YouGov

1. Favorite Burger Patty
Which of these is your favorite kind of hamburger patty?

		Gender		Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Beef burger	79%	85%	72%	77%	72%	85%	77%	75%	76%	88%
Turkey burger	8%	5%	10%	6%	12%	4%	10%	12%	6%	5%
Veggie burger	7%	5%	9%	10%	9%	4%	6%	8%	7%	6%
I don't like any of those	3%	2%	4%	3%	3%	3%	4%	4%	3%	2%
Not sure	4%	3%	5%	3%	4%	5%	3%	1%	8%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(475)	(525)	(161)	(267)	(398)	(174)	(356)	(386)	(258)

		Race			Household Income				Region			
	Total	White	Black	Hispanic	Under $50K	$50K - $100K	$100K+	Prefer not to say	Northeast	Midwest	South	West
Beef burger	79%	79%	66%	84%	78%	83%	81%	72%	71%	75%	83%	80%
Turkey burger	8%	7%	13%	7%	9%	5%	6%	9%	14%	8%	5%	6%
Veggie burger	7%	7%	7%	6%	5%	7%	9%	11%	8%	7%	5%	9%
I don't like any of those	3%	3%	6%	1%	2%	4%	4%	3%	6%	3%	2%	2%
Not sure	4%	3%	8%	2%	6%	1%	1%	5%	2%	8%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(763)	(109)	(128)	(467)	(244)	(155)	(134)	(187)	(226)	(346)	(241)

2. Like Cheeseburgers
Do you like cheeseburgers?

	Total	Gender		Age				Party ID - 3 Point		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	86%	91%	81%	85%	88%	87%	81%	86%	84%	89%
No	12%	7%	17%	13%	9%	11%	19%	13%	12%	11%
Not sure	2%	1%	2%	2%	3%	2%	—	0%	4%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(474)	(523)	(160)	(267)	(396)	(174)	(355)	(385)	(257)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under $50K	$50K - $100K	$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	86%	85%	88%	89%	89%	85%	85%	76%	88%	88%	86%	82%
No	12%	13%	7%	10%	10%	14%	14%	17%	10%	11%	12%	16%
Not sure	2%	2%	4%	1%	1%	0%	1%	8%	2%	1%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(760)	(109)	(128)	(464)	(244)	(155)	(134)	(187)	(225)	(345)	(240)

3. Hamburgers or Cheeseburgers
Which do you like more?

		Gender		Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Hamburgers	20%	19%	20%	13%	18%	19%	31%	21%	17%	24%
Cheeseburgers	71%	74%	67%	75%	75%	71%	58%	70%	70%	72%
Neither	7%	6%	9%	9%	4%	7%	11%	7%	9%	4%
Not sure	3%	1%	4%	4%	4%	2%	—	2%	4%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(473)	(525)	(161)	(266)	(397)	(174)	(356)	(384)	(258)

		Race			Household Income				Region			
	Total	White	Black	Hispanic	Under $50K	$50K - $100K	$100K+	Prefer not to say	Northeast	Midwest	South	West
Hamburgers	20%	19%	14%	30%	17%	22%	18%	28%	18%	19%	20%	20%
Cheeseburgers	71%	72%	69%	65%	74%	71%	71%	56%	73%	74%	69%	68%
Neither	7%	8%	11%	3%	7%	6%	9%	8%	5%	6%	8%	9%
Not sure	3%	2%	6%	3%	2%	1%	1%	9%	4%	1%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(761)	(109)	(128)	(466)	(243)	(155)	(134)	(187)	(225)	(345)	(241)

4. Favorite Cheese
Which of these is your favorite cheese to use for a cheeseburger?
Asked of those who like cheeseburgers

		Gender		Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
American	40%	39%	41%	38%	37%	45%	38%	44%	36%	43%
Cheddar	31%	32%	31%	33%	31%	32%	30%	27%	33%	34%
Swiss	10%	11%	9%	7%	9%	9%	17%	13%	10%	6%
Blue	4%	3%	4%	3%	3%	4%	5%	3%	4%	4%
Jack	4%	6%	3%	6%	6%	3%	3%	5%	3%	5%
Provolone	5%	3%	7%	3%	9%	4%	3%	4%	6%	4%
Something else	3%	3%	3%	2%	4%	3%	4%	3%	4%	2%
Not sure	2%	3%	1%	6%	2%	0%	1%	0%	4%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(836)	(418)	(418)	(130)	(229)	(338)	(139)	(295)	(313)	(228)

		Race			Household Income				Region			
	Total	White	Black	Hispanic	Under $50K	$50K - $100K	$100K+	Prefer not to say	Northeast	Midwest	South	West
American	40%	37%	51%	51%	44%	37%	31%	40%	53%	38%	43%	27%
Cheddar	31%	35%	28%	18%	27%	35%	40%	33%	23%	30%	32%	40%
Swiss	10%	10%	7%	15%	10%	11%	12%	7%	8%	8%	9%	15%
Blue	4%	4%	1%	4%	4%	5%	4%	3%	1%	6%	3%	5%
Jack	4%	5%	4%	2%	3%	6%	8%	4%	3%	6%	4%	5%
Provolone	5%	5%	2%	6%	7%	3%	1%	5%	7%	5%	4%	6%
Something else	3%	4%	2%	2%	4%	3%	4%	1%	2%	4%	3%	3%
Not sure	2%	1%	5%	3%	2%	1%	0%	7%	4%	3%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(836)	(634)	(97)	(105)	(402)	(204)	(130)	(100)	(161)	(195)	(288)	(192)

5. With or Without Bacon
Which do you prefer?
Asked of those who like cheeseburgers

		Gender		Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cheeseburgers with bacon	63%	66%	61%	71%	68%	62%	49%	61%	64%	65%
Cheeseburgers without bacon	35%	32%	38%	26%	30%	37%	49%	38%	34%	33%
Not sure	2%	3%	1%	3%	3%	1%	2%	1%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(838)	(417)	(421)	(131)	(229)	(340)	(138)	(295)	(313)	(230)

		Race			Household Income				Region			
	Total	White	Black	Hispanic	Under $50K	$50K - $100K	$100K+	Prefer not to say	Northeast	Midwest	South	West
Cheeseburgers with bacon	63%	63%	61%	69%	66%	65%	60%	49%	57%	59%	67%	67%
Cheeseburgers without bacon	35%	36%	34%	31%	31%	33%	39%	48%	42%	37%	32%	32%
Not sure	2%	2%	4%	0%	2%	1%	1%	3%	1%	4%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(838)	(636)	(96)	(106)	(402)	(205)	(130)	(101)	(160)	(195)	(291)	(192)