

1. How often do you typically drink alcoholic drinks?

Ever	66%
Several times a day	2%
Once a day	4%
A few times a week	13%
Once a week	6%
A few times a month	10%
Once a month	5%
A few times a year	15%
Once a year	3%
Less than once a year	9%
Never	32%
Prefer not to say	2%

2. How often do you typically drink cocktails?

Ever	58%
Several times a day	1%
Once a day	1%
A few times a week	5%
Once a week	5%
A few times a month	11%
Once a month	5%
A few times a year	14%
Once a year	3%
Less than once a year	12%
Never	41%
Prefer not to say	1%

3. Where do you usually drink cocktails? Select all that apply.

Among people who ever drink cocktails

At home	51%
At a restaurant	50%
At a bar or club	32%
At parties or events	32%
At a hotel or on vacation	25%
At someone else's home	23%
On a plane, train, or cruise	7%
Somewhere else	3%
Not sure	3%

4. When ordering a cocktail at a bar or restaurant, how often do you choose a drink you have never tried before?

Among people who ever drink cocktails

Always	3%
Often	11%
Sometimes	38%
Rarely	33%
Never	8%
I never order cocktails	6%
Not sure	2%

5. About how much do you typically pay for a single cocktail at a bar or restaurant?

Among people who ever drink cocktails

\$8 or less	17%
\$9 - \$11	21%
\$12 - \$14	20%
\$15 - \$17	12%
\$18 - \$20	5%
\$21 - \$25	3%
\$26 - \$35	2%
More than \$35	1%
I never order cocktails	9%
Not sure	10%

6. What is the maximum amount you have ever paid for a single cocktail at a bar or restaurant?

Among people who ever drink cocktails

\$8 or less	8%
\$9 - \$11	11%
\$12 - \$14	11%
\$15 - \$17	14%
\$18 - \$20	16%
\$21 - \$25	12%
\$26 - \$35	5%
More than \$35	5%
I never order cocktails	7%
Not sure	11%

7. How strong do you generally prefer your cocktails to be?

Among people who ever drink cocktails

Very strong	14%
Somewhat strong	53%
Not very strong	23%
Not at all strong	5%
Not sure	5%

8. How do you generally prefer your cocktails to taste?

Among people who ever drink cocktails

Very sweet	11%
Somewhat sweet	47%
Neither sweet nor bitter	29%
Somewhat bitter	7%
Very bitter	0%
Not sure	5%

9. What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Love/Like	Dislike/Hate	Love it	Like it	Feel neutral	Dislike it	Hate it	I have never tried it
Margarita	72%	8%	36%	36%	17%	6%	2%	2%
Mimosa	59%	8%	22%	38%	20%	5%	2%	12%
Piña Colada	58%	14%	23%	35%	20%	9%	5%	7%
Daiquiri	55%	10%	23%	32%	26%	9%	2%	8%
Screwdriver	54%	11%	17%	37%	21%	9%	2%	14%
Sangria	53%	8%	20%	33%	21%	7%	1%	17%
Long Island Iced Tea	53%	12%	19%	34%	23%	9%	3%	12%
Rum and Coke	52%	18%	21%	31%	24%	11%	7%	6%
Tequila Sunrise	51%	12%	15%	36%	18%	8%	4%	18%
Mojito	49%	6%	16%	33%	22%	5%	1%	23%
Mai Tai	44%	7%	13%	31%	25%	6%	2%	24%
Martini	42%	18%	15%	27%	22%	12%	6%	18%
White Russian	42%	13%	13%	28%	24%	9%	4%	22%
Sex on the Beach	41%	6%	13%	28%	26%	5%	1%	27%
Bloody Mary	41%	24%	16%	25%	17%	14%	10%	18%
Whiskey Sour	39%	17%	11%	28%	27%	12%	5%	16%
Gin and Tonic	39%	22%	15%	24%	20%	13%	9%	19%
Espresso Martini	39%	15%	17%	22%	18%	9%	6%	28%
Cosmopolitan	38%	9%	13%	25%	25%	8%	1%	29%
Vodka Soda	34%	19%	11%	24%	22%	13%	6%	25%
Amaretto Sour	33%	11%	10%	23%	25%	9%	2%	31%
Old Fashioned	32%	15%	12%	21%	24%	10%	5%	28%
Moscow Mule	31%	9%	11%	20%	23%	6%	3%	37%
Tom Collins	30%	8%	8%	21%	26%	7%	2%	36%
Manhattan	28%	12%	8%	21%	26%	8%	3%	34%
Paloma	23%	5%	8%	15%	17%	4%	1%	55%
Aperol Spritz	23%	6%	6%	17%	22%	4%	2%	49%
Michelada	21%	9%	10%	12%	15%	5%	4%	55%
French 75	20%	6%	5%	15%	16%	4%	2%	58%

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Negroni	14%	8%	3%	11%	21%	7%	1%	56%
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10. Which of the following drinks is your favorite?

Among people who ever drink cocktails

Margarita	11%
Rum and Coke	7%
Piña Colada	6%
Daiquiri	5%
Martini	5%
Sex on the Beach	4%
Long Island Iced Tea	4%
White Russian	4%
Bloody Mary	4%
Whiskey Sour	4%
Old Fashioned	3%
Mojito	3%
Vodka Soda	3%
Gin and Tonic	3%
Espresso Martini	3%
Tequila Sunrise	3%
Sangria	2%
Screwdriver	2%
Moscow Mule	2%
Mimosa	1%
Amaretto Sour	1%
Cosmopolitan	1%
Paloma	1%
Michelada	1%
Mai Tai	1%
Tom Collins	1%
Manhattan	1%
Aperol Spritz	1%
French 75	1%
Negroni	0%
None of the above	7%
Not sure	5%

11. When you drink a martini, which liquor do you usually prefer?

Among people who love or like martinis

Vodka	66%
Gin	22%
No preference	12%
Not sure	1%

12. How do you usually prefer your martini?

Among people who love or like martinis

Very dry	10%
Dry	25%
Neither dry nor wet	14%
Wet	26%
Very wet	3%
No preference	14%
Not sure	7%

13. How do you usually prefer your martini?

Among people who love or like martinis

Shaken	57%
Stirred	16%
No preference	24%
Not sure	3%

14. How do you usually prefer your martini?

Among people who love or like martinis

Dirty	36%
Not dirty	31%
No preference	29%
Not sure	5%

15. How often do you make cocktails at home?

Among people who ever drink cocktails

A few times a week or more	7%
Once a week	6%
A few times a month	15%
A few times a year	21%
Less often	24%
Never	26%
Not sure	2%

16. How would you rate your ability to make cocktails?

Among people who ever drink cocktails

Excellent	8%
Good	32%
Fair	29%
Poor	9%
Terrible	5%
I have never made a cocktail	12%
Not sure	4%

17. How many cocktails could you make without looking up a recipe?

Among people who ever drink cocktails

None	24%
1 - 2	28%
3 - 4	25%
5 - 6	9%
7 - 8	2%
More than 8	4%
Not sure	8%

18. Which of the following cocktails do you know how to make? Select all that apply.

Among people who ever drink cocktails

Rum and Coke	49%
Screwdriver	36%
Margarita	30%
Gin and Tonic	29%
Vodka Soda	26%
Bloody Mary	26%
Mimosa	24%
White Russian	18%
Martini	18%
Whiskey Sour	16%
Tequila Sunrise	15%
Long Island Iced Tea	15%
Mojito	14%
Piña Colada	14%
Daiquiri	14%
Old Fashioned	13%
Sangria	12%
Moscow Mule	10%
Cosmopolitan	9%
Amaretto Sour	9%
Sex on the Beach	8%
Tom Collins	8%
Manhattan	8%
Espresso Martini	7%
Mai Tai	6%
Michelada	5%
Paloma	5%
Aperol Spritz	4%
French 75	4%
Negroni	2%
None of the above	18%

19. When you drink cocktails, which type of liquor do you most often prefer as the main ingredient?

Among people who ever drink cocktails

Vodka	28%
Tequila	17%
Whiskey or bourbon	14%
Rum	14%
Gin	5%
Brandy or cognac	2%
Mezcal	0%
No preference	8%
Something else	2%
Not sure	9%

20. In a blind taste test, how confident are you that you could tell the difference between a cocktail made with an expensive liquor and the same cocktail made with a cheap one?

Among people who ever drink cocktails

Definitely could	8%
Probably could	33%
Probably could not	33%
Definitely could not	16%
Not sure	10%

21. Which of the following do you currently have at home? Select all that apply.

Among people who ever drink cocktails

Vodka	27%
Whiskey or bourbon	23%
Rum	21%
Tequila	20%
Gin	12%
Brandy or cognac	9%
Mezcal	2%
None of the above	50%
Not sure	5%

22. Which of the following would you consider to be a cocktail? Select all that apply.

A mixed drink made with liquor and two or more other ingredients	58%
A mixed drink made with liquor and one other ingredient, such as vodka and soda	51%
A frozen alcoholic drink	24%
A drink made with wine and other ingredients, such as sangria	23%
A non-alcoholic version of a cocktail	15%
A drink made with beer and other ingredients, such as a michelada	12%
Not sure	17%

23. Have you ever ordered a mocktail — a cocktail made without alcohol?

Yes, many times	11%
Yes, once or a few times	24%
No	58%
Not sure	6%

24. When you order a mocktail, what are the reasons you choose one instead of an alcoholic cocktail? Select all that apply.

Among people who have ever ordered a mocktail

I don't want to consume alcohol at that time	51%
I am driving	27%
I like the taste of mocktails	26%
I don't drink alcohol	20%
For health reasons	18%
I am taking medication or have another medical reason	14%
They are less expensive	11%
I am pregnant	6%
Some other reason	4%
Not sure	3%

25. Compared with an alcoholic cocktail, how much do you think a mocktail should cost?

More	2%
The same amount	9%
A little less	28%
A lot less	43%
Not sure	19%

26. Have you ever had a cocktail that contained THC?

Yes, many times	3%
Yes, once or a few times	9%
No	80%
Not sure	9%

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



Interviewing Dates	September 3 - 7, 2026 September 4 - 7, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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, 33% Republican). The weights range from 0.051 to 6.576, with a mean of one and a standard deviation of 1.06.
Number of respondents	2,143
Margin of error	± 3.1 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



1. Frequency of Alcohol Consumption

How often do you typically drink alcoholic drinks?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Ever	66%	64%	68%	61%	74%	67%	61%	66%	72%	60%	61%	75%
Several times a day	2%	3%	1%	1%	2%	3%	2%	2%	4%	3%	3%	1%
Once a day	4%	4%	3%	1%	5%	3%	6%	4%	3%	1%	3%	5%
A few times a week	13%	16%	11%	10%	23%	12%	7%	14%	12%	13%	10%	20%
Once a week	6%	7%	5%	7%	6%	6%	4%	6%	5%	4%	5%	7%
A few times a month	10%	9%	10%	13%	12%	8%	7%	9%	12%	11%	8%	13%
Once a month	5%	4%	6%	5%	6%	4%	6%	6%	4%	3%	5%	5%
A few times a year	15%	12%	17%	16%	14%	14%	17%	14%	19%	12%	15%	14%
Once a year	3%	2%	3%	2%	2%	3%	3%	3%	2%	3%	3%	2%
Less than once a year	9%	7%	11%	6%	5%	14%	9%	8%	11%	9%	9%	8%
Never	32%	33%	31%	33%	25%	33%	39%	33%	27%	36%	36%	24%
Prefer not to say	2%	2%	1%	6%	0%	1%	1%	2%	1%	3%	2%	1%
Totals	101%	99%	99%	100%	100%	101%	101%	101%	100%	98%	99%	100%
Unweighted N	(2,143)	(1,022)	(1,121)	(495)	(572)	(628)	(448)	(1,419)	(274)	(323)	(1,403)	(740)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Ever	66%	70%	63%	66%	66%	66%	66%	74%	69%	61%	70%	77%
Several times a day	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%
Once a day	4%	3%	3%	5%	4%	5%	3%	4%	5%	3%	4%	5%
A few times a week	13%	17%	8%	16%	15%	14%	14%	16%	15%	9%	14%	24%
Once a week	6%	7%	4%	8%	8%	7%	5%	5%	9%	6%	7%	6%
A few times a month	10%	11%	9%	9%	10%	10%	10%	11%	10%	8%	12%	11%
Once a month	5%	6%	5%	5%	5%	5%	4%	5%	5%	4%	6%	5%

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YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A few times a year	15%	14%	19%	11%	11%	13%	16%	17%	11%	16%	14%	12%
Once a year	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%
Less than once a year	9%	9%	9%	9%	7%	7%	10%	9%	9%	10%	9%	7%
Never	32%	29%	36%	31%	31%	32%	33%	26%	31%	38%	30%	23%
Prefer not to say	2%	1%	2%	3%	2%	2%	1%	1%	1%	1%	1%	0%
Totals	101%	101%	100%	101%	98%	100%	100%	100%	100%	101%	101%	99%
Unweighted N	(2,143)	(718)	(827)	(598)	(505)	(729)	(1,305)	(913)	(679)	(818)	(644)	(482)

2. Frequency of Cocktail Consumption

How often do you typically drink cocktails?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Ever	58%	56%	61%	60%	66%	59%	47%	57%	65%	56%	52%	71%
Several times a day	1%	2%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%
Once a day	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
A few times a week	5%	5%	5%	5%	11%	3%	2%	5%	8%	4%	4%	7%
Once a week	5%	5%	5%	7%	6%	6%	2%	6%	3%	5%	4%	7%
A few times a month	11%	12%	10%	16%	14%	9%	5%	9%	17%	12%	8%	16%
Once a month	5%	4%	6%	6%	5%	4%	6%	5%	5%	3%	4%	6%
A few times a year	14%	13%	16%	13%	15%	15%	15%	15%	16%	10%	13%	17%
Once a year	3%	3%	4%	1%	3%	5%	4%	4%	1%	4%	3%	4%
Less than once a year	12%	11%	13%	10%	9%	16%	11%	11%	12%	14%	12%	12%
Never	41%	43%	39%	37%	33%	41%	52%	42%	35%	42%	47%	29%
Prefer not to say	1%	1%	1%	3%	1%	0%	0%	0%	0%	3%	1%	0%
Totals	99%	100%	101%	100%	100%	101%	100%	100%	99%	102%	98%	100%
Unweighted N	(2,143)	(1,022)	(1,121)	(495)	(572)	(628)	(448)	(1,419)	(274)	(323)	(1,403)	(740)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Ever	58%	63%	55%	58%	59%	59%	57%	65%	59%	51%	61%	71%
Several times a day	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Once a day	1%	1%	1%	3%	2%	3%	0%	1%	2%	2%	1%	1%
A few times a week	5%	6%	4%	5%	6%	4%	6%	7%	5%	3%	5%	11%
Once a week	5%	6%	2%	9%	8%	6%	5%	4%	9%	4%	8%	6%
A few times a month	11%	12%	9%	11%	11%	13%	10%	13%	12%	9%	14%	13%
Once a month	5%	6%	5%	4%	4%	5%	4%	6%	5%	2%	5%	8%

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YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A few times a year	14%	17%	15%	12%	14%	14%	15%	18%	12%	13%	14%	17%
Once a year	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	4%	5%
Less than once a year	12%	10%	14%	11%	11%	11%	12%	11%	11%	15%	10%	8%
Never	41%	36%	44%	41%	41%	40%	42%	34%	41%	48%	38%	28%
Prefer not to say	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%
Totals	99%	100%	100%	101%	101%	101%	99%	100%	101%	101%	100%	99%
Unweighted N	(2,143)	(718)	(827)	(598)	(505)	(729)	(1,305)	(913)	(679)	(818)	(644)	(482)

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



3. Where Cocktails Are Drunk

Where do you usually drink cocktails? Select all that apply.

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
At home	51%	54%	48%	42%	61%	52%	43%	52%	54%	47%	54%	47%
At a restaurant	50%	44%	55%	48%	56%	47%	51%	50%	47%	55%	44%	58%
At a bar or club	32%	38%	26%	37%	45%	28%	14%	30%	40%	41%	29%	36%
At parties or events	32%	28%	35%	31%	41%	27%	26%	30%	33%	44%	27%	38%
At a hotel or on vacation	25%	21%	28%	21%	28%	24%	27%	26%	18%	33%	22%	29%
At someone else's home	23%	24%	23%	21%	34%	15%	25%	22%	22%	35%	22%	25%
On a plane, train, or cruise	7%	7%	8%	4%	10%	8%	8%	9%	6%	7%	6%	9%
Somewhere else	3%	3%	3%	2%	3%	3%	3%	2%	8%	2%	3%	3%
Not sure	3%	4%	2%	6%	2%	4%	0%	2%	4%	6%	4%	2%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
At home	51%	54%	45%	53%	51%	51%	53%	50%	52%	52%	49%	58%
At a restaurant	50%	58%	42%	51%	47%	45%	55%	61%	50%	40%	55%	64%
At a bar or club	32%	32%	31%	33%	31%	30%	33%	35%	32%	24%	34%	37%
At parties or events	32%	37%	31%	27%	22%	24%	36%	39%	27%	25%	31%	40%
At a hotel or on vacation	25%	30%	21%	23%	21%	21%	28%	31%	22%	18%	23%	38%
At someone else’s home	23%	22%	28%	20%	21%	22%	24%	25%	21%	20%	19%	31%
On a plane, train, or cruise	7%	7%	7%	8%	8%	7%	8%	9%	7%	5%	7%	13%
Somewhere else	3%	2%	4%	2%	1%	1%	3%	3%	2%	3%	2%	4%

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	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Not sure	3%	2%	4%	2%	3%	3%	2%	2%	2%	7%	1%	0%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

4. Frequency of Trying New Cocktails

When ordering a cocktail at a bar or restaurant, how often do you choose a drink you have never tried before?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always	3%	4%	3%	6%	3%	2%	1%	2%	7%	6%	4%	3%
Often	11%	7%	15%	13%	16%	10%	4%	12%	9%	7%	10%	13%
Sometimes	38%	37%	38%	40%	48%	32%	28%	35%	43%	46%	35%	41%
Rarely	33%	34%	32%	25%	25%	36%	47%	34%	28%	24%	34%	31%
Never	8%	11%	6%	7%	2%	10%	15%	10%	2%	9%	9%	6%
I never order cocktails	6%	6%	5%	4%	4%	8%	4%	6%	9%	2%	6%	5%
Not sure	2%	1%	2%	5%	1%	1%	0%	1%	1%	6%	2%	1%
Totals	101%	100%	101%	100%	99%	99%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,275)	(605)	(670)	(296)	(407)	(363)	(209)	(841)	(155)	(207)	(762)	(513)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Always	3%	3%	3%	3%	3%	3%	4%	3%	4%	4%	2%	4%
Often	11%	13%	8%	12%	8%	10%	12%	13%	10%	11%	9%	18%
Sometimes	38%	43%	36%	33%	36%	36%	39%	44%	34%	31%	41%	43%
Rarely	33%	27%	38%	34%	35%	34%	32%	30%	36%	33%	36%	24%
Never	8%	5%	6%	13%	13%	12%	6%	6%	13%	8%	7%	9%
I never order cocktails	6%	7%	6%	3%	5%	4%	6%	4%	3%	10%	5%	2%
Not sure	2%	1%	3%	1%	1%	1%	1%	0%	1%	3%	1%	1%
Totals	101%	99%	100%	99%	101%	100%	100%	100%	101%	100%	101%	101%
Unweighted N	(1,275)	(460)	(476)	(339)	(287)	(414)	(801)	(597)	(383)	(434)	(394)	(348)

5. Typical Amount for a Cocktail

About how much do you typically pay for a single cocktail at a bar or restaurant?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
\$8 or less	17%	16%	18%	14%	15%	18%	22%	18%	17%	6%	17%	18%
\$9 - \$11	21%	17%	24%	17%	21%	22%	22%	22%	13%	21%	23%	18%
\$12 - \$14	20%	17%	22%	18%	20%	22%	17%	21%	17%	17%	17%	23%
\$15 - \$17	12%	11%	13%	11%	14%	11%	13%	13%	10%	15%	10%	15%
\$18 - \$20	5%	8%	3%	5%	8%	4%	6%	5%	9%	7%	4%	7%
\$21 - \$25	3%	5%	2%	6%	5%	2%	1%	2%	5%	9%	4%	3%
\$26 - \$35	2%	2%	2%	2%	3%	1%	1%	1%	7%	1%	1%	3%
More than \$35	1%	1%	0%	2%	1%	0%	0%	1%	0%	2%	1%	0%
I never order cocktails	9%	11%	7%	11%	5%	11%	9%	9%	12%	10%	11%	6%
Not sure	10%	11%	9%	14%	8%	9%	10%	9%	10%	13%	12%	7%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
\$8 or less	17%	15%	20%	16%	16%	19%	16%	17%	19%	26%	17%	10%
\$9 - \$11	21%	18%	19%	25%	22%	20%	21%	19%	21%	23%	21%	19%
\$12 - \$14	20%	23%	18%	19%	17%	18%	21%	24%	19%	13%	21%	26%
\$15 - \$17	12%	16%	8%	12%	15%	12%	12%	16%	13%	7%	15%	18%
\$18 - \$20	5%	7%	4%	6%	8%	6%	5%	7%	6%	3%	7%	9%
\$21 - \$25	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	2%	4%
\$26 - \$35	2%	1%	1%	3%	3%	1%	2%	2%	3%	2%	1%	3%
More than \$35	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	0%

continued on the next page . . .

YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
I never order cocktails	9%	8%	13%	6%	7%	8%	10%	5%	6%	14%	8%	4%
Not sure	10%	7%	13%	9%	9%	10%	9%	6%	9%	10%	6%	6%
Totals	100%	99%	100%	100%	102%	99%	100%	100%	100%	101%	99%	99%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

6. Maximum Amount for a Cocktail

What is the maximum amount you have ever paid for a single cocktail at a bar or restaurant?

Among people who ever drink cocktails

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
\$8 or less	8%	6%	9%	12%	6%	6%	7%	7%	6%	3%	8%	7%
\$9 - \$11	11%	10%	11%	6%	8%	11%	21%	11%	12%	8%	12%	8%
\$12 - \$14	11%	9%	12%	8%	12%	12%	10%	11%	15%	10%	13%	8%
\$15 - \$17	14%	12%	16%	14%	12%	15%	14%	16%	9%	14%	14%	14%
\$18 - \$20	16%	15%	16%	12%	20%	16%	13%	17%	18%	12%	13%	19%
\$21 - \$25	12%	12%	12%	14%	15%	11%	8%	11%	10%	18%	9%	17%
\$26 - \$35	5%	6%	4%	5%	6%	5%	3%	5%	4%	8%	4%	6%
More than \$35	5%	8%	3%	4%	6%	6%	5%	4%	7%	6%	4%	6%
I never order cocktails	7%	9%	6%	10%	5%	8%	5%	6%	12%	8%	10%	3%
Not sure	11%	13%	10%	15%	8%	10%	14%	11%	7%	13%	12%	11%
Totals	100%	100%	99%	100%	98%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,277)	(606)	(671)	(297)	(406)	(364)	(210)	(844)	(155)	(205)	(764)	(513)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
\$8 or less	8%	7%	9%	8%	8%	10%	6%	7%	5%	11%	7%	4%
\$9 - \$11	11%	8%	11%	12%	15%	12%	10%	9%	14%	17%	11%	4%
\$12 - \$14	11%	9%	11%	12%	12%	13%	10%	10%	12%	12%	11%	10%
\$15 - \$17	14%	15%	11%	17%	16%	16%	13%	14%	18%	14%	15%	18%
\$18 - \$20	16%	19%	10%	18%	12%	13%	18%	21%	15%	11%	20%	19%
\$21 - \$25	12%	16%	11%	10%	11%	10%	14%	15%	10%	9%	11%	18%
\$26 - \$35	5%	7%	3%	5%	7%	5%	6%	8%	6%	2%	4%	11%
More than \$35	5%	3%	9%	3%	4%	4%	6%	5%	4%	4%	8%	7%

continued on the next page . . .

YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
I never order cocktails	7%	6%	11%	4%	6%	6%	8%	4%	5%	11%	6%	2%
Not sure	11%	9%	14%	10%	10%	11%	10%	8%	11%	10%	6%	8%
Totals	100%	99%	100%	99%	101%	100%	101%	101%	100%	101%	99%	101%
Unweighted N	(1,277)	(461)	(477)	(339)	(287)	(415)	(803)	(598)	(383)	(436)	(395)	(347)

7. Preferred Cocktail Strength

How strong do you generally prefer your cocktails to be?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very strong	14%	17%	11%	11%	19%	15%	4%	12%	16%	15%	15%	12%
Somewhat strong	53%	56%	51%	53%	57%	54%	47%	56%	50%	41%	52%	56%
Not very strong	23%	19%	26%	27%	16%	18%	37%	23%	22%	27%	23%	23%
Not at all strong	5%	2%	8%	5%	3%	6%	8%	6%	8%	3%	6%	4%
Not sure	5%	6%	4%	5%	5%	6%	4%	3%	3%	15%	4%	6%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	99%	101%	100%	101%
Unweighted N	(1,278)	(605)	(673)	(297)	(406)	(365)	(210)	(844)	(155)	(206)	(763)	(515)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Very strong	14%	15%	11%	15%	14%	13%	14%	15%	14%	15%	12%	14%
Somewhat strong	53%	55%	52%	53%	54%	54%	53%	53%	51%	51%	54%	57%
Not very strong	23%	22%	21%	26%	26%	26%	21%	25%	27%	21%	24%	24%
Not at all strong	5%	5%	6%	4%	5%	4%	5%	4%	5%	6%	6%	4%
Not sure	5%	3%	9%	2%	2%	2%	6%	4%	3%	7%	4%	1%
Totals	100%	100%	99%	100%	101%	99%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,278)	(462)	(476)	(340)	(288)	(416)	(802)	(598)	(384)	(437)	(395)	(347)

8. Preferred Cocktail Taste

How do you generally prefer your cocktails to taste?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very sweet	11%	8%	14%	16%	13%	11%	4%	11%	11%	14%	12%	11%
Somewhat sweet	47%	44%	51%	48%	47%	49%	45%	48%	49%	46%	48%	46%
Neither sweet nor bitter	29%	34%	25%	23%	26%	28%	44%	30%	31%	20%	31%	27%
Somewhat bitter	7%	7%	6%	10%	7%	6%	4%	7%	6%	6%	6%	8%
Very bitter	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Not sure	5%	6%	4%	4%	6%	6%	4%	3%	3%	13%	3%	7%
Totals	99%	99%	100%	101%	100%	100%	101%	99%	100%	99%	100%	99%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Very sweet	11%	17%	7%	11%	12%	12%	12%	15%	12%	11%	11%	11%
Somewhat sweet	47%	46%	48%	48%	46%	46%	48%	49%	47%	45%	53%	48%
Neither sweet nor bitter	29%	27%	29%	31%	35%	31%	28%	27%	32%	31%	27%	30%
Somewhat bitter	7%	7%	7%	7%	5%	7%	7%	6%	7%	6%	6%	9%
Very bitter	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%
Not sure	5%	3%	10%	2%	2%	2%	5%	3%	2%	6%	3%	1%
Totals	99%	100%	101%	100%	100%	99%	100%	100%	101%	99%	100%	99%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

9A. Opinions of Cocktails — Margarita

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	72%	70%	73%	62%	73%	75%	78%	71%	*	74%	73%	71%
Dislike/Hate	8%	8%	8%	6%	10%	7%	11%	11%	*	6%	8%	9%
Love it	36%	25%	45%	30%	32%	38%	44%	37%	*	29%	36%	36%
Like it	36%	45%	29%	32%	41%	36%	34%	35%	*	46%	37%	35%
Feel neutral	17%	19%	15%	31%	12%	16%	10%	16%	*	16%	16%	19%
Dislike it	6%	5%	7%	4%	8%	5%	9%	9%	*	1%	5%	8%
Hate it	2%	3%	1%	3%	2%	3%	2%	2%	*	5%	3%	1%
I have never tried it	2%	2%	3%	1%	5%	2%	1%	2%	*	4%	4%	1%
Totals	99%	99%	100%	101%	100%	100%	100%	101%	*	101%	101%	100%
Unweighted N	(668)	(312)	(356)	(152)	(222)	(179)	(115)	(428)	(89)	(107)	(405)	(263)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	72%	80%	60%	75%	66%	70%	77%	80%	75%	75%	65%	83%
Dislike/Hate	8%	9%	8%	8%	7%	4%	11%	7%	8%	6%	13%	7%
Love it	36%	42%	26%	39%	27%	31%	41%	45%	34%	40%	36%	35%
Like it	36%	38%	34%	36%	39%	40%	36%	35%	41%	34%	29%	48%
Feel neutral	17%	11%	28%	14%	23%	22%	11%	11%	14%	14%	20%	10%
Dislike it	6%	8%	4%	6%	5%	3%	7%	5%	6%	3%	9%	6%
Hate it	2%	1%	4%	2%	2%	1%	3%	2%	2%	3%	3%	0%
I have never tried it	2%	0%	4%	3%	4%	4%	1%	2%	3%	5%	2%	0%
Totals	99%	100%	100%	100%	100%	101%	99%	100%	100%	99%	99%	99%
Unweighted N	(668)	(257)	(238)	(173)	(147)	(209)	(433)	(324)	(192)	(233)	(216)	(181)

9B. Opinions of Cocktails — Mimosa

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	59%	54%	64%	49%	65%	56%	*	61%	*	60%	54%	67%
Dislike/Hate	8%	10%	6%	12%	0%	8%	*	10%	*	6%	7%	8%
Love it	22%	18%	25%	23%	25%	22%	*	18%	*	29%	22%	21%
Like it	38%	36%	39%	26%	40%	33%	*	43%	*	31%	32%	46%
Feel neutral	20%	23%	18%	20%	27%	19%	*	19%	*	21%	21%	19%
Dislike it	5%	5%	5%	5%	0%	7%	*	7%	*	3%	5%	5%
Hate it	2%	4%	1%	7%	0%	1%	*	3%	*	3%	2%	3%
I have never tried it	12%	13%	12%	19%	8%	17%	*	10%	*	13%	17%	6%
Totals	99%	99%	100%	100%	100%	99%	*	100%	*	100%	99%	100%
Unweighted N	(613)	(268)	(345)	(143)	(202)	(175)	(93)	(399)	(77)	(101)	(371)	(242)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	59%	67%	58%	54%	56%	51%	64%	67%	55%	61%	62%	60%
Dislike/Hate	8%	7%	5%	12%	12%	11%	7%	9%	11%	5%	8%	12%
Love it	22%	25%	25%	14%	17%	13%	26%	29%	14%	24%	24%	16%
Like it	38%	42%	32%	41%	38%	38%	38%	38%	41%	37%	38%	43%
Feel neutral	20%	14%	22%	25%	27%	26%	18%	15%	25%	15%	23%	23%
Dislike it	5%	7%	3%	7%	6%	6%	5%	8%	7%	3%	6%	7%
Hate it	2%	0%	1%	6%	6%	5%	1%	1%	4%	2%	2%	5%
I have never tried it	12%	13%	16%	9%	5%	11%	12%	9%	9%	20%	8%	5%
Totals	99%	101%	99%	102%	99%	99%	100%	100%	100%	101%	101%	99%
Unweighted N	(613)	(215)	(236)	(162)	(145)	(192)	(390)	(293)	(181)	(214)	(189)	(167)

9C. Opinions of Cocktails — Piña Colada

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	58%	60%	56%	56%	63%	51%	65%	58%	*	65%	61%	54%
Dislike/Hate	14%	13%	15%	11%	9%	22%	11%	16%	*	10%	12%	17%
Love it	23%	18%	28%	21%	23%	21%	32%	27%	*	25%	24%	23%
Like it	35%	42%	28%	35%	40%	30%	33%	32%	*	40%	37%	32%
Feel neutral	20%	18%	22%	23%	22%	22%	14%	18%	*	13%	17%	24%
Dislike it	9%	8%	10%	4%	4%	16%	10%	11%	*	8%	6%	14%
Hate it	5%	5%	5%	7%	5%	6%	1%	5%	*	2%	7%	3%
I have never tried it	7%	8%	7%	9%	7%	5%	10%	7%	*	12%	9%	5%
Totals	99%	99%	100%	99%	101%	100%	100%	100%	*	100%	100%	101%
Unweighted N	(634)	(290)	(344)	(155)	(203)	(170)	(106)	(411)	(83)	(107)	(375)	(259)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	58%	59%	55%	61%	60%	59%	59%	61%	59%	55%	60%	58%
Dislike/Hate	14%	19%	10%	14%	13%	12%	17%	13%	15%	19%	10%	16%
Love it	23%	26%	16%	29%	28%	26%	24%	26%	27%	20%	28%	28%
Like it	35%	33%	39%	31%	32%	33%	34%	36%	32%	35%	32%	30%
Feel neutral	20%	19%	23%	20%	22%	22%	19%	20%	21%	15%	25%	24%
Dislike it	9%	16%	5%	6%	4%	6%	13%	11%	7%	13%	6%	9%
Hate it	5%	3%	5%	7%	9%	6%	4%	3%	8%	6%	4%	6%
I have never tried it	7%	3%	13%	6%	5%	7%	6%	6%	6%	12%	5%	3%
Totals	99%	100%	101%	99%	100%	100%	100%	102%	101%	101%	100%	100%
Unweighted N	(634)	(238)	(217)	(179)	(156)	(215)	(379)	(291)	(192)	(218)	(189)	(179)

9D. Opinions of Cocktails — Daiquiri

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	55%	49%	61%	52%	50%	59%	*	54%	*	*	60%	49%
Dislike/Hate	10%	8%	12%	5%	9%	15%	*	14%	*	*	9%	13%
Love it	23%	14%	30%	24%	21%	24%	*	22%	*	*	25%	20%
Like it	32%	35%	31%	28%	29%	35%	*	32%	*	*	35%	29%
Feel neutral	26%	32%	22%	31%	36%	21%	*	25%	*	*	21%	33%
Dislike it	9%	8%	9%	5%	7%	10%	*	11%	*	*	7%	10%
Hate it	2%	0%	3%	0%	2%	4%	*	3%	*	*	1%	2%
I have never tried it	8%	11%	5%	13%	6%	5%	*	7%	*	*	10%	6%
Totals	100%	100%	100%	101%	101%	99%	*	100%	*	*	99%	100%
Unweighted N	(620)	(275)	(345)	(147)	(192)	(183)	(98)	(415)	(79)	(92)	(368)	(252)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	55%	61%	51%	54%	56%	52%	60%	67%	55%	59%	54%	61%
Dislike/Hate	10%	16%	6%	9%	12%	11%	11%	11%	10%	16%	6%	10%
Love it	23%	30%	16%	24%	24%	19%	27%	31%	23%	26%	28%	16%
Like it	32%	32%	35%	30%	31%	33%	33%	36%	33%	33%	26%	45%
Feel neutral	26%	18%	35%	24%	23%	28%	21%	17%	23%	18%	31%	25%
Dislike it	9%	12%	6%	9%	11%	10%	9%	10%	9%	12%	6%	9%
Hate it	2%	5%	1%	0%	1%	1%	2%	0%	1%	4%	1%	1%
I have never tried it	8%	5%	8%	12%	9%	10%	8%	6%	12%	7%	9%	4%
Totals	100%	102%	101%	99%	99%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(620)	(215)	(242)	(163)	(144)	(198)	(395)	(287)	(187)	(216)	(198)	(155)

9E. Opinions of Cocktails — Screwdriver

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	54%	59%	49%	40%	58%	57%	*	56%	*	65%	53%	55%
Dislike/Hate	11%	7%	15%	5%	10%	12%	*	14%	*	5%	11%	11%
Love it	17%	21%	14%	13%	23%	20%	*	17%	*	22%	20%	14%
Like it	37%	38%	35%	27%	35%	37%	*	39%	*	43%	33%	41%
Feel neutral	21%	21%	22%	27%	19%	23%	*	19%	*	16%	21%	22%
Dislike it	9%	6%	12%	5%	8%	11%	*	11%	*	5%	9%	10%
Hate it	2%	1%	3%	0%	3%	1%	*	2%	*	0%	2%	1%
I have never tried it	14%	13%	14%	28%	12%	8%	*	11%	*	13%	15%	12%
Totals	100%	100%	100%	100%	100%	100%	*	99%	*	99%	100%	100%
Unweighted N	(622)	(295)	(327)	(140)	(206)	(179)	(97)	(404)	(74)	(105)	(361)	(261)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	54%	56%	53%	54%	54%	52%	56%	56%	54%	54%	48%	61%
Dislike/Hate	11%	11%	8%	15%	17%	12%	11%	11%	13%	11%	8%	11%
Love it	17%	18%	15%	20%	22%	20%	16%	16%	19%	19%	13%	20%
Like it	37%	38%	38%	33%	32%	32%	40%	40%	35%	35%	35%	41%
Feel neutral	21%	23%	23%	18%	14%	24%	20%	22%	19%	20%	25%	22%
Dislike it	9%	10%	6%	12%	14%	10%	9%	9%	11%	9%	7%	10%
Hate it	2%	1%	2%	2%	3%	2%	2%	2%	2%	3%	1%	1%
I have never tried it	14%	10%	17%	13%	14%	12%	14%	12%	14%	15%	19%	6%
Totals	100%	100%	101%	98%	99%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(622)	(217)	(244)	(161)	(143)	(214)	(382)	(291)	(188)	(207)	(195)	(174)

9F. Opinions of Cocktails — Sangria

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	53%	46%	60%	45%	56%	50%	64%	51%	*	58%	53%	54%
Dislike/Hate	8%	7%	9%	5%	6%	10%	11%	9%	*	7%	7%	11%
Love it	20%	16%	24%	16%	23%	20%	22%	16%	*	30%	21%	19%
Like it	33%	30%	36%	29%	34%	30%	42%	35%	*	29%	32%	35%
Feel neutral	21%	26%	16%	28%	25%	15%	19%	21%	*	17%	18%	27%
Dislike it	7%	6%	7%	4%	5%	10%	8%	8%	*	4%	5%	9%
Hate it	1%	1%	2%	1%	2%	1%	3%	1%	*	3%	1%	2%
I have never tried it	17%	20%	14%	22%	12%	25%	6%	20%	*	18%	23%	9%
Totals	99%	99%	99%	100%	101%	101%	100%	101%	*	101%	100%	101%
Unweighted N	(641)	(300)	(341)	(148)	(204)	(177)	(112)	(429)	(71)	(102)	(384)	(257)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	53%	58%	51%	51%	50%	51%	56%	61%	55%	51%	56%	56%
Dislike/Hate	8%	7%	6%	12%	13%	10%	7%	9%	12%	6%	10%	12%
Love it	20%	24%	18%	19%	18%	17%	23%	28%	19%	20%	19%	22%
Like it	33%	34%	34%	32%	32%	34%	33%	33%	36%	30%	37%	34%
Feel neutral	21%	19%	23%	21%	20%	24%	21%	18%	19%	18%	27%	19%
Dislike it	7%	5%	6%	10%	12%	8%	5%	7%	10%	5%	8%	10%
Hate it	1%	2%	1%	1%	1%	1%	2%	2%	1%	0%	2%	2%
I have never tried it	17%	17%	19%	16%	17%	16%	16%	12%	14%	26%	7%	13%
Totals	99%	101%	101%	99%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(641)	(231)	(229)	(181)	(145)	(215)	(397)	(299)	(203)	(225)	(197)	(165)

9G. Opinions of Cocktails — Long Island Iced Tea

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	53%	57%	49%	49%	51%	60%	50%	49%	*	54%	56%	49%
Dislike/Hate	12%	7%	17%	5%	10%	17%	15%	15%	*	6%	9%	15%
Love it	19%	20%	18%	11%	22%	23%	17%	19%	*	13%	22%	14%
Like it	34%	37%	31%	37%	29%	37%	33%	31%	*	41%	34%	35%
Feel neutral	23%	25%	21%	31%	27%	17%	16%	21%	*	27%	22%	24%
Dislike it	9%	5%	12%	2%	7%	12%	11%	12%	*	2%	6%	12%
Hate it	3%	2%	5%	2%	2%	4%	4%	3%	*	4%	3%	3%
I have never tried it	12%	10%	14%	16%	12%	6%	19%	14%	*	13%	12%	12%
Totals	100%	99%	101%	99%	99%	99%	100%	100%	*	100%	99%	100%
Unweighted N	(626)	(313)	(313)	(151)	(199)	(169)	(107)	(405)	(77)	(105)	(363)	(263)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	53%	50%	55%	53%	54%	55%	53%	52%	58%	62%	45%	55%
Dislike/Hate	12%	14%	10%	12%	11%	14%	12%	14%	12%	10%	11%	14%
Love it	19%	19%	16%	21%	23%	21%	17%	18%	23%	24%	16%	18%
Like it	34%	30%	39%	32%	31%	34%	36%	34%	35%	38%	29%	37%
Feel neutral	23%	22%	21%	27%	28%	23%	21%	22%	22%	15%	29%	21%
Dislike it	9%	12%	7%	8%	8%	10%	9%	11%	9%	5%	8%	12%
Hate it	3%	2%	3%	5%	3%	5%	3%	3%	3%	4%	3%	2%
I have never tried it	12%	15%	15%	8%	7%	8%	15%	12%	8%	14%	15%	10%
Totals	100%	100%	101%	101%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(626)	(210)	(239)	(177)	(141)	(199)	(399)	(287)	(196)	(215)	(184)	(179)

9H. Opinions of Cocktails — Rum and Coke

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	52%	61%	44%	31%	62%	55%	56%	53%	*	*	55%	48%
Dislike/Hate	18%	14%	22%	14%	14%	23%	21%	20%	*	*	17%	19%
Love it	21%	29%	15%	11%	25%	26%	17%	21%	*	*	26%	15%
Like it	31%	32%	30%	20%	36%	29%	39%	31%	*	*	29%	33%
Feel neutral	24%	21%	26%	40%	21%	20%	16%	21%	*	*	18%	30%
Dislike it	11%	11%	12%	12%	8%	15%	7%	12%	*	*	10%	13%
Hate it	7%	4%	10%	2%	6%	8%	14%	8%	*	*	7%	6%
I have never tried it	6%	3%	8%	15%	4%	2%	6%	6%	*	*	9%	3%
Totals	100%	100%	101%	100%	100%	100%	99%	99%	*	*	99%	100%
Unweighted N	(656)	(298)	(358)	(151)	(196)	(193)	(116)	(443)	(78)	(96)	(378)	(278)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	52%	53%	46%	58%	50%	52%	54%	56%	56%	59%	47%	57%
Dislike/Hate	18%	21%	13%	21%	21%	21%	18%	20%	22%	13%	19%	21%
Love it	21%	21%	18%	24%	21%	24%	21%	22%	19%	26%	20%	19%
Like it	31%	31%	28%	34%	28%	29%	33%	34%	37%	33%	27%	38%
Feel neutral	24%	21%	34%	16%	24%	23%	21%	20%	16%	20%	30%	18%
Dislike it	11%	14%	7%	13%	14%	13%	11%	13%	13%	7%	12%	16%
Hate it	7%	6%	6%	8%	7%	7%	8%	7%	9%	6%	7%	5%
I have never tried it	6%	6%	7%	6%	6%	4%	6%	4%	7%	9%	4%	5%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	101%	101%	100%	101%
Unweighted N	(656)	(246)	(242)	(168)	(135)	(197)	(428)	(323)	(180)	(211)	(207)	(178)

9I. Opinions of Cocktails — Tequila Sunrise

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	51%	55%	49%	53%	56%	42%	58%	47%	*	52%	55%	46%
Dislike/Hate	12%	10%	14%	8%	7%	19%	13%	17%	*	1%	10%	16%
Love it	15%	17%	14%	16%	20%	15%	10%	11%	*	19%	18%	11%
Like it	36%	38%	34%	37%	35%	28%	49%	36%	*	33%	37%	34%
Feel neutral	18%	22%	15%	24%	18%	19%	10%	17%	*	29%	17%	20%
Dislike it	8%	8%	8%	4%	4%	15%	7%	12%	*	0%	6%	11%
Hate it	4%	2%	6%	4%	3%	4%	6%	5%	*	1%	3%	5%
I have never tried it	18%	13%	23%	16%	19%	19%	18%	20%	*	18%	18%	18%
Totals	99%	100%	100%	101%	99%	100%	100%	101%	*	100%	99%	99%
Unweighted N	(643)	(304)	(339)	(161)	(188)	(183)	(111)	(418)	(82)	(108)	(370)	(273)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	51%	53%	49%	52%	54%	57%	49%	59%	52%	53%	46%	57%
Dislike/Hate	12%	13%	9%	16%	15%	13%	12%	11%	13%	10%	14%	11%
Love it	15%	15%	14%	18%	19%	16%	13%	15%	19%	15%	16%	14%
Like it	36%	38%	36%	34%	36%	41%	36%	44%	33%	38%	30%	42%
Feel neutral	18%	13%	23%	19%	17%	18%	17%	15%	19%	13%	24%	19%
Dislike it	8%	8%	5%	12%	13%	11%	7%	7%	11%	6%	8%	9%
Hate it	4%	5%	4%	4%	2%	2%	5%	4%	2%	4%	7%	2%
I have never tried it	18%	21%	19%	14%	13%	11%	22%	15%	15%	24%	16%	13%
Totals	99%	100%	101%	101%	100%	99%	100%	100%	99%	100%	101%	99%
Unweighted N	(643)	(236)	(239)	(168)	(134)	(206)	(403)	(298)	(186)	(223)	(193)	(174)

9J. Opinions of Cocktails — Mojito

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	49%	49%	49%	56%	57%	42%	*	48%	*	60%	44%	56%
Dislike/Hate	6%	4%	8%	3%	4%	11%	*	7%	*	4%	5%	7%
Love it	16%	13%	19%	16%	20%	16%	*	13%	*	21%	17%	14%
Like it	33%	36%	30%	40%	37%	26%	*	35%	*	39%	27%	42%
Feel neutral	22%	24%	20%	23%	24%	22%	*	21%	*	19%	22%	21%
Dislike it	5%	3%	7%	1%	3%	9%	*	6%	*	4%	4%	7%
Hate it	1%	1%	1%	2%	0%	2%	*	1%	*	0%	2%	1%
I have never tried it	23%	23%	23%	19%	16%	25%	*	24%	*	17%	28%	15%
Totals	100%	100%	100%	101%	100%	100%	*	100%	*	100%	100%	100%
Unweighted N	(628)	(304)	(324)	(156)	(193)	(184)	(95)	(410)	(82)	(104)	(381)	(247)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	49%	49%	45%	53%	54%	51%	49%	55%	51%	41%	47%	67%
Dislike/Hate	6%	7%	6%	6%	8%	8%	5%	4%	7%	8%	7%	4%
Love it	16%	15%	16%	17%	19%	15%	15%	17%	16%	15%	16%	20%
Like it	33%	34%	30%	36%	35%	35%	34%	37%	35%	26%	31%	48%
Feel neutral	22%	19%	25%	22%	19%	19%	22%	22%	20%	17%	27%	18%
Dislike it	5%	5%	5%	4%	6%	6%	4%	3%	5%	6%	6%	3%
Hate it	1%	1%	0%	2%	2%	2%	1%	1%	1%	2%	1%	1%
I have never tried it	23%	26%	24%	19%	19%	22%	24%	19%	22%	35%	19%	11%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	99%	101%	100%	101%
Unweighted N	(628)	(225)	(239)	(164)	(142)	(207)	(380)	(286)	(179)	(220)	(201)	(165)

9K. Opinions of Cocktails — Mai Tai

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	44%	44%	45%	38%	50%	38%	54%	47%	*	36%	43%	46%
Dislike/Hate	7%	9%	6%	6%	6%	10%	5%	9%	*	11%	5%	10%
Love it	13%	12%	14%	14%	16%	11%	11%	13%	*	10%	12%	14%
Like it	31%	32%	31%	24%	34%	26%	43%	33%	*	26%	31%	32%
Feel neutral	25%	28%	22%	29%	24%	26%	18%	21%	*	26%	20%	31%
Dislike it	6%	6%	5%	5%	5%	7%	5%	7%	*	4%	4%	8%
Hate it	2%	3%	1%	1%	2%	3%	1%	1%	*	7%	2%	2%
I have never tried it	24%	20%	27%	27%	20%	26%	22%	23%	*	28%	32%	13%
Totals	101%	101%	100%	100%	101%	99%	100%	98%	*	101%	101%	100%
Unweighted N	(617)	(287)	(330)	(137)	(197)	(180)	(103)	(390)	(76)	(110)	(356)	(261)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	44%	54%	36%	44%	40%	44%	47%	53%	42%	40%	46%	58%
Dislike/Hate	7%	4%	7%	12%	11%	12%	6%	7%	10%	8%	8%	8%
Love it	13%	19%	7%	14%	13%	10%	15%	18%	12%	11%	16%	16%
Like it	31%	35%	29%	30%	27%	34%	32%	34%	30%	29%	30%	43%
Feel neutral	25%	19%	33%	21%	26%	25%	22%	18%	21%	22%	23%	21%
Dislike it	6%	3%	5%	10%	8%	9%	4%	5%	8%	5%	6%	6%
Hate it	2%	1%	2%	3%	3%	3%	2%	2%	3%	3%	1%	2%
I have never tried it	24%	24%	24%	23%	23%	19%	25%	23%	26%	31%	24%	13%
Totals	101%	101%	100%	101%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(617)	(232)	(240)	(145)	(124)	(184)	(408)	(298)	(165)	(222)	(187)	(164)

9L. Opinions of Cocktails — Martini

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	42%	46%	38%	43%	46%	46%	27%	38%	*	46%	37%	49%
Dislike/Hate	18%	13%	22%	7%	10%	24%	29%	21%	*	11%	21%	14%
Love it	15%	16%	14%	14%	18%	13%	16%	15%	*	19%	13%	18%
Like it	27%	30%	24%	29%	28%	33%	11%	23%	*	26%	23%	31%
Feel neutral	22%	29%	17%	22%	29%	17%	23%	23%	*	29%	23%	22%
Dislike it	12%	8%	16%	5%	5%	16%	21%	14%	*	6%	13%	11%
Hate it	6%	5%	7%	2%	4%	8%	8%	7%	*	5%	8%	2%
I have never tried it	18%	12%	23%	28%	15%	13%	21%	18%	*	15%	20%	15%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	*	100%	100%	99%
Unweighted N	(645)	(302)	(343)	(142)	(196)	(188)	(119)	(439)	(67)	(102)	(380)	(265)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	42%	44%	37%	45%	48%	47%	40%	44%	43%	42%	44%	48%
Dislike/Hate	18%	22%	15%	17%	17%	15%	20%	21%	20%	19%	18%	17%
Love it	15%	17%	14%	14%	16%	16%	16%	23%	13%	12%	15%	23%
Like it	27%	27%	22%	30%	32%	31%	24%	21%	30%	29%	30%	25%
Feel neutral	22%	15%	29%	23%	24%	23%	21%	18%	19%	14%	23%	26%
Dislike it	12%	18%	9%	10%	8%	7%	16%	18%	11%	10%	16%	12%
Hate it	6%	4%	6%	6%	9%	8%	5%	3%	9%	9%	2%	5%
I have never tried it	18%	19%	19%	16%	12%	16%	18%	17%	18%	25%	15%	10%
Totals	100%	100%	99%	99%	101%	101%	100%	100%	100%	99%	101%	101%
Unweighted N	(645)	(217)	(237)	(191)	(164)	(223)	(397)	(282)	(209)	(229)	(193)	(173)

9M. Opinions of Cocktails — White Russian

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	42%	42%	41%	28%	40%	46%	50%	44%	*	35%	39%	45%
Dislike/Hate	13%	8%	17%	9%	14%	16%	8%	13%	*	13%	14%	11%
Love it	13%	12%	15%	10%	14%	17%	9%	13%	*	12%	14%	12%
Like it	28%	31%	26%	19%	25%	29%	41%	31%	*	23%	25%	33%
Feel neutral	24%	27%	21%	35%	27%	18%	20%	22%	*	17%	24%	25%
Dislike it	9%	7%	11%	7%	9%	12%	6%	10%	*	8%	10%	7%
Hate it	4%	1%	6%	2%	5%	4%	2%	3%	*	5%	4%	4%
I have never tried it	22%	22%	21%	28%	20%	19%	22%	22%	*	35%	23%	20%
Totals	100%	100%	100%	101%	100%	99%	100%	101%	*	100%	100%	101%
Unweighted N	(643)	(319)	(324)	(160)	(195)	(180)	(108)	(420)	(85)	(101)	(387)	(256)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	42%	43%	35%	48%	48%	46%	40%	44%	49%	40%	43%	46%
Dislike/Hate	13%	14%	11%	13%	13%	13%	12%	13%	14%	13%	9%	15%
Love it	13%	14%	9%	18%	19%	17%	11%	15%	18%	14%	15%	12%
Like it	28%	29%	27%	30%	30%	29%	29%	29%	30%	26%	28%	34%
Feel neutral	24%	22%	29%	21%	17%	23%	25%	23%	17%	21%	30%	19%
Dislike it	9%	10%	7%	10%	12%	10%	8%	10%	10%	9%	7%	11%
Hate it	4%	3%	4%	3%	2%	3%	3%	3%	4%	4%	2%	4%
I have never tried it	22%	21%	24%	19%	21%	17%	23%	21%	20%	26%	18%	20%
Totals	100%	99%	100%	101%	101%	99%	99%	101%	99%	100%	100%	100%
Unweighted N	(643)	(231)	(258)	(154)	(132)	(204)	(411)	(308)	(185)	(210)	(202)	(171)

9N. Opinions of Cocktails — Sex on the Beach

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	41%	45%	39%	45%	47%	42%	28%	37%	*	61%	49%	31%
Dislike/Hate	6%	5%	7%	1%	4%	12%	6%	8%	*	4%	5%	9%
Love it	13%	13%	13%	14%	19%	14%	3%	9%	*	26%	14%	12%
Like it	28%	31%	26%	31%	29%	28%	25%	28%	*	35%	35%	19%
Feel neutral	26%	28%	24%	34%	27%	27%	12%	23%	*	17%	22%	31%
Dislike it	5%	4%	7%	1%	3%	11%	5%	7%	*	2%	4%	8%
Hate it	1%	1%	1%	0%	0%	1%	2%	1%	*	2%	1%	1%
I have never tried it	27%	23%	30%	20%	22%	20%	53%	32%	*	19%	25%	29%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	*	101%	101%	100%
Unweighted N	(624)	(293)	(331)	(136)	(202)	(174)	(112)	(413)	(72)	(106)	(387)	(237)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	41%	33%	39%	52%	52%	49%	35%	39%	49%	42%	38%	43%
Dislike/Hate	6%	8%	5%	6%	7%	8%	6%	5%	8%	9%	5%	6%
Love it	13%	13%	14%	13%	18%	13%	12%	16%	15%	16%	15%	12%
Like it	28%	21%	24%	39%	34%	36%	24%	24%	34%	27%	23%	31%
Feel neutral	26%	26%	29%	22%	22%	22%	27%	27%	20%	15%	33%	26%
Dislike it	5%	7%	4%	5%	5%	7%	5%	5%	6%	8%	5%	4%
Hate it	1%	0%	1%	1%	2%	1%	1%	0%	2%	1%	1%	2%
I have never tried it	27%	33%	27%	21%	20%	21%	31%	28%	23%	33%	23%	25%
Totals	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(624)	(226)	(221)	(177)	(150)	(213)	(381)	(283)	(204)	(203)	(213)	(166)

90. Opinions of Cocktails — Bloody Mary

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	41%	42%	40%	36%	41%	39%	*	42%	*	51%	41%	40%
Dislike/Hate	24%	21%	25%	12%	24%	30%	*	27%	*	21%	21%	27%
Love it	16%	17%	16%	11%	21%	17%	*	16%	*	28%	17%	15%
Like it	25%	25%	24%	25%	20%	22%	*	26%	*	23%	24%	25%
Feel neutral	17%	24%	12%	25%	19%	13%	*	13%	*	20%	17%	18%
Dislike it	14%	15%	13%	5%	12%	17%	*	16%	*	10%	11%	17%
Hate it	10%	6%	12%	7%	12%	12%	*	11%	*	12%	10%	9%
I have never tried it	18%	12%	23%	27%	16%	19%	*	17%	*	8%	21%	15%
Totals	100%	99%	100%	100%	100%	100%	*	99%	*	101%	100%	99%
Unweighted N	(647)	(291)	(356)	(165)	(207)	(177)	(98)	(416)	(76)	(115)	(379)	(268)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	41%	43%	36%	44%	47%	45%	40%	44%	43%	39%	42%	47%
Dislike/Hate	24%	24%	23%	25%	23%	22%	26%	28%	24%	23%	23%	28%
Love it	16%	20%	13%	16%	19%	14%	17%	21%	15%	15%	17%	19%
Like it	25%	23%	23%	28%	28%	31%	23%	23%	29%	24%	25%	28%
Feel neutral	17%	12%	25%	14%	16%	17%	15%	14%	13%	17%	15%	13%
Dislike it	14%	14%	15%	14%	12%	13%	16%	16%	13%	15%	14%	16%
Hate it	10%	10%	8%	11%	10%	9%	10%	11%	11%	8%	9%	12%
I have never tried it	18%	21%	16%	18%	14%	16%	19%	15%	19%	21%	21%	12%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(647)	(250)	(238)	(159)	(134)	(197)	(422)	(333)	(172)	(209)	(203)	(183)

9P. Opinions of Cocktails — Whiskey Sour

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	39%	47%	30%	36%	49%	34%	36%	39%	*	39%	40%	37%
Dislike/Hate	17%	13%	22%	15%	12%	24%	15%	19%	*	14%	18%	16%
Love it	11%	13%	10%	13%	17%	8%	5%	9%	*	13%	11%	11%
Like it	28%	35%	21%	23%	31%	26%	31%	30%	*	26%	29%	26%
Feel neutral	27%	26%	29%	28%	28%	23%	32%	25%	*	29%	23%	33%
Dislike it	12%	9%	15%	9%	7%	18%	13%	13%	*	10%	14%	10%
Hate it	5%	3%	7%	5%	5%	6%	2%	6%	*	4%	4%	6%
I have never tried it	16%	14%	19%	20%	11%	19%	17%	17%	*	17%	18%	14%
Totals	99%	100%	101%	98%	99%	100%	100%	100%	*	99%	99%	100%
Unweighted N	(644)	(313)	(331)	(138)	(208)	(184)	(114)	(427)	(75)	(110)	(373)	(271)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	39%	41%	32%	46%	45%	50%	35%	41%	47%	33%	39%	49%
Dislike/Hate	17%	19%	20%	13%	13%	13%	20%	21%	13%	18%	21%	15%
Love it	11%	12%	9%	12%	15%	13%	11%	13%	14%	12%	11%	13%
Like it	28%	29%	23%	33%	30%	37%	24%	28%	33%	22%	29%	36%
Feel neutral	27%	24%	28%	30%	29%	25%	26%	22%	26%	23%	26%	24%
Dislike it	12%	13%	16%	8%	9%	10%	14%	15%	10%	13%	15%	10%
Hate it	5%	6%	4%	5%	5%	4%	6%	6%	3%	5%	6%	4%
I have never tried it	16%	17%	20%	12%	12%	12%	19%	17%	14%	25%	14%	12%
Totals	99%	101%	100%	100%	100%	101%	100%	101%	100%	100%	101%	99%
Unweighted N	(644)	(241)	(243)	(160)	(140)	(196)	(420)	(308)	(186)	(210)	(205)	(174)

9Q. Opinions of Cocktails — Gin and Tonic

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	39%	42%	36%	34%	44%	39%	36%	38%	*	31%	38%	41%
Dislike/Hate	22%	21%	23%	14%	19%	28%	25%	27%	*	21%	22%	22%
Love it	15%	17%	13%	12%	16%	15%	14%	14%	*	13%	15%	14%
Like it	24%	26%	23%	21%	28%	24%	23%	24%	*	18%	23%	27%
Feel neutral	20%	21%	19%	33%	23%	12%	13%	17%	*	29%	18%	23%
Dislike it	13%	14%	12%	8%	13%	18%	12%	17%	*	9%	13%	13%
Hate it	9%	7%	11%	6%	6%	11%	13%	10%	*	12%	9%	9%
I have never tried it	19%	15%	23%	20%	13%	21%	25%	18%	*	18%	22%	15%
Totals	100%	100%	101%	100%	99%	101%	100%	100%	*	99%	100%	101%
Unweighted N	(644)	(304)	(340)	(145)	(217)	(175)	(107)	(430)	(80)	(104)	(403)	(241)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	39%	43%	37%	37%	41%	38%	40%	45%	40%	38%	42%	45%
Dislike/Hate	22%	18%	19%	30%	28%	27%	19%	19%	29%	19%	23%	26%
Love it	15%	17%	15%	11%	13%	12%	16%	23%	14%	12%	14%	23%
Like it	24%	26%	22%	26%	28%	25%	24%	22%	27%	25%	28%	22%
Feel neutral	20%	13%	30%	15%	17%	19%	19%	17%	13%	19%	19%	13%
Dislike it	13%	10%	12%	18%	19%	16%	11%	11%	17%	13%	9%	17%
Hate it	9%	8%	7%	12%	10%	11%	8%	8%	12%	6%	14%	9%
I have never tried it	19%	26%	14%	18%	13%	16%	22%	18%	17%	25%	15%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%	101%
Unweighted N	(644)	(226)	(239)	(179)	(142)	(221)	(399)	(285)	(205)	(220)	(192)	(177)

9R. Opinions of Cocktails — Espresso Martini

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	39%	45%	33%	44%	51%	33%	22%	39%	*	42%	36%	42%
Dislike/Hate	15%	16%	15%	10%	13%	20%	18%	16%	*	12%	15%	16%
Love it	17%	19%	15%	22%	24%	12%	8%	16%	*	24%	15%	19%
Like it	22%	27%	18%	23%	27%	21%	14%	23%	*	18%	21%	23%
Feel neutral	18%	17%	18%	24%	18%	17%	10%	16%	*	23%	13%	23%
Dislike it	9%	10%	8%	3%	8%	15%	6%	9%	*	10%	8%	11%
Hate it	6%	5%	7%	7%	5%	4%	11%	6%	*	3%	7%	6%
I have never tried it	28%	22%	34%	22%	18%	30%	50%	30%	*	22%	36%	19%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	*	100%	100%	101%
Unweighted N	(655)	(312)	(343)	(149)	(210)	(186)	(110)	(443)	(74)	(102)	(392)	(263)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	39%	40%	32%	45%	41%	40%	40%	44%	41%	31%	43%	48%
Dislike/Hate	15%	16%	14%	16%	14%	19%	13%	14%	17%	15%	13%	16%
Love it	17%	20%	13%	18%	19%	17%	17%	22%	19%	13%	19%	21%
Like it	22%	20%	19%	26%	22%	24%	23%	22%	22%	18%	24%	27%
Feel neutral	18%	15%	20%	17%	23%	18%	16%	13%	18%	13%	22%	15%
Dislike it	9%	6%	9%	11%	8%	12%	7%	7%	10%	5%	10%	8%
Hate it	6%	9%	5%	5%	6%	7%	7%	8%	7%	10%	3%	8%
I have never tried it	28%	29%	33%	22%	22%	23%	31%	29%	25%	40%	22%	20%
Totals	100%	99%	99%	99%	100%	101%	101%	101%	101%	99%	100%	99%
Unweighted N	(655)	(226)	(252)	(177)	(150)	(222)	(397)	(292)	(210)	(239)	(195)	(176)

9S. Opinions of Cocktails — Cosmopolitan

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	38%	37%	38%	28%	43%	41%	*	37%	*	*	36%	41%
Dislike/Hate	9%	9%	9%	5%	3%	13%	*	11%	*	*	8%	10%
Love it	13%	9%	16%	11%	15%	16%	*	13%	*	*	12%	13%
Like it	25%	28%	22%	16%	28%	25%	*	24%	*	*	23%	28%
Feel neutral	25%	32%	18%	32%	36%	18%	*	21%	*	*	20%	32%
Dislike it	8%	8%	8%	5%	3%	12%	*	11%	*	*	7%	9%
Hate it	1%	1%	1%	0%	0%	1%	*	1%	*	*	1%	1%
I have never tried it	29%	22%	35%	35%	18%	28%	*	30%	*	*	36%	18%
Totals	101%	100%	100%	99%	100%	100%	*	100%	*	*	99%	101%
Unweighted N	(609)	(298)	(311)	(129)	(203)	(180)	(97)	(403)	(77)	(96)	(362)	(247)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	38%	39%	30%	45%	45%	41%	37%	46%	44%	29%	44%	44%
Dislike/Hate	9%	12%	6%	9%	10%	9%	9%	9%	8%	12%	6%	7%
Love it	13%	11%	7%	20%	22%	15%	11%	13%	21%	9%	14%	17%
Like it	25%	28%	23%	25%	23%	26%	27%	33%	23%	21%	30%	26%
Feel neutral	25%	22%	29%	23%	20%	24%	23%	22%	20%	18%	24%	25%
Dislike it	8%	12%	6%	7%	9%	8%	9%	8%	6%	12%	5%	6%
Hate it	1%	0%	0%	2%	1%	2%	0%	0%	2%	0%	1%	1%
I have never tried it	29%	27%	35%	23%	24%	26%	31%	24%	27%	41%	26%	24%
Totals	101%	100%	100%	100%	99%	101%	101%	100%	99%	101%	100%	99%
Unweighted N	(609)	(223)	(226)	(160)	(132)	(196)	(380)	(291)	(179)	(193)	(190)	(178)

9T. Opinions of Cocktails — Vodka Soda

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	34%	39%	30%	42%	45%	36%	8%	31%	*	*	33%	35%
Dislike/Hate	19%	17%	20%	13%	17%	19%	27%	20%	*	*	21%	15%
Love it	11%	12%	9%	13%	9%	14%	4%	10%	*	*	11%	11%
Like it	24%	27%	21%	30%	36%	22%	4%	22%	*	*	23%	25%
Feel neutral	22%	25%	19%	25%	25%	19%	17%	22%	*	*	19%	25%
Dislike it	13%	12%	14%	9%	11%	12%	22%	15%	*	*	15%	10%
Hate it	6%	5%	7%	4%	6%	7%	5%	5%	*	*	6%	5%
I have never tried it	25%	19%	31%	20%	13%	26%	48%	26%	*	*	26%	24%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	*	*	100%	100%
Unweighted N	(639)	(311)	(328)	(145)	(204)	(186)	(104)	(445)	(72)	(95)	(379)	(260)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	34%	41%	23%	38%	38%	35%	34%	38%	35%	26%	44%	34%
Dislike/Hate	19%	23%	21%	12%	13%	14%	23%	22%	12%	24%	12%	22%
Love it	11%	10%	7%	14%	12%	13%	10%	11%	12%	5%	15%	12%
Like it	24%	30%	16%	24%	26%	22%	24%	27%	23%	21%	29%	22%
Feel neutral	22%	16%	26%	23%	27%	24%	20%	21%	22%	18%	22%	25%
Dislike it	13%	16%	13%	10%	11%	11%	15%	15%	9%	16%	8%	15%
Hate it	6%	7%	8%	3%	2%	3%	9%	7%	3%	8%	4%	7%
I have never tried it	25%	20%	30%	26%	22%	28%	23%	20%	31%	32%	22%	20%
Totals	101%	99%	100%	100%	100%	101%	101%	101%	100%	100%	100%	101%
Unweighted N	(639)	(233)	(227)	(179)	(157)	(218)	(391)	(300)	(205)	(211)	(200)	(172)

9U. Opinions of Cocktails — Amaretto Sour

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	33%	34%	32%	23%	41%	34%	33%	33%	*	*	35%	31%
Dislike/Hate	11%	11%	11%	8%	10%	16%	8%	11%	*	*	11%	11%
Love it	10%	8%	12%	8%	17%	9%	6%	9%	*	*	9%	12%
Like it	23%	26%	20%	15%	24%	25%	28%	24%	*	*	25%	20%
Feel neutral	25%	29%	22%	35%	28%	23%	11%	23%	*	*	20%	32%
Dislike it	9%	9%	9%	8%	8%	13%	4%	9%	*	*	9%	8%
Hate it	2%	2%	2%	1%	2%	3%	4%	2%	*	*	2%	3%
I have never tried it	31%	26%	35%	33%	22%	27%	48%	33%	*	*	34%	26%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	*	*	99%	101%
Unweighted N	(624)	(295)	(329)	(150)	(193)	(179)	(102)	(417)	(68)	(94)	(365)	(259)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	33%	38%	27%	36%	38%	35%	33%	40%	37%	35%	31%	37%
Dislike/Hate	11%	10%	11%	12%	10%	12%	11%	12%	10%	11%	8%	17%
Love it	10%	15%	7%	9%	12%	10%	10%	15%	11%	10%	9%	12%
Like it	23%	23%	20%	27%	27%	25%	23%	25%	26%	25%	22%	25%
Feel neutral	25%	16%	33%	24%	21%	28%	19%	18%	21%	18%	33%	17%
Dislike it	9%	8%	10%	8%	7%	9%	10%	10%	6%	10%	6%	12%
Hate it	2%	2%	1%	4%	3%	3%	2%	2%	4%	1%	1%	5%
I have never tried it	31%	36%	28%	29%	30%	24%	36%	29%	33%	36%	28%	29%
Totals	100%	100%	99%	101%	100%	99%	100%	99%	101%	100%	99%	100%
Unweighted N	(624)	(225)	(239)	(160)	(136)	(203)	(399)	(296)	(190)	(198)	(198)	(181)

9V. Opinions of Cocktails — Old Fashioned

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	32%	40%	25%	21%	46%	31%	*	32%	*	32%	31%	34%
Dislike/Hate	15%	12%	18%	11%	16%	15%	*	18%	*	12%	11%	20%
Love it	12%	17%	7%	6%	21%	10%	*	13%	*	13%	10%	14%
Like it	21%	23%	18%	15%	26%	21%	*	20%	*	19%	21%	20%
Feel neutral	24%	32%	17%	41%	19%	16%	*	22%	*	31%	24%	24%
Dislike it	10%	8%	12%	8%	10%	9%	*	12%	*	9%	8%	14%
Hate it	5%	3%	6%	4%	5%	6%	*	5%	*	3%	4%	6%
I have never tried it	28%	16%	40%	27%	19%	38%	*	28%	*	25%	33%	22%
Totals	100%	99%	100%	101%	100%	100%	*	100%	*	100%	100%	100%
Unweighted N	(669)	(324)	(345)	(151)	(223)	(198)	(97)	(438)	(83)	(115)	(400)	(269)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	32%	30%	28%	39%	36%	35%	31%	34%	37%	22%	37%	40%
Dislike/Hate	15%	22%	10%	14%	13%	13%	18%	21%	14%	14%	15%	20%
Love it	12%	11%	10%	14%	15%	15%	10%	12%	14%	8%	11%	19%
Like it	21%	19%	18%	25%	21%	20%	21%	22%	23%	15%	27%	21%
Feel neutral	24%	19%	29%	24%	30%	27%	20%	21%	25%	19%	29%	21%
Dislike it	10%	18%	6%	8%	6%	7%	13%	17%	8%	13%	5%	16%
Hate it	5%	4%	4%	7%	7%	6%	4%	4%	7%	2%	10%	4%
I have never tried it	28%	29%	33%	23%	22%	25%	31%	24%	24%	44%	19%	20%
Totals	100%	100%	100%	101%	101%	100%	99%	100%	101%	101%	101%	101%
Unweighted N	(669)	(236)	(253)	(180)	(148)	(218)	(417)	(311)	(204)	(218)	(216)	(180)

9W. Opinions of Cocktails — Moscow Mule

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	31%	37%	26%	37%	40%	27%	19%	34%	*	*	29%	33%
Dislike/Hate	9%	4%	13%	5%	6%	9%	17%	10%	*	*	10%	8%
Love it	11%	13%	9%	14%	16%	9%	3%	12%	*	*	10%	12%
Like it	20%	24%	17%	23%	24%	17%	16%	23%	*	*	19%	21%
Feel neutral	23%	27%	20%	29%	27%	22%	12%	18%	*	*	20%	27%
Dislike it	6%	4%	8%	4%	5%	5%	14%	7%	*	*	7%	5%
Hate it	3%	1%	4%	1%	1%	5%	3%	3%	*	*	3%	2%
I have never tried it	37%	32%	42%	30%	27%	42%	53%	38%	*	*	41%	32%
Totals	100%	101%	100%	101%	100%	100%	101%	101%	*	*	100%	99%
Unweighted N	(644)	(304)	(340)	(150)	(188)	(201)	(105)	(434)	(78)	(94)	(388)	(256)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	31%	30%	27%	36%	38%	35%	30%	35%	37%	23%	33%	35%
Dislike/Hate	9%	13%	5%	10%	10%	11%	8%	11%	10%	5%	8%	17%
Love it	11%	14%	9%	10%	11%	12%	12%	14%	12%	12%	10%	11%
Like it	20%	16%	18%	26%	27%	24%	18%	21%	25%	11%	23%	24%
Feel neutral	23%	17%	31%	20%	21%	21%	21%	18%	16%	18%	35%	15%
Dislike it	6%	10%	4%	5%	6%	7%	6%	9%	6%	3%	6%	13%
Hate it	3%	3%	1%	4%	4%	5%	2%	3%	4%	2%	3%	4%
I have never tried it	37%	40%	37%	35%	31%	32%	41%	36%	37%	54%	23%	33%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(644)	(238)	(238)	(168)	(137)	(209)	(404)	(310)	(184)	(230)	(186)	(178)

9X. Opinions of Cocktails — Tom Collins

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	30%	36%	24%	25%	32%	28%	36%	29%	*	24%	28%	32%
Dislike/Hate	8%	8%	9%	3%	5%	9%	19%	10%	*	3%	10%	6%
Love it	8%	11%	6%	11%	7%	8%	9%	6%	*	10%	10%	7%
Like it	21%	25%	18%	14%	25%	20%	27%	23%	*	14%	18%	25%
Feel neutral	26%	31%	22%	42%	19%	25%	22%	26%	*	27%	23%	31%
Dislike it	7%	6%	7%	2%	3%	6%	17%	8%	*	0%	9%	3%
Hate it	2%	2%	2%	0%	1%	3%	2%	1%	*	2%	1%	2%
I have never tried it	36%	24%	45%	31%	44%	39%	23%	35%	*	47%	39%	31%
Totals	100%	99%	100%	100%	99%	101%	100%	99%	*	100%	100%	99%
Unweighted N	(669)	(318)	(351)	(155)	(208)	(193)	(113)	(450)	(78)	(106)	(403)	(266)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	30%	30%	22%	38%	43%	36%	28%	30%	36%	30%	28%	31%
Dislike/Hate	8%	7%	8%	10%	9%	10%	8%	8%	11%	12%	8%	6%
Love it	8%	8%	7%	10%	15%	10%	7%	9%	11%	8%	10%	10%
Like it	21%	22%	14%	28%	28%	26%	20%	22%	25%	23%	18%	22%
Feel neutral	26%	23%	32%	24%	27%	31%	23%	21%	22%	17%	33%	29%
Dislike it	7%	5%	6%	8%	8%	8%	6%	6%	9%	10%	6%	4%
Hate it	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%
I have never tried it	36%	40%	38%	28%	21%	23%	42%	41%	31%	40%	31%	33%
Totals	100%	100%	99%	99%	100%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(669)	(240)	(242)	(187)	(166)	(223)	(415)	(314)	(211)	(244)	(200)	(183)

9Y. Opinions of Cocktails — Manhattan

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	28%	35%	23%	29%	34%	25%	*	27%	*	41%	27%	31%
Dislike/Hate	12%	9%	14%	5%	10%	16%	*	14%	*	4%	12%	12%
Love it	8%	12%	4%	5%	11%	9%	*	6%	*	16%	7%	9%
Like it	21%	23%	18%	25%	24%	16%	*	21%	*	25%	19%	22%
Feel neutral	26%	31%	21%	36%	24%	24%	*	22%	*	20%	24%	28%
Dislike it	8%	7%	9%	5%	8%	11%	*	9%	*	4%	8%	9%
Hate it	3%	2%	5%	1%	2%	5%	*	5%	*	0%	4%	3%
I have never tried it	34%	25%	41%	29%	31%	35%	*	38%	*	35%	38%	29%
Totals	100%	100%	98%	101%	100%	100%	*	101%	*	100%	100%	100%
Unweighted N	(637)	(304)	(333)	(144)	(210)	(192)	(91)	(415)	(73)	(108)	(380)	(257)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	28%	31%	20%	36%	44%	37%	23%	30%	40%	27%	26%	35%
Dislike/Hate	12%	13%	13%	10%	10%	12%	13%	14%	10%	11%	13%	13%
Love it	8%	9%	5%	11%	17%	10%	6%	10%	13%	6%	9%	10%
Like it	21%	22%	15%	26%	28%	27%	17%	20%	27%	21%	16%	25%
Feel neutral	26%	19%	32%	26%	23%	28%	22%	21%	21%	24%	27%	18%
Dislike it	8%	11%	9%	5%	5%	7%	10%	12%	3%	6%	8%	12%
Hate it	3%	2%	4%	5%	5%	5%	3%	2%	7%	5%	5%	1%
I have never tried it	34%	38%	36%	28%	22%	23%	42%	34%	29%	38%	34%	33%
Totals	100%	101%	101%	101%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(637)	(229)	(237)	(171)	(147)	(214)	(389)	(288)	(194)	(211)	(193)	(188)

9Z. Opinions of Cocktails — Paloma

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	23%	26%	21%	42%	29%	12%	7%	22%	*	29%	20%	29%
Dislike/Hate	5%	4%	6%	6%	8%	3%	2%	4%	*	12%	5%	6%
Love it	8%	9%	8%	12%	11%	5%	3%	9%	*	16%	6%	13%
Like it	15%	17%	13%	29%	18%	7%	4%	14%	*	13%	14%	16%
Feel neutral	17%	19%	14%	22%	24%	10%	7%	16%	*	17%	16%	17%
Dislike it	4%	3%	4%	4%	7%	2%	1%	3%	*	10%	3%	5%
Hate it	1%	1%	1%	2%	1%	1%	1%	1%	*	2%	2%	0%
I have never tried it	55%	50%	59%	29%	38%	75%	84%	58%	*	42%	59%	48%
Totals	100%	99%	99%	98%	99%	100%	100%	101%	*	100%	100%	99%
Unweighted N	(636)	(300)	(336)	(146)	(205)	(179)	(106)	(419)	(77)	(108)	(393)	(243)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	23%	24%	20%	27%	32%	31%	19%	25%	26%	17%	20%	34%
Dislike/Hate	5%	5%	4%	6%	6%	5%	5%	5%	6%	2%	6%	7%
Love it	8%	7%	8%	11%	13%	10%	7%	9%	8%	4%	8%	13%
Like it	15%	17%	12%	16%	19%	21%	12%	17%	18%	13%	13%	21%
Feel neutral	17%	11%	20%	18%	11%	18%	17%	12%	15%	13%	25%	12%
Dislike it	4%	4%	3%	4%	5%	3%	4%	4%	5%	0%	5%	7%
Hate it	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	0%
I have never tried it	55%	60%	56%	49%	50%	46%	59%	57%	53%	68%	49%	47%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	102%	100%
Unweighted N	(636)	(234)	(230)	(172)	(139)	(213)	(398)	(297)	(196)	(222)	(190)	(171)

9AA. Opinions of Cocktails — Aperol Spritz

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	23%	24%	23%	26%	40%	12%	14%	23%	*	32%	20%	28%
Dislike/Hate	6%	7%	6%	4%	8%	7%	6%	7%	*	4%	7%	6%
Love it	6%	5%	7%	7%	11%	3%	3%	6%	*	7%	3%	10%
Like it	17%	19%	15%	20%	29%	9%	11%	18%	*	25%	17%	18%
Feel neutral	22%	24%	19%	42%	18%	20%	4%	19%	*	20%	16%	29%
Dislike it	4%	5%	3%	2%	5%	4%	5%	5%	*	1%	5%	3%
Hate it	2%	2%	2%	2%	3%	3%	1%	2%	*	3%	2%	2%
I have never tried it	49%	44%	53%	28%	34%	61%	76%	51%	*	44%	57%	38%
Totals	100%	99%	99%	101%	100%	100%	100%	101%	*	100%	100%	100%
Unweighted N	(659)	(313)	(346)	(153)	(208)	(191)	(107)	(427)	(85)	(105)	(399)	(260)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	23%	26%	19%	25%	29%	25%	23%	30%	29%	15%	26%	35%
Dislike/Hate	6%	7%	6%	7%	6%	6%	7%	9%	6%	5%	6%	7%
Love it	6%	8%	5%	5%	5%	4%	8%	11%	5%	3%	6%	10%
Like it	17%	18%	14%	20%	24%	21%	15%	20%	24%	12%	19%	26%
Feel neutral	22%	12%	30%	21%	21%	25%	17%	10%	16%	19%	24%	16%
Dislike it	4%	5%	4%	3%	3%	3%	5%	7%	3%	3%	5%	4%
Hate it	2%	1%	2%	3%	3%	4%	1%	2%	3%	2%	2%	3%
I have never tried it	49%	55%	44%	48%	44%	44%	54%	51%	49%	60%	44%	42%
Totals	100%	99%	99%	100%	100%	101%	100%	101%	100%	99%	100%	101%
Unweighted N	(659)	(234)	(251)	(174)	(154)	(213)	(414)	(310)	(194)	(214)	(205)	(185)

9AB. Opinions of Cocktails — Michelada

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	21%	28%	15%	27%	39%	11%	*	18%	*	36%	20%	24%
Dislike/Hate	9%	10%	9%	9%	11%	7%	*	7%	*	14%	8%	10%
Love it	10%	12%	8%	12%	19%	5%	*	7%	*	22%	10%	10%
Like it	12%	16%	7%	15%	20%	6%	*	10%	*	14%	10%	14%
Feel neutral	15%	17%	12%	30%	15%	10%	*	13%	*	7%	13%	17%
Dislike it	5%	7%	3%	6%	6%	4%	*	5%	*	3%	6%	5%
Hate it	4%	2%	6%	3%	6%	3%	*	3%	*	12%	3%	6%
I have never tried it	55%	45%	64%	34%	34%	71%	*	62%	*	43%	59%	48%
Totals	101%	99%	100%	100%	100%	99%	*	100%	*	101%	101%	100%
Unweighted N	(629)	(318)	(311)	(139)	(213)	(182)	(95)	(410)	(82)	(100)	(386)	(243)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	21%	20%	17%	27%	25%	29%	18%	21%	24%	17%	21%	30%
Dislike/Hate	9%	12%	6%	9%	8%	8%	10%	12%	9%	8%	7%	14%
Love it	10%	11%	9%	9%	13%	11%	10%	11%	9%	8%	9%	14%
Like it	12%	9%	9%	18%	12%	18%	8%	10%	15%	9%	12%	17%
Feel neutral	15%	8%	24%	12%	13%	16%	12%	9%	12%	13%	19%	8%
Dislike it	5%	5%	3%	7%	8%	8%	4%	4%	8%	4%	4%	8%
Hate it	4%	7%	3%	2%	0%	1%	6%	7%	2%	3%	4%	6%
I have never tried it	55%	60%	52%	52%	55%	46%	61%	58%	55%	62%	52%	48%
Totals	101%	100%	100%	100%	101%	100%	101%	99%	101%	99%	100%	101%
Unweighted N	(629)	(232)	(231)	(166)	(132)	(199)	(402)	(297)	(197)	(219)	(200)	(170)

9AC. Opinions of Cocktails — French 75

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	20%	22%	17%	28%	29%	13%	7%	20%	*	*	15%	26%
Dislike/Hate	6%	6%	6%	9%	4%	4%	8%	6%	*	*	9%	1%
Love it	5%	5%	5%	3%	9%	4%	1%	5%	*	*	3%	7%
Like it	15%	17%	13%	25%	20%	9%	6%	15%	*	*	12%	20%
Feel neutral	16%	24%	9%	28%	25%	9%	3%	15%	*	*	17%	16%
Dislike it	4%	4%	4%	5%	4%	1%	7%	5%	*	*	6%	1%
Hate it	2%	2%	2%	4%	1%	3%	1%	1%	*	*	3%	1%
I have never tried it	58%	49%	68%	35%	42%	74%	83%	59%	*	*	60%	56%
Totals	100%	101%	101%	100%	101%	100%	101%	100%	*	*	101%	101%
Unweighted N	(635)	(310)	(325)	(144)	(204)	(182)	(105)	(426)	(72)	(99)	(379)	(256)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	20%	22%	13%	24%	26%	24%	17%	20%	25%	11%	20%	34%
Dislike/Hate	6%	6%	3%	9%	7%	7%	5%	7%	4%	6%	8%	2%
Love it	5%	5%	2%	7%	8%	6%	4%	6%	8%	1%	6%	10%
Like it	15%	17%	11%	17%	18%	17%	13%	14%	17%	10%	15%	24%
Feel neutral	16%	8%	22%	18%	17%	20%	14%	9%	11%	13%	15%	17%
Dislike it	4%	6%	1%	5%	4%	5%	4%	5%	3%	4%	4%	2%
Hate it	2%	0%	2%	4%	2%	2%	1%	1%	1%	2%	3%	0%
I have never tried it	58%	64%	62%	49%	51%	50%	64%	65%	60%	70%	57%	47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(635)	(220)	(248)	(167)	(150)	(200)	(400)	(291)	(187)	(217)	(199)	(167)

9AD. Opinions of Cocktails — Negroni

What do you think of the following drink?

Among people who ever drink cocktails. Respondents were asked about a random sample of 15 of the 30 cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Love/Like	14%	19%	10%	19%	19%	12%	4%	14%	*	16%	11%	20%
Dislike/Hate	8%	8%	9%	12%	8%	7%	5%	8%	*	4%	8%	9%
Love it	3%	4%	3%	5%	4%	3%	2%	3%	*	6%	3%	4%
Like it	11%	15%	7%	14%	14%	10%	2%	11%	*	10%	8%	15%
Feel neutral	21%	28%	16%	35%	24%	15%	8%	19%	*	25%	19%	26%
Dislike it	7%	7%	7%	10%	7%	6%	5%	7%	*	4%	7%	8%
Hate it	1%	1%	2%	3%	1%	2%	0%	1%	*	0%	1%	1%
I have never tried it	56%	45%	65%	33%	50%	65%	83%	59%	*	55%	62%	46%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	*	100%	100%	100%
Unweighted N	(651)	(305)	(346)	(169)	(205)	(175)	(102)	(427)	(82)	(104)	(408)	(243)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Love/Like	14%	15%	9%	19%	23%	19%	12%	15%	23%	10%	16%	23%
Dislike/Hate	8%	5%	12%	9%	14%	9%	7%	6%	8%	10%	10%	5%
Love it	3%	6%	2%	2%	4%	3%	4%	6%	3%	2%	3%	8%
Like it	11%	9%	7%	17%	18%	16%	8%	10%	19%	8%	13%	15%
Feel neutral	21%	18%	25%	21%	23%	26%	19%	19%	14%	14%	24%	22%
Dislike it	7%	5%	9%	7%	12%	8%	6%	6%	6%	6%	10%	5%
Hate it	1%	0%	3%	1%	2%	1%	1%	1%	2%	3%	0%	0%
I have never tried it	56%	63%	54%	51%	41%	46%	62%	60%	56%	67%	49%	50%
Totals	99%	101%	100%	99%	100%	100%	100%	102%	100%	100%	99%	100%
Unweighted N	(651)	(241)	(238)	(172)	(148)	(216)	(407)	(306)	(193)	(248)	(187)	(162)

10. Favorite Cocktail

Which of the following drinks is your favorite?

Among people who ever drink cocktails

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Margarita	11%	8%	14%	10%	7%	10%	22%	10%	9%	17%	12%	10%
Rum and Coke	7%	11%	2%	4%	8%	8%	4%	7%	2%	8%	8%	4%
Piña Colada	6%	4%	7%	5%	3%	7%	9%	7%	4%	5%	7%	5%
Daiquiri	5%	2%	8%	6%	5%	7%	4%	5%	9%	3%	6%	4%
Martini	5%	6%	4%	7%	6%	2%	6%	6%	3%	4%	4%	5%
Sex on the Beach	4%	3%	5%	7%	5%	4%	0%	2%	10%	5%	4%	5%
Long Island Iced Tea	4%	5%	4%	4%	5%	5%	2%	4%	8%	2%	5%	4%
White Russian	4%	3%	5%	1%	5%	5%	5%	4%	3%	1%	4%	5%
Bloody Mary	4%	5%	3%	2%	2%	5%	5%	4%	4%	3%	4%	4%
Whiskey Sour	4%	6%	2%	6%	6%	0%	4%	4%	4%	5%	4%	3%
Old Fashioned	3%	5%	2%	1%	7%	3%	1%	4%	2%	2%	2%	5%
Mojito	3%	5%	2%	6%	4%	1%	3%	4%	2%	2%	2%	4%
Vodka Soda	3%	5%	2%	5%	3%	2%	2%	3%	4%	2%	3%	3%
Gin and Tonic	3%	4%	3%	3%	1%	3%	7%	4%	2%	2%	3%	3%
Espresso Martini	3%	2%	4%	3%	5%	2%	1%	3%	2%	4%	2%	4%
Tequila Sunrise	3%	4%	2%	7%	2%	2%	1%	2%	8%	3%	4%	1%
Sangria	2%	1%	3%	0%	2%	2%	4%	2%	2%	4%	2%	2%
Screwdriver	2%	2%	1%	0%	2%	3%	0%	1%	5%	2%	2%	1%
Moscow Mule	2%	1%	2%	2%	1%	2%	2%	2%	0%	3%	2%	2%
Mimosa	1%	1%	2%	2%	1%	2%	1%	2%	2%	0%	1%	2%
Amaretto Sour	1%	1%	2%	0%	2%	2%	2%	2%	1%	0%	1%	2%
Cosmopolitan	1%	0%	2%	1%	0%	2%	1%	1%	0%	1%	1%	2%
Paloma	1%	0%	2%	1%	1%	2%	0%	2%	1%	0%	1%	2%
Michelada	1%	1%	1%	1%	2%	1%	0%	1%	1%	4%	1%	1%

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	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Mai Tai	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%	1%	1%
Tom Collins	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%	1%	0%
Manhattan	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%
Aperol Spritz	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	2%
French 75	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	0%
Negroni	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	7%	9%	5%	7%	5%	7%	6%	7%	7%	7%	7%	6%
Not sure	5%	4%	5%	6%	4%	6%	1%	3%	3%	8%	3%	6%
Totals	100%	102%	99%	100%	99%	98%	100%	101%	101%	98%	98%	99%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Margarita	11%	19%	8%	8%	7%	8%	14%	17%	8%	12%	11%	12%
Rum and Coke	7%	4%	7%	9%	5%	7%	7%	5%	7%	8%	7%	4%
Piña Colada	6%	7%	7%	4%	5%	4%	7%	7%	5%	7%	7%	4%
Daiquiri	5%	6%	7%	3%	4%	3%	7%	5%	4%	6%	7%	3%
Martini	5%	5%	5%	4%	7%	5%	5%	5%	3%	2%	6%	5%
Sex on the Beach	4%	3%	7%	3%	3%	6%	3%	3%	4%	8%	2%	3%
Long Island Iced Tea	4%	5%	3%	5%	4%	5%	3%	4%	6%	7%	2%	4%
White Russian	4%	5%	4%	3%	2%	2%	5%	4%	3%	4%	2%	4%
Bloody Mary	4%	2%	4%	6%	5%	5%	4%	3%	6%	5%	3%	3%
Whiskey Sour	4%	3%	4%	4%	6%	4%	4%	3%	5%	3%	6%	4%
Old Fashioned	3%	3%	3%	3%	3%	4%	3%	4%	2%	2%	3%	8%
Mojito	3%	4%	3%	3%	4%	3%	4%	4%	2%	2%	3%	3%
Vodka Soda	3%	2%	3%	4%	7%	5%	2%	2%	5%	2%	3%	5%

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YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	continued from previous page											
	Total	Party ID			MAGA Supporter	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Gin and Tonic	3%	4%	3%	2%	2%	2%	4%	5%	2%	3%	2%	5%
Espresso Martini	3%	4%	0%	4%	2%	3%	3%	3%	4%	1%	3%	6%
Tequila Sunrise	3%	1%	3%	4%	3%	3%	2%	2%	4%	2%	2%	1%
Sangria	2%	2%	3%	2%	1%	2%	2%	3%	2%	1%	3%	3%
Screwdriver	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%
Moscow Mule	2%	1%	1%	3%	2%	2%	1%	1%	3%	2%	1%	1%
Mimosa	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%
Amaretto Sour	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	0%	2%
Cosmopolitan	1%	1%	1%	2%	2%	2%	1%	1%	3%	1%	0%	4%
Paloma	1%	2%	2%	0%	0%	1%	2%	1%	0%	2%	1%	1%
Michelada	1%	0%	1%	2%	2%	2%	0%	0%	2%	1%	2%	1%
Mai Tai	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Tom Collins	1%	1%	1%	1%	2%	2%	1%	1%	2%	0%	2%	1%
Manhattan	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%
Aperol Spritz	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%
French 75	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Negroni	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	7%	6%	6%	7%	8%	8%	6%	6%	7%	8%	6%	4%
Not sure	5%	2%	9%	2%	3%	3%	4%	2%	3%	5%	7%	2%
Totals	100%	101%	100%	96%	98%	100%	102%	99%	101%	101%	97%	101%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



11. Preferred Martini Liquor

When you drink a martini, which liquor do you usually prefer?

Among people who love or like martinis

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Vodka	66%	68%	64%	*	*	*	*	66%	*	*	67%	65%
Gin	22%	23%	20%	*	*	*	*	25%	*	*	21%	23%
No preference	12%	9%	15%	*	*	*	*	9%	*	*	11%	13%
Not sure	1%	0%	1%	*	*	*	*	0%	*	*	1%	0%
Totals	101%	100%	100%	*	*	*	*	100%	*	*	100%	101%
Unweighted N	(293)	(151)	(142)	(72)	(99)	(89)	(33)	(178)	(37)	(58)	(165)	(128)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Vodka	66%	63%	*	*	*	67%	64%	62%	*	*	*	*
Gin	22%	24%	*	*	*	22%	23%	23%	*	*	*	*
No preference	12%	13%	*	*	*	11%	13%	16%	*	*	*	*
Not sure	1%	0%	*	*	*	0%	0%	0%	*	*	*	*
Totals	101%	100%	*	*	*	100%	100%	101%	*	*	*	*
Unweighted N	(293)	(104)	(96)	(93)	(87)	(107)	(179)	(134)	(95)	(99)	(93)	(84)

12. Preferred Martini Dryness

How do you usually prefer your martini?

Among people who love or like martinis

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very dry	10%	13%	8%	*	*	*	*	14%	*	*	5%	16%
Dry	25%	27%	23%	*	*	*	*	27%	*	*	24%	26%
Neither dry nor wet	14%	16%	13%	*	*	*	*	14%	*	*	9%	20%
Wet	26%	27%	26%	*	*	*	*	21%	*	*	30%	21%
Very wet	3%	2%	4%	*	*	*	*	3%	*	*	4%	3%
No preference	14%	10%	18%	*	*	*	*	14%	*	*	19%	9%
Not sure	7%	5%	8%	*	*	*	*	7%	*	*	8%	5%
Totals	99%	100%	100%	*	*	*	*	100%	*	*	99%	100%
Unweighted N	(294)	(152)	(142)	(73)	(99)	(89)	(33)	(179)	(37)	(58)	(165)	(129)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Very dry	10%	17%	*	*	*	8%	12%	10%	*	*	*	*
Dry	25%	20%	*	*	*	30%	23%	21%	*	*	*	*
Neither dry nor wet	14%	6%	*	*	*	23%	8%	8%	*	*	*	*
Wet	26%	28%	*	*	*	27%	25%	31%	*	*	*	*
Very wet	3%	6%	*	*	*	3%	4%	4%	*	*	*	*
No preference	14%	16%	*	*	*	7%	17%	18%	*	*	*	*
Not sure	7%	7%	*	*	*	3%	10%	7%	*	*	*	*
Totals	99%	100%	*	*	*	101%	99%	99%	*	*	*	*
Unweighted N	(294)	(105)	(96)	(93)	(87)	(107)	(180)	(135)	(95)	(99)	(93)	(85)

13. Preferred Martini Preparation

How do you usually prefer your martini?

Among people who love or like martinis

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Shaken	57%	51%	62%	*	*	*	*	58%	*	*	51%	63%
Stirred	16%	21%	11%	*	*	*	*	14%	*	*	19%	13%
No preference	24%	24%	24%	*	*	*	*	25%	*	*	27%	20%
Not sure	3%	3%	3%	*	*	*	*	3%	*	*	3%	3%
Totals	100%	99%	100%	*	*	*	*	100%	*	*	100%	99%
Unweighted N	(294)	(152)	(142)	(73)	(99)	(89)	(33)	(179)	(37)	(58)	(165)	(129)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Shaken	57%	52%	*	*	*	67%	50%	49%	*	*	*	*
Stirred	16%	17%	*	*	*	18%	16%	21%	*	*	*	*
No preference	24%	28%	*	*	*	12%	31%	28%	*	*	*	*
Not sure	3%	3%	*	*	*	3%	3%	3%	*	*	*	*
Totals	100%	100%	*	*	*	100%	100%	101%	*	*	*	*
Unweighted N	(294)	(105)	(96)	(93)	(87)	(107)	(180)	(135)	(95)	(99)	(93)	(85)

14. Preferred Martini Dirtiness

How do you usually prefer your martini?

Among people who love or like martinis

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Dirty	36%	35%	37%	*	*	*	*	34%	*	*	35%	37%
Not dirty	31%	34%	28%	*	*	*	*	35%	*	*	25%	38%
No preference	29%	26%	31%	*	*	*	*	28%	*	*	33%	23%
Not sure	5%	5%	4%	*	*	*	*	2%	*	*	7%	2%
Totals	101%	100%	100%	*	*	*	*	99%	*	*	100%	100%
Unweighted N	(293)	(151)	(142)	(73)	(98)	(89)	(33)	(178)	(37)	(58)	(165)	(128)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Dirty	36%	43%	*	*	*	36%	37%	42%	*	*	*	*
Not dirty	31%	36%	*	*	*	32%	30%	27%	*	*	*	*
No preference	29%	17%	*	*	*	31%	24%	26%	*	*	*	*
Not sure	5%	4%	*	*	*	0%	9%	5%	*	*	*	*
Totals	101%	100%	*	*	*	99%	100%	100%	*	*	*	*
Unweighted N	(293)	(104)	(96)	(93)	(87)	(107)	(179)	(134)	(95)	(99)	(93)	(84)

15. Frequency of Making Cocktails at Home

How often do you make cocktails at home?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A few times a week or more	7%	7%	6%	3%	9%	7%	7%	7%	7%	9%	7%	6%
Once a week	6%	6%	6%	6%	6%	8%	3%	8%	3%	3%	5%	8%
A few times a month	15%	17%	12%	18%	19%	15%	3%	13%	16%	18%	13%	17%
A few times a year	21%	17%	23%	22%	19%	18%	25%	23%	22%	16%	21%	21%
Less often	24%	25%	23%	21%	24%	24%	29%	24%	19%	24%	26%	21%
Never	26%	24%	27%	24%	21%	27%	32%	25%	24%	27%	26%	26%
Not sure	2%	3%	2%	7%	1%	1%	1%	1%	9%	3%	3%	1%
Totals	101%	99%	99%	101%	99%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A few times a week or more	7%	6%	6%	8%	6%	7%	7%	7%	8%	7%	4%	10%
Once a week	6%	7%	2%	9%	9%	8%	5%	5%	10%	5%	9%	6%
A few times a month	15%	14%	13%	17%	16%	18%	12%	12%	17%	14%	14%	19%
A few times a year	21%	26%	20%	16%	18%	19%	23%	28%	18%	18%	22%	25%
Less often	24%	24%	22%	26%	24%	23%	25%	23%	23%	25%	25%	18%
Never	26%	22%	32%	22%	25%	23%	27%	24%	23%	28%	25%	21%
Not sure	2%	0%	5%	2%	1%	2%	0%	0%	2%	3%	1%	1%
Totals	101%	99%	100%	100%	99%	100%	99%	99%	101%	100%	100%	100%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

16. Cocktail-Making Ability

How would you rate your ability to make cocktails?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Excellent	8%	8%	8%	6%	12%	10%	3%	8%	16%	8%	9%	8%
Good	32%	34%	30%	35%	36%	30%	26%	32%	35%	29%	31%	33%
Fair	29%	27%	31%	23%	24%	32%	39%	31%	22%	33%	30%	28%
Poor	9%	8%	10%	4%	10%	8%	17%	11%	7%	6%	9%	10%
Terrible	5%	5%	4%	7%	4%	4%	3%	6%	0%	4%	5%	4%
I have never made a cocktail	12%	12%	13%	18%	9%	13%	9%	10%	18%	11%	13%	12%
Not sure	4%	5%	4%	6%	5%	2%	4%	3%	2%	9%	4%	4%
Totals	99%	99%	100%	99%	100%	99%	101%	101%	100%	100%	101%	99%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Excellent	8%	10%	6%	9%	10%	9%	9%	9%	10%	9%	8%	9%
Good	32%	32%	27%	37%	36%	37%	28%	32%	35%	28%	31%	39%
Fair	29%	33%	27%	28%	24%	27%	32%	32%	28%	31%	30%	30%
Poor	9%	9%	11%	9%	10%	9%	10%	12%	9%	8%	9%	11%
Terrible	5%	4%	4%	6%	7%	6%	4%	4%	6%	4%	6%	4%
I have never made a cocktail	12%	8%	20%	8%	11%	9%	13%	9%	9%	17%	12%	7%
Not sure	4%	3%	6%	2%	2%	2%	4%	2%	2%	3%	4%	2%
Totals	99%	99%	101%	99%	100%	99%	100%	100%	99%	100%	100%	102%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

17. Number of Cocktail Recipes Known

How many cocktails could you make without looking up a recipe?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
None	24%	22%	26%	29%	23%	23%	20%	22%	27%	22%	25%	22%
1 - 2	28%	28%	29%	25%	32%	22%	39%	30%	20%	20%	27%	30%
3 - 4	25%	26%	24%	19%	26%	30%	23%	26%	30%	21%	23%	28%
5 - 6	9%	9%	8%	9%	9%	8%	7%	9%	4%	18%	9%	8%
7 - 8	2%	3%	1%	1%	3%	2%	1%	2%	0%	3%	2%	2%
More than 8	4%	4%	4%	1%	2%	7%	4%	4%	6%	1%	3%	4%
Not sure	8%	8%	9%	16%	6%	7%	6%	6%	12%	14%	9%	7%
Totals	100%	100%	101%	100%	101%	99%	100%	99%	99%	99%	98%	101%
Unweighted N	(1,278)	(606)	(672)	(297)	(406)	(365)	(210)	(843)	(155)	(207)	(763)	(515)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
None	24%	22%	26%	24%	29%	24%	22%	21%	23%	26%	25%	19%
1 - 2	28%	26%	27%	31%	29%	31%	28%	30%	34%	27%	30%	29%
3 - 4	25%	28%	21%	26%	25%	27%	25%	29%	27%	24%	25%	31%
5 - 6	9%	8%	6%	12%	9%	9%	8%	7%	9%	7%	9%	11%
7 - 8	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%	2%	4%
More than 8	4%	5%	4%	3%	1%	2%	5%	4%	3%	7%	2%	3%
Not sure	8%	7%	14%	3%	4%	5%	9%	6%	3%	8%	7%	5%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	101%	101%	100%	102%
Unweighted N	(1,278)	(462)	(477)	(339)	(287)	(415)	(803)	(599)	(383)	(437)	(394)	(348)

18. Cocktail Recipes Known

Which of the following cocktails do you know how to make? Select all that apply.

Among people who ever drink cocktails

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Rum and Coke	49%	48%	49%	20%	41%	66%	64%	53%	37%	46%	49%	48%
Screwdriver	36%	36%	36%	10%	31%	50%	49%	44%	18%	25%	38%	33%
Margarita	30%	26%	33%	13%	26%	39%	38%	31%	24%	33%	29%	30%
Gin and Tonic	29%	30%	29%	10%	28%	36%	43%	33%	21%	27%	27%	33%
Vodka Soda	26%	27%	26%	18%	28%	32%	24%	30%	18%	20%	24%	29%
Bloody Mary	26%	24%	29%	5%	19%	31%	54%	32%	15%	21%	27%	26%
Mimosa	24%	12%	34%	10%	19%	32%	32%	27%	19%	19%	22%	26%
White Russian	18%	15%	21%	3%	14%	28%	24%	20%	16%	17%	19%	17%
Martini	18%	19%	17%	8%	18%	22%	23%	20%	14%	17%	14%	23%
Whiskey Sour	16%	18%	14%	7%	18%	18%	19%	19%	16%	4%	15%	17%
Tequila Sunrise	15%	14%	17%	9%	13%	18%	21%	17%	16%	14%	17%	14%
Long Island Iced Tea	15%	15%	16%	6%	16%	25%	8%	16%	23%	8%	17%	14%
Mojito	14%	14%	15%	11%	15%	18%	12%	15%	14%	15%	12%	18%
Piña Colada	14%	10%	17%	6%	9%	21%	19%	13%	12%	23%	15%	13%
Daiquiri	14%	10%	17%	4%	10%	22%	16%	13%	25%	13%	16%	11%
Old Fashioned	13%	14%	12%	6%	15%	15%	14%	16%	9%	5%	11%	15%
Sangria	12%	10%	14%	6%	9%	18%	17%	12%	13%	16%	10%	15%
Moscow Mule	10%	10%	9%	7%	11%	12%	5%	12%	4%	9%	7%	13%
Cosmopolitan	9%	8%	10%	4%	8%	15%	7%	10%	11%	5%	7%	12%
Amaretto Sour	9%	6%	12%	2%	7%	15%	10%	11%	8%	3%	8%	10%
Sex on the Beach	8%	7%	9%	7%	6%	13%	3%	7%	15%	6%	7%	10%
Tom Collins	8%	7%	9%	1%	6%	12%	12%	9%	10%	3%	7%	8%
Manhattan	8%	9%	7%	2%	6%	13%	8%	8%	10%	7%	7%	9%
Espresso Martini	7%	6%	8%	8%	10%	6%	5%	8%	6%	5%	6%	9%

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	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Mai Tai	6%	4%	7%	2%	4%	8%	6%	6%	4%	5%	5%	6%
Michelada	5%	4%	6%	4%	5%	7%	3%	4%	4%	13%	5%	5%
Paloma	5%	4%	5%	4%	7%	5%	3%	5%	3%	8%	3%	7%
Aperol Spritz	4%	2%	6%	2%	6%	4%	4%	4%	4%	4%	2%	7%
French 75	4%	2%	5%	3%	4%	5%	1%	4%	2%	3%	2%	6%
Negroni	2%	1%	3%	0%	1%	5%	1%	3%	1%	3%	2%	3%
None of the above	18%	18%	17%	31%	18%	12%	12%	14%	25%	26%	19%	17%
Unweighted N	(1,279)	(606)	(673)	(297)	(407)	(365)	(210)	(844)	(155)	(207)	(764)	(515)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Rum and Coke	49%	56%	42%	49%	45%	44%	54%	55%	49%	51%	45%	56%
Screwdriver	36%	39%	35%	34%	31%	33%	40%	40%	37%	42%	32%	35%
Margarita	30%	38%	24%	27%	24%	24%	34%	37%	28%	30%	29%	34%
Gin and Tonic	29%	35%	28%	26%	22%	25%	34%	38%	25%	29%	26%	39%
Vodka Soda	26%	30%	25%	25%	22%	21%	30%	30%	24%	25%	23%	32%
Bloody Mary	26%	30%	22%	28%	24%	24%	29%	28%	28%	30%	24%	27%
Mimosa	24%	31%	21%	20%	19%	16%	29%	30%	21%	25%	21%	27%
White Russian	18%	22%	15%	17%	16%	16%	20%	20%	19%	22%	15%	19%
Martini	18%	21%	15%	19%	18%	17%	19%	20%	18%	16%	18%	22%
Whiskey Sour	16%	19%	16%	12%	13%	14%	18%	19%	12%	17%	13%	20%
Tequila Sunrise	15%	21%	12%	14%	11%	15%	17%	19%	13%	18%	13%	17%
Long Island Iced Tea	15%	14%	15%	17%	17%	16%	15%	16%	15%	18%	16%	13%
Mojito	14%	18%	12%	14%	13%	11%	16%	17%	10%	14%	11%	17%
Piña Colada	14%	19%	12%	12%	13%	12%	16%	18%	14%	15%	16%	14%
Daiquiri	14%	19%	10%	13%	13%	12%	16%	16%	13%	19%	13%	11%

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YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	continued from previous page											
	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Old Fashioned	13%	15%	11%	13%	13%	12%	14%	15%	13%	13%	9%	18%
Sangria	12%	17%	10%	10%	9%	9%	14%	17%	10%	12%	11%	15%
Moscow Mule	10%	9%	8%	12%	9%	11%	9%	9%	12%	9%	6%	14%
Cosmopolitan	9%	13%	8%	7%	7%	6%	11%	11%	8%	10%	8%	11%
Amaretto Sour	9%	13%	7%	7%	8%	8%	10%	11%	9%	11%	6%	11%
Sex on the Beach	8%	11%	7%	7%	9%	9%	8%	9%	8%	12%	7%	7%
Tom Collins	8%	13%	4%	7%	8%	7%	9%	12%	7%	10%	7%	8%
Manhattan	8%	8%	7%	8%	7%	8%	7%	9%	9%	9%	7%	8%
Espresso Martini	7%	9%	7%	6%	7%	7%	8%	9%	6%	8%	7%	8%
Mai Tai	6%	7%	4%	6%	7%	4%	6%	6%	6%	6%	6%	6%
Michelada	5%	6%	5%	4%	4%	4%	5%	5%	4%	6%	4%	6%
Paloma	5%	6%	5%	4%	2%	4%	5%	5%	3%	4%	4%	7%
Aperol Spritz	4%	8%	2%	2%	1%	2%	6%	6%	2%	3%	3%	7%
French 75	4%	6%	2%	4%	4%	3%	4%	4%	4%	3%	2%	5%
Negroni	2%	4%	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%
None of the above	18%	14%	25%	14%	18%	17%	15%	13%	14%	17%	21%	10%
Unweighted N	(1,279)	(462)	(477)	(340)	(288)	(416)	(803)	(599)	(384)	(437)	(395)	(348)

19. Preferred Liquor in Cocktails

When you drink cocktails, which type of liquor do you most often prefer as the main ingredient?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Vodka	28%	25%	30%	25%	30%	31%	23%	30%	22%	20%	25%	32%
Tequila	17%	15%	19%	25%	17%	14%	16%	13%	30%	29%	21%	13%
Whiskey or bourbon	14%	21%	8%	7%	22%	14%	13%	16%	6%	13%	15%	14%
Rum	14%	13%	14%	15%	8%	15%	19%	16%	9%	6%	14%	14%
Gin	5%	5%	5%	5%	4%	5%	8%	7%	2%	3%	3%	8%
Brandy or cognac	2%	2%	2%	2%	2%	2%	1%	1%	7%	2%	2%	2%
Mezcal	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%
No preference	8%	7%	9%	8%	8%	7%	10%	8%	13%	8%	9%	7%
Something else	2%	2%	2%	2%	2%	2%	2%	2%	0%	3%	3%	1%
Not sure	9%	7%	10%	10%	7%	9%	8%	6%	10%	16%	8%	9%
Totals	99%	97%	100%	100%	101%	99%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,278)	(605)	(673)	(297)	(406)	(365)	(210)	(844)	(155)	(207)	(764)	(514)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Vodka	28%	26%	23%	36%	34%	33%	24%	25%	36%	26%	33%	26%
Tequila	17%	18%	20%	14%	16%	17%	18%	19%	17%	19%	18%	15%
Whiskey or bourbon	14%	13%	13%	17%	17%	16%	14%	15%	15%	11%	13%	21%
Rum	14%	15%	13%	14%	12%	12%	16%	14%	13%	16%	13%	14%
Gin	5%	7%	4%	5%	5%	5%	6%	7%	4%	4%	4%	7%
Brandy or cognac	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Mezcal	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	2%
No preference	8%	10%	8%	6%	5%	7%	9%	11%	5%	8%	8%	8%

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	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Something else	2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	1%	2%
Not sure	9%	8%	13%	4%	5%	5%	9%	5%	5%	10%	8%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	99%	98%	100%	102%
Unweighted N	(1,278)	(462)	(477)	(339)	(288)	(416)	(802)	(599)	(383)	(437)	(394)	(348)

20. Ability To Differentiate Liquor Quality

In a blind taste test, how confident are you that you could tell the difference between a cocktail made with an expensive liquor and the same cocktail made with a cheap one?

Among people who ever drink cocktails

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Definitely could	8%	9%	7%	8%	12%	7%	4%	6%	15%	13%	7%	9%
Probably could	33%	39%	29%	37%	37%	34%	22%	33%	37%	32%	33%	34%
Probably could not	33%	33%	32%	30%	33%	30%	39%	34%	26%	32%	34%	30%
Definitely could not	16%	11%	20%	13%	11%	15%	27%	18%	10%	11%	14%	18%
Not sure	10%	7%	13%	11%	7%	14%	9%	9%	13%	12%	12%	9%
Totals	100%	99%	101%	99%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,277)	(606)	(671)	(297)	(407)	(363)	(210)	(843)	(155)	(206)	(763)	(514)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Definitely could	8%	9%	6%	9%	11%	10%	8%	9%	10%	6%	9%	11%
Probably could	33%	33%	31%	36%	37%	35%	32%	33%	34%	30%	33%	37%
Probably could not	33%	30%	33%	35%	33%	35%	32%	31%	34%	32%	32%	32%
Definitely could not	16%	19%	16%	11%	11%	12%	19%	20%	13%	20%	14%	15%
Not sure	10%	8%	14%	8%	9%	8%	9%	8%	9%	12%	12%	6%
Totals	100%	99%	100%	99%	101%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,277)	(461)	(476)	(340)	(288)	(416)	(801)	(598)	(384)	(436)	(395)	(347)

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



21. Liquors Owned

Which of the following do you currently have at home? Select all that apply.

Among people who ever drink cocktails

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Vodka	27%	26%	28%	23%	32%	28%	24%	29%	25%	24%	22%	36%
Whiskey or bourbon	23%	25%	22%	15%	26%	26%	25%	26%	16%	22%	21%	29%
Rum	21%	19%	22%	13%	22%	22%	24%	22%	16%	22%	17%	27%
Tequila	20%	20%	20%	20%	23%	21%	18%	19%	23%	24%	18%	25%
Gin	12%	13%	11%	10%	16%	12%	11%	12%	16%	9%	9%	17%
Brandy or cognac	9%	9%	9%	6%	9%	9%	10%	8%	12%	9%	7%	11%
Mezcal	2%	3%	2%	4%	2%	3%	0%	2%	2%	5%	2%	3%
None of the above	50%	49%	50%	44%	46%	50%	59%	51%	51%	49%	57%	37%
Not sure	5%	4%	5%	10%	4%	4%	1%	3%	3%	8%	3%	8%
Unweighted N	(2,143)	(1,022)	(1,121)	(495)	(572)	(628)	(448)	(1,419)	(274)	(323)	(1,403)	(740)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Vodka	27%	32%	17%	34%	33%	31%	25%	34%	34%	17%	29%	48%
Whiskey or bourbon	23%	25%	20%	26%	26%	26%	23%	30%	28%	16%	23%	44%
Rum	21%	24%	16%	23%	23%	23%	20%	26%	24%	14%	21%	36%
Tequila	20%	26%	17%	20%	18%	20%	21%	26%	21%	15%	18%	36%
Gin	12%	16%	9%	12%	10%	12%	12%	17%	11%	7%	11%	23%
Brandy or cognac	9%	11%	7%	9%	9%	8%	9%	13%	10%	7%	10%	13%
Mezcal	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%
None of the above	50%	46%	53%	50%	47%	48%	52%	42%	48%	62%	46%	31%
Not sure	5%	3%	9%	1%	2%	3%	4%	3%	2%	4%	6%	2%
Unweighted N	(2,143)	(718)	(827)	(598)	(505)	(729)	(1,305)	(913)	(679)	(818)	(644)	(482)

22. What Is Considered a Cocktail

Which of the following would you consider to be a cocktail? Select all that apply.

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A mixed drink made with liquor and two or more other ingredients	58%	57%	60%	44%	60%	66%	59%	63%	50%	52%	56%	63%
A mixed drink made with liquor and one other ingredient, such as vodka and soda	51%	54%	49%	36%	54%	56%	57%	56%	48%	42%	47%	60%
A frozen alcoholic drink	24%	20%	27%	16%	19%	30%	28%	27%	14%	15%	22%	28%
A drink made with wine and other ingredients, such as sangria	23%	23%	24%	20%	27%	27%	18%	23%	26%	21%	20%	31%
A non-alcoholic version of a cocktail	15%	12%	17%	17%	13%	14%	16%	15%	18%	12%	14%	16%
A drink made with beer and other ingredients, such as a michelada	12%	13%	12%	12%	16%	14%	7%	14%	9%	12%	9%	18%
Not sure	17%	16%	18%	24%	15%	14%	17%	15%	15%	22%	19%	13%
Unweighted N	(2,143)	(1,022)	(1,121)	(495)	(572)	(628)	(448)	(1,419)	(274)	(323)	(1,403)	(740)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A mixed drink made with liquor and two or more other ingredients	58%	66%	52%	58%	54%	55%	64%	68%	59%	56%	61%	64%

continued on the next page ...

YouGov Survey: Cocktails
September 3 - 7, 2026 - 2,143 U.S. adult citizens



	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A mixed drink made with liquor and one other ingredient, such as vodka and soda	51%	55%	46%	54%	53%	54%	52%	59%	57%	45%	53%	64%
A frozen alcoholic drink	24%	33%	16%	25%	24%	21%	27%	31%	25%	22%	23%	31%
A drink made with wine and other ingredients, such as sangria	23%	29%	21%	22%	21%	21%	25%	31%	23%	22%	23%	33%
A non-alcoholic version of a cocktail	15%	17%	17%	10%	9%	11%	18%	17%	11%	16%	15%	12%
A drink made with beer and other ingredients, such as a michelada	12%	17%	9%	12%	12%	11%	14%	16%	12%	11%	11%	18%
Not sure	17%	17%	19%	15%	16%	15%	15%	13%	13%	20%	13%	11%
Unweighted N	(2,143)	(718)	(827)	(598)	(505)	(729)	(1,305)	(913)	(679)	(818)	(644)	(482)

23. Ever Ordered a Mocktail

Have you ever ordered a mocktail — a cocktail made without alcohol?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes, many times	11%	10%	12%	15%	17%	11%	3%	11%	16%	11%	10%	13%
Yes, once or a few times	24%	22%	27%	33%	32%	19%	15%	26%	17%	21%	20%	33%
No	58%	62%	55%	37%	45%	67%	79%	60%	56%	60%	63%	49%
Not sure	6%	6%	6%	15%	6%	3%	2%	4%	11%	8%	7%	4%
Totals	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	99%
Unweighted N	(2,141)	(1,021)	(1,120)	(495)	(571)	(627)	(448)	(1,418)	(273)	(323)	(1,403)	(738)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes, many times	11%	14%	8%	13%	12%	11%	11%	14%	13%	8%	12%	18%
Yes, once or a few times	24%	27%	22%	25%	27%	27%	23%	28%	24%	16%	29%	31%
No	58%	57%	60%	58%	55%	56%	62%	55%	60%	70%	52%	48%
Not sure	6%	3%	10%	4%	6%	6%	4%	2%	3%	5%	6%	2%
Totals	99%	101%	100%	100%	100%	100%	100%	99%	100%	99%	99%	99%
Unweighted N	(2,141)	(717)	(826)	(598)	(505)	(729)	(1,303)	(911)	(679)	(818)	(644)	(480)

24. Reasons for Drinking Mocktails

When you order a mocktail, what are the reasons you choose one instead of an alcoholic cocktail? Select all that apply.

Among people who have ever ordered a mocktail

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
I don't want to consume alcohol at that time	51%	51%	51%	42%	56%	54%	*	50%	53%	56%	48%	55%
I am driving	27%	26%	28%	15%	32%	31%	*	28%	27%	33%	22%	33%
I like the taste of mocktails	26%	33%	21%	29%	37%	17%	*	27%	26%	30%	20%	34%
I don't drink alcohol	20%	19%	21%	16%	18%	19%	*	22%	14%	22%	24%	16%
For health reasons	18%	19%	17%	20%	16%	20%	*	17%	11%	25%	13%	24%
I am taking medication or have another medical reason	14%	13%	16%	11%	17%	11%	*	14%	17%	18%	13%	17%
They are less expensive	11%	9%	13%	16%	14%	5%	*	11%	11%	19%	11%	12%
I am pregnant	6%	2%	9%	6%	8%	6%	*	5%	3%	5%	5%	6%
Some other reason	4%	3%	4%	5%	1%	7%	*	4%	3%	4%	5%	3%
Not sure	3%	4%	3%	3%	3%	5%	*	3%	8%	3%	4%	2%
Unweighted N	(816)	(361)	(455)	(260)	(280)	(196)	(80)	(543)	(102)	(126)	(459)	(357)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
I don't want to consume alcohol at that time	51%	59%	57%	37%	38%	37%	61%	61%	41%	45%	50%	55%
I am driving	27%	31%	24%	26%	20%	24%	31%	33%	24%	21%	27%	35%
I like the taste of mocktails	26%	31%	22%	26%	22%	27%	27%	29%	23%	24%	24%	32%
I don't drink alcohol	20%	16%	22%	22%	19%	18%	21%	19%	21%	20%	23%	15%

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	Total	Party ID			MAGA Supporter	continued from previous page Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep		Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
For health reasons	18%	21%	15%	17%	16%	16%	20%	17%	17%	19%	14%	20%
I am taking medication or have another medical reason	14%	15%	12%	16%	16%	13%	16%	17%	17%	12%	14%	17%
They are less expensive	11%	12%	11%	10%	9%	9%	13%	13%	11%	13%	12%	9%
I am pregnant	6%	7%	3%	7%	8%	6%	6%	5%	7%	6%	4%	10%
Some other reason	4%	5%	5%	1%	2%	2%	5%	6%	2%	4%	4%	3%
Not sure	3%	4%	3%	3%	3%	4%	2%	3%	4%	5%	3%	3%
Unweighted N	(816)	(315)	(290)	(211)	(187)	(260)	(524)	(406)	(234)	(231)	(268)	(244)

25. Cost of Mocktails

Compared with an alcoholic cocktail, how much do you think a mocktail should cost?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More	2%	2%	1%	3%	1%	2%	1%	1%	3%	2%	2%	2%
The same amount	9%	10%	8%	13%	12%	8%	3%	7%	16%	7%	9%	9%
A little less	28%	25%	31%	32%	30%	25%	27%	28%	28%	30%	26%	32%
A lot less	43%	39%	46%	27%	42%	48%	50%	48%	26%	32%	40%	47%
Not sure	19%	23%	15%	24%	15%	17%	20%	15%	27%	28%	23%	10%
Totals	101%	99%	101%	99%	100%	100%	101%	99%	100%	99%	100%	100%
Unweighted N	(2,142)	(1,022)	(1,120)	(495)	(572)	(628)	(447)	(1,418)	(274)	(323)	(1,403)	(739)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
More	2%	1%	1%	3%	3%	3%	1%	1%	2%	3%	1%	0%
The same amount	9%	9%	9%	9%	10%	11%	7%	8%	9%	9%	8%	9%
A little less	28%	29%	29%	26%	27%	25%	31%	32%	26%	26%	30%	30%
A lot less	43%	44%	39%	45%	42%	44%	44%	46%	48%	39%	45%	52%
Not sure	19%	17%	22%	17%	17%	17%	17%	13%	16%	23%	16%	9%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(2,142)	(718)	(827)	(597)	(504)	(728)	(1,305)	(913)	(678)	(818)	(643)	(482)

26. Ever Had THC Cocktail

Have you ever had a cocktail that contained THC?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes, many times	3%	3%	2%	3%	5%	3%	0%	3%	2%	3%	2%	4%
Yes, once or a few times	9%	8%	9%	10%	13%	7%	4%	8%	11%	11%	7%	12%
No	80%	80%	79%	70%	76%	84%	86%	82%	73%	77%	81%	77%
Not sure	9%	9%	9%	17%	6%	6%	9%	7%	14%	9%	10%	8%
Totals	101%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(2,142)	(1,022)	(1,120)	(495)	(571)	(628)	(448)	(1,418)	(274)	(323)	(1,402)	(740)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes, many times	3%	2%	2%	5%	5%	5%	2%	2%	5%	2%	4%	3%
Yes, once or a few times	9%	11%	7%	8%	10%	9%	9%	11%	9%	7%	9%	13%
No	80%	80%	79%	80%	77%	76%	83%	80%	77%	82%	80%	76%
Not sure	9%	7%	12%	7%	8%	10%	7%	7%	9%	10%	6%	8%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%
Unweighted N	(2,142)	(718)	(826)	(598)	(504)	(728)	(1,305)	(913)	(679)	(817)	(644)	(482)

YouGov Survey: Cocktails

September 3 - 7, 2026 - 2,143 U.S. adult citizens



Interviewing Dates	September 3 - 7, 2026 September 4 - 7, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	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, 33% Republican). The weights range from 0.051 to 6.576, with a mean of one and a standard deviation of 1.06.
Number of respondents	2,143
Margin of error	± 3.1 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.