YouGov Survey: Leafy Greens

Sample   1000 U.S. adult citizens
Conducted March 4 - 8, 2024
Margin of Error ±3.9%

1. How often do you eat salads?

Daily	6%
A few times a week	34%
Once a week	13%
A few times a month	25%
Seldom	18%
Never	3%
Not sure	1%

2. How often do you drink smoothies?

Daily	3%
A few times a week	13%
Once a week	7%
A few times a month	16%
Seldom	33%
Never	27%
Not sure	1%

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Interviewing Dates	March 4 - 8, 2024
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.508, with a mean of one and a standard deviation of 0.779.
Number of respondents	1000
Margin of error	$\pm$ 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.

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1. Frequency of Eating Salads
How often do you eat salads?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	6%	6%	6%	6%	6%	6%	7%	6%	5%	6%	*
A few times a week	34%	32%	36%	37%	30%	33%	38%	35%	30%	36%	*
Once a week	13%	12%	13%	14%	15%	10%	12%	12%	12%	15%	*
A few times a month	25%	26%	24%	25%	23%	27%	25%	25%	29%	22%	*
Seldom	18%	18%	17%	12%	21%	19%	17%	18%	20%	16%	*
Never	3%	6%	1%	5%	4%	4%	1%	4%	4%	2%	*
Not sure	1%	0%	1%	1%	1%	1%	0%	1%	1%	2%	*
Totals	100%	100%	98%	100%	100%	100%	100%	101%	101%	99%	*
Unweighted N	(1,000)	(419)	(581)	(136)	(212)	(348)	(304)	(637)	(115)	(169)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Daily	6%	9%	4%	7%	6%	8%	3%	9%	9%	9%	3%	6%	8%
A few times a week	34%	41%	30%	32%	44%	32%	31%	36%	43%	45%	25%	32%	38%
Once a week	13%	10%	13%	15%	10%	16%	11%	16%	13%	9%	15%	12%	13%
A few times a month	25%	22%	29%	24%	23%	27%	25%	25%	24%	20%	28%	28%	20%
Seldom	18%	15%	20%	18%	15%	14%	26%	9%	9%	13%	21%	18%	19%
Never	3%	3%	4%	3%	1%	3%	3%	3%	3%	4%	6%	3%	1%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%
Totals	100%	101%	101%	100%	100%	101%	100%	99%	101%	101%	99%	99%	100%
Unweighted N	(1,000)	(347)	(379)	(274)	(362)	(337)	(439)	(259)	(186)	(164)	(215)	(388)	(233)

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2. Frequency of Drinking Smoothies
How often do you drink smoothies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	3%	5%	2%	7%	5%	1%	1%	3%	0%	8%	*
A few times a week	13%	12%	14%	28%	16%	6%	4%	11%	15%	17%	*
Once a week	7%	8%	6%	14%	9%	4%	2%	5%	10%	13%	*
A few times a month	16%	13%	19%	22%	18%	17%	8%	14%	20%	19%	*
Seldom	33%	32%	34%	16%	33%	38%	40%	36%	27%	21%	*
Never	27%	30%	25%	8%	19%	34%	44%	30%	26%	17%	*
Not sure	1%	1%	1%	5%	0%	0%	0%	0%	2%	4%	*
Totals	100%	101%	101%	100%	100%	100%	99%	99%	100%	99%	*
Unweighted N	(995)	(418)	(577)	(136)	(210)	(345)	(304)	(633)	(115)	(168)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Daily	3%	7%	1%	2%	4%	2%	2%	3%	8%	5%	1%	3%	5%
A few times a week	13%	14%	13%	11%	11%	12%	10%	13%	18%	14%	9%	13%	15%
Once a week	7%	10%	5%	5%	7%	4%	8%	6%	7%	12%	3%	7%	5%
A few times a month	16%	17%	15%	17%	17%	16%	12%	26%	17%	16%	18%	16%	14%
Seldom	33%	28%	38%	32%	37%	33%	35%	31%	31%	28%	30%	33%	38%
Never	27%	23%	26%	32%	22%	32%	33%	21%	19%	25%	38%	26%	19%
Not sure	1%	1%	2%	0%	0%	0%	1%	1%	0%	0%	1%	1%	3%
Totals	100%	100%	100%	99%	98%	99%	101%	101%	100%	100%	100%	99%	99%
Unweighted N	(995)	(346)	(378)	(271)	(361)	(335)	(438)	(257)	(185)	(163)	(215)	(387)	(230)

3A. Leafy Green Preferences — Think tastes the best?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	4%	4%	4%	6%	3%	4%	2%	4%	0%	7%	*
Cabbage	8%	9%	7%	14%	8%	5%	6%	7%	13%	12%	*
Chard	1%	2%	1%	0%	3%	1%	1%	2%	0%	2%	*
Collard greens	5%	3%	6%	2%	5%	5%	6%	2%	20%	3%	*
Kale	2%	3%	2%	5%	2%	1%	2%	2%	1%	3%	*
Iceberg lettuce	18%	18%	19%	12%	16%	23%	21%	21%	13%	14%	*
Mixed baby greens	8%	7%	9%	10%	7%	8%	9%	10%	3%	7%	*
Mustard greens	3%	3%	3%	2%	3%	1%	6%	1%	13%	0%	*
Romaine	13%	11%	15%	10%	13%	13%	16%	14%	2%	16%	*
Spinach	15%	15%	15%	15%	14%	16%	15%	16%	16%	10%	*
Spring mix	10%	9%	11%	7%	10%	11%	10%	10%	4%	7%	*
Watercress	2%	2%	1%	1%	2%	1%	2%	2%	1%	3%	*
None of the above	4%	5%	2%	5%	4%	4%	1%	4%	2%	3%	*
Not sure	7%	10%	5%	11%	9%	6%	4%	6%	12%	12%	*
Totals	100%	101%	100%	100%	99%	99%	101%	101%	100%	99%	*
Unweighted N	(993)	(418)	(575)	(135)	(211)	(345)	(302)	(633)	(115)	(167)	(78)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	4%	5%	6%	1%	5%	2%	4%	3%	7%	3%	4%	3%	5%
Cabbage	8%	10%	8%	5%	9%	8%	7%	8%	8%	12%	4%	10%	4%
Chard	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	2%	0%	3%
Collard greens	5%	7%	3%	4%	6%	4%	5%	4%	4%	3%	2%	8%	3%
Kale	2%	3%	0%	3%	3%	1%	2%	1%	3%	1%	1%	3%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	18%	11%	23%	21%	13%	21%	20%	16%	16%	13%	26%	19%	13%
Mixed baby greens	8%	12%	6%	6%	9%	7%	10%	11%	5%	11%	9%	7%	8%
Mustard greens	3%	4%	1%	3%	5%	2%	3%	2%	4%	1%	1%	5%	3%
Romaine	13%	10%	13%	16%	11%	18%	11%	16%	14%	8%	13%	13%	17%
Spinach	15%	14%	17%	13%	16%	15%	15%	15%	13%	20%	13%	14%	14%
Spring mix	10%	10%	8%	12%	11%	10%	9%	13%	12%	11%	8%	9%	13%
Watercress	2%	2%	2%	2%	2%	2%	1%	2%	5%	3%	1%	1%	2%
None of the above	4%	3%	5%	3%	1%	2%	6%	2%	1%	4%	4%	3%	4%
Not sure	7%	7%	7%	8%	6%	6%	8%	3%	7%	8%	12%	4%	9%
Totals	100%	99%	100%	99%	99%	99%	102%	99%	100%	99%	100%	99%	100%
Unweighted N	(993)	(347)	(374)	(272)	(362)	(334)	(436)	(258)	(186)	(164)	(215)	(385)	(229)

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3B. Leafy Green Preferences — Think tastes the worst?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	6%	6%	7%	4%	6%	8%	6%	6%	5%	8%	*
Cabbage	4%	4%	4%	4%	5%	4%	2%	4%	3%	4%	*
Chard	8%	7%	9%	9%	7%	8%	9%	8%	5%	9%	*
Collard greens	7%	8%	7%	6%	7%	8%	7%	7%	6%	9%	*
Kale	20%	17%	22%	10%	15%	23%	28%	20%	19%	13%	*
Iceberg lettuce	4%	3%	5%	5%	5%	4%	2%	3%	3%	7%	*
Mixed baby greens	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	*
Mustard greens	10%	9%	11%	10%	9%	8%	14%	11%	4%	10%	*
Romaine	1%	2%	1%	4%	1%	0%	1%	1%	1%	1%	*
Spinach	5%	6%	5%	7%	6%	4%	5%	6%	5%	2%	*
Spring mix	2%	3%	1%	2%	7%	1%	0%	2%	3%	3%	*
Watercress	3%	3%	3%	4%	3%	1%	3%	2%	5%	4%	*
None of the above	8%	10%	6%	8%	6%	11%	6%	8%	10%	11%	*
Not sure	20%	22%	18%	26%	21%	19%	15%	19%	28%	21%	*
Totals	99%	101%	100%	100%	99%	99%	99%	98%	99%	102%	*
Unweighted N	(992)	(414)	(578)	(134)	(208)	(348)	(302)	(634)	(113)	(167)	(78)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	6%	5%	7%	7%	10%	6%	6%	4%	10%	6%	8%	6%	6%
Cabbage	4%	4%	4%	3%	5%	3%	5%	4%	4%	6%	3%	4%	3%
Chard	8%	11%	5%	8%	8%	9%	6%	12%	11%	8%	7%	8%	11%
Collard greens	7%	8%	7%	7%	9%	7%	8%	9%	6%	9%	7%	7%	7%
Kale	20%	17%	22%	19%	18%	22%	18%	20%	22%	15%	21%	17%	27%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	4%	7%	3%	2%	5%	3%	4%	5%	3%	3%	7%	4%	3%
Mixed baby greens	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Mustard greens	10%	8%	8%	13%	8%	15%	10%	11%	11%	14%	10%	9%	8%
Romaine	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	0%	3%	0%
Spinach	5%	5%	6%	5%	4%	5%	6%	5%	6%	3%	5%	8%	2%
Spring mix	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	1%	2%	4%
Watercress	3%	4%	2%	2%	4%	2%	2%	4%	3%	5%	2%	3%	1%
None of the above	8%	9%	8%	7%	10%	7%	10%	7%	7%	7%	7%	7%	11%
Not sure	20%	19%	23%	19%	15%	19%	22%	16%	12%	21%	21%	22%	16%
Totals	99%	100%	99%	98%	100%	101%	102%	101%	99%	101%	100%	101%	100%
Unweighted N	(992)	(344)	(375)	(273)	(360)	(334)	(438)	(257)	(185)	(162)	(214)	(384)	(232)

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3C. Leafy Green Preferences — Like most as a base for a salad?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	3%	3%	3%	2%	6%	2%	2%	3%	2%	4%	*
Cabbage	7%	8%	6%	22%	6%	3%	2%	5%	17%	12%	*
Chard	0%	0%	0%	1%	1%	0%	0%	0%	1%	3%	*
Collard greens	1%	3%	0%	2%	4%	0%	0%	1%	1%	3%	*
Kale	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	*
Iceberg lettuce	25%	28%	23%	16%	18%	29%	36%	28%	20%	19%	*
Mixed baby greens	9%	6%	13%	6%	12%	8%	11%	10%	7%	8%	*
Mustard greens	1%	1%	1%	3%	1%	0%	0%	0%	0%	4%	*
Romaine	19%	15%	23%	10%	18%	21%	25%	21%	13%	13%	*
Spinach	9%	9%	9%	8%	9%	11%	6%	9%	11%	10%	*
Spring mix	13%	12%	14%	11%	12%	16%	11%	12%	13%	11%	*
Watercress	2%	3%	1%	6%	1%	1%	1%	3%	1%	0%	*
None of the above	2%	3%	2%	1%	3%	3%	2%	3%	3%	1%	*
Not sure	6%	7%	4%	10%	7%	4%	3%	4%	9%	10%	*
Totals	99%	100%	100%	101%	100%	99%	100%	101%	100%	99%	*
Unweighted N	(996)	(417)	(579)	(134)	(210)	(348)	(304)	(636)	(115)	(166)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	3%	5%	3%	1%	5%	1%	2%	4%	5%	3%	4%	2%	4%
Cabbage	7%	9%	7%	6%	7%	6%	5%	7%	8%	12%	2%	9%	7%
Chard	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%
Collard greens	1%	1%	2%	1%	0%	1%	1%	0%	4%	3%	1%	1%	2%
Kale	2%	2%	1%	2%	2%	2%	1%	4%	2%	1%	2%	1%	4%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	25%	20%	29%	26%	21%	27%	29%	24%	19%	23%	33%	26%	18%
Mixed baby greens	9%	11%	8%	10%	13%	8%	10%	10%	9%	8%	9%	9%	13%
Mustard greens	1%	2%	0%	0%	1%	1%	1%	1%	1%	4%	0%	0%	1%
Romaine	19%	14%	18%	26%	17%	24%	17%	18%	23%	15%	16%	20%	22%
Spinach	9%	10%	8%	9%	10%	11%	8%	9%	11%	9%	12%	9%	5%
Spring mix	13%	16%	12%	11%	16%	13%	12%	16%	12%	13%	10%	14%	13%
Watercress	2%	2%	3%	0%	3%	0%	3%	2%	1%	3%	0%	3%	1%
None of the above	2%	2%	3%	2%	2%	2%	4%	3%	0%	1%	3%	3%	3%
Not sure	6%	5%	6%	6%	3%	4%	7%	2%	4%	5%	7%	4%	7%
Totals	99%	99%	100%	101%	100%	101%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(996)	(346)	(377)	(273)	(362)	(336)	(439)	(258)	(186)	(164)	(214)	(386)	(232)

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3D. Leafy Green Preferences — Dislike most as a base for a salad?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	6%	4%	8%	8%	4%	4%	8%	6%	10%	7%	∗
Cabbage	6%	6%	7%	2%	8%	7%	7%	5%	8%	9%	∗
Chard	6%	5%	7%	5%	4%	7%	6%	5%	9%	8%	∗
Collard greens	9%	9%	9%	3%	11%	9%	13%	10%	4%	6%	∗
Kale	15%	14%	17%	4%	12%	20%	23%	18%	9%	8%	∗
Iceberg lettuce	7%	7%	8%	9%	8%	6%	7%	7%	10%	7%	∗
Mixed baby greens	1%	2%	1%	2%	1%	1%	0%	1%	2%	3%	∗
Mustard greens	9%	10%	8%	13%	4%	10%	9%	9%	6%	12%	∗
Romaine	2%	2%	2%	3%	4%	1%	1%	2%	4%	2%	∗
Spinach	8%	8%	8%	9%	11%	6%	6%	9%	2%	7%	∗
Spring mix	3%	5%	2%	6%	4%	2%	2%	4%	3%	1%	∗
Watercress	4%	4%	5%	9%	5%	3%	3%	4%	1%	8%	∗
None of the above	7%	8%	5%	7%	7%	8%	4%	6%	11%	6%	∗
Not sure	15%	18%	13%	19%	15%	17%	11%	15%	22%	16%	∗
Totals	98%	102%	100%	99%	98%	101%	100%	101%	101%	100%	∗
Unweighted N	(989)	(411)	(578)	(135)	(208)	(346)	(300)	(632)	(114)	(166)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	6%	7%	6%	4%	8%	8%	4%	4%	9%	5%	5%	6%	7%
Cabbage	6%	5%	8%	6%	5%	7%	8%	7%	6%	5%	6%	7%	7%
Chard	6%	7%	5%	5%	7%	5%	5%	7%	6%	8%	7%	5%	6%
Collard greens	9%	9%	7%	12%	8%	11%	8%	6%	15%	8%	8%	9%	10%
Kale	15%	12%	17%	17%	13%	20%	14%	16%	18%	10%	17%	15%	17%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	7%	10%	8%	5%	10%	6%	6%	11%	4%	8%	10%	5%	9%
Mixed baby greens	1%	1%	1%	2%	1%	2%	1%	1%	2%	0%	2%	1%	1%
Mustard greens	9%	11%	8%	8%	10%	7%	10%	9%	7%	17%	5%	8%	8%
Romaine	2%	3%	1%	3%	4%	2%	2%	1%	5%	5%	0%	3%	2%
Spinach	8%	5%	9%	10%	6%	8%	9%	8%	9%	9%	5%	9%	8%
Spring mix	3%	2%	3%	5%	2%	3%	2%	5%	2%	1%	3%	4%	3%
Watercress	4%	5%	4%	4%	7%	4%	6%	5%	2%	6%	4%	4%	3%
None of the above	7%	7%	6%	7%	7%	7%	8%	7%	5%	5%	6%	8%	7%
Not sure	15%	16%	17%	13%	12%	11%	18%	13%	9%	13%	21%	16%	12%
Totals	98%	100%	100%	101%	100%	101%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(989)	(345)	(374)	(270)	(358)	(333)	(437)	(255)	(184)	(163)	(213)	(384)	(229)

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3E. Leafy Green Preferences — Like most in a smoothie?
Which of the following greens do you. . .

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	2%	2%	1%	5%	2%	0%	1%	2%	1%	3%	*
Cabbage	2%	4%	1%	7%	3%	0%	0%	2%	8%	1%	*
Chard	1%	2%	0%	1%	2%	0%	0%	0%	1%	3%	*
Collard greens	1%	1%	1%	3%	2%	1%	0%	0%	3%	4%	*
Kale	6%	4%	8%	7%	7%	5%	6%	5%	11%	7%	*
Iceberg lettuce	4%	5%	2%	7%	6%	2%	1%	4%	6%	1%	*
Mixed baby greens	3%	2%	4%	5%	2%	1%	3%	3%	1%	1%	*
Mustard greens	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	*
Romaine	1%	1%	2%	3%	2%	0%	0%	1%	0%	2%	*
Spinach	17%	10%	25%	16%	19%	20%	13%	17%	20%	21%	*
Spring mix	4%	4%	3%	8%	6%	1%	1%	4%	4%	3%	*
Watercress	3%	5%	1%	6%	4%	2%	1%	2%	1%	11%	*
None of the above	33%	32%	33%	14%	21%	44%	46%	36%	27%	18%	*
Not sure	22%	27%	18%	17%	21%	24%	26%	23%	16%	24%	*
Totals	100%	100%	100%	100%	99%	100%	99%	100%	99%	100%	*
Unweighted N	(990)	(414)	(576)	(135)	(210)	(346)	(299)	(632)	(113)	(167)	(78)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	2%	1%	3%	1%	1%	3%	2%	0%	2%	3%	0%	3%	1%
Cabbage	2%	2%	2%	3%	1%	2%	4%	1%	4%	5%	1%	4%	0%
Chard	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Collard greens	1%	2%	0%	1%	1%	1%	0%	2%	1%	0%	1%	1%	2%
Kale	6%	7%	7%	4%	8%	5%	7%	6%	5%	6%	6%	5%	8%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	4%	4%	3%	4%	5%	3%	4%	3%	4%	3%	2%	5%	3%
Mixed baby greens	3%	3%	4%	2%	5%	2%	3%	2%	3%	2%	6%	2%	2%
Mustard greens	1%	2%	0%	0%	2%	0%	0%	1%	1%	3%	0%	1%	1%
Romaine	1%	2%	0%	2%	1%	1%	1%	1%	2%	3%	1%	0%	1%
Spinach	17%	19%	19%	15%	20%	18%	13%	22%	23%	16%	12%	19%	22%
Spring mix	4%	6%	2%	4%	4%	2%	2%	6%	5%	9%	1%	4%	2%
Watercress	3%	5%	2%	2%	3%	2%	2%	3%	4%	2%	1%	2%	8%
None of the above	33%	28%	33%	37%	30%	37%	37%	30%	28%	31%	36%	32%	31%
Not sure	22%	18%	25%	23%	17%	23%	24%	21%	16%	15%	33%	21%	19%
Totals	100%	100%	101%	99%	99%	100%	100%	99%	100%	99%	101%	100%	101%
Unweighted N	(990)	(344)	(373)	(273)	(359)	(333)	(434)	(258)	(186)	(162)	(215)	(382)	(231)

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YouGov

3F. Leafy Green Preferences — Dislike most in a smoothie?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	4%	4%	4%	3%	6%	3%	3%	3%	3%	5%	*
Cabbage	9%	6%	13%	16%	7%	9%	6%	8%	12%	18%	*
Chard	3%	2%	3%	1%	5%	4%	2%	2%	3%	6%	*
Collard greens	4%	2%	5%	1%	6%	3%	4%	3%	6%	7%	*
Kale	11%	10%	12%	10%	7%	14%	12%	11%	12%	7%	*
Iceberg lettuce	5%	5%	6%	8%	7%	4%	3%	6%	4%	5%	*
Mixed baby greens	1%	2%	1%	5%	1%	1%	1%	1%	2%	4%	*
Mustard greens	6%	4%	7%	4%	6%	5%	7%	6%	3%	5%	*
Romaine	2%	3%	1%	3%	3%	0%	1%	2%	1%	0%	*
Spinach	6%	6%	6%	8%	9%	4%	4%	5%	7%	10%	*
Spring mix	1%	1%	1%	1%	3%	1%	1%	1%	4%	2%	*
Watercress	3%	5%	1%	8%	3%	0%	1%	2%	5%	3%	*
None of the above	12%	15%	10%	9%	9%	17%	13%	15%	10%	4%	*
Not sure	33%	35%	31%	24%	29%	35%	41%	34%	28%	23%	*
Totals	100%	100%	101%	101%	101%	100%	99%	99%	99%	100%	99%	*
Unweighted N	(984)	(411)	(573)	(135)	(208)	(340)	(301)	(632)	(112)	(163)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	4%	5%	2%	4%	5%	3%	2%	5%	7%	2%	4%	3%	7%
Cabbage	9%	12%	10%	6%	10%	5%	10%	11%	7%	13%	5%	6%	17%
Chard	3%	2%	3%	4%	3%	4%	2%	4%	4%	3%	1%	4%	3%
Collard greens	4%	4%	4%	3%	6%	4%	4%	3%	5%	4%	3%	5%	3%
Kale	11%	8%	14%	12%	12%	13%	11%	14%	11%	5%	15%	12%	11%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	5%	6%	5%	5%	7%	4%	5%	6%	6%	5%	4%	5%	8%
Mixed baby greens	1%	3%	0%	1%	3%	1%	2%	1%	1%	3%	1%	2%	1%
Mustard greens	6%	7%	5%	4%	7%	4%	5%	5%	6%	5%	7%	5%	6%
Romaine	2%	1%	0%	3%	1%	3%	1%	2%	4%	2%	1%	1%	2%
Spinach	6%	7%	3%	9%	7%	7%	7%	5%	6%	6%	6%	7%	5%
Spring mix	1%	1%	2%	1%	1%	1%	2%	0%	2%	3%	1%	2%	0%
Watercress	3%	4%	2%	3%	1%	2%	2%	4%	3%	5%	1%	4%	1%
None of the above	12%	13%	11%	13%	15%	11%	12%	10%	13%	15%	11%	12%	12%
Not sure	33%	27%	38%	33%	25%	37%	35%	30%	24%	29%	42%	34%	25%
Totals	100%	100%	99%	101%	103%	99%	100%	100%	99%	100%	102%	102%	101%
Unweighted N	(984)	(342)	(369)	(273)	(357)	(334)	(435)	(255)	(184)	(162)	(213)	(378)	(231)

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3G. Leafy Green Preferences — Think is the most nutritious?
Which of the following greens do you...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	2%	2%	2%	2%	3%	1%	2%	1%	5%	3%	*
Cabbage	5%	4%	5%	7%	2%	4%	6%	5%	8%	1%	*
Chard	1%	2%	1%	2%	2%	1%	1%	1%	1%	4%	*
Collard greens	5%	5%	5%	4%	3%	4%	7%	4%	8%	2%	*
Kale	17%	14%	20%	13%	16%	21%	16%	18%	17%	14%	*
Iceberg lettuce	4%	4%	3%	6%	4%	3%	2%	2%	4%	12%	*
Mixed baby greens	6%	6%	6%	6%	8%	5%	5%	7%	2%	8%	*
Mustard greens	3%	3%	3%	8%	2%	1%	1%	3%	1%	2%	*
Romaine	3%	3%	3%	2%	4%	2%	4%	3%	0%	3%	*
Spinach	33%	33%	32%	26%	28%	37%	37%	34%	30%	26%	*
Spring mix	4%	3%	4%	3%	6%	3%	2%	3%	3%	4%	*
Watercress	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	*
None of the above	2%	3%	1%	2%	3%	2%	1%	2%	0%	2%	*
Not sure	17%	18%	15%	17%	17%	16%	16%	16%	19%	18%	*
Totals	103%	101%	101%	99%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(994)	(416)	(578)	(134)	(210)	(346)	(304)	(634)	(114)	(167)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	2%	2%	1%	2%	2%	1%	2%	2%	4%	1%	1%	3%	1%
Cabbage	5%	5%	5%	4%	4%	4%	5%	3%	5%	5%	4%	5%	3%
Chard	1%	1%	1%	1%	3%	1%	1%	0%	3%	1%	1%	1%	2%
Collard greens	5%	5%	5%	4%	8%	3%	4%	7%	3%	5%	2%	6%	4%
Kale	17%	21%	13%	17%	21%	19%	15%	19%	19%	19%	21%	13%	18%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	4%	3%	4%	3%	2%	2%	5%	2%	2%	3%	4%	4%	4%
Mixed baby greens	6%	4%	5%	8%	4%	9%	7%	5%	5%	6%	6%	4%	8%
Mustard greens	3%	4%	1%	4%	3%	1%	3%	5%	1%	1%	1%	5%	3%
Romaine	3%	1%	3%	3%	2%	4%	2%	2%	4%	2%	3%	3%	3%
Spinach	33%	30%	32%	35%	32%	38%	30%	36%	38%	38%	35%	30%	30%
Spring mix	4%	5%	3%	2%	5%	2%	4%	2%	6%	5%	1%	5%	3%
Watercress	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%
None of the above	2%	3%	2%	2%	1%	2%	3%	1%	3%	1%	0%	2%	5%
Not sure	17%	14%	22%	13%	14%	12%	20%	13%	8%	13%	18%	18%	16%
Totals	103%	99%	98%	99%	102%	99%	102%	99%	102%	100%	98%	101%	101%
Unweighted N	(994)	(347)	(373)	(274)	(362)	(335)	(438)	(258)	(186)	(164)	(214)	(384)	(232)

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3H. Leafy Green Preferences — Think is the least nutritious?
Which of the following greens do you. . .

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Arugula	2%	4%	1%	3%	4%	2%	1%	1%	5%	4%	*
Cabbage	2%	2%	2%	5%	2%	1%	1%	2%	6%	3%	*
Chard	3%	3%	2%	5%	3%	2%	1%	3%	2%	2%	*
Collard greens	2%	3%	1%	0%	2%	2%	2%	1%	2%	2%	*
Kale	3%	4%	2%	4%	4%	1%	4%	3%	5%	1%	*
Iceberg lettuce	38%	31%	45%	18%	38%	46%	47%	42%	29%	26%	*
Mixed baby greens	3%	3%	4%	8%	4%	1%	2%	2%	4%	5%	*
Mustard greens	4%	5%	2%	11%	1%	2%	2%	5%	1%	4%	*
Romaine	3%	2%	3%	1%	4%	3%	2%	3%	1%	4%	*
Spinach	4%	5%	3%	7%	5%	2%	2%	3%	1%	9%	*
Spring mix	1%	1%	1%	0%	1%	2%	1%	1%	3%	1%	*
Watercress	3%	3%	4%	5%	1%	3%	5%	4%	3%	3%	*
None of the above	5%	4%	6%	4%	6%	5%	5%	5%	4%	6%	*
Not sure	27%	29%	25%	28%	25%	28%	26%	24%	34%	30%	*
Totals	100%	99%	101%	99%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(992)	(415)	(577)	(134)	(209)	(346)	(303)	(635)	(114)	(165)	(78)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Arugula	2%	3%	1%	3%	4%	2%	2%	5%	2%	2%	2%	1%	4%
Cabbage	2%	3%	2%	2%	2%	3%	3%	2%	1%	5%	1%	2%	2%
Chard	3%	2%	3%	3%	2%	2%	3%	2%	2%	3%	1%	4%	1%
Collard greens	2%	1%	1%	2%	2%	3%	2%	1%	3%	1%	2%	2%	2%
Kale	3%	3%	3%	3%	3%	4%	1%	5%	5%	4%	1%	4%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Iceberg lettuce	38%	40%	34%	42%	45%	42%	37%	42%	45%	30%	44%	36%	43%
Mixed baby greens	3%	4%	3%	3%	4%	4%	4%	1%	5%	6%	5%	2%	1%
Mustard greens	4%	3%	3%	5%	3%	2%	4%	4%	3%	4%	3%	6%	1%
Romaine	3%	3%	3%	3%	2%	3%	2%	2%	3%	5%	1%	4%	1%
Spinach	4%	4%	4%	3%	3%	2%	4%	1%	6%	2%	1%	3%	8%
Spring mix	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%
Watercress	3%	5%	3%	2%	4%	3%	3%	7%	2%	4%	3%	3%	3%
None of the above	5%	5%	4%	5%	5%	6%	5%	5%	5%	7%	4%	3%	6%
Not sure	27%	23%	36%	22%	22%	24%	30%	22%	18%	26%	30%	27%	25%
Totals	100%	101%	101%	99%	102%	101%	101%	101%	101%	101%	99%	98%	99%
Unweighted N	(992)	(346)	(372)	(274)	(359)	(336)	(438)	(257)	(185)	(164)	(215)	(384)	(229)

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Interviewing Dates	March 4 - 8, 2024
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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 6.508, with a mean of one and a standard deviation of 0.779.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.