(577)	(239)	(287)	(324)	(220)	(692)	(142)	(159)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	23%	26%	22%	20%	23%	20%	21%	20%	33%	26%	16%	23%	26%
Like	24%	23%	24%	25%	27%	21%	22%	26%	25%	19%	28%	24%	23%
Neutral	18%	20%	21%	13%	20%	16%	20%	18%	13%	17%	18%	18%	19%
Dislike	18%	15%	16%	24%	15%	22%	20%	22%	11%	21%	16%	17%	21%
Hate	14%	11%	14%	16%	13%	18%	14%	13%	16%	12%	18%	15%	9%
Not sure	3%	5%	2%	2%	3%	4%	4%	2%	2%	5%	3%	3%	2%
Totals	100%	100%	99%	100%	101%	101%	101%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,070)	(370)	(407)	(293)	(449)	(349)	(423)	(289)	(252)	(183)	(236)	(412)	(239)

**15J. Breakfast Drinks — Energy drinks**

How do you feel about drinking the following during breakfast?

*Respondents were asked about a random sample of 6 of the 12 drinks*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	8%	11%	6%	11%	12%	8%	2%	7%	6%	13%	*
Like	13%	15%	12%	16%	17%	11%	8%	13%	16%	15%	*
Neutral	18%	19%	18%	22%	18%	13%	22%	18%	23%	19%	*
Dislike	29%	30%	29%	23%	23%	30%	41%	32%	24%	22%	*
Hate	29%	24%	33%	27%	26%	36%	26%	29%	26%	27%	*
Not sure	2%	1%	3%	2%	3%	2%	1%	1%	5%	4%	*
Totals	99%	100%	101%	101%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,031)	(439)	(592)	(248)	(274)	(300)	(209)	(677)	(113)	(168)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	8%	5%	8%	12%	5%	9%	10%	10%	5%	8%	5%	12%	5%
Like	13%	12%	14%	14%	12%	15%	11%	13%	16%	18%	14%	9%	16%
Neutral	18%	17%	21%	16%	20%	13%	20%	18%	17%	19%	17%	18%	21%
Dislike	29%	31%	30%	27%	34%	28%	24%	29%	35%	24%	29%	30%	31%
Hate	29%	32%	26%	31%	28%	34%	31%	29%	26%	32%	33%	29%	25%
Not sure	2%	3%	2%	2%	1%	1%	4%	0%	0%	0%	2%	2%	2%
Totals	99%	100%	101%	102%	100%	100%	100%	99%	99%	101%	100%	100%	100%
Unweighted N	(1,031)	(342)	(409)	(280)	(421)	(353)	(393)	(292)	(236)	(188)	(221)	(401)	(221)

**15K. Breakfast Drinks — Mimosas**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	11%	6%	16%	14%	13%	11%	6%	9%	24%	8%	*
Like	17%	15%	18%	11%	17%	21%	15%	17%	11%	23%	*
Neutral	25%	26%	25%	28%	25%	23%	25%	24%	28%	23%	*
Dislike	20%	24%	17%	18%	18%	19%	28%	22%	11%	23%	*
Hate	13%	12%	13%	10%	15%	13%	12%	14%	10%	10%	*
Not sure	14%	17%	11%	18%	11%	13%	13%	14%	17%	13%	*
Totals	100%	100%	100%	99%	99%	100%	99%	100%	101%	100%	*
Unweighted N	(1,071)	(492)	(579)	(249)	(290)	(315)	(217)	(709)	(141)	(149)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	11%	12%	12%	9%	13%	10%	11%	11%	12%	12%	11%	13%	8%
Like	17%	22%	12%	17%	20%	15%	13%	17%	23%	19%	21%	14%	16%
Neutral	25%	23%	27%	24%	28%	25%	23%	27%	31%	25%	21%	25%	30%
Dislike	20%	19%	23%	19%	17%	18%	21%	21%	15%	21%	15%	22%	22%
Hate	13%	10%	11%	17%	11%	17%	13%	14%	13%	13%	14%	14%	9%
Not sure	14%	13%	14%	14%	11%	15%	19%	9%	5%	10%	18%	13%	14%
Totals	100%	99%	99%	100%	100%	100%	100%	99%	99%	100%	100%	101%	99%
Unweighted N	(1,071)	(362)	(431)	(278)	(435)	(363)	(428)	(288)	(246)	(197)	(219)	(433)	(222)

**15L. Breakfast Drinks — Bloody Mary**

How do you feel about drinking the following during breakfast?

Respondents were asked about a random sample of 6 of the 12 drinks

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love	10%	13%	7%	9%	10%	11%	9%	8%	10%	11%	*
Like	9%	8%	10%	9%	6%	8%	14%	10%	6%	9%	*
Neutral	14%	15%	13%	20%	14%	13%	10%	13%	11%	17%	*
Dislike	25%	26%	24%	16%	24%	29%	29%	26%	23%	28%	*
Hate	33%	27%	39%	27%	34%	33%	37%	34%	38%	29%	*
Not sure	9%	11%	7%	19%	11%	7%	2%	8%	12%	7%	*
Totals	100%	100%	100%	100%	99%	101%	101%	99%	100%	101%	*
Unweighted N	(1,082)	(483)	(599)	(236)	(301)	(320)	(225)	(719)	(134)	(160)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love	10%	9%	11%	9%	8%	11%	9%	11%	10%	11%	10%	9%	11%
Like	9%	13%	7%	8%	13%	10%	7%	12%	12%	7%	10%	8%	11%
Neutral	14%	13%	15%	13%	13%	13%	15%	14%	11%	17%	11%	15%	13%
Dislike	25%	25%	25%	25%	29%	24%	25%	24%	26%	27%	20%	27%	26%
Hate	33%	28%	33%	38%	30%	37%	36%	31%	35%	30%	39%	33%	29%
Not sure	9%	13%	9%	6%	7%	5%	8%	8%	6%	8%	11%	8%	10%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,082)	(370)	(409)	(303)	(447)	(363)	(447)	(307)	(231)	(181)	(228)	(424)	(249)

**16A. Breakfast Beliefs — Breakfast is the most important meal of the day**

Do you think the following is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely true	28%	27%	29%	30%	33%	25%	27%	25%	42%	31%	*
Probably true	42%	39%	45%	39%	32%	43%	52%	44%	33%	41%	*
Probably not true	12%	13%	11%	15%	14%	10%	9%	12%	11%	16%	*
Definitely not true	7%	7%	7%	6%	8%	9%	3%	8%	7%	4%	*
Not sure	11%	14%	8%	10%	13%	13%	8%	12%	7%	8%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	*
Unweighted N	(1,133)	(539)	(594)	(297)	(294)	(326)	(216)	(752)	(136)	(168)	(77)

	Total	Party ID		2024 Vote		Family Income (3 category)			Region				
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely true	28%	32%	26%	29%	27%	29%	31%	25%	28%	32%	26%	28%	29%
Probably true	42%	40%	40%	45%	44%	42%	37%	49%	43%	44%	41%	43%	38%
Probably not true	12%	13%	11%	10%	14%	13%	12%	9%	14%	7%	12%	12%	13%
Definitely not true	7%	7%	7%	7%	5%	8%	8%	7%	5%	6%	5%	7%	9%
Not sure	11%	8%	16%	9%	11%	9%	12%	10%	10%	11%	16%	9%	11%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,133)	(393)	(446)	(294)	(475)	(370)	(456)	(307)	(252)	(190)	(241)	(442)	(260)

**16B. Breakfast Beliefs — Skipping breakfast slows your metabolism**

Do you think the following is...?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely true	14%	13%	15%	13%	16%	13%	14%	13%	17%	10%	*
Probably true	32%	29%	36%	26%	27%	31%	45%	35%	26%	32%	*
Probably not true	16%	17%	16%	20%	16%	15%	13%	16%	18%	16%	*
Definitely not true	5%	5%	6%	4%	6%	7%	4%	6%	7%	5%	*
Not sure	33%	37%	28%	37%	35%	34%	23%	29%	32%	37%	*
Totals	100%	101%	101%	100%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(1,130)	(537)	(593)	(296)	(293)	(325)	(216)	(748)	(137)	(168)	(77)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely true	14%	12%	17%	12%	12%	13%	15%	14%	12%	17%	9%	16%	11%
Probably true	32%	30%	29%	38%	35%	36%	29%	34%	38%	27%	38%	31%	31%
Probably not true	16%	19%	13%	17%	20%	17%	17%	15%	17%	17%	17%	14%	19%
Definitely not true	5%	5%	4%	9%	4%	9%	6%	5%	5%	7%	4%	5%	6%
Not sure	33%	35%	37%	24%	29%	26%	33%	32%	27%	31%	31%	33%	33%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	99%	99%	99%	99%	100%
Unweighted N	(1,130)	(393)	(446)	(291)	(477)	(367)	(456)	(303)	(252)	(190)	(240)	(443)	(257)

**16C. Breakfast Beliefs — Breakfast should be your largest meal of the day**

Do you think the following is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely true	12%	14%	11%	11%	16%	14%	8%	11%	13%	17%	*
Probably true	31%	25%	37%	28%	29%	26%	45%	34%	23%	30%	*
Probably not true	23%	24%	22%	25%	22%	22%	24%	23%	29%	25%	*
Definitely not true	14%	16%	12%	15%	16%	14%	8%	14%	14%	10%	*
Not sure	20%	22%	18%	20%	18%	24%	15%	19%	20%	19%	*
Totals	100%	101%	100%	99%	101%	100%	100%	101%	99%	101%	*
Unweighted N	(1,133)	(539)	(594)	(296)	(294)	(326)	(217)	(750)	(137)	(169)	(77)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely true	12%	11%	12%	14%	9%	13%	17%	9%	12%	15%	13%	12%	10%
Probably true	31%	32%	28%	34%	32%	31%	26%	38%	33%	33%	28%	32%	33%
Probably not true	23%	26%	19%	25%	28%	23%	23%	21%	23%	21%	25%	23%	23%
Definitely not true	14%	15%	13%	12%	14%	16%	14%	14%	13%	10%	11%	15%	15%
Not sure	20%	16%	26%	15%	18%	17%	21%	18%	19%	21%	24%	18%	19%
Totals	100%	100%	98%	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,133)	(394)	(446)	(293)	(476)	(369)	(457)	(306)	(251)	(191)	(241)	(442)	(259)

**16D. Breakfast Beliefs — Skipping breakfast is a good way to lose weight**

Do you think the following is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely true	6%	8%	5%	8%	7%	7%	2%	5%	5%	13%	*
Probably true	15%	17%	14%	24%	20%	11%	7%	15%	10%	25%	*
Probably not true	34%	33%	34%	30%	26%	31%	51%	37%	34%	21%	*
Definitely not true	26%	22%	31%	19%	27%	31%	26%	27%	26%	28%	*
Not sure	18%	20%	17%	18%	21%	20%	14%	16%	25%	13%	*
Totals	99%	100%	101%	99%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,131)	(536)	(595)	(297)	(293)	(327)	(214)	(749)	(136)	(169)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely true	6%	6%	6%	8%	4%	8%	8%	6%	7%	10%	4%	7%	5%
Probably true	15%	15%	14%	16%	13%	15%	13%	18%	15%	13%	15%	14%	21%
Probably not true	34%	30%	35%	35%	37%	34%	30%	42%	33%	28%	36%	36%	32%
Definitely not true	26%	31%	22%	27%	28%	28%	27%	24%	30%	32%	28%	24%	25%
Not sure	18%	18%	22%	13%	18%	14%	23%	10%	15%	18%	18%	18%	18%
Totals	99%	100%	99%	99%	100%	99%	101%	100%	100%	101%	101%	99%	101%
Unweighted N	(1,131)	(391)	(447)	(293)	(474)	(369)	(455)	(306)	(252)	(191)	(238)	(443)	(259)

# YouGov Survey: Breakfast

September 10 - 18, 2025 - 2,158 U.S. adult citizens



<b>Interviewing Dates</b>	September 10 - 12, 2025   September 16 - 18, 2025
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.708, with a mean of one and a standard deviation of 0.942.
<b>Number of respondents</b>	2,158
<b>Margin of error</b>	± 2.9 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	58 questions not reported.