

Sample 1000 U.S. Adult Citizens Conducted July 28 - 31, 2022

Margin of Error $\pm 3.6\%$
1. How much do you like eating barbecue?
A lot51%
A little
Not at all
Not sure
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)
Pescatarian (eat fish but do not eat meat or poultry)
Meat eater (eat meat and/or poultry)80%
Other5%
Don't know
<ol><li>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.</li></ol>
Alabama26%
Arkansas13%
Florida12%
Georgia30%
Kentucky
Louisiana34%
Mississippi24%
North Carolina30%

 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	
Indiana	
lowa	
Kansas	
Michigan	
Minnesota	
Nebraska	
North Dakota	
Ohio	
South Dakota	
Wisconsin	
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.

Arizona14	4%
New Mexico14	4%
Oklahoma	0%
Texas75	3%
None of the above18	8%

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%



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	
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.

Delaware59	
Maryland10	
New Jersey129	
New York	%
Pennsylvania11	%
Washington D.C109	%
None of the above	%

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

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	
North Carolina	30%
South Carolina	32%
Tennessee	
Virginia	

continued on the next page ...



#### continued from previous page

West Virginia8%
Illinois
Indiana10%
lowa6%
Kansas31%
Michigan8%
Minnesota 6%
Nebraska8%
North Dakota6%
Ohio8%
South Dakota6%
Wisconsin
Arizona14%
New Mexico14%
Oklahoma
Texas73%
Alaska
California
Colorado
Hawaii
ldaho8%
Montana16%
Nevada9%
Oregon
Utah
Washington5%
Wyoming
None of the above
10. How many states do you associate with having good barbecue?
0
1
2 or more85%
11. Which state do you MOST associate with having good barbecue?
Asked of people who associate at least one state with good BBQ
Connecticut
Maine0%
Massachusetts0%
New Hampshire0%
Rhode Island
Vermont
Delaware
continued on the next page



#### continued from previous page

Maryland	
New Jersey	2%
New York	1%
Pennsylvania	1%
Alabama	2%
Arkansas	1%
Florida	
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%
lowa	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	
Hawaii	1%
Idaho	0%
Montana	0%
Nevada	0%
Oregon	
Utah	
Washington	
Wyoming	
Not sure	



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	
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	
Richmond, VA	7%
St. Louis, MO	23%
None of the above	17%

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

0		 	٠.	 ٠.	٠.	٠.	٠.	٠.	 	٠.	٠.	٠.	٠.	 ٠.	٠.	٠.	 	٠.	٠.	٠.	٠.	٠.		٠.	٠.		٠.	٠.	٠.	٠.	٠.	٠.		1 7	<b>7%</b>
1		 		 					 					 			 															 		17	7%
2	or more	 		 					 					 			 				 		 			 		 		 		 	. (	67	7%

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

continued on the next page ...



#### 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	
Sliced pork	2%
Ham	1%
Smoked turkey	
Sausage	2%
Pulled chicken	4%
Brisket	15%
Chicken wings	6%
Other	3%
Not sure	6%

Interviewing Dates July 28 - 31, 2022

**Target population** U.S. Citizens, aged 18 and over.

Sampling method Respondents were selected from YouGov's opt-in Internet panel using

sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Regis-

tration and Voting Supplement.

Weighting The sample was weighted based on gender, age, race, education,

news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.2 to 6.5, with a mean of one and a standard deviation of

0.607.

Number of respondents 1000

**Margin of error**  $\pm$  3.6% (adjusted for weighting)

Survey mode Web-based interviews

**Questions not reported** 67 questions not reported.