Daily Survey: America's BBQ States

YouGov

Sample 1000 U.S. Adult Citizens
Conducted July 28 - 31, 2022
Margin of Error ±3.6%

1. How much do you like eating barbecue?

A lot …………………………………………………………………………………51%
A little …………………………………………………………………………………39%
Not at all …………………………………………………………………………………8%
Not sure …………………………………………………………………………………2%

2. Which, if any, of these best describes your usual eating habits?

Vegan (do not eat dairy products, eggs, or any other animal product) …………………… 2%
Vegetarian (do not eat any meat, poultry, or fish) …………………………………… 6%
Pescatarian (eat fish but do not eat meat or poultry) ………………………………… 3%
Meat eater (eat meat and/or poultry) ………………………………………………80%
Other …………………………………………………………………………………5%
Don't know …………………………………………………………………………… 3%

3. Which of these states in the South do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Alabama …………………………………………………………………………… 26%
Arkansas …………………………………………………………………………… 13%
Florida …………………………………………………………………………… 12%
Georgia …………………………………………………………………………… 30%
Kentucky …………………………………………………………………………… 28%
Louisiana …………………………………………………………………………34%
Mississippi …………………………………………………………………………… 24%
North Carolina …………………………………………………………………………30%
South Carolina …………………………………………………………………………… 32%
Tennessee …………………………………………………………………………… 37%
Virginia ……………………………………………………………………………11%
West Virginia …………………………………………………………………………… 8%
None of the above …………………………………………………………………………17%

4. Which of these states in the Midwest do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Illinois	9%
Indiana	10%
Iowa	6%
Kansas	31%
Michigan	8%
Minnesota	6%
Nebraska	8%
North Dakota	6%
Ohio	8%
South Dakota	6%
Wisconsin	11%
Missouri	23%
None of the above	37%

5. Which of these states in the Southwest do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Arizona	14%
New Mexico	14%
Oklahoma	20%
Texas	73%
None of the above	18%

6. Which of these states in the West do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Alaska	4%
California	16%
Colorado	14%
Hawaii	14%
Idaho	8%
Montana	16%
Nevada	9%
Oregon	6%
Utah	6%
Washington	5%
Wyoming	15%
None of the above	48%

Daily Survey: America's BBQ States

YouGov

---

7. Which of these states in New England do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Connecticut 9%
Maine 6%
Massachusetts 10%
New Hampshire 5%
Rhode Island 6%
Vermont 6%
None of the above 75%

---

8. Which of these places in the Mid Atlantic do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Delaware 5%
Maryland 10%
New Jersey 12%
New York 16%
Pennsylvania 11%
Washington D.C. 10%
None of the above 62%

---

9. Which states do you associate with having good barbecue?

Connecticut 9%
Maine 6%
Massachusetts 10%
New Hampshire 5%
Rhode Island 6%
Vermont 6%
Delaware 5%
Maryland 10%
New Jersey 12%
New York 16%
Pennsylvania 11%
Alabama 26%
Arkansas 13%
Florida 12%
Georgia 30%
Kentucky 28%
Louisiana 34%
Mississippi 24%
Missouri 23%
North Carolina 30%
South Carolina 32%
Tennessee 37%
Virginia 11%

Daily Survey: America's BBQ States

YouGov

continued from previous page

West Virginia	8%
Illinois	9%
Indiana	10%
Iowa	6%
Kansas	31%
Michigan	8%
Minnesota	6%
Nebraska	8%
North Dakota	6%
Ohio	8%
South Dakota	6%
Wisconsin	11%
Arizona	14%
New Mexico	14%
Oklahoma	20%
Texas	73%
Alaska	4%
California	16%
Colorado	14%
Hawaii	14%
Idaho	8%
Montana	16%
Nevada	9%
Oregon	6%
Utah	6%
Washington	5%
Wyoming	15%
None of the above	7%

10. How many states do you associate with having good barbecue?

0	7%
1	8%
2 or more	85%

11. Which state do you MOST associate with having good barbecue?
Asked of people who associate at least one state with good BBQ

Connecticut	0%
Maine	0%
Massachusetts	0%
New Hampshire	0%
Rhode Island	0%
Vermont	0%
Delaware	0%

continued on the next page . . .

Daily Survey: America's BBQ States

YouGov

Maryland	1%
New Jersey	2%
New York	1%
Pennsylvania	1%
Alabama	2%
Arkansas	1%
Florida	2%
Georgia	3%
Kentucky	2%
Louisiana	5%
Mississippi	1%
Missouri	5%
North Carolina	5%
South Carolina	3%
Tennessee	4%
Virginia	1%
West Virginia	0%
Illinois	0%
Indiana	1%
Iowa	0%
Kansas	4%
Michigan	0%
Minnesota	1%
Nebraska	0%
North Dakota	0%
Ohio	1%
South Dakota	0%
Wisconsin	1%
Arizona	0%
New Mexico	0%
Oklahoma	1%
Texas	40%
Alaska	0%
California	2%
Colorado	1%
Hawaii	1%
Idaho	0%
Montana	0%
Nevada	0%
Oregon	0%
Utah	0%
Washington	0%
Wyoming	1%
Not sure	4%

12. Which of these U.S. cities do you associate with having good barbecue, regardless of whether you've personally eaten it? Select all that apply.

Atlanta, GA	18%
Austin, TX	38%
Charleston, SC	18%
Cincinnati, OH	4%
Dallas, TX	41%
Decatur, AL	8%
Houston, TX	37%
Kansas City, KS	29%
Kansas City, MO	26%
Lexington, KY	10%
Lexington, NC	11%
Louisville, KY	20%
Memphis, TN	38%
Nashville, TN	28%
Oahu, HI	6%
Raleigh, NC	17%
Richmond, VA	7%
St. Louis, MO	23%
None of the above	17%

13. How many cities do you associate with having good barbecue?

0	17%
1	17%
2 or more	67%

14. Which city do you MOST associate with having good barbecue, regardless of whether you've personally eaten it?

Asked of people who associate at least one city with good BBQ

Atlanta, GA	4%
Austin, TX	12%
Charleston, SC	2%
Cincinnati, OH	0%
Dallas, TX	13%
Decatur, AL	2%
Houston, TX	11%
Kansas City, KS	7%
Kansas City, MO	10%
Lexington, KY	1%
Lexington, NC	3%
Louisville, KY	2%
Memphis, TN	11%
Nashville, TN	6%

continued from previous page

Oahu, HI 1%

Raleigh, NC 2%

Richmond, VA 1%

St. Louis, MO 5%

Not sure 8%

---

15. Which of the following is your favorite barbecue main dish?
Asked of those who like eating barbecue a lot or a little

Ribs 29%

Burnt ends 5%

Pulled pork 19%

Beef 8%

Sliced pork 2%

Ham 1%

Smoked turkey 2%

Sausage 2%

Pulled chicken 4%

Brisket 15%

Chicken wings 6%

Other 3%

Not sure 6%