

YouGov Survey: Holiday Drinks



Sample 1000 U.S. Adult Citizens
 Conducted December 12 - 16, 2022
 Margin of Error ±3.5%

1. What do you think about the following non-alcoholic beverages around the holidays?

	Love it	Like it	Dislike it	Hate it	Not sure
Apple cider	26%	41%	15%	9%	9%
Eggnog	23%	32%	16%	17%	13%
Gingerbread-flavored coffee	10%	20%	21%	23%	26%
Horchata	10%	17%	10%	8%	55%
Hot chocolate	55%	36%	6%	1%	3%
Mulled cider	13%	25%	16%	12%	33%
Peppermint-flavored coffee	12%	21%	24%	25%	18%
Tea	36%	42%	9%	7%	5%

2. And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Love it	Like it	Dislike it	Hate it	Not sure
Cocktails	21%	41%	11%	12%	15%
Coquito	8%	12%	11%	12%	58%
Hot buttered rum	12%	22%	17%	17%	32%
Hot toddy	14%	24%	16%	13%	34%
Liquor	18%	39%	14%	17%	12%
Mead	6%	16%	14%	14%	50%
Mulled wine	10%	21%	16%	17%	36%
Spiked apple cider	13%	28%	18%	17%	24%
Spiked eggnog	16%	26%	18%	21%	19%
Spiked hot chocolate	15%	27%	19%	15%	25%
Wine	25%	39%	14%	14%	8%

3. Which of these drinks is your favorite around the holidays?

Apple cider	8%
Eggnog	12%
Gingerbread-flavored coffee	2%
Horchata	2%
Hot chocolate	28%
Mulled cider	2%
Peppermint-flavored coffee	2%
Tea	9%
Cocktails	4%
Coquito	2%
Hot buttered rum	1%

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Hot toddy	1%
Liquor	4%
Mead	1%
Mulled wine	2%
Spiked apple cider	1%
Spiked eggnog	5%
Spiked hot chocolate	2%
Wine	9%

4. Do you prefer to make hot chocolate by mixing it into milk or water?

Asked of people who love or like hot chocolate

Milk	60%
Water	12%
I like both equally	25%
Neither	1%
Not sure	1%

5. Do you prefer to have hot chocolate with or without marshmallows?

Asked of people who love or like hot chocolate

With marshmallows	42%
Without marshmallows	24%
I like both equally	31%
Neither	2%
Not sure	1%

6. And would you prefer mini marshmallows or one big marshmallow?

Asked of people who love or like hot chocolate and prefer it with marshmallows or like it equally with or without marshmallows

Mini marshmallows	71%
One big marshmallow	5%
I like both equally	23%
Neither	1%
Not sure	1%

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Interviewing Dates	December 12 - 16, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.285 to 5.915, with a mean of 1 and a standard deviation of 0.523.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	49 questions not reported.

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1A. Opinions of Non-Alcoholic Holiday Beverages — Apple cider

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	27%	25%	22%	31%	29%	19%	27%	29%	*	*
Like it	41%	41%	41%	41%	33%	41%	51%	44%	38%	*	*
Dislike it	15%	16%	14%	16%	15%	14%	16%	15%	10%	*	*
Hate it	9%	6%	11%	10%	8%	9%	7%	9%	10%	*	*
Not sure	9%	10%	8%	11%	13%	7%	7%	6%	12%	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	101%	99%	*	*
Unweighted N	(987)	(442)	(545)	(174)	(213)	(378)	(222)	(703)	(113)	(98)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	26%	24%	29%	30%	26%	26%	25%	29%	29%	25%	22%	31%
Like it	41%	44%	38%	42%	45%	44%	37%	46%	46%	41%	48%	37%	41%
Dislike it	15%	15%	15%	15%	11%	17%	15%	19%	12%	12%	10%	17%	19%
Hate it	9%	7%	11%	7%	8%	7%	12%	6%	6%	11%	9%	10%	5%
Not sure	9%	9%	11%	7%	6%	6%	10%	3%	7%	7%	8%	13%	5%
Totals	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%	100%	99%	101%
Unweighted N	(987)	(347)	(372)	(268)	(381)	(320)	(436)	(264)	(187)	(157)	(215)	(384)	(231)

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1B. Opinions of Non-Alcoholic Holiday Beverages — Eggnog

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	24%	23%	18%	19%	27%	28%	25%	24%	*	*
Like it	32%	33%	31%	25%	32%	32%	37%	31%	35%	*	*
Dislike it	16%	17%	14%	23%	14%	13%	14%	15%	14%	*	*
Hate it	17%	14%	19%	12%	18%	19%	17%	20%	12%	*	*
Not sure	13%	12%	13%	23%	16%	9%	5%	10%	15%	*	*
Totals	101%	100%	100%	101%	99%	100%	101%	101%	100%	*	*
Unweighted N	(984)	(441)	(543)	(172)	(213)	(374)	(225)	(699)	(117)	(95)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	22%	23%	25%	23%	26%	26%	21%	20%	15%	25%	23%	29%
Like it	32%	32%	32%	31%	34%	30%	29%	35%	38%	40%	35%	28%	29%
Dislike it	16%	15%	14%	19%	15%	17%	14%	19%	17%	16%	13%	15%	18%
Hate it	17%	15%	18%	17%	15%	19%	18%	15%	16%	21%	17%	16%	15%
Not sure	13%	16%	13%	7%	12%	8%	13%	9%	10%	8%	11%	18%	9%
Totals	101%	100%	100%	99%	99%	100%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(984)	(349)	(364)	(271)	(383)	(323)	(433)	(263)	(189)	(161)	(214)	(379)	(230)

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1C. Opinions of Non-Alcoholic Holiday Beverages — Gingerbread-flavored coffee

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	9%	10%	17%	17%	6%	2%	8%	16%	*	*
Like it	20%	19%	22%	24%	28%	17%	14%	20%	22%	*	*
Dislike it	21%	23%	20%	19%	15%	22%	29%	22%	22%	*	*
Hate it	23%	22%	23%	11%	20%	28%	28%	27%	11%	*	*
Not sure	26%	27%	25%	28%	21%	27%	27%	24%	29%	*	*
Totals	100%	100%	100%	99%	101%	100%	100%	101%	100%	*	*
Unweighted N	(975)	(434)	(541)	(172)	(207)	(374)	(222)	(696)	(114)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	12%	9%	8%	11%	5%	10%	10%	11%	14%	6%	9%	11%
Like it	20%	22%	22%	17%	21%	17%	23%	17%	23%	27%	17%	19%	21%
Dislike it	21%	20%	19%	26%	21%	26%	17%	27%	24%	14%	20%	23%	25%
Hate it	23%	19%	25%	24%	21%	28%	22%	26%	25%	26%	29%	19%	20%
Not sure	26%	27%	26%	24%	26%	24%	28%	19%	17%	19%	29%	29%	23%
Totals	100%	100%	101%	99%	100%	100%	100%	99%	100%	100%	101%	99%	100%
Unweighted N	(975)	(345)	(366)	(264)	(378)	(320)	(429)	(264)	(185)	(157)	(213)	(377)	(228)

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1D. Opinions of Non-Alcoholic Holiday Beverages — Horchata

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	10%	11%	18%	15%	8%	2%	8%	8%	*	*
Like it	17%	19%	15%	25%	28%	10%	7%	14%	22%	*	*
Dislike it	10%	9%	11%	12%	12%	9%	8%	9%	8%	*	*
Hate it	8%	9%	7%	6%	11%	7%	7%	8%	5%	*	*
Not sure	55%	54%	57%	40%	35%	66%	75%	61%	56%	*	*
Totals	100%	101%	101%	101%	101%	100%	99%	100%	99%	*	*
Unweighted N	(982)	(438)	(544)	(174)	(211)	(372)	(225)	(700)	(116)	(93)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	11%	9%	10%	11%	8%	9%	13%	9%	9%	7%	10%	16%
Like it	17%	18%	20%	11%	15%	11%	16%	17%	21%	17%	15%	11%	28%
Dislike it	10%	11%	9%	11%	9%	10%	9%	11%	13%	12%	8%	10%	12%
Hate it	8%	8%	9%	7%	6%	8%	10%	7%	6%	11%	8%	5%	9%
Not sure	55%	53%	53%	61%	59%	62%	56%	53%	51%	51%	63%	65%	35%
Totals	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	101%	101%	100%
Unweighted N	(982)	(346)	(369)	(267)	(379)	(322)	(433)	(263)	(188)	(159)	(214)	(378)	(231)

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1E. Opinions of Non-Alcoholic Holiday Beverages — Hot chocolate

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	55%	48%	61%	45%	51%	63%	55%	55%	56%	*	*
Like it	36%	38%	33%	36%	37%	30%	42%	36%	35%	*	*
Dislike it	6%	8%	3%	11%	6%	6%	1%	6%	3%	*	*
Hate it	1%	1%	1%	3%	2%	0%	0%	1%	3%	*	*
Not sure	3%	4%	2%	5%	5%	1%	2%	3%	4%	*	*
Totals	101%	99%	100%	100%	101%	100%	100%	101%	101%	*	*
Unweighted N	(972)	(434)	(538)	(173)	(208)	(370)	(221)	(695)	(111)	(94)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	55%	51%	53%	61%	56%	57%	60%	51%	46%	51%	58%	58%	49%
Like it	36%	38%	35%	33%	37%	35%	31%	38%	42%	34%	32%	35%	42%
Dislike it	6%	7%	6%	4%	4%	5%	5%	8%	6%	8%	5%	4%	7%
Hate it	1%	2%	1%	0%	1%	1%	2%	1%	0%	3%	0%	1%	1%
Not sure	3%	2%	5%	1%	2%	1%	2%	1%	4%	3%	5%	3%	1%
Totals	101%	100%	100%	99%	100%	99%	100%	99%	98%	99%	100%	101%	100%
Unweighted N	(972)	(344)	(363)	(265)	(377)	(318)	(430)	(259)	(186)	(155)	(211)	(376)	(230)

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1F. Opinions of Non-Alcoholic Holiday Beverages — Mulled cider

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	13%	12%	17%	15%	12%	8%	13%	10%	*	*
Like it	25%	23%	28%	23%	27%	22%	30%	27%	25%	*	*
Dislike it	16%	16%	17%	15%	18%	14%	20%	17%	16%	*	*
Hate it	12%	11%	13%	12%	12%	11%	14%	14%	11%	*	*
Not sure	33%	37%	30%	33%	28%	40%	28%	29%	38%	*	*
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	*	*
Unweighted N	(972)	(435)	(537)	(171)	(206)	(371)	(224)	(696)	(111)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	13%	13%	10%	16%	15%	15%	11%	16%	16%	12%	12%	10%	20%
Like it	25%	25%	26%	24%	28%	27%	21%	28%	34%	31%	25%	21%	29%
Dislike it	16%	15%	15%	20%	15%	17%	15%	18%	17%	18%	13%	18%	17%
Hate it	12%	13%	11%	12%	10%	12%	16%	12%	8%	15%	12%	12%	11%
Not sure	33%	33%	37%	28%	31%	29%	37%	26%	25%	24%	39%	39%	25%
Totals	99%	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	102%
Unweighted N	(972)	(348)	(362)	(262)	(380)	(319)	(424)	(263)	(187)	(156)	(211)	(374)	(231)

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1G. Opinions of Non-Alcoholic Holiday Beverages — Peppermint-flavored coffee

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	7%	17%	19%	16%	11%	3%	11%	15%	*	*
Like it	21%	22%	21%	20%	26%	21%	18%	20%	19%	*	*
Dislike it	24%	25%	23%	23%	18%	23%	31%	25%	23%	*	*
Hate it	25%	28%	22%	21%	20%	30%	27%	27%	26%	*	*
Not sure	18%	18%	18%	16%	20%	16%	21%	17%	17%	*	*
Totals	100%	100%	101%	99%	100%	101%	100%	100%	100%	*	*
Unweighted N	(978)	(436)	(542)	(172)	(209)	(371)	(226)	(697)	(114)	(96)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	14%	12%	10%	13%	10%	12%	15%	10%	10%	8%	11%	19%
Like it	21%	24%	19%	20%	24%	20%	19%	18%	27%	32%	22%	17%	19%
Dislike it	24%	21%	22%	30%	23%	28%	22%	31%	22%	18%	26%	24%	25%
Hate it	25%	22%	28%	24%	23%	28%	27%	24%	27%	23%	28%	28%	18%
Not sure	18%	19%	19%	16%	18%	15%	21%	12%	14%	17%	16%	20%	18%
Totals	100%	100%	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(978)	(347)	(367)	(264)	(382)	(318)	(434)	(260)	(186)	(158)	(214)	(377)	(229)

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1H. Opinions of Non-Alcoholic Holiday Beverages — Tea

What do you think about the following non-alcoholic beverages around the holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	29%	43%	33%	37%	39%	35%	33%	47%	*	*
Like it	42%	49%	35%	36%	38%	43%	50%	42%	41%	*	*
Dislike it	9%	9%	9%	13%	12%	7%	7%	11%	6%	*	*
Hate it	7%	6%	8%	9%	5%	8%	6%	9%	3%	*	*
Not sure	5%	6%	5%	9%	8%	4%	2%	6%	4%	*	*
Totals	99%	99%	100%	100%	100%	101%	100%	101%	101%	*	*
Unweighted N	(972)	(434)	(538)	(170)	(209)	(373)	(220)	(694)	(110)	(96)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	40%	35%	33%	39%	33%	42%	30%	29%	35%	36%	38%	34%
Like it	42%	40%	41%	45%	46%	45%	38%	48%	43%	43%	37%	44%	42%
Dislike it	9%	9%	10%	10%	7%	9%	9%	9%	13%	8%	8%	8%	14%
Hate it	7%	8%	8%	6%	5%	8%	7%	10%	7%	8%	11%	5%	7%
Not sure	5%	4%	7%	6%	4%	5%	4%	4%	8%	6%	9%	4%	4%
Totals	99%	101%	101%	100%	101%	100%	100%	101%	100%	100%	101%	99%	101%
Unweighted N	(972)	(346)	(361)	(265)	(378)	(318)	(427)	(263)	(186)	(155)	(209)	(379)	(229)

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2A. Opinions of Holiday Beverages With Alcohol — Cocktails

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	21%	18%	25%	26%	22%	23%	15%	19%	31%	*	*
Like it	41%	41%	41%	39%	44%	39%	41%	42%	32%	*	*
Dislike it	11%	15%	8%	9%	8%	13%	15%	12%	12%	*	*
Hate it	12%	13%	11%	7%	9%	14%	16%	13%	12%	*	*
Not sure	15%	14%	15%	20%	17%	10%	14%	14%	12%	*	*
Totals	100%	101%	100%	101%	100%	99%	101%	100%	99%	*	*
Unweighted N	(961)	(432)	(529)	(157)	(208)	(371)	(225)	(684)	(111)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	21%	21%	21%	22%	26%	18%	19%	26%	21%	23%	19%	21%	24%
Like it	41%	41%	39%	43%	39%	43%	38%	45%	48%	39%	43%	38%	43%
Dislike it	11%	11%	11%	12%	12%	11%	13%	11%	10%	12%	12%	11%	11%
Hate it	12%	9%	14%	13%	9%	16%	14%	9%	9%	10%	12%	13%	12%
Not sure	15%	18%	15%	11%	13%	12%	16%	9%	12%	16%	14%	17%	10%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(961)	(334)	(362)	(265)	(373)	(321)	(425)	(262)	(182)	(153)	(208)	(369)	(231)

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2B. Opinions of Holiday Beverages With Alcohol — Coquito

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	8%	8%	8%	15%	13%	3%	3%	4%	12%	*	*
Like it	12%	12%	11%	15%	27%	4%	3%	10%	11%	*	*
Dislike it	11%	13%	9%	15%	7%	10%	13%	10%	15%	*	*
Hate it	12%	14%	10%	8%	9%	15%	15%	12%	17%	*	*
Not sure	58%	54%	62%	48%	44%	68%	66%	62%	46%	*	*
Totals	101%	101%	100%	101%	100%	100%	100%	98%	101%	*	*
Unweighted N	(960)	(430)	(530)	(156)	(207)	(372)	(225)	(685)	(111)	(93)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	11%	6%	7%	8%	6%	8%	8%	7%	15%	5%	6%	8%
Like it	12%	11%	14%	9%	8%	9%	9%	13%	19%	15%	6%	9%	18%
Dislike it	11%	9%	10%	14%	11%	12%	12%	10%	10%	15%	7%	12%	10%
Hate it	12%	11%	12%	13%	10%	15%	13%	12%	10%	11%	12%	12%	13%
Not sure	58%	58%	58%	58%	62%	58%	58%	56%	54%	44%	70%	62%	51%
Totals	101%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(960)	(337)	(358)	(265)	(377)	(320)	(419)	(264)	(184)	(153)	(210)	(368)	(229)

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2C. Opinions of Holiday Beverages With Alcohol — Hot buttered rum

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	11%	13%	13%	13%	13%	9%	12%	13%	*	*
Like it	22%	24%	20%	17%	29%	19%	22%	23%	20%	*	*
Dislike it	17%	19%	15%	16%	16%	15%	22%	17%	13%	*	*
Hate it	17%	17%	17%	14%	12%	20%	21%	20%	16%	*	*
Not sure	32%	29%	34%	40%	30%	33%	25%	28%	39%	*	*
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	*	*
Unweighted N	(963)	(429)	(534)	(156)	(207)	(375)	(225)	(686)	(111)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	14%	10%	13%	13%	12%	11%	15%	10%	11%	13%	12%	13%
Like it	22%	20%	25%	21%	23%	20%	17%	24%	31%	20%	25%	16%	32%
Dislike it	17%	17%	17%	17%	17%	19%	18%	17%	17%	17%	14%	17%	21%
Hate it	17%	15%	17%	20%	15%	23%	17%	18%	16%	20%	18%	16%	16%
Not sure	32%	34%	32%	29%	32%	26%	36%	26%	25%	33%	31%	39%	19%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	99%	101%	101%	100%	101%
Unweighted N	(963)	(336)	(362)	(265)	(378)	(320)	(426)	(260)	(183)	(153)	(212)	(370)	(228)

YouGov Survey: Holiday Drinks

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2D. Opinions of Holiday Beverages With Alcohol — Hot toddy

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	14%	14%	14%	14%	15%	12%	13%	24%	*	*
Like it	24%	27%	21%	23%	29%	23%	23%	24%	19%	*	*
Dislike it	16%	16%	15%	11%	14%	16%	21%	19%	10%	*	*
Hate it	13%	14%	12%	7%	9%	16%	17%	14%	13%	*	*
Not sure	34%	29%	38%	45%	35%	30%	28%	29%	35%	*	*
Totals	101%	100%	100%	100%	101%	100%	101%	99%	101%	*	*
Unweighted N	(962)	(431)	(531)	(157)	(208)	(373)	(224)	(685)	(112)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	14%	15%	12%	14%	16%	11%	14%	14%	13%	11%	14%	13%	15%
Like it	24%	21%	26%	26%	22%	27%	19%	27%	35%	29%	22%	21%	27%
Dislike it	16%	16%	15%	17%	17%	18%	16%	19%	15%	19%	15%	15%	16%
Hate it	13%	9%	12%	17%	10%	18%	14%	13%	12%	12%	15%	12%	12%
Not sure	34%	38%	35%	26%	35%	25%	37%	28%	25%	29%	34%	38%	29%
Totals	101%	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%	99%	99%
Unweighted N	(962)	(333)	(363)	(266)	(375)	(319)	(428)	(260)	(182)	(154)	(210)	(371)	(227)

YouGov Survey: Holiday Drinks

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2E. Opinions of Holiday Beverages With Alcohol — Liquor

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	18%	19%	18%	19%	21%	22%	11%	19%	23%	*	*
Like it	39%	38%	39%	29%	44%	38%	42%	40%	35%	*	*
Dislike it	14%	14%	14%	15%	13%	14%	15%	14%	8%	*	*
Hate it	17%	18%	16%	18%	9%	18%	22%	16%	21%	*	*
Not sure	12%	12%	13%	19%	13%	9%	11%	12%	13%	*	*
Totals	100%	101%	100%	100%	100%	101%	101%	101%	100%	*	*
Unweighted N	(963)	(433)	(530)	(154)	(209)	(376)	(224)	(686)	(114)	(92)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	18%	17%	19%	20%	19%	17%	18%	20%	18%	20%	16%	18%	20%
Like it	39%	43%	35%	40%	39%	41%	32%	42%	51%	37%	41%	37%	40%
Dislike it	14%	13%	15%	13%	16%	13%	17%	14%	11%	18%	13%	13%	14%
Hate it	17%	12%	18%	20%	13%	20%	21%	12%	13%	16%	17%	17%	17%
Not sure	12%	15%	13%	8%	13%	9%	13%	11%	7%	10%	12%	15%	9%
Totals	100%	100%	100%	101%	100%	100%	101%	99%	100%	101%	99%	100%	100%
Unweighted N	(963)	(337)	(361)	(265)	(380)	(318)	(423)	(265)	(180)	(154)	(213)	(370)	(226)

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2F. Opinions of Holiday Beverages With Alcohol — Mead

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	6%	7%	6%	10%	13%	4%	1%	5%	8%	*	*
Like it	16%	21%	12%	18%	29%	11%	8%	16%	14%	*	*
Dislike it	14%	17%	11%	15%	9%	15%	18%	14%	14%	*	*
Hate it	14%	14%	14%	10%	9%	16%	19%	15%	10%	*	*
Not sure	50%	42%	57%	48%	40%	54%	55%	49%	54%	*	*
Totals	100%	101%	100%	101%	100%	100%	101%	99%	100%	*	*
Unweighted N	(960)	(428)	(532)	(156)	(209)	(373)	(222)	(685)	(110)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	6%	6%	7%	6%	4%	5%	5%	7%	10%	10%	4%	3%	11%
Like it	16%	19%	16%	13%	19%	12%	12%	20%	22%	18%	13%	14%	20%
Dislike it	14%	14%	12%	15%	15%	14%	14%	17%	12%	18%	14%	12%	14%
Hate it	14%	11%	14%	17%	13%	17%	16%	13%	12%	14%	15%	13%	14%
Not sure	50%	49%	51%	49%	49%	52%	52%	44%	44%	40%	53%	57%	41%
Totals	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	99%	99%	100%
Unweighted N	(960)	(333)	(360)	(267)	(374)	(320)	(421)	(263)	(183)	(153)	(208)	(373)	(226)

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2G. Opinions of Holiday Beverages With Alcohol — Mulled wine

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	12%	8%	17%	12%	9%	4%	10%	12%	*	*
Like it	21%	19%	22%	20%	30%	14%	22%	21%	20%	*	*
Dislike it	16%	17%	15%	12%	12%	17%	21%	17%	13%	*	*
Hate it	17%	19%	15%	15%	11%	21%	21%	18%	16%	*	*
Not sure	36%	33%	39%	36%	35%	40%	32%	34%	40%	*	*
Totals	100%	100%	99%	100%	100%	101%	100%	100%	101%	*	*
Unweighted N	(962)	(430)	(532)	(156)	(209)	(374)	(223)	(686)	(112)	(93)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	12%	9%	10%	13%	8%	7%	16%	10%	15%	8%	7%	12%
Like it	21%	23%	20%	19%	24%	18%	15%	22%	32%	27%	21%	15%	25%
Dislike it	16%	14%	17%	16%	17%	18%	17%	15%	16%	14%	16%	16%	19%
Hate it	17%	12%	19%	22%	13%	23%	18%	14%	16%	16%	19%	19%	14%
Not sure	36%	40%	35%	33%	33%	33%	42%	32%	25%	28%	36%	43%	30%
Totals	100%	101%	100%	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(962)	(337)	(359)	(266)	(376)	(319)	(422)	(263)	(184)	(154)	(208)	(373)	(227)

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2H. Opinions of Holiday Beverages With Alcohol — Spiked apple cider

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	14%	11%	20%	15%	12%	5%	11%	16%	*	*
Like it	28%	28%	29%	32%	31%	27%	25%	29%	27%	*	*
Dislike it	18%	18%	17%	12%	16%	18%	25%	19%	16%	*	*
Hate it	17%	16%	18%	11%	14%	19%	23%	19%	16%	*	*
Not sure	24%	23%	24%	25%	25%	23%	23%	21%	24%	*	*
Totals	100%	99%	99%	100%	101%	99%	101%	99%	99%	*	*
Unweighted N	(960)	(429)	(531)	(155)	(209)	(371)	(225)	(684)	(112)	(93)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	13%	14%	11%	14%	15%	13%	12%	15%	12%	16%	11%	12%	13%
Like it	28%	28%	28%	29%	28%	26%	24%	32%	37%	26%	34%	22%	36%
Dislike it	18%	16%	19%	19%	17%	20%	18%	18%	18%	23%	12%	19%	18%
Hate it	17%	16%	16%	20%	14%	22%	19%	17%	13%	13%	17%	19%	18%
Not sure	24%	27%	26%	18%	26%	18%	26%	18%	19%	23%	25%	29%	15%
Totals	100%	101%	100%	100%	100%	99%	99%	100%	99%	101%	99%	101%	100%
Unweighted N	(960)	(334)	(359)	(267)	(375)	(320)	(422)	(261)	(183)	(152)	(212)	(369)	(227)

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2I. Opinions of Holiday Beverages With Alcohol — Spiked eggnog

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	15%	17%	19%	15%	15%	17%	15%	26%	*	*
Like it	26%	29%	23%	21%	35%	23%	26%	26%	24%	*	*
Dislike it	18%	18%	17%	16%	14%	20%	20%	19%	16%	*	*
Hate it	21%	21%	22%	15%	15%	26%	27%	24%	16%	*	*
Not sure	19%	16%	21%	30%	21%	16%	11%	16%	18%	*	*
Totals	100%	99%	100%	101%	100%	100%	101%	100%	100%	*	*
Unweighted N	(961)	(432)	(529)	(155)	(209)	(372)	(225)	(682)	(114)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	17%	15%	17%	17%	16%	16%	17%	17%	16%	17%	14%	20%
Like it	26%	29%	25%	24%	27%	23%	21%	32%	35%	24%	22%	23%	37%
Dislike it	18%	16%	17%	21%	20%	20%	18%	19%	15%	18%	18%	19%	15%
Hate it	21%	18%	20%	26%	19%	27%	23%	19%	21%	25%	22%	23%	16%
Not sure	19%	20%	22%	12%	17%	13%	22%	13%	13%	17%	22%	22%	11%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	101%	100%	101%	101%	99%
Unweighted N	(961)	(337)	(360)	(264)	(379)	(318)	(423)	(263)	(183)	(153)	(209)	(372)	(227)

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2J. Opinions of Holiday Beverages With Alcohol — Spiked hot chocolate

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	15%	14%	16%	23%	18%	14%	7%	15%	17%	*	*
Like it	27%	28%	25%	32%	36%	20%	22%	26%	26%	*	*
Dislike it	19%	16%	21%	12%	13%	20%	29%	20%	17%	*	*
Hate it	15%	17%	12%	8%	10%	17%	21%	15%	13%	*	*
Not sure	25%	24%	26%	26%	23%	29%	21%	23%	26%	*	*
Totals	101%	99%	100%	101%	100%	100%	100%	99%	99%	*	*
Unweighted N	(961)	(432)	(529)	(154)	(208)	(373)	(226)	(687)	(109)	(95)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	15%	17%	15%	14%	17%	13%	17%	15%	13%	13%	14%	15%	17%
Like it	27%	26%	28%	26%	25%	23%	24%	28%	38%	29%	24%	24%	33%
Dislike it	19%	19%	17%	21%	21%	21%	18%	22%	17%	21%	17%	19%	19%
Hate it	15%	11%	15%	18%	11%	20%	17%	13%	13%	12%	18%	13%	16%
Not sure	25%	27%	25%	22%	26%	23%	25%	23%	19%	25%	27%	30%	15%
Totals	101%	100%	100%	101%	100%	100%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(961)	(336)	(358)	(267)	(375)	(319)	(424)	(263)	(182)	(153)	(208)	(373)	(227)

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2K. Opinions of Holiday Beverages With Alcohol — Wine

And what do you think about the following beverages with alcohol around the holidays?

Asked of people who are 21 or older

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	21%	28%	27%	24%	26%	22%	25%	35%	*	*
Like it	39%	41%	36%	32%	44%	36%	43%	39%	31%	*	*
Dislike it	14%	14%	15%	14%	14%	15%	15%	14%	11%	*	*
Hate it	14%	15%	13%	12%	8%	18%	16%	15%	13%	*	*
Not sure	8%	9%	8%	15%	10%	6%	5%	7%	10%	*	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	*	*
Unweighted N	(968)	(434)	(534)	(156)	(213)	(377)	(222)	(689)	(113)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	29%	23%	23%	28%	21%	23%	25%	29%	28%	22%	24%	28%
Like it	39%	38%	40%	37%	40%	39%	36%	44%	41%	38%	41%	39%	36%
Dislike it	14%	12%	15%	16%	14%	15%	16%	14%	14%	16%	14%	13%	16%
Hate it	14%	10%	13%	19%	10%	19%	15%	12%	11%	12%	15%	14%	13%
Not sure	8%	11%	8%	5%	8%	5%	10%	5%	5%	7%	8%	10%	7%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(968)	(340)	(363)	(265)	(380)	(318)	(428)	(264)	(182)	(156)	(213)	(371)	(228)

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3. Best Holiday Drink

Which of these drinks is your favorite around the holidays?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Apple cider	8%	11%	6%	7%	13%	8%	5%	9%	7%	*	*
Eggnog	12%	13%	11%	7%	8%	15%	17%	13%	11%	*	*
Gingerbread-flavored coffee	2%	1%	3%	3%	2%	2%	1%	2%	2%	*	*
Horchata	2%	2%	2%	4%	3%	1%	1%	1%	1%	*	*
Hot chocolate	28%	25%	30%	29%	24%	24%	34%	28%	27%	*	*
Mulled cider	2%	2%	3%	7%	2%	1%	1%	2%	1%	*	*
Peppermint-flavored coffee	2%	1%	4%	3%	3%	3%	0%	2%	1%	*	*
Tea	9%	10%	8%	8%	7%	11%	10%	8%	14%	*	*
Cocktails	4%	4%	5%	2%	3%	6%	6%	5%	2%	*	*
Coquito	2%	2%	3%	3%	3%	1%	3%	1%	5%	*	*
Hot buttered rum	1%	2%	1%	1%	1%	2%	1%	2%	1%	*	*
Hot toddy	1%	1%	1%	0%	2%	1%	1%	1%	1%	*	*
Liquor	4%	6%	3%	4%	6%	4%	3%	4%	7%	*	*
Mead	1%	2%	1%	1%	4%	1%	0%	1%	1%	*	*
Mulled wine	2%	2%	2%	4%	2%	2%	1%	3%	1%	*	*
Spiked apple cider	1%	1%	1%	1%	1%	2%	0%	1%	0%	*	*
Spiked eggnog	5%	5%	5%	4%	4%	7%	5%	5%	7%	*	*
Spiked hot chocolate	2%	2%	2%	1%	4%	1%	1%	1%	2%	*	*
Wine	9%	8%	11%	12%	9%	7%	12%	10%	9%	*	*
Totals	97%	100%	102%	101%	101%	99%	102%	99%	100%	*	*
Unweighted N	(984)	(439)	(545)	(174)	(212)	(375)	(223)	(698)	(117)	(96)	(73)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Apple cider	8%	8%	8%	9%	9%	6%	8%	6%	13%	9%	8%	8%	9%
Eggnog	12%	12%	11%	13%	11%	14%	13%	11%	11%	7%	15%	12%	14%
Gingerbread-flavored coffee	2%	3%	1%	1%	2%	1%	3%	2%	1%	4%	2%	1%	2%
Horchata	2%	1%	1%	4%	1%	2%	2%	2%	2%	1%	0%	2%	4%
Hot chocolate	28%	28%	24%	31%	27%	30%	32%	23%	21%	29%	27%	32%	20%
Mulled cider	2%	2%	2%	3%	1%	4%	3%	1%	3%	1%	2%	1%	6%
Peppermint-flavored coffee	2%	1%	4%	2%	2%	2%	3%	2%	2%	3%	4%	2%	1%
Tea	9%	9%	11%	7%	9%	8%	10%	8%	6%	8%	8%	12%	6%
Cocktails	4%	3%	5%	5%	4%	6%	3%	5%	5%	4%	5%	4%	5%
Coquito	2%	2%	2%	3%	3%	2%	3%	1%	3%	6%	1%	2%	1%
Hot buttered rum	1%	1%	1%	2%	1%	2%	1%	2%	0%	1%	2%	1%	1%
Hot toddy	1%	1%	0%	1%	2%	1%	1%	2%	1%	1%	2%	0%	2%
Liquor	4%	4%	5%	4%	4%	3%	4%	5%	4%	5%	4%	5%	4%
Mead	1%	2%	2%	0%	0%	1%	1%	2%	3%	3%	1%	0%	3%
Mulled wine	2%	3%	2%	2%	4%	1%	1%	6%	2%	3%	2%	1%	4%
Spiked apple cider	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%
Spiked eggnog	5%	4%	6%	5%	5%	6%	4%	8%	4%	2%	8%	4%	7%
Spiked hot chocolate	2%	2%	2%	1%	3%	1%	2%	2%	2%	3%	1%	2%	1%
Wine	9%	12%	9%	6%	11%	9%	6%	10%	16%	11%	9%	10%	8%
Totals	97%	99%	97%	100%	100%	101%	101%	100%	99%	102%	102%	100%	99%
Unweighted N	(984)	(350)	(367)	(267)	(381)	(319)	(439)	(263)	(187)	(159)	(213)	(380)	(232)

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4. Hot Chocolate Controversies: Water or Milk

Do you prefer to make hot chocolate by mixing it into milk or water?

Asked of people who love or like hot chocolate

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Milk	60%	65%	57%	68%	55%	57%	64%	60%	54%	*	*
Water	12%	10%	14%	10%	16%	12%	10%	12%	13%	*	*
I like both equally	25%	24%	27%	21%	25%	30%	22%	24%	33%	*	*
Neither	1%	1%	2%	0%	3%	1%	1%	2%	0%	*	*
Not sure	1%	1%	1%	1%	0%	1%	2%	1%	0%	*	*
Totals	99%	101%	101%	100%	99%	101%	99%	99%	100%	*	*
Unweighted N	(886)	(381)	(505)	(144)	(182)	(346)	(214)	(639)	(100)	(84)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Milk	60%	61%	55%	66%	61%	64%	58%	61%	66%	56%	59%	63%	60%
Water	12%	12%	13%	11%	12%	9%	14%	10%	11%	13%	14%	11%	11%
I like both equally	25%	24%	30%	21%	25%	24%	26%	24%	21%	29%	24%	24%	26%
Neither	1%	1%	1%	1%	0%	2%	1%	3%	1%	0%	2%	1%	3%
Not sure	1%	1%	1%	1%	2%	0%	1%	1%	2%	2%	2%	1%	0%
Totals	99%	99%	100%	100%	100%	99%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(886)	(311)	(327)	(248)	(353)	(294)	(394)	(234)	(169)	(133)	(193)	(350)	(210)

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5. Hot Chocolate Controversies: Marshmallows

Do you prefer to have hot chocolate with or without marshmallows?

Asked of people who love or like hot chocolate

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
With marshmallows	42%	39%	45%	45%	46%	43%	34%	44%	40%	*	*
Without marshmallows	24%	26%	22%	22%	20%	24%	29%	23%	26%	*	*
I like both equally	31%	31%	32%	29%	31%	30%	35%	30%	33%	*	*
Neither	2%	3%	1%	1%	3%	2%	1%	1%	0%	*	*
Not sure	1%	1%	1%	3%	1%	0%	1%	1%	1%	*	*
Totals	100%	100%	101%	100%	101%	99%	100%	99%	100%	*	*
Unweighted N	(888)	(383)	(505)	(145)	(183)	(346)	(214)	(639)	(100)	(84)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
With marshmallows	42%	36%	44%	45%	38%	47%	44%	41%	43%	41%	46%	42%	38%
Without marshmallows	24%	28%	23%	20%	28%	21%	24%	26%	25%	24%	28%	18%	29%
I like both equally	31%	33%	29%	33%	33%	29%	30%	31%	30%	30%	23%	36%	32%
Neither	2%	1%	3%	1%	0%	2%	1%	1%	2%	2%	2%	3%	0%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	0%	0%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	99%	99%	101%
Unweighted N	(888)	(311)	(328)	(249)	(353)	(295)	(395)	(235)	(169)	(133)	(194)	(350)	(211)

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6. Hot Chocolate Controversies: Marshmallow Size

And would you prefer mini marshmallows or one big marshmallow?

Asked of people who love or like hot chocolate and prefer it with marshmallows or like it equally with or without marshmallows

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mini marshmallows	71%	67%	75%	67%	67%	76%	72%	73%	*	*	*
One big marshmallow	5%	7%	3%	9%	5%	4%	3%	4%	*	*	*
I like both equally	23%	25%	21%	22%	26%	19%	25%	21%	*	*	*
Neither	1%	2%	0%	2%	0%	1%	1%	1%	*	*	*
Not sure	1%	0%	1%	0%	2%	0%	0%	1%	*	*	*
Totals	101%	101%	100%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(651)	(266)	(385)	(104)	(139)	(262)	(146)	(473)	(74)	(65)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mini marshmallows	71%	68%	73%	73%	67%	76%	70%	75%	76%	*	80%	68%	70%
One big marshmallow	5%	4%	8%	2%	6%	2%	5%	6%	4%	*	4%	5%	5%
I like both equally	23%	27%	17%	24%	28%	20%	22%	19%	21%	*	15%	26%	24%
Neither	1%	0%	1%	1%	0%	1%	2%	0%	0%	*	1%	0%	1%
Not sure	1%	1%	1%	0%	0%	0%	1%	0%	0%	*	0%	1%	0%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	101%	*	100%	100%	100%
Unweighted N	(651)	(214)	(241)	(196)	(249)	(225)	(290)	(172)	(121)	(92)	(137)	(275)	(147)

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Interviewing Dates	December 12 - 16, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.285 to 5.915, with a mean of 1 and a standard deviation of 0.523.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	49 questions not reported.