

YouGov Survey: Thanksgiving Pies



Sample 1000 U.S. Adult Citizens
 Conducted November 14 - 18, 2022
 Margin of Error ±3.3%

1. What would you think about the following pies being served at a Thanksgiving meal?

	Love it	Like it	Dislike it	Hate it	Not sure
Pumpkin pie	40%	30%	15%	9%	6%
Pecan pie	36%	30%	16%	9%	10%
Apple pie	45%	37%	9%	4%	5%
Butternut squash pie	8%	18%	24%	19%	32%
Sweet potato pie	24%	30%	18%	14%	14%
Peanut butter pie	16%	28%	20%	12%	24%
Banana cream pie	28%	38%	15%	8%	11%
Cranberry pie	9%	21%	25%	15%	30%
Blueberry pie	26%	35%	18%	7%	14%
Boston cream pie	25%	35%	17%	6%	16%
Cherry pie	31%	36%	16%	8%	9%
Chocolate pie	32%	36%	14%	7%	11%
Key lime pie	24%	36%	18%	10%	13%
Lemon meringue pie	26%	36%	17%	10%	12%
Peach pie	26%	37%	17%	8%	13%
Coconut cream pie	26%	33%	17%	13%	12%
Strawberry pie	21%	38%	16%	7%	17%
Rhubarb pie	12%	23%	22%	18%	25%
Marionberry pie	8%	16%	17%	9%	50%
Pear pie	7%	22%	23%	12%	36%

2. Which of these pies would be your favorite for Thanksgiving?

Pumpkin pie	23%
Pecan pie	14%
Apple pie	12%
Butternut squash pie	1%
Sweet potato pie	8%
Peanut butter pie	3%
Banana cream pie	3%
Cranberry pie	1%
Blueberry pie	4%
Boston cream pie	3%
Cherry pie	5%
Chocolate pie	6%
Key lime pie	3%

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Lemon meringue pie	3%
Peach pie	2%
Coconut cream pie	3%
Strawberry pie	3%
Rhubarb pie	2%
Marionberry pie	1%
Pear pie	1%

Interviewing Dates	November 14 - 18, 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 Registration 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 0.353 to 3.225, with a mean of one and a standard deviation of 0.395.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.