# YouGov Survey: Controversial Food

**YouGov**

| | |
|---|---|
| Sample | 2239 U.S. adult citizens |
| Conducted | July 24 - 27, 2025 |
| Margin of Error | ±2.7% |

### 1. How do you feel about the following types of food?
*Respondents were asked about 20 of the 40 foods*

| | Love it | Like it | Neutral | Dislike it | Hate it | Not sure |
|---|---|---|---|---|---|---|
| Liver | 9% | 14% | 15% | 15% | 40% | 8% |
| Anchovies | 6% | 10% | 18% | 20% | 36% | 10% |
| Sardines | 9% | 15% | 17% | 17% | 35% | 6% |
| Oysters | 13% | 18% | 15% | 15% | 28% | 11% |
| Squid | 8% | 17% | 16% | 14% | 29% | 14% |
| Chitterlings | 4% | 6% | 17% | 11% | 28% | 36% |
| Tofu | 6% | 15% | 22% | 17% | 29% | 12% |
| Sushi | 23% | 18% | 14% | 11% | 27% | 7% |
| Caviar | 4% | 11% | 16% | 16% | 27% | 26% |
| Blue cheese | 16% | 23% | 18% | 18% | 21% | 5% |
| Beets | 15% | 24% | 21% | 17% | 18% | 6% |
| Brussels sprouts | 22% | 27% | 19% | 11% | 18% | 3% |
| Kale | 8% | 23% | 30% | 14% | 17% | 7% |
| Okra | 17% | 20% | 21% | 14% | 15% | 13% |
| Olives | 35% | 25% | 12% | 12% | 15% | 2% |
| Curry | 19% | 26% | 22% | 10% | 14% | 10% |
| Mushrooms | 36% | 28% | 13% | 9% | 13% | 2% |
| Eggplant | 14% | 23% | 25% | 15% | 13% | 10% |
| Cilantro | 21% | 30% | 24% | 8% | 11% | 7% |
| Shrimp | 47% | 26% | 7% | 7% | 12% | 1% |
| Cauliflower | 23% | 35% | 19% | 11% | 10% | 2% |
| Asparagus | 31% | 32% | 15% | 10% | 10% | 3% |
| Avocado | 37% | 26% | 13% | 10% | 10% | 4% |
| Fish | 41% | 34% | 10% | 6% | 8% | 1% |
| Spinach | 30% | 37% | 16% | 6% | 8% | 2% |
| Coconut | 28% | 37% | 17% | 9% | 8% | 2% |
| Cantaloupe | 39% | 28% | 14% | 9% | 8% | 3% |
| Mustard | 25% | 41% | 18% | 8% | 8% | 1% |
| Pickles | 38% | 34% | 13% | 7% | 8% | 1% |
| Mayonnaise | 27% | 39% | 18% | 7% | 7% | 1% |
| Peas | 24% | 41% | 20% | 8% | 7% | 0% |
| Pork | 35% | 36% | 14% | 6% | 7% | 1% |
| Broccoli | 37% | 40% | 11% | 5% | 7% | 0% |
| Tomatoes | 42% | 33% | 14% | 4% | 5% | 1% |
| Onions | 40% | 37% | 13% | 4% | 6% | 1% |
| Cabbage | 29% | 36% | 21% | 7% | 5% | 2% |

*continued on the next page . . .*

# YouGov Survey: Controversial Food

| | | | | | | |
|---|---|---|---|---|---|---|
| Beans | 33% | 42% | 15% | 5% | 5% | 0% |
| Green beans | 39% | 39% | 13% | 5% | 4% | 1% |
| Eggs | 51% | 33% | 9% | 3% | 3% | 1% |
| Bananas | 50% | 32% | 11% | 5% | 3% | 1% |

**Interviewing Dates**        July 24 - 27, 2025 | July 25 - 27, 2025

**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, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.612, with a mean of one and a standard deviation of 0.839.

**Number of respondents**     2239

**Margin of error**           $\pm$ 2.7% (adjusted for weighting)

**Survey mode**               Web-based interviews

**Questions not reported**    79 questions not reported.

# YouGov Survey: Controversial Food
## July 24 - 27, 2025 - 2239 U.S. adult citizens

**1A. Food Preferences — Liver**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

|  | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 9% | 12% | 7% | 9% | 7% | 7% | 14% | 8% | 16% | 10% | * |
| Like it | 14% | 16% | 12% | 10% | 11% | 10% | 25% | 12% | 19% | 11% | * |
| Neutral | 15% | 14% | 15% | 13% | 17% | 14% | 15% | 12% | 17% | 13% | * |
| Dislike it | 15% | 17% | 13% | 14% | 19% | 15% | 12% | 16% | 11% | 14% | * |
| Hate it | 40% | 33% | 46% | 27% | 39% | 53% | 34% | 44% | 29% | 39% | * |
| Not sure | 8% | 9% | 7% | 27% | 6% | 2% | 1% | 8% | 8% | 12% | * |
| Totals | 101% | 101% | 100% | 100% | 99% | 101% | 101% | 100% | 100% | 99% | * |
| Unweighted N | (1,105) | (512) | (593) | (250) | (280) | (333) | (242) | (730) | (131) | (164) | (80) |

|  | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 9% | 11% | 7% | 9% | 10% | 9% | 8% | 11% | 7% | 11% | 7% | 11% | 6% |
| Like it | 14% | 13% | 13% | 15% | 13% | 14% | 17% | 12% | 11% | 14% | 12% | 15% | 13% |
| Neutral | 15% | 14% | 17% | 12% | 15% | 12% | 16% | 14% | 12% | 22% | 9% | 15% | 14% |
| Dislike it | 15% | 18% | 14% | 13% | 16% | 16% | 15% | 14% | 17% | 9% | 16% | 15% | 17% |
| Hate it | 40% | 35% | 38% | 47% | 41% | 45% | 38% | 40% | 44% | 40% | 44% | 36% | 42% |
| Not sure | 8% | 10% | 10% | 3% | 6% | 3% | 7% | 8% | 9% | 4% | 12% | 7% | 8% |
| Totals | 101% | 101% | 99% | 99% | 101% | 99% | 101% | 99% | 100% | 100% | 100% | 99% | 100% |
| Unweighted N | (1,105) | (392) | (451) | (262) | (464) | (349) | (441) | (294) | (244) | (202) | (248) | (403) | (252) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1B. Food Preferences — Anchovies**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 6% | 8% | 4% | 6% | 8% | 2% | 8% | 5% | 7% | 6% | * |
| Like it | 10% | 14% | 7% | 8% | 11% | 9% | 14% | 9% | 19% | 11% | * |
| Neutral | 18% | 21% | 15% | 26% | 17% | 18% | 14% | 16% | 22% | 19% | * |
| Dislike it | 20% | 20% | 20% | 16% | 21% | 19% | 24% | 21% | 16% | 18% | * |
| Hate it | 36% | 28% | 43% | 25% | 35% | 43% | 36% | 40% | 26% | 30% | * |
| Not sure | 10% | 8% | 11% | 19% | 7% | 9% | 5% | 9% | 10% | 16% | * |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 101% | 100% | 100% | 100% | * |
| Unweighted N | (1,163) | (517) | (646) | (264) | (279) | (367) | (253) | (772) | (163) | (142) | (86) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 6% | 6% | 6% | 5% | 6% | 4% | 5% | 5% | 9% | 8% | 5% | 5% | 7% |
| Like it | 10% | 11% | 12% | 8% | 14% | 12% | 9% | 13% | 12% | 11% | 11% | 9% | 11% |
| Neutral | 18% | 18% | 20% | 17% | 18% | 19% | 17% | 21% | 17% | 15% | 14% | 20% | 23% |
| Dislike it | 20% | 18% | 19% | 24% | 19% | 18% | 19% | 17% | 23% | 26% | 19% | 20% | 17% |
| Hate it | 36% | 37% | 32% | 39% | 35% | 39% | 39% | 36% | 34% | 38% | 37% | 38% | 28% |
| Not sure | 10% | 11% | 11% | 7% | 8% | 7% | 11% | 7% | 5% | 3% | 14% | 8% | 14% |
| Totals | 100% | 101% | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,163) | (408) | (449) | (306) | (481) | (375) | (450) | (327) | (252) | (218) | (270) | (436) | (239) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1C. Food Preferences — Sardines**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 9% | 11% | 8% | 11% | 11% | 7% | 9% | 8% | 12% | 16% | * |
| Like it | 15% | 19% | 12% | 10% | 12% | 14% | 25% | 12% | 25% | 23% | * |
| Neutral | 17% | 21% | 13% | 22% | 16% | 16% | 14% | 17% | 18% | 9% | * |
| Dislike it | 17% | 19% | 16% | 14% | 17% | 19% | 18% | 19% | 19% | 13% | * |
| Hate it | 35% | 24% | 46% | 31% | 38% | 38% | 29% | 39% | 21% | 32% | * |
| Not sure | 6% | 7% | 6% | 12% | 6% | 5% | 5% | 6% | 5% | 7% | * |
| Totals | 99% | 101% | 101% | 100% | 100% | 99% | 100% | 101% | 100% | 100% | * |
| Unweighted N | (1,129) | (519) | (610) | (259) | (272) | (371) | (227) | (739) | (163) | (150) | (77) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 9% | 9% | 8% | 12% | 8% | 11% | 8% | 13% | 11% | 12% | 5% | 11% | 11% |
| Like it | 15% | 19% | 13% | 12% | 20% | 14% | 17% | 13% | 14% | 12% | 12% | 15% | 19% |
| Neutral | 17% | 19% | 18% | 13% | 16% | 14% | 19% | 15% | 12% | 21% | 16% | 16% | 15% |
| Dislike it | 17% | 17% | 19% | 17% | 20% | 19% | 12% | 18% | 23% | 14% | 21% | 16% | 18% |
| Hate it | 35% | 29% | 36% | 40% | 31% | 36% | 37% | 36% | 35% | 37% | 34% | 38% | 28% |
| Not sure | 6% | 7% | 7% | 6% | 6% | 6% | 7% | 4% | 5% | 4% | 12% | 3% | 8% |
| Totals | 99% | 100% | 101% | 100% | 101% | 100% | 100% | 99% | 100% | 100% | 100% | 99% | 99% |
| Unweighted N | (1,129) | (404) | (440) | (285) | (492) | (356) | (456) | (304) | (248) | (197) | (263) | (421) | (248) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1D. Food Preferences — Oysters**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

|  | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 13% | 15% | 12% | 9% | 13% | 15% | 15% | 12% | 10% | 15% | * |
| Like it | 18% | 23% | 13% | 11% | 21% | 18% | 20% | 15% | 27% | 22% | * |
| Neutral | 15% | 17% | 14% | 17% | 17% | 14% | 13% | 17% | 10% | 11% | * |
| Dislike it | 15% | 13% | 16% | 15% | 12% | 13% | 18% | 15% | 19% | 11% | * |
| Hate it | 28% | 21% | 33% | 23% | 31% | 30% | 26% | 30% | 20% | 31% | * |
| Not sure | 11% | 10% | 12% | 24% | 7% | 9% | 7% | 12% | 14% | 10% | * |
| Totals | 100% | 99% | 100% | 99% | 101% | 99% | 99% | 101% | 100% | 100% | * |
| Unweighted N | (1,138) | (516) | (622) | (250) | (282) | (362) | (244) | (734) | (148) | (178) | (78) |

|  | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 13% | 14% | 9% | 17% | 13% | 18% | 10% | 16% | 17% | 16% | 9% | 15% | 14% |
| Like it | 18% | 18% | 20% | 16% | 18% | 18% | 16% | 18% | 23% | 17% | 11% | 22% | 18% |
| Neutral | 15% | 16% | 17% | 13% | 16% | 13% | 19% | 11% | 16% | 12% | 16% | 14% | 20% |
| Dislike it | 15% | 16% | 12% | 16% | 17% | 14% | 13% | 18% | 13% | 17% | 19% | 13% | 11% |
| Hate it | 28% | 22% | 29% | 31% | 25% | 30% | 30% | 25% | 25% | 28% | 33% | 25% | 26% |
| Not sure | 11% | 14% | 13% | 7% | 11% | 7% | 12% | 12% | 6% | 11% | 12% | 11% | 11% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,138) | (387) | (443) | (308) | (464) | (380) | (477) | (304) | (229) | (198) | (258) | (427) | (255) |

4

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1E. Food Preferences — Squid**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 8% | 9% | 7% | 11% | 9% | 7% | 7% | 7% | 8% | 12% | * |
| Like it | 17% | 21% | 13% | 18% | 17% | 20% | 13% | 17% | 14% | 19% | * |
| Neutral | 16% | 20% | 13% | 19% | 17% | 15% | 15% | 15% | 16% | 19% | * |
| Dislike it | 14% | 13% | 15% | 18% | 14% | 11% | 16% | 14% | 20% | 9% | * |
| Hate it | 29% | 21% | 37% | 16% | 33% | 33% | 34% | 31% | 27% | 28% | * |
| Not sure | 14% | 15% | 14% | 19% | 11% | 14% | 15% | 16% | 15% | 13% | * |
| Totals | 98% | 99% | 99% | 101% | 101% | 100% | 100% | 100% | 100% | 100% | * |
| Unweighted N | (1,083) | (495) | (588) | (248) | (282) | (318) | (235) | (698) | (152) | (152) | (81) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 8% | 10% | 7% | 8% | 9% | 7% | 5% | 10% | 14% | 14% | 6% | 9% | 5% |
| Like it | 17% | 17% | 17% | 17% | 18% | 22% | 12% | 22% | 22% | 20% | 15% | 16% | 20% |
| Neutral | 16% | 15% | 17% | 17% | 15% | 16% | 16% | 17% | 17% | 12% | 14% | 16% | 24% |
| Dislike it | 14% | 15% | 16% | 12% | 15% | 12% | 16% | 13% | 9% | 21% | 10% | 15% | 12% |
| Hate it | 29% | 27% | 28% | 34% | 31% | 33% | 34% | 27% | 26% | 27% | 33% | 30% | 27% |
| Not sure | 14% | 16% | 15% | 12% | 12% | 10% | 17% | 12% | 12% | 6% | 22% | 14% | 11% |
| Totals | 98% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (1,083) | (373) | (445) | (265) | (460) | (340) | (431) | (303) | (228) | (209) | (249) | (398) | (227) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1F. Food Preferences — Chitterlings**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 4% | 6% | 2% | 6% | 4% | 1% | 6% | 1% | 16% | 6% | * |
| Like it | 6% | 8% | 3% | 4% | 5% | 6% | 8% | 4% | 15% | 4% | * |
| Neutral | 17% | 23% | 11% | 17% | 18% | 16% | 15% | 16% | 12% | 16% | * |
| Dislike it | 11% | 8% | 13% | 7% | 9% | 9% | 20% | 13% | 6% | 6% | * |
| Hate it | 28% | 22% | 33% | 17% | 29% | 36% | 24% | 26% | 41% | 25% | * |
| Not sure | 36% | 33% | 38% | 49% | 36% | 32% | 29% | 40% | 10% | 43% | * |
| Totals | 102% | 100% | 100% | 100% | 101% | 100% | 102% | 100% | 100% | 100% | * |
| Unweighted N | (1,102) | (499) | (603) | (243) | (278) | (353) | (228) | (721) | (159) | (151) | (71) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 4% | 7% | 3% | 2% | 6% | 4% | 4% | 5% | 4% | 5% | 1% | 4% | 5% |
| Like it | 6% | 7% | 3% | 7% | 7% | 7% | 5% | 8% | 4% | 8% | 4% | 7% | 3% |
| Neutral | 17% | 15% | 19% | 15% | 14% | 15% | 16% | 17% | 18% | 15% | 13% | 17% | 20% |
| Dislike it | 11% | 10% | 10% | 12% | 13% | 11% | 10% | 11% | 11% | 8% | 9% | 12% | 12% |
| Hate it | 28% | 24% | 29% | 30% | 26% | 30% | 33% | 20% | 26% | 28% | 25% | 35% | 16% |
| Not sure | 36% | 36% | 36% | 35% | 35% | 33% | 32% | 40% | 37% | 36% | 47% | 25% | 44% |
| Totals | 102% | 99% | 100% | 101% | 101% | 100% | 100% | 101% | 100% | 100% | 99% | 100% | 100% |
| Unweighted N | (1,102) | (387) | (432) | (283) | (451) | (355) | (461) | (303) | (234) | (189) | (245) | (437) | (231) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1G. Food Preferences — Tofu**
How do you feel about the following types of food?
*Respondents were asked about 20 of the 40 foods*

|  | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 6% | 5% | 7% | 9% | 8% | 5% | 2% | 6% | 1% | 6% | * |
| Like it | 15% | 17% | 13% | 23% | 18% | 13% | 6% | 12% | 17% | 22% | * |
| Neutral | 22% | 23% | 20% | 26% | 22% | 13% | 30% | 21% | 24% | 20% | * |
| Dislike it | 17% | 17% | 18% | 12% | 16% | 17% | 25% | 17% | 21% | 17% | * |
| Hate it | 29% | 28% | 29% | 10% | 23% | 43% | 28% | 33% | 19% | 21% | * |
| Not sure | 12% | 10% | 14% | 20% | 12% | 9% | 9% | 11% | 19% | 13% | * |
| Totals | 101% | 100% | 101% | 100% | 99% | 100% | 100% | 100% | 101% | 99% | * |
| Unweighted N | (1,117) | (511) | (606) | (248) | (287) | (362) | (220) | (712) | (156) | (163) | (86) |

|  | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 6% | 8% | 5% | 5% | 10% | 5% | 3% | 7% | 9% | 8% | 5% | 3% | 10% |
| Like it | 15% | 17% | 15% | 12% | 17% | 18% | 10% | 18% | 20% | 23% | 9% | 13% | 19% |
| Neutral | 22% | 24% | 26% | 14% | 24% | 17% | 21% | 20% | 22% | 16% | 26% | 19% | 26% |
| Dislike it | 17% | 16% | 15% | 21% | 18% | 21% | 16% | 19% | 16% | 21% | 15% | 16% | 20% |
| Hate it | 29% | 20% | 26% | 41% | 21% | 34% | 34% | 28% | 22% | 25% | 30% | 33% | 21% |
| Not sure | 12% | 14% | 14% | 7% | 10% | 5% | 17% | 7% | 10% | 7% | 15% | 15% | 4% |
| Totals | 101% | 99% | 101% | 100% | 100% | 100% | 101% | 99% | 99% | 100% | 100% | 99% | 100% |
| Unweighted N | (1,117) | (401) | (443) | (273) | (473) | (352) | (438) | (302) | (253) | (202) | (247) | (428) | (240) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1H. Food Preferences — Sushi**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | **Gender** | | **Age (4 category)** | | | | **Race (4 category)** | | | |
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 23% | 25% | 21% | 25% | 31% | 24% | 9% | 23% | 13% | 22% | * |
| Like it | 18% | 20% | 17% | 21% | 24% | 17% | 11% | 18% | 17% | 21% | * |
| Neutral | 14% | 17% | 11% | 13% | 12% | 14% | 18% | 11% | 21% | 18% | * |
| Dislike it | 11% | 10% | 12% | 9% | 10% | 11% | 15% | 12% | 13% | 9% | * |
| Hate it | 27% | 24% | 31% | 21% | 19% | 31% | 37% | 30% | 26% | 21% | * |
| Not sure | 7% | 5% | 8% | 11% | 5% | 3% | 9% | 6% | 9% | 9% | * |
| Totals | 100% | 101% | 100% | 100% | 101% | 100% | 99% | 100% | 99% | 100% | * |
| Unweighted N | (1,125) | (505) | (620) | (255) | (278) | (368) | (224) | (702) | (159) | (192) | (72) |

| | | **Party ID** | | | **2024 Vote** | | **Family Income (3 category)** | | | **Region** | | | |
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 23% | 24% | 24% | 19% | 28% | 25% | 17% | 29% | 28% | 18% | 22% | 25% | 22% |
| Like it | 18% | 21% | 17% | 16% | 21% | 17% | 13% | 20% | 28% | 22% | 16% | 15% | 23% |
| Neutral | 14% | 12% | 16% | 12% | 12% | 11% | 15% | 12% | 10% | 9% | 12% | 13% | 21% |
| Dislike it | 11% | 14% | 9% | 12% | 12% | 12% | 14% | 7% | 10% | 13% | 13% | 11% | 8% |
| Hate it | 27% | 21% | 27% | 35% | 22% | 30% | 32% | 26% | 25% | 33% | 27% | 29% | 20% |
| Not sure | 7% | 7% | 7% | 6% | 5% | 5% | 10% | 7% | 0% | 5% | 11% | 6% | 5% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 101% | 101% | 101% | 100% | 101% | 99% | 99% |
| Unweighted N | (1,125) | (390) | (467) | (268) | (478) | (336) | (471) | (284) | (236) | (191) | (239) | (443) | (252) |

8

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1I. Food Preferences — Caviar**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 4% | 6% | 3% | 5% | 5% | 4% | 3% | 4% | 2% | 7% | * |
| Like it | 11% | 13% | 8% | 12% | 14% | 8% | 10% | 11% | 7% | 13% | * |
| Neutral | 16% | 20% | 13% | 16% | 17% | 16% | 16% | 15% | 21% | 20% | * |
| Dislike it | 16% | 15% | 16% | 12% | 14% | 17% | 20% | 17% | 17% | 13% | * |
| Hate it | 27% | 22% | 31% | 21% | 24% | 33% | 27% | 30% | 20% | 19% | * |
| Not sure | 26% | 24% | 28% | 35% | 26% | 22% | 23% | 24% | 32% | 29% | * |
| Totals | 100% | 100% | 99% | 101% | 100% | 100% | 99% | 101% | 99% | 101% | * |
| Unweighted N | (1,092) | (487) | (605) | (226) | (291) | (331) | (244) | (704) | (143) | (162) | (83) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 4% | 5% | 3% | 5% | 6% | 5% | 2% | 7% | 6% | 7% | 2% | 5% | 4% |
| Like it | 11% | 11% | 11% | 10% | 10% | 15% | 5% | 15% | 17% | 16% | 8% | 11% | 10% |
| Neutral | 16% | 17% | 16% | 15% | 17% | 18% | 13% | 18% | 17% | 13% | 12% | 18% | 19% |
| Dislike it | 16% | 15% | 15% | 18% | 15% | 15% | 21% | 9% | 18% | 11% | 18% | 18% | 14% |
| Hate it | 27% | 22% | 26% | 33% | 23% | 28% | 31% | 23% | 25% | 32% | 32% | 24% | 24% |
| Not sure | 26% | 29% | 29% | 19% | 29% | 19% | 27% | 28% | 16% | 21% | 28% | 25% | 28% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 100% | 101% | 99% |
| Unweighted N | (1,092) | (368) | (445) | (279) | (452) | (342) | (448) | (310) | (227) | (192) | (243) | (410) | (247) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1J. Food Preferences — Blue cheese**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 16% | 18% | 14% | 7% | 14% | 20% | 21% | 17% | 15% | 15% | * |
| Like it | 23% | 24% | 22% | 9% | 23% | 27% | 29% | 22% | 21% | 23% | * |
| Neutral | 18% | 21% | 14% | 27% | 17% | 15% | 13% | 16% | 27% | 18% | * |
| Dislike it | 18% | 17% | 19% | 20% | 19% | 19% | 12% | 19% | 11% | 18% | * |
| Hate it | 21% | 15% | 27% | 24% | 23% | 18% | 20% | 21% | 21% | 18% | * |
| Not sure | 5% | 5% | 5% | 14% | 3% | 1% | 4% | 4% | 5% | 8% | * |
| Totals | 101% | 100% | 101% | 101% | 99% | 100% | 99% | 99% | 100% | 100% | * |
| Unweighted N | (1,128) | (517) | (611) | (266) | (274) | (346) | (242) | (759) | (148) | (144) | (77) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 16% | 20% | 12% | 16% | 22% | 17% | 12% | 20% | 21% | 18% | 11% | 15% | 21% |
| Like it | 23% | 23% | 19% | 26% | 25% | 26% | 24% | 20% | 23% | 21% | 19% | 25% | 23% |
| Neutral | 18% | 18% | 19% | 16% | 17% | 17% | 20% | 18% | 14% | 18% | 17% | 19% | 16% |
| Dislike it | 18% | 15% | 22% | 16% | 15% | 15% | 16% | 19% | 17% | 20% | 23% | 14% | 17% |
| Hate it | 21% | 18% | 22% | 23% | 19% | 21% | 22% | 18% | 21% | 19% | 21% | 24% | 17% |
| Not sure | 5% | 6% | 5% | 3% | 3% | 3% | 5% | 4% | 3% | 5% | 8% | 3% | 6% |
| Totals | 101% | 100% | 99% | 100% | 101% | 99% | 99% | 99% | 99% | 101% | 99% | 100% | 100% |
| Unweighted N | (1,128) | (383) | (454) | (291) | (460) | (373) | (476) | (306) | (231) | (205) | (240) | (433) | (250) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1K. Food Preferences — Beets**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 15% | 11% | 18% | 6% | 12% | 16% | 25% | 16% | 11% | 9% | * |
| Like it | 24% | 25% | 23% | 21% | 18% | 21% | 37% | 24% | 28% | 18% | * |
| Neutral | 21% | 25% | 17% | 27% | 30% | 18% | 11% | 18% | 19% | 31% | * |
| Dislike it | 17% | 18% | 15% | 22% | 18% | 16% | 11% | 18% | 17% | 12% | * |
| Hate it | 18% | 14% | 22% | 11% | 16% | 25% | 16% | 19% | 18% | 18% | * |
| Not sure | 6% | 6% | 5% | 14% | 7% | 3% | 1% | 5% | 7% | 11% | * |
| Totals | 101% | 99% | 100% | 101% | 101% | 99% | 101% | 100% | 100% | 99% | * |
| Unweighted N | (1,087) | (492) | (595) | (256) | (256) | (347) | (228) | (712) | (143) | (166) | (66) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 15% | 15% | 14% | 15% | 20% | 16% | 15% | 12% | 19% | 19% | 13% | 13% | 16% |
| Like it | 24% | 24% | 25% | 21% | 27% | 25% | 22% | 25% | 25% | 28% | 19% | 23% | 26% |
| Neutral | 21% | 20% | 22% | 20% | 18% | 19% | 19% | 23% | 19% | 17% | 21% | 20% | 27% |
| Dislike it | 17% | 19% | 12% | 19% | 15% | 19% | 15% | 18% | 19% | 17% | 15% | 18% | 15% |
| Hate it | 18% | 15% | 19% | 20% | 17% | 18% | 21% | 16% | 16% | 17% | 24% | 19% | 10% |
| Not sure | 6% | 6% | 7% | 3% | 4% | 3% | 8% | 6% | 2% | 3% | 7% | 6% | 7% |
| Totals | 101% | 99% | 99% | 98% | 101% | 100% | 100% | 100% | 100% | 101% | 99% | 99% | 101% |
| Unweighted N | (1,087) | (387) | (418) | (282) | (455) | (336) | (444) | (283) | (239) | (190) | (236) | (422) | (239) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1L. Food Preferences — Brussels sprouts**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 22% | 17% | 27% | 16% | 20% | 23% | 28% | 22% | 23% | 17% | * |
| Like it | 27% | 27% | 26% | 24% | 28% | 24% | 30% | 30% | 17% | 20% | * |
| Neutral | 19% | 21% | 18% | 24% | 16% | 19% | 19% | 15% | 30% | 28% | * |
| Dislike it | 11% | 12% | 10% | 19% | 12% | 7% | 10% | 12% | 8% | 13% | * |
| Hate it | 18% | 19% | 16% | 13% | 18% | 24% | 11% | 18% | 18% | 16% | * |
| Not sure | 3% | 3% | 3% | 4% | 5% | 2% | 2% | 3% | 4% | 6% | * |
| Totals | 100% | 99% | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 100% | * |
| Unweighted N | (1,128) | (512) | (616) | (254) | (266) | (363) | (245) | (738) | (158) | (149) | (83) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 22% | 25% | 21% | 21% | 28% | 22% | 22% | 23% | 22% | 16% | 25% | 24% | 20% |
| Like it | 27% | 25% | 24% | 32% | 27% | 31% | 24% | 30% | 33% | 37% | 23% | 23% | 30% |
| Neutral | 19% | 18% | 23% | 16% | 17% | 14% | 21% | 18% | 16% | 15% | 17% | 21% | 23% |
| Dislike it | 11% | 14% | 10% | 10% | 12% | 10% | 11% | 13% | 11% | 8% | 10% | 15% | 10% |
| Hate it | 18% | 16% | 18% | 20% | 14% | 21% | 20% | 14% | 15% | 22% | 22% | 16% | 12% |
| Not sure | 3% | 3% | 4% | 1% | 2% | 1% | 3% | 3% | 3% | 2% | 3% | 2% | 5% |
| Totals | 100% | 101% | 100% | 100% | 100% | 99% | 101% | 101% | 100% | 100% | 100% | 101% | 100% |
| Unweighted N | (1,128) | (386) | (467) | (275) | (459) | (361) | (485) | (304) | (229) | (212) | (235) | (447) | (234) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1M. Food Preferences — Kale**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 8% | 7% | 10% | 9% | 11% | 7% | 7% | 8% | 13% | 6% | * |
| Like it | 23% | 19% | 26% | 24% | 24% | 22% | 21% | 20% | 24% | 27% | * |
| Neutral | 30% | 35% | 27% | 29% | 30% | 29% | 34% | 30% | 34% | 23% | * |
| Dislike it | 14% | 12% | 16% | 13% | 12% | 16% | 16% | 16% | 16% | 9% | * |
| Hate it | 17% | 19% | 15% | 11% | 15% | 21% | 17% | 19% | 6% | 20% | * |
| Not sure | 7% | 7% | 7% | 13% | 8% | 4% | 4% | 6% | 8% | 15% | * |
| Totals | 99% | 99% | 101% | 99% | 100% | 99% | 99% | 99% | 101% | 100% | * |
| Unweighted N | (1,155) | (515) | (640) | (273) | (289) | (364) | (229) | (734) | (162) | (173) | (86) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 8% | 12% | 6% | 7% | 12% | 6% | 10% | 6% | 9% | 10% | 5% | 11% | 5% |
| Like it | 23% | 26% | 21% | 22% | 28% | 19% | 20% | 24% | 28% | 23% | 18% | 24% | 28% |
| Neutral | 30% | 30% | 36% | 26% | 29% | 32% | 34% | 31% | 24% | 22% | 36% | 31% | 31% |
| Dislike it | 14% | 12% | 11% | 20% | 14% | 18% | 11% | 17% | 17% | 21% | 11% | 11% | 20% |
| Hate it | 17% | 12% | 18% | 21% | 11% | 21% | 18% | 14% | 18% | 20% | 19% | 18% | 9% |
| Not sure | 7% | 8% | 9% | 4% | 6% | 4% | 8% | 7% | 4% | 4% | 11% | 6% | 7% |
| Totals | 99% | 100% | 101% | 100% | 100% | 100% | 101% | 99% | 100% | 100% | 100% | 101% | 100% |
| Unweighted N | (1,155) | (408) | (440) | (307) | (470) | (367) | (450) | (326) | (258) | (211) | (255) | (447) | (242) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1N. Food Preferences — Okra**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 17% | 18% | 17% | 12% | 22% | 19% | 15% | 15% | 30% | 15% | * |
| Like it | 20% | 20% | 20% | 17% | 20% | 20% | 22% | 21% | 18% | 11% | * |
| Neutral | 21% | 23% | 19% | 21% | 23% | 22% | 17% | 19% | 23% | 23% | * |
| Dislike it | 14% | 15% | 13% | 11% | 10% | 14% | 20% | 15% | 13% | 9% | * |
| Hate it | 15% | 12% | 18% | 10% | 12% | 18% | 20% | 17% | 12% | 16% | * |
| Not sure | 13% | 12% | 13% | 29% | 12% | 8% | 5% | 12% | 3% | 26% | * |
| Totals | 100% | 100% | 100% | 100% | 99% | 101% | 99% | 99% | 99% | 100% | * |
| Unweighted N | (1,135) | (499) | (636) | (260) | (279) | (346) | (250) | (750) | (136) | (168) | (81) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 17% | 16% | 19% | 17% | 18% | 19% | 18% | 17% | 19% | 7% | 12% | 27% | 13% |
| Like it | 20% | 16% | 17% | 26% | 18% | 23% | 19% | 18% | 23% | 16% | 21% | 21% | 18% |
| Neutral | 21% | 23% | 22% | 18% | 22% | 18% | 20% | 25% | 18% | 22% | 20% | 21% | 21% |
| Dislike it | 14% | 16% | 11% | 14% | 17% | 15% | 14% | 12% | 13% | 16% | 12% | 13% | 16% |
| Hate it | 15% | 14% | 16% | 16% | 13% | 17% | 16% | 16% | 14% | 22% | 17% | 13% | 12% |
| Not sure | 13% | 14% | 15% | 9% | 12% | 8% | 12% | 12% | 12% | 18% | 18% | 4% | 20% |
| Totals | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 100% | 99% | 101% | 100% | 99% | 100% |
| Unweighted N | (1,135) | (411) | (414) | (310) | (469) | (368) | (455) | (298) | (252) | (202) | (243) | (433) | (257) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1O. Food Preferences — Olives**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 35% | 33% | 36% | 26% | 31% | 37% | 43% | 37% | 20% | 37% | * |
| Like it | 25% | 25% | 24% | 13% | 22% | 26% | 35% | 25% | 26% | 20% | * |
| Neutral | 12% | 15% | 10% | 21% | 13% | 11% | 7% | 11% | 17% | 16% | * |
| Dislike it | 12% | 11% | 13% | 17% | 15% | 10% | 6% | 9% | 20% | 14% | * |
| Hate it | 15% | 13% | 16% | 17% | 19% | 15% | 8% | 16% | 15% | 13% | * |
| Not sure | 2% | 2% | 1% | 6% | 1% | 1% | 0% | 2% | 1% | 1% | * |
| Totals | 101% | 99% | 100% | 100% | 101% | 100% | 99% | 100% | 99% | 101% | * |
| Unweighted N | (1,141) | (513) | (628) | (247) | (288) | (354) | (252) | (750) | (155) | (163) | (73) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 35% | 33% | 36% | 36% | 36% | 41% | 33% | 35% | 40% | 34% | 35% | 31% | 41% |
| Like it | 25% | 22% | 24% | 29% | 26% | 26% | 25% | 25% | 22% | 30% | 23% | 23% | 26% |
| Neutral | 12% | 13% | 15% | 9% | 12% | 9% | 14% | 14% | 9% | 12% | 11% | 15% | 10% |
| Dislike it | 12% | 14% | 11% | 11% | 10% | 9% | 10% | 12% | 14% | 13% | 10% | 14% | 8% |
| Hate it | 15% | 14% | 15% | 15% | 15% | 15% | 17% | 14% | 13% | 11% | 16% | 16% | 13% |
| Not sure | 2% | 4% | 1% | 0% | 1% | 0% | 1% | 1% | 3% | 1% | 5% | 1% | 1% |
| Totals | 101% | 100% | 102% | 100% | 100% | 100% | 100% | 101% | 101% | 101% | 100% | 100% | 99% |
| Unweighted N | (1,141) | (404) | (451) | (286) | (493) | (369) | (451) | (308) | (250) | (209) | (260) | (431) | (241) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1P. Food Preferences — Curry**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

|  | Total | **Gender** | | **Age (4 category)** | | | | **Race (4 category)** | | | |
|  |  | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 19% | 20% | 18% | 24% | 26% | 16% | 11% | 15% | 25% | 22% | * |
| Like it | 26% | 27% | 25% | 29% | 26% | 23% | 26% | 26% | 26% | 18% | * |
| Neutral | 22% | 25% | 20% | 20% | 22% | 23% | 24% | 23% | 20% | 24% | * |
| Dislike it | 10% | 7% | 11% | 6% | 6% | 11% | 13% | 10% | 10% | 6% | * |
| Hate it | 14% | 10% | 17% | 8% | 10% | 18% | 16% | 15% | 9% | 20% | * |
| Not sure | 10% | 11% | 9% | 13% | 10% | 8% | 10% | 11% | 11% | 9% | * |
| Totals | 101% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 101% | 99% | * |
| Unweighted N | (1,094) | (487) | (607) | (253) | (249) | (358) | (234) | (731) | (156) | (133) | (74) |

|  | Total | **Party ID** | | | **2024 Vote** | | **Family Income (3 category)** | | | **Region** | | | |
|  |  | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 19% | 22% | 22% | 12% | 23% | 13% | 17% | 18% | 24% | 18% | 17% | 18% | 22% |
| Like it | 26% | 28% | 24% | 25% | 29% | 27% | 20% | 31% | 37% | 31% | 19% | 23% | 34% |
| Neutral | 22% | 20% | 23% | 24% | 22% | 23% | 24% | 21% | 19% | 18% | 22% | 23% | 25% |
| Dislike it | 10% | 8% | 10% | 11% | 9% | 12% | 8% | 12% | 7% | 14% | 11% | 8% | 8% |
| Hate it | 14% | 13% | 10% | 18% | 9% | 17% | 17% | 13% | 11% | 14% | 13% | 17% | 8% |
| Not sure | 10% | 9% | 12% | 9% | 8% | 9% | 14% | 6% | 3% | 5% | 18% | 11% | 4% |
| Totals | 101% | 100% | 101% | 99% | 100% | 101% | 100% | 101% | 101% | 100% | 100% | 100% | 101% |
| Unweighted N | (1,094) | (389) | (417) | (288) | (473) | (346) | (443) | (299) | (244) | (206) | (249) | (409) | (230) |

**1Q. Food Preferences — Mushrooms**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 36% | 34% | 37% | 18% | 34% | 43% | 44% | 37% | 24% | 27% | * |
| Like it | 28% | 32% | 24% | 22% | 35% | 25% | 28% | 28% | 21% | 33% | * |
| Neutral | 13% | 14% | 11% | 15% | 11% | 13% | 10% | 12% | 14% | 15% | * |
| Dislike it | 9% | 9% | 9% | 15% | 7% | 6% | 8% | 8% | 15% | 10% | * |
| Hate it | 13% | 9% | 17% | 22% | 11% | 12% | 10% | 13% | 23% | 11% | * |
| Not sure | 2% | 3% | 2% | 9% | 1% | 0% | 0% | 2% | 3% | 4% | * |
| Totals | 101% | 101% | 100% | 101% | 99% | 99% | 100% | 100% | 100% | 100% | * |
| Unweighted N | (1,079) | (506) | (573) | (244) | (270) | (338) | (227) | (688) | (152) | (163) | (76) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 36% | 34% | 35% | 39% | 42% | 36% | 34% | 35% | 45% | 27% | 39% | 37% | 37% |
| Like it | 28% | 26% | 29% | 27% | 27% | 30% | 25% | 32% | 30% | 33% | 28% | 22% | 32% |
| Neutral | 13% | 13% | 12% | 13% | 11% | 13% | 14% | 10% | 10% | 22% | 8% | 13% | 9% |
| Dislike it | 9% | 9% | 9% | 8% | 9% | 7% | 10% | 7% | 6% | 10% | 10% | 8% | 9% |
| Hate it | 13% | 14% | 14% | 12% | 11% | 12% | 15% | 14% | 9% | 9% | 12% | 18% | 11% |
| Not sure | 2% | 4% | 2% | 0% | 1% | 1% | 2% | 1% | 0% | 0% | 3% | 2% | 2% |
| Totals | 101% | 100% | 101% | 99% | 101% | 99% | 100% | 99% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,079) | (383) | (424) | (272) | (432) | (351) | (414) | (319) | (225) | (202) | (230) | (414) | (233) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1R. Food Preferences — Eggplant**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 14% | 12% | 16% | 9% | 15% | 15% | 18% | 14% | 11% | 19% | * |
| Like it | 23% | 22% | 24% | 19% | 18% | 26% | 27% | 21% | 24% | 25% | * |
| Neutral | 25% | 28% | 22% | 25% | 26% | 25% | 25% | 26% | 26% | 18% | * |
| Dislike it | 15% | 16% | 14% | 16% | 15% | 15% | 14% | 16% | 18% | 11% | * |
| Hate it | 13% | 13% | 13% | 13% | 15% | 12% | 12% | 13% | 12% | 18% | * |
| Not sure | 10% | 10% | 10% | 18% | 11% | 7% | 4% | 11% | 9% | 9% | * |
| Totals | 100% | 101% | 99% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | * |
| Unweighted N | (1,060) | (487) | (573) | (242) | (256) | (344) | (218) | (681) | (152) | (154) | (73) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 14% | 13% | 14% | 16% | 16% | 18% | 11% | 13% | 20% | 20% | 9% | 16% | 13% |
| Like it | 23% | 21% | 26% | 20% | 24% | 21% | 22% | 25% | 25% | 27% | 19% | 24% | 22% |
| Neutral | 25% | 24% | 27% | 24% | 26% | 23% | 25% | 25% | 28% | 23% | 29% | 23% | 26% |
| Dislike it | 15% | 18% | 11% | 16% | 14% | 16% | 13% | 20% | 12% | 14% | 14% | 15% | 17% |
| Hate it | 13% | 12% | 13% | 14% | 12% | 14% | 15% | 10% | 11% | 13% | 13% | 13% | 13% |
| Not sure | 10% | 12% | 8% | 10% | 7% | 9% | 14% | 7% | 3% | 3% | 17% | 9% | 9% |
| Totals | 100% | 100% | 99% | 100% | 99% | 101% | 100% | 100% | 99% | 100% | 101% | 100% | 100% |
| Unweighted N | (1,060) | (357) | (438) | (265) | (454) | (321) | (414) | (298) | (229) | (199) | (247) | (390) | (224) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1S. Food Preferences — Cilantro**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 21% | 18% | 24% | 20% | 22% | 23% | 17% | 19% | 16% | 34% | * |
| Like it | 30% | 31% | 29% | 26% | 33% | 31% | 30% | 29% | 29% | 38% | * |
| Neutral | 24% | 26% | 21% | 27% | 20% | 24% | 23% | 25% | 30% | 14% | * |
| Dislike it | 8% | 6% | 9% | 7% | 7% | 6% | 11% | 10% | 4% | 1% | * |
| Hate it | 11% | 10% | 12% | 8% | 12% | 11% | 12% | 10% | 9% | 14% | * |
| Not sure | 7% | 9% | 5% | 12% | 6% | 5% | 6% | 8% | 12% | 0% | * |
| Totals | 101% | 100% | 100% | 100% | 100% | 100% | 99% | 101% | 100% | 101% | * |
| Unweighted N | (1,149) | (517) | (632) | (269) | (291) | (349) | (240) | (766) | (160) | (148) | (75) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 21% | 21% | 26% | 15% | 23% | 21% | 20% | 19% | 25% | 19% | 18% | 21% | 24% |
| Like it | 30% | 28% | 29% | 34% | 29% | 36% | 25% | 37% | 34% | 37% | 25% | 29% | 33% |
| Neutral | 24% | 22% | 23% | 26% | 23% | 22% | 26% | 23% | 20% | 24% | 28% | 23% | 20% |
| Dislike it | 8% | 9% | 5% | 10% | 8% | 7% | 7% | 10% | 7% | 6% | 8% | 9% | 6% |
| Hate it | 11% | 11% | 11% | 10% | 12% | 9% | 12% | 10% | 8% | 10% | 5% | 12% | 15% |
| Not sure | 7% | 9% | 7% | 5% | 5% | 5% | 10% | 2% | 5% | 5% | 16% | 5% | 3% |
| Totals | 101% | 100% | 101% | 100% | 100% | 100% | 100% | 101% | 99% | 101% | 100% | 99% | 101% |
| Unweighted N | (1,149) | (393) | (466) | (290) | (491) | (368) | (453) | (330) | (246) | (210) | (250) | (439) | (250) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1T. Food Preferences — Shrimp**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 47% | 45% | 48% | 22% | 45% | 53% | 63% | 47% | 48% | 44% | * |
| Like it | 26% | 27% | 25% | 32% | 32% | 22% | 20% | 25% | 30% | 26% | * |
| Neutral | 7% | 9% | 6% | 14% | 4% | 7% | 4% | 8% | 6% | 7% | * |
| Dislike it | 7% | 9% | 5% | 14% | 6% | 6% | 5% | 9% | 9% | 2% | * |
| Hate it | 12% | 9% | 14% | 14% | 13% | 11% | 8% | 12% | 5% | 17% | * |
| Not sure | 1% | 1% | 1% | 5% | 0% | 1% | 0% | 1% | 1% | 5% | * |
| Totals | 100% | 100% | 99% | 101% | 100% | 100% | 100% | 102% | 99% | 101% | * |
| Unweighted N | (1,090) | (490) | (600) | (247) | (264) | (354) | (225) | (702) | (150) | (166) | (72) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 47% | 44% | 46% | 50% | 49% | 51% | 48% | 45% | 47% | 44% | 46% | 48% | 46% |
| Like it | 26% | 29% | 25% | 24% | 26% | 23% | 23% | 31% | 26% | 29% | 20% | 30% | 22% |
| Neutral | 7% | 6% | 9% | 6% | 7% | 7% | 7% | 8% | 6% | 5% | 8% | 6% | 11% |
| Dislike it | 7% | 9% | 8% | 5% | 6% | 6% | 6% | 7% | 7% | 10% | 10% | 5% | 6% |
| Hate it | 12% | 10% | 10% | 15% | 10% | 13% | 14% | 9% | 12% | 12% | 14% | 10% | 12% |
| Not sure | 1% | 2% | 2% | 0% | 1% | 0% | 2% | 1% | 1% | 0% | 3% | 1% | 2% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 101% | 99% | 100% | 101% | 100% | 99% |
| Unweighted N | (1,090) | (385) | (426) | (279) | (476) | (329) | (439) | (309) | (225) | (198) | (246) | (410) | (236) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1U. Food Preferences — Cauliflower**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 23% | 17% | 30% | 20% | 18% | 25% | 30% | 25% | 20% | 17% | * |
| Like it | 35% | 35% | 36% | 23% | 33% | 36% | 47% | 35% | 31% | 39% | * |
| Neutral | 19% | 20% | 17% | 22% | 25% | 18% | 10% | 17% | 19% | 23% | * |
| Dislike it | 11% | 14% | 8% | 19% | 10% | 8% | 9% | 12% | 13% | 3% | * |
| Hate it | 10% | 13% | 8% | 11% | 13% | 13% | 4% | 9% | 12% | 15% | * |
| Not sure | 2% | 2% | 1% | 5% | 1% | 0% | 0% | 1% | 5% | 2% | * |
| Totals | 100% | 101% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 99% | * |
| Unweighted N | (1,129) | (521) | (608) | (264) | (294) | (340) | (231) | (744) | (150) | (159) | (76) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 23% | 25% | 21% | 23% | 26% | 20% | 23% | 20% | 28% | 17% | 30% | 22% | 22% |
| Like it | 35% | 32% | 35% | 39% | 34% | 42% | 33% | 36% | 42% | 35% | 35% | 35% | 36% |
| Neutral | 19% | 19% | 21% | 16% | 18% | 19% | 19% | 21% | 13% | 16% | 15% | 22% | 19% |
| Dislike it | 11% | 11% | 9% | 13% | 12% | 10% | 13% | 12% | 8% | 16% | 10% | 9% | 13% |
| Hate it | 10% | 9% | 13% | 9% | 8% | 8% | 12% | 10% | 10% | 16% | 8% | 11% | 8% |
| Not sure | 2% | 3% | 2% | 0% | 2% | 0% | 1% | 1% | 0% | 1% | 3% | 1% | 2% |
| Totals | 100% | 99% | 101% | 100% | 100% | 99% | 101% | 100% | 101% | 101% | 101% | 100% | 100% |
| Unweighted N | (1,129) | (406) | (441) | (282) | (457) | (367) | (484) | (306) | (236) | (199) | (242) | (427) | (261) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1V. Food Preferences — Asparagus**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

|  | | **Gender** | | **Age (4 category)** | | | | **Race (4 category)** | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 31% | 25% | 37% | 15% | 28% | 34% | 43% | 31% | 24% | 22% | * |
| Like it | 32% | 34% | 29% | 33% | 30% | 33% | 31% | 31% | 27% | 36% | * |
| Neutral | 15% | 18% | 11% | 23% | 17% | 12% | 8% | 14% | 17% | 20% | * |
| Dislike it | 10% | 12% | 8% | 12% | 10% | 9% | 8% | 10% | 13% | 8% | * |
| Hate it | 10% | 10% | 10% | 11% | 13% | 9% | 7% | 11% | 11% | 7% | * |
| Not sure | 3% | 2% | 5% | 7% | 2% | 2% | 2% | 2% | 7% | 6% | * |
| Totals | 101% | 101% | 100% | 101% | 100% | 99% | 99% | 99% | 99% | 99% | * |
| Unweighted N | (1,098) | (511) | (587) | (227) | (284) | (348) | (239) | (715) | (143) | (154) | (86) |

|  | | **Party ID** | | | **2024 Vote** | | **Family Income (3 category)** | | | **Region** | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 31% | 28% | 31% | 33% | 33% | 33% | 30% | 29% | 35% | 22% | 33% | 32% | 33% |
| Like it | 32% | 34% | 29% | 32% | 37% | 34% | 23% | 36% | 40% | 41% | 25% | 26% | 43% |
| Neutral | 15% | 15% | 15% | 14% | 10% | 14% | 16% | 15% | 10% | 15% | 14% | 16% | 12% |
| Dislike it | 10% | 9% | 9% | 12% | 8% | 9% | 12% | 9% | 8% | 12% | 11% | 9% | 8% |
| Hate it | 10% | 10% | 12% | 9% | 8% | 10% | 13% | 9% | 7% | 9% | 11% | 14% | 2% |
| Not sure | 3% | 4% | 4% | 1% | 3% | 1% | 6% | 2% | 0% | 2% | 5% | 4% | 1% |
| Totals | 101% | 100% | 100% | 101% | 99% | 101% | 100% | 100% | 100% | 101% | 99% | 101% | 99% |
| Unweighted N | (1,098) | (378) | (416) | (304) | (464) | (368) | (417) | (297) | (267) | (199) | (247) | (414) | (238) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1W. Food Preferences — Avocado**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 37% | 32% | 42% | 33% | 37% | 38% | 40% | 36% | 24% | 54% | * |
| Like it | 26% | 29% | 23% | 23% | 32% | 24% | 23% | 24% | 26% | 28% | * |
| Neutral | 13% | 16% | 10% | 16% | 12% | 9% | 16% | 14% | 15% | 7% | * |
| Dislike it | 10% | 10% | 11% | 11% | 8% | 10% | 13% | 11% | 13% | 5% | * |
| Hate it | 10% | 10% | 10% | 8% | 7% | 15% | 7% | 10% | 13% | 5% | * |
| Not sure | 4% | 3% | 5% | 8% | 4% | 4% | 2% | 4% | 9% | 2% | * |
| Totals | 100% | 100% | 101% | 99% | 100% | 100% | 101% | 99% | 100% | 101% | * |
| Unweighted N | (1,080) | (475) | (605) | (235) | (266) | (356) | (223) | (706) | (146) | (153) | (75) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 37% | 37% | 37% | 37% | 43% | 41% | 32% | 35% | 54% | 29% | 35% | 35% | 51% |
| Like it | 26% | 30% | 28% | 18% | 27% | 19% | 27% | 25% | 24% | 35% | 24% | 24% | 24% |
| Neutral | 13% | 10% | 13% | 15% | 12% | 15% | 13% | 13% | 9% | 11% | 13% | 14% | 10% |
| Dislike it | 10% | 9% | 8% | 15% | 8% | 14% | 12% | 12% | 6% | 9% | 10% | 12% | 8% |
| Hate it | 10% | 8% | 10% | 12% | 8% | 9% | 11% | 10% | 6% | 9% | 12% | 11% | 5% |
| Not sure | 4% | 6% | 3% | 3% | 2% | 2% | 6% | 4% | 1% | 7% | 6% | 4% | 1% |
| Totals | 100% | 100% | 99% | 100% | 100% | 100% | 101% | 99% | 100% | 100% | 100% | 100% | 99% |
| Unweighted N | (1,080) | (370) | (432) | (278) | (451) | (348) | (453) | (290) | (224) | (180) | (248) | (418) | (234) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1X. Food Preferences — Fish**
How do you feel about the following types of food?
*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 41% | 38% | 44% | 31% | 43% | 44% | 44% | 39% | 59% | 30% | * |
| Like it | 34% | 39% | 29% | 32% | 33% | 34% | 37% | 34% | 27% | 38% | * |
| Neutral | 10% | 10% | 11% | 11% | 11% | 13% | 6% | 11% | 9% | 10% | * |
| Dislike it | 6% | 6% | 6% | 8% | 5% | 4% | 7% | 8% | 1% | 5% | * |
| Hate it | 8% | 6% | 10% | 16% | 7% | 5% | 6% | 8% | 3% | 17% | * |
| Not sure | 1% | 1% | 0% | 2% | 0% | 0% | 0% | 1% | 1% | 0% | * |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 101% | 100% | 100% | * |
| Unweighted N | (1,134) | (518) | (616) | (263) | (282) | (355) | (234) | (744) | (147) | (163) | (80) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 41% | 47% | 36% | 39% | 45% | 41% | 39% | 41% | 43% | 34% | 37% | 46% | 40% |
| Like it | 34% | 31% | 35% | 36% | 33% | 35% | 35% | 33% | 35% | 39% | 34% | 32% | 33% |
| Neutral | 10% | 7% | 12% | 12% | 8% | 11% | 10% | 11% | 7% | 12% | 10% | 10% | 9% |
| Dislike it | 6% | 5% | 7% | 6% | 5% | 6% | 7% | 6% | 6% | 7% | 8% | 4% | 9% |
| Hate it | 8% | 9% | 9% | 7% | 8% | 7% | 8% | 9% | 8% | 8% | 10% | 7% | 8% |
| Not sure | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| Totals | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 100% | 99% | 100% | 99% | 100% | 99% |
| Unweighted N | (1,134) | (405) | (424) | (305) | (467) | (367) | (458) | (308) | (242) | (202) | (238) | (458) | (236) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1Y. Food Preferences — Spinach**
How do you feel about the following types of food?
*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 30% | 24% | 37% | 23% | 32% | 32% | 32% | 31% | 35% | 18% | * |
| Like it | 37% | 40% | 34% | 31% | 37% | 35% | 47% | 38% | 35% | 42% | * |
| Neutral | 16% | 17% | 15% | 19% | 18% | 17% | 10% | 16% | 12% | 16% | * |
| Dislike it | 6% | 7% | 5% | 5% | 6% | 9% | 3% | 6% | 3% | 6% | * |
| Hate it | 8% | 10% | 7% | 13% | 6% | 8% | 7% | 7% | 11% | 16% | * |
| Not sure | 2% | 2% | 2% | 9% | 0% | 0% | 0% | 2% | 5% | 2% | * |
| Totals | 99% | 100% | 100% | 100% | 99% | 101% | 99% | 100% | 101% | 100% | * |
| Unweighted N | (1,100) | (515) | (585) | (232) | (304) | (335) | (229) | (728) | (140) | (144) | (88) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 30% | 30% | 30% | 31% | 35% | 30% | 31% | 26% | 34% | 28% | 29% | 31% | 32% |
| Like it | 37% | 39% | 37% | 36% | 40% | 40% | 34% | 40% | 42% | 35% | 37% | 37% | 40% |
| Neutral | 16% | 15% | 14% | 20% | 15% | 16% | 17% | 16% | 11% | 20% | 16% | 16% | 14% |
| Dislike it | 6% | 5% | 6% | 7% | 4% | 7% | 6% | 7% | 6% | 7% | 4% | 5% | 8% |
| Hate it | 8% | 8% | 10% | 7% | 6% | 7% | 10% | 9% | 5% | 10% | 9% | 9% | 5% |
| Not sure | 2% | 3% | 2% | 0% | 0% | 0% | 2% | 3% | 2% | 1% | 4% | 2% | 0% |
| Totals | 99% | 100% | 99% | 101% | 100% | 100% | 100% | 101% | 100% | 101% | 99% | 100% | 99% |
| Unweighted N | (1,100) | (377) | (433) | (290) | (460) | (356) | (450) | (299) | (245) | (216) | (233) | (425) | (226) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1Z. Food Preferences — Coconut**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 28% | 26% | 29% | 20% | 27% | 28% | 34% | 26% | 28% | 39% | * |
| Like it | 37% | 38% | 35% | 31% | 32% | 40% | 41% | 38% | 30% | 36% | * |
| Neutral | 17% | 17% | 17% | 23% | 14% | 15% | 18% | 18% | 22% | 8% | * |
| Dislike it | 9% | 9% | 8% | 12% | 12% | 7% | 5% | 9% | 6% | 10% | * |
| Hate it | 8% | 7% | 9% | 10% | 12% | 9% | 2% | 8% | 13% | 5% | * |
| Not sure | 2% | 2% | 1% | 4% | 3% | 1% | 0% | 1% | 2% | 2% | * |
| Totals | 101% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | * |
| Unweighted N | (1,107) | (496) | (611) | (230) | (264) | (364) | (249) | (734) | (146) | (157) | (70) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 28% | 26% | 26% | 32% | 29% | 32% | 29% | 23% | 35% | 24% | 28% | 29% | 27% |
| Like it | 37% | 37% | 35% | 38% | 38% | 37% | 37% | 39% | 37% | 42% | 30% | 35% | 46% |
| Neutral | 17% | 18% | 18% | 15% | 15% | 16% | 17% | 18% | 12% | 18% | 18% | 19% | 12% |
| Dislike it | 9% | 10% | 10% | 5% | 10% | 6% | 7% | 10% | 8% | 8% | 10% | 8% | 7% |
| Hate it | 8% | 7% | 8% | 9% | 6% | 10% | 9% | 9% | 5% | 9% | 10% | 8% | 5% |
| Not sure | 2% | 2% | 2% | 0% | 1% | 0% | 1% | 2% | 3% | 0% | 4% | 0% | 3% |
| Totals | 101% | 100% | 99% | 99% | 99% | 101% | 100% | 101% | 100% | 101% | 100% | 99% | 100% |
| Unweighted N | (1,107) | (392) | (439) | (276) | (468) | (348) | (449) | (298) | (250) | (193) | (241) | (448) | (225) |

26

**1AA. Food Preferences — Cantaloupe**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 39% | 33% | 44% | 26% | 29% | 41% | 55% | 40% | 40% | 31% | * |
| Like it | 28% | 31% | 26% | 25% | 30% | 30% | 29% | 27% | 25% | 33% | * |
| Neutral | 14% | 16% | 13% | 22% | 18% | 9% | 9% | 15% | 13% | 15% | * |
| Dislike it | 9% | 11% | 7% | 11% | 9% | 10% | 4% | 10% | 8% | 4% | * |
| Hate it | 8% | 7% | 9% | 7% | 12% | 10% | 2% | 7% | 9% | 14% | * |
| Not sure | 3% | 4% | 2% | 9% | 2% | 0% | 0% | 2% | 5% | 3% | * |
| Totals | 101% | 102% | 101% | 100% | 100% | 100% | 99% | 101% | 100% | 100% | * |
| Unweighted N | (1,143) | (531) | (612) | (266) | (276) | (340) | (261) | (751) | (147) | (172) | (73) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 39% | 40% | 35% | 41% | 40% | 43% | 39% | 43% | 35% | 36% | 35% | 41% | 41% |
| Like it | 28% | 28% | 26% | 31% | 33% | 27% | 28% | 27% | 29% | 31% | 25% | 29% | 30% |
| Neutral | 14% | 13% | 21% | 7% | 12% | 9% | 14% | 13% | 15% | 16% | 15% | 14% | 12% |
| Dislike it | 9% | 7% | 8% | 11% | 8% | 12% | 8% | 7% | 13% | 11% | 11% | 7% | 8% |
| Hate it | 8% | 7% | 8% | 8% | 6% | 9% | 8% | 8% | 5% | 6% | 9% | 8% | 8% |
| Not sure | 3% | 4% | 3% | 1% | 1% | 1% | 2% | 2% | 3% | 1% | 5% | 2% | 1% |
| Totals | 101% | 99% | 101% | 99% | 100% | 101% | 99% | 100% | 100% | 101% | 100% | 101% | 100% |
| Unweighted N | (1,143) | (385) | (446) | (312) | (450) | (377) | (454) | (323) | (249) | (202) | (262) | (428) | (251) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AB. Food Preferences — Mustard**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 25% | 25% | 24% | 10% | 23% | 25% | 37% | 23% | 29% | 27% | * |
| Like it | 41% | 41% | 41% | 31% | 36% | 48% | 44% | 41% | 47% | 34% | * |
| Neutral | 18% | 17% | 19% | 26% | 19% | 14% | 16% | 17% | 11% | 22% | * |
| Dislike it | 8% | 8% | 8% | 16% | 10% | 6% | 1% | 9% | 5% | 5% | * |
| Hate it | 8% | 8% | 7% | 12% | 11% | 7% | 1% | 8% | 7% | 9% | * |
| Not sure | 1% | 1% | 1% | 4% | 1% | 0% | 0% | 1% | 0% | 2% | * |
| Totals | 101% | 100% | 100% | 99% | 100% | 100% | 99% | 99% | 99% | 99% | * |
| Unweighted N | (1,107) | (510) | (597) | (236) | (283) | (347) | (241) | (714) | (149) | (157) | (87) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 25% | 26% | 24% | 23% | 27% | 28% | 24% | 24% | 25% | 16% | 28% | 25% | 26% |
| Like it | 41% | 43% | 40% | 41% | 47% | 39% | 42% | 42% | 40% | 49% | 35% | 44% | 37% |
| Neutral | 18% | 14% | 20% | 20% | 15% | 17% | 18% | 17% | 16% | 17% | 14% | 17% | 25% |
| Dislike it | 8% | 7% | 6% | 11% | 6% | 10% | 7% | 10% | 8% | 6% | 10% | 7% | 7% |
| Hate it | 8% | 8% | 9% | 6% | 5% | 5% | 8% | 7% | 9% | 12% | 8% | 7% | 4% |
| Not sure | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 3% | 0% | 3% | 0% | 0% |
| Totals | 101% | 100% | 100% | 101% | 100% | 99% | 100% | 100% | 101% | 100% | 98% | 100% | 99% |
| Unweighted N | (1,107) | (382) | (443) | (282) | (462) | (343) | (461) | (315) | (214) | (201) | (246) | (415) | (245) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AC. Food Preferences — Pickles**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 38% | 34% | 43% | 38% | 38% | 37% | 41% | 39% | 45% | 34% | * |
| Like it | 34% | 36% | 31% | 20% | 32% | 40% | 38% | 35% | 28% | 34% | * |
| Neutral | 13% | 14% | 12% | 14% | 10% | 16% | 11% | 12% | 14% | 14% | * |
| Dislike it | 7% | 8% | 5% | 9% | 9% | 3% | 8% | 6% | 11% | 4% | * |
| Hate it | 8% | 7% | 8% | 15% | 11% | 4% | 2% | 7% | 3% | 14% | * |
| Not sure | 1% | 2% | 0% | 4% | 0% | 0% | 0% | 1% | 0% | 1% | * |
| Totals | 101% | 101% | 99% | 100% | 100% | 100% | 100% | 100% | 101% | 101% | * |
| Unweighted N | (1,118) | (517) | (601) | (245) | (263) | (374) | (236) | (727) | (143) | (176) | (72) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 38% | 37% | 39% | 40% | 39% | 37% | 39% | 42% | 37% | 36% | 39% | 39% | 39% |
| Like it | 34% | 34% | 33% | 34% | 35% | 36% | 33% | 30% | 37% | 36% | 32% | 35% | 31% |
| Neutral | 13% | 14% | 13% | 12% | 12% | 15% | 14% | 13% | 10% | 11% | 18% | 11% | 12% |
| Dislike it | 7% | 8% | 5% | 7% | 7% | 5% | 6% | 7% | 6% | 6% | 3% | 8% | 9% |
| Hate it | 8% | 6% | 8% | 8% | 7% | 7% | 8% | 8% | 8% | 11% | 8% | 7% | 7% |
| Not sure | 1% | 2% | 1% | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 2% | 0% | 2% |
| Totals | 101% | 101% | 99% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 102% | 100% | 100% |
| Unweighted N | (1,118) | (384) | (457) | (277) | (495) | (345) | (448) | (309) | (250) | (202) | (252) | (418) | (246) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AD. Food Preferences — Mayonnaise**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 27% | 28% | 27% | 26% | 22% | 28% | 33% | 28% | 21% | 31% | * |
| Like it | 39% | 38% | 40% | 30% | 40% | 41% | 44% | 39% | 39% | 38% | * |
| Neutral | 18% | 19% | 16% | 16% | 19% | 21% | 14% | 16% | 26% | 18% | * |
| Dislike it | 7% | 6% | 9% | 12% | 9% | 5% | 5% | 8% | 7% | 5% | * |
| Hate it | 7% | 7% | 7% | 12% | 10% | 5% | 4% | 8% | 6% | 5% | * |
| Not sure | 1% | 1% | 0% | 4% | 0% | 0% | 0% | 1% | 2% | 2% | * |
| Totals | 99% | 99% | 99% | 100% | 100% | 100% | 100% | 100% | 101% | 99% | * |
| Unweighted N | (1,121) | (504) | (617) | (264) | (280) | (352) | (225) | (725) | (141) | (171) | (84) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 27% | 24% | 25% | 32% | 25% | 28% | 29% | 32% | 24% | 23% | 24% | 34% | 21% |
| Like it | 39% | 45% | 33% | 39% | 43% | 43% | 38% | 36% | 43% | 40% | 36% | 38% | 44% |
| Neutral | 18% | 13% | 23% | 16% | 19% | 17% | 17% | 17% | 18% | 15% | 17% | 17% | 24% |
| Dislike it | 7% | 6% | 8% | 8% | 6% | 5% | 7% | 9% | 5% | 11% | 9% | 5% | 7% |
| Hate it | 7% | 9% | 8% | 5% | 8% | 7% | 7% | 6% | 9% | 12% | 11% | 5% | 4% |
| Not sure | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 2% | 0% | 3% | 1% | 0% |
| Totals | 99% | 99% | 98% | 100% | 101% | 100% | 99% | 100% | 101% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,121) | (394) | (435) | (292) | (463) | (360) | (446) | (300) | (259) | (210) | (247) | (433) | (231) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AE. Food Preferences — Peas**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

|  | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 24% | 21% | 27% | 15% | 21% | 27% | 31% | 26% | 23% | 19% | * |
| Like it | 41% | 47% | 35% | 38% | 40% | 42% | 44% | 40% | 47% | 42% | * |
| Neutral | 20% | 18% | 21% | 23% | 25% | 15% | 17% | 18% | 16% | 24% | * |
| Dislike it | 8% | 7% | 9% | 13% | 8% | 9% | 4% | 9% | 6% | 6% | * |
| Hate it | 7% | 6% | 7% | 9% | 7% | 7% | 4% | 7% | 7% | 8% | * |
| Not sure | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 2% | 1% | * |
| Totals | 100% | 99% | 99% | 100% | 101% | 100% | 100% | 100% | 101% | 100% | * |
| Unweighted N | (1,111) | (512) | (599) | (236) | (281) | (339) | (255) | (717) | (148) | (161) | (85) |

|  | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 24% | 23% | 20% | 30% | 27% | 29% | 22% | 26% | 29% | 23% | 24% | 25% | 23% |
| Like it | 41% | 46% | 41% | 36% | 42% | 40% | 38% | 45% | 43% | 48% | 38% | 41% | 40% |
| Neutral | 20% | 20% | 21% | 18% | 18% | 18% | 22% | 16% | 16% | 15% | 20% | 18% | 25% |
| Dislike it | 8% | 6% | 8% | 10% | 6% | 8% | 10% | 8% | 4% | 8% | 10% | 9% | 5% |
| Hate it | 7% | 5% | 9% | 6% | 6% | 5% | 8% | 4% | 8% | 4% | 9% | 7% | 6% |
| Not sure | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 1% |
| Totals | 100% | 100% | 100% | 100% | 99% | 100% | 101% | 100% | 100% | 99% | 101% | 100% | 100% |
| Unweighted N | (1,111) | (378) | (450) | (283) | (452) | (348) | (474) | (298) | (224) | (210) | (250) | (410) | (241) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AF. Food Preferences — Pork**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 35% | 39% | 31% | 31% | 34% | 35% | 39% | 33% | 41% | 36% | * |
| Like it | 36% | 38% | 34% | 27% | 37% | 38% | 42% | 40% | 26% | 36% | * |
| Neutral | 14% | 12% | 16% | 19% | 13% | 16% | 9% | 14% | 16% | 12% | * |
| Dislike it | 6% | 4% | 9% | 10% | 10% | 4% | 3% | 6% | 5% | 6% | * |
| Hate it | 7% | 5% | 8% | 9% | 7% | 7% | 5% | 7% | 10% | 6% | * |
| Not sure | 1% | 1% | 1% | 4% | 0% | 0% | 1% | 0% | 2% | 4% | * |
| Totals | 99% | 99% | 99% | 100% | 101% | 100% | 99% | 100% | 100% | 100% | * |
| Unweighted N | (1,109) | (501) | (608) | (245) | (290) | (343) | (231) | (704) | (161) | (169) | (75) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 35% | 33% | 35% | 37% | 30% | 38% | 39% | 35% | 33% | 29% | 33% | 40% | 32% |
| Like it | 36% | 40% | 32% | 37% | 37% | 39% | 36% | 36% | 39% | 44% | 36% | 34% | 35% |
| Neutral | 14% | 13% | 14% | 15% | 16% | 13% | 12% | 18% | 11% | 13% | 18% | 12% | 16% |
| Dislike it | 6% | 6% | 8% | 4% | 7% | 3% | 4% | 6% | 8% | 9% | 4% | 7% | 6% |
| Hate it | 7% | 6% | 8% | 7% | 9% | 5% | 7% | 5% | 8% | 4% | 8% | 6% | 9% |
| Not sure | 1% | 2% | 2% | 0% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 2% |
| Totals | 99% | 100% | 99% | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (1,109) | (388) | (441) | (280) | (491) | (330) | (471) | (293) | (221) | (198) | (243) | (423) | (245) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AG. Food Preferences — Broccoli**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 37% | 31% | 43% | 29% | 40% | 38% | 38% | 40% | 42% | 20% | * |
| Like it | 40% | 40% | 40% | 38% | 38% | 41% | 42% | 36% | 35% | 53% | * |
| Neutral | 11% | 14% | 9% | 18% | 11% | 9% | 10% | 11% | 13% | 12% | * |
| Dislike it | 5% | 7% | 3% | 7% | 5% | 4% | 6% | 5% | 7% | 6% | * |
| Hate it | 7% | 9% | 4% | 6% | 7% | 8% | 5% | 7% | 4% | 9% | * |
| Not sure | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | * |
| Totals | 100% | 101% | 100% | 99% | 101% | 100% | 101% | 99% | 101% | 100% | * |
| Unweighted N | (1,147) | (526) | (621) | (256) | (283) | (360) | (248) | (718) | (166) | (169) | (94) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Love it | 37% | 40% | 31% | 39% | 42% | 36% | 34% | 40% | 41% | 30% | 42% | 40% | 31% |
| Like it | 40% | 39% | 41% | 39% | 37% | 41% | 39% | 39% | 42% | 49% | 32% | 38% | 43% |
| Neutral | 11% | 12% | 14% | 8% | 12% | 9% | 13% | 9% | 10% | 4% | 11% | 13% | 17% |
| Dislike it | 5% | 4% | 4% | 8% | 4% | 8% | 6% | 5% | 2% | 8% | 7% | 2% | 5% |
| Hate it | 7% | 4% | 9% | 7% | 5% | 7% | 7% | 7% | 5% | 8% | 8% | 7% | 4% |
| Not sure | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% |
| Totals | 100% | 100% | 99% | 101% | 100% | 101% | 100% | 100% | 100% | 99% | 101% | 100% | 100% |
| Unweighted N | (1,147) | (402) | (450) | (295) | (485) | (373) | (471) | (300) | (257) | (221) | (246) | (438) | (242) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AH. Food Preferences — Tomatoes**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 42% | 41% | 43% | 29% | 33% | 46% | 57% | 42% | 46% | 43% | * |
| Like it | 33% | 32% | 34% | 27% | 38% | 33% | 31% | 31% | 29% | 33% | * |
| Neutral | 14% | 16% | 12% | 16% | 19% | 14% | 7% | 16% | 12% | 13% | * |
| Dislike it | 4% | 5% | 4% | 8% | 5% | 2% | 3% | 5% | 4% | 1% | * |
| Hate it | 5% | 5% | 6% | 16% | 4% | 4% | 1% | 5% | 10% | 8% | * |
| Not sure | 1% | 2% | 0% | 4% | 1% | 0% | 0% | 1% | 0% | 2% | * |
| Totals | 99% | 101% | 99% | 100% | 100% | 99% | 99% | 100% | 101% | 100% | * |
| Unweighted N | (1,144) | (533) | (611) | (250) | (282) | (368) | (244) | (742) | (153) | (161) | (88) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 42% | 48% | 34% | 46% | 50% | 45% | 42% | 40% | 47% | 42% | 42% | 44% | 39% |
| Like it | 33% | 31% | 38% | 28% | 28% | 32% | 36% | 31% | 27% | 35% | 26% | 35% | 35% |
| Neutral | 14% | 11% | 14% | 17% | 14% | 15% | 12% | 15% | 16% | 13% | 17% | 12% | 16% |
| Dislike it | 4% | 4% | 5% | 4% | 4% | 4% | 2% | 5% | 4% | 4% | 7% | 3% | 4% |
| Hate it | 5% | 4% | 7% | 5% | 4% | 4% | 6% | 7% | 3% | 6% | 4% | 6% | 5% |
| Not sure | 1% | 1% | 2% | 0% | 0% | 0% | 1% | 1% | 2% | 0% | 4% | 0% | 1% |
| Totals | 99% | 99% | 100% | 100% | 100% | 100% | 99% | 99% | 99% | 100% | 100% | 100% | 100% |
| Unweighted N | (1,144) | (392) | (445) | (307) | (465) | (377) | (467) | (301) | (245) | (220) | (248) | (426) | (250) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**1AI. Food Preferences — Onions**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 40% | 38% | 41% | 24% | 39% | 43% | 49% | 39% | 45% | 33% | * |
| Like it | 37% | 38% | 37% | 40% | 34% | 38% | 37% | 38% | 37% | 40% | * |
| Neutral | 13% | 13% | 12% | 19% | 16% | 10% | 8% | 13% | 7% | 16% | * |
| Dislike it | 4% | 3% | 4% | 4% | 4% | 2% | 5% | 4% | 1% | 4% | * |
| Hate it | 6% | 6% | 5% | 8% | 6% | 7% | 1% | 6% | 5% | 7% | * |
| Not sure | 1% | 2% | 0% | 5% | 1% | 0% | 0% | 1% | 5% | 0% | * |
| Totals | 101% | 100% | 99% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | * |
| Unweighted N | (1,108) | (493) | (615) | (232) | (276) | (341) | (259) | (715) | (149) | (169) | (75) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 40% | 38% | 36% | 45% | 38% | 44% | 45% | 35% | 42% | 30% | 41% | 47% | 33% |
| Like it | 37% | 37% | 37% | 38% | 41% | 36% | 35% | 42% | 36% | 46% | 33% | 33% | 43% |
| Neutral | 13% | 12% | 17% | 9% | 12% | 11% | 10% | 12% | 11% | 11% | 12% | 12% | 17% |
| Dislike it | 4% | 5% | 3% | 3% | 5% | 4% | 3% | 4% | 2% | 3% | 5% | 3% | 4% |
| Hate it | 6% | 6% | 6% | 5% | 5% | 5% | 5% | 6% | 7% | 7% | 7% | 5% | 4% |
| Not sure | 1% | 3% | 0% | 0% | 1% | 0% | 1% | 0% | 2% | 3% | 2% | 0% | 0% |
| Totals | 101% | 101% | 99% | 100% | 102% | 100% | 99% | 99% | 100% | 100% | 100% | 100% | 101% |
| Unweighted N | (1,108) | (380) | (430) | (298) | (457) | (351) | (452) | (300) | (243) | (199) | (245) | (435) | (229) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1AJ. Food Preferences — Cabbage**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 29% | 23% | 34% | 23% | 28% | 29% | 34% | 26% | 47% | 24% | * |
| Like it | 36% | 35% | 37% | 32% | 35% | 35% | 44% | 35% | 36% | 38% | * |
| Neutral | 21% | 26% | 16% | 22% | 24% | 21% | 15% | 23% | 6% | 18% | * |
| Dislike it | 7% | 9% | 6% | 12% | 8% | 6% | 5% | 7% | 7% | 12% | * |
| Hate it | 5% | 5% | 5% | 6% | 4% | 8% | 2% | 6% | 3% | 6% | * |
| Not sure | 2% | 2% | 1% | 5% | 1% | 1% | 0% | 2% | 1% | 2% | * |
| Totals | 100% | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | * |
| Unweighted N | (1,094) | (512) | (582) | (242) | (278) | (353) | (221) | (710) | (135) | (162) | (87) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 29% | 27% | 26% | 33% | 26% | 30% | 30% | 25% | 30% | 26% | 23% | 35% | 24% |
| Like it | 36% | 39% | 32% | 37% | 39% | 37% | 34% | 44% | 37% | 34% | 37% | 33% | 43% |
| Neutral | 21% | 19% | 24% | 19% | 21% | 21% | 19% | 19% | 21% | 26% | 21% | 18% | 23% |
| Dislike it | 7% | 8% | 8% | 6% | 8% | 6% | 8% | 6% | 6% | 8% | 6% | 8% | 7% |
| Hate it | 5% | 4% | 7% | 6% | 5% | 7% | 7% | 4% | 3% | 7% | 7% | 5% | 4% |
| Not sure | 2% | 2% | 2% | 0% | 0% | 0% | 2% | 1% | 2% | 0% | 6% | 0% | 0% |
| Totals | 100% | 99% | 99% | 101% | 99% | 101% | 100% | 99% | 99% | 101% | 100% | 99% | 101% |
| Unweighted N | (1,094) | (386) | (423) | (285) | (450) | (338) | (449) | (301) | (231) | (199) | (243) | (427) | (225) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AK. Food Preferences — Beans**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 33% | 33% | 34% | 35% | 30% | 32% | 38% | 31% | 49% | 36% | * |
| Like it | 42% | 44% | 40% | 32% | 44% | 45% | 45% | 45% | 34% | 39% | * |
| Neutral | 15% | 15% | 14% | 18% | 13% | 15% | 12% | 14% | 13% | 17% | * |
| Dislike it | 5% | 6% | 5% | 8% | 7% | 5% | 2% | 6% | 2% | 4% | * |
| Hate it | 5% | 3% | 6% | 7% | 5% | 4% | 3% | 5% | 2% | 3% | * |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | * |
| Totals | 100% | 101% | 99% | 100% | 99% | 101% | 100% | 101% | 100% | 99% | * |
| Unweighted N | (1,098) | (496) | (602) | (244) | (268) | (362) | (224) | (704) | (134) | (167) | (93) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 33% | 37% | 28% | 35% | 38% | 33% | 33% | 35% | 32% | 24% | 32% | 38% | 33% |
| Like it | 42% | 41% | 42% | 42% | 40% | 47% | 38% | 42% | 47% | 48% | 44% | 38% | 43% |
| Neutral | 15% | 14% | 17% | 12% | 14% | 13% | 16% | 13% | 16% | 20% | 14% | 12% | 16% |
| Dislike it | 5% | 5% | 5% | 7% | 4% | 5% | 6% | 7% | 2% | 3% | 7% | 6% | 6% |
| Hate it | 5% | 3% | 7% | 3% | 4% | 2% | 7% | 2% | 3% | 6% | 3% | 6% | 2% |
| Not sure | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Totals | 100% | 100% | 99% | 99% | 100% | 100% | 100% | 99% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,098) | (381) | (428) | (289) | (465) | (346) | (436) | (322) | (235) | (194) | (236) | (413) | (255) |

37

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AL. Food Preferences — Green beans**

How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | | Gender | | Age (4 category) | | | | Race (4 category) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 39% | 31% | 46% | 31% | 34% | 44% | 43% | 40% | 46% | 32% | * |
| Like it | 39% | 42% | 36% | 38% | 41% | 36% | 43% | 39% | 38% | 34% | * |
| Neutral | 13% | 17% | 9% | 16% | 13% | 12% | 11% | 12% | 9% | 19% | * |
| Dislike it | 5% | 5% | 5% | 8% | 7% | 5% | 1% | 6% | 3% | 4% | * |
| Hate it | 4% | 4% | 3% | 5% | 6% | 3% | 1% | 3% | 4% | 9% | * |
| Not sure | 1% | 0% | 1% | 3% | 0% | 0% | 0% | 0% | 0% | 2% | * |
| Totals | 101% | 99% | 100% | 101% | 101% | 100% | 99% | 100% | 100% | 100% | * |
| Unweighted N | (1,088) | (482) | (606) | (239) | (262) | (364) | (223) | (715) | (135) | (167) | (71) |

| | | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 39% | 39% | 33% | 45% | 41% | 42% | 40% | 37% | 46% | 28% | 42% | 41% | 39% |
| Like it | 39% | 41% | 36% | 40% | 38% | 39% | 35% | 43% | 38% | 51% | 34% | 38% | 37% |
| Neutral | 13% | 11% | 18% | 8% | 12% | 12% | 14% | 13% | 10% | 13% | 14% | 10% | 17% |
| Dislike it | 5% | 6% | 6% | 4% | 5% | 3% | 6% | 4% | 5% | 3% | 6% | 6% | 4% |
| Hate it | 4% | 4% | 5% | 2% | 3% | 3% | 5% | 3% | 2% | 5% | 2% | 4% | 4% |
| Not sure | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% |
| Totals | 101% | 101% | 99% | 99% | 99% | 99% | 101% | 100% | 101% | 100% | 99% | 100% | 101% |
| Unweighted N | (1,088) | (362) | (438) | (288) | (465) | (341) | (440) | (302) | (234) | (186) | (238) | (433) | (231) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

YouGov

**1AM. Food Preferences — Eggs**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 51% | 52% | 50% | 44% | 46% | 56% | 57% | 54% | 44% | 50% | * |
| Like it | 33% | 32% | 34% | 31% | 31% | 36% | 32% | 32% | 36% | 33% | * |
| Neutral | 9% | 10% | 9% | 14% | 12% | 4% | 10% | 9% | 15% | 9% | * |
| Dislike it | 3% | 1% | 4% | 3% | 6% | 1% | 1% | 2% | 3% | 3% | * |
| Hate it | 3% | 3% | 3% | 5% | 5% | 3% | 0% | 3% | 3% | 3% | * |
| Not sure | 1% | 1% | 1% | 3% | 1% | 0% | 0% | 1% | 0% | 2% | * |
| Totals | 100% | 99% | 101% | 100% | 101% | 100% | 100% | 101% | 101% | 100% | * |
| Unweighted N | (1,123) | (507) | (616) | (256) | (260) | (370) | (237) | (754) | (135) | (157) | (77) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 51% | 52% | 44% | 59% | 55% | 59% | 46% | 55% | 57% | 46% | 48% | 55% | 54% |
| Like it | 33% | 34% | 37% | 28% | 30% | 30% | 35% | 34% | 27% | 42% | 32% | 30% | 32% |
| Neutral | 9% | 8% | 12% | 8% | 9% | 7% | 11% | 8% | 7% | 5% | 13% | 9% | 9% |
| Dislike it | 3% | 3% | 2% | 3% | 3% | 1% | 3% | 0% | 3% | 3% | 1% | 3% | 3% |
| Hate it | 3% | 2% | 5% | 2% | 3% | 2% | 3% | 3% | 4% | 4% | 3% | 3% | 2% |
| Not sure | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 2% | 1% | 3% | 0% | 0% |
| Totals | 100% | 101% | 101% | 100% | 100% | 99% | 99% | 100% | 100% | 101% | 100% | 100% | 100% |
| Unweighted N | (1,123) | (384) | (455) | (284) | (458) | (364) | (472) | (296) | (244) | (209) | (260) | (412) | (242) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

**YouGov**

**1AN. Food Preferences — Bananas**
How do you feel about the following types of food?

*Respondents were asked about 20 of the 40 foods*

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Love it | 50% | 50% | 49% | 58% | 41% | 47% | 54% | 51% | 57% | 46% | * |
| Like it | 32% | 34% | 30% | 22% | 32% | 36% | 35% | 32% | 20% | 30% | * |
| Neutral | 11% | 9% | 12% | 10% | 15% | 10% | 9% | 9% | 11% | 16% | * |
| Dislike it | 5% | 4% | 6% | 6% | 6% | 5% | 2% | 4% | 7% | 4% | * |
| Hate it | 3% | 2% | 3% | 2% | 6% | 1% | 1% | 3% | 3% | 2% | * |
| Not sure | 1% | 0% | 1% | 2% | 0% | 0% | 0% | 0% | 2% | 2% | * |
| Totals | 102% | 99% | 101% | 100% | 100% | 99% | 101% | 99% | 100% | 100% | * |
| Unweighted N | (1,082) | (498) | (584) | (240) | (257) | (340) | (245) | (726) | (142) | (144) | (70) |

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | Dem | Ind | Rep | Harris | Trump | < $50K | $50-100K | $100K+ | Northeast | Midwest | South | West |
| Love it | 50% | 52% | 44% | 53% | 48% | 53% | 46% | 53% | 52% | 50% | 54% | 51% | 40% |
| Like it | 32% | 30% | 33% | 33% | 35% | 33% | 33% | 31% | 30% | 32% | 29% | 31% | 37% |
| Neutral | 11% | 10% | 13% | 9% | 10% | 8% | 11% | 8% | 11% | 11% | 8% | 11% | 12% |
| Dislike it | 5% | 5% | 5% | 3% | 3% | 4% | 6% | 4% | 5% | 4% | 4% | 4% | 7% |
| Hate it | 3% | 3% | 4% | 2% | 4% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 4% |
| Not sure | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% |
| Totals | 102% | 100% | 100% | 100% | 100% | 100% | 99% | 100% | 100% | 100% | 99% | 100% | 100% |
| Unweighted N | (1,082) | (383) | (402) | (297) | (446) | (345) | (444) | (280) | (239) | (189) | (228) | (433) | (232) |

# YouGov Survey: Controversial Food
**July 24 - 27, 2025 - 2239 U.S. adult citizens**

| | |
|---|---|
| **Interviewing Dates** | July 24 - 27, 2025 \| July 25 - 27, 2025 |
| **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, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.612, with a mean of one and a standard deviation of 0.839. |
| **Number of respondents** | 2239 |
| **Margin of error** | ± 2.7% (adjusted for weighting) |
| **Survey mode** | Web-based interviews |
| **Questions not reported** | 79 questions not reported. |