

1. Frequency Eating Mac and Cheese

About how often, if ever, do you eat macaroni and cheese?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Several times a week	3%	3%	3%	5%	4%	2%	1%	3%	5%	0%
About once a week	10%	8%	12%	15%	12%	9%	3%	9%	10%	10%
Once or twice a month	31%	31%	30%	32%	33%	27%	33%	32%	29%	32%
A few times a year	42%	42%	42%	38%	40%	45%	44%	40%	42%	43%
Never	13%	13%	12%	9%	8%	16%	17%	14%	10%	15%
Not sure	2%	3%	1%	2%	3%	1%	1%	0%	4%	—
Totals (Unweighted N)	100% (997)	100% (469)	100% (528)	100% (177)	100% (265)	100% (389)	100% (166)	100% (369)	100% (373)	100% (255)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Several times a week	3%	3%	9%	1%	3%	3%	4%	3%	6%	1%	3%	3%
About once a week	10%	10%	12%	10%	12%	11%	4%	6%	9%	10%	14%	5%
Once or twice a month	31%	31%	37%	24%	33%	33%	20%	28%	24%	29%	34%	32%
A few times a year	42%	41%	40%	47%	41%	38%	47%	46%	44%	44%	40%	41%
Never	13%	14%	0%	18%	10%	14%	22%	13%	12%	14%	9%	19%
Not sure	2%	2%	2%	—	1%	2%	3%	5%	5%	2%	1%	1%
Totals (Unweighted N)	100% (997)	100% (758)	100% (109)	100% (130)	100% (450)	100% (269)	100% (136)	100% (142)	100% (179)	100% (239)	100% (384)	100% (195)

2. Preferred Store Bought Mac and Cheese

Which kind of store-bought macaroni and cheese do you prefer?

Asked of those who eat mac and cheese at least a few times a year

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Macaroni and cheese that comes frozen	11%	11%	12%	8%	9%	15%	13%	15%	9%	12%
Macaroni and cheese that comes in a shelf-stable box	65%	63%	67%	68%	75%	61%	53%	60%	67%	68%
I don't buy macaroni and cheese from the store	20%	22%	19%	22%	12%	21%	31%	21%	22%	18%
Not sure	3%	4%	2%	3%	4%	3%	3%	4%	3%	3%
Totals (Unweighted N)	100% (851)	100% (392)	100% (459)	100% (159)	100% (232)	100% (325)	100% (135)	100% (316)	100% (312)	100% (223)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Macaroni and cheese that comes frozen	11%	12%	21%	1%	10%	17%	14%	5%	12%	14%	10%	12%
Macaroni and cheese that comes in a shelf-stable box	65%	65%	62%	65%	70%	64%	53%	57%	63%	67%	66%	60%
I don't buy macaroni and cheese from the store	20%	20%	16%	26%	18%	18%	30%	26%	21%	14%	21%	25%
Not sure	3%	3%	1%	8%	1%	1%	3%	12%	3%	4%	3%	3%
Totals (Unweighted N)	100% (851)	100% (640)	100% (107)	100% (104)	100% (400)	100% (234)	100% (104)	100% (113)	100% (152)	100% (200)	100% (341)	100% (158)

3. Preferred Homemade Mac and Cheese

Which kind of homemade macaroni and cheese do you prefer?

Asked of those who eat mac and cheese at least a few times a year

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Macaroni and cheese that's cooked on the stovetop	40%	49%	31%	49%	43%	34%	34%	39%	39%	41%
Macaroni and cheese that's baked in the oven	48%	39%	57%	40%	45%	55%	51%	50%	48%	46%
I don't make homemade macaroni and cheese	9%	9%	9%	5%	9%	10%	11%	8%	9%	12%
Not sure	3%	3%	3%	5%	3%	1%	4%	3%	4%	1%
Totals (Unweighted N)	100% (845)	100% (389)	100% (456)	100% (159)	100% (229)	100% (323)	100% (134)	100% (311)	100% (311)	100% (223)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Macaroni and cheese that's cooked on the stovetop	40%	39%	25%	59%	44%	34%	35%	36%	30%	42%	40%	45%
Macaroni and cheese that's baked in the oven	48%	48%	70%	28%	46%	54%	53%	42%	59%	47%	49%	39%
I don't make homemade macaroni and cheese	9%	10%	5%	9%	8%	9%	10%	11%	7%	9%	9%	11%
Not sure	3%	3%	—	5%	1%	2%	2%	12%	5%	3%	2%	5%
Totals (Unweighted N)	100% (845)	100% (637)	100% (105)	100% (103)	100% (397)	100% (232)	100% (103)	100% (113)	100% (150)	100% (200)	100% (338)	100% (157)

4. Favorite Cheese for Mac and Cheese

Which of these is your favorite cheese to use for macaroni and cheese?

Asked of those who eat mac and cheese at least a few times a year

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cheddar cheese	43%	45%	40%	37%	40%	46%	46%	42%	44%	41%
Gruyere cheese	1%	1%	2%	1%	3%	2%	0%	1%	2%	1%
Blue cheese	0%	1%	0%	1%	0%	1%	—	0%	1%	1%
Powdered cheese	7%	9%	5%	11%	6%	5%	7%	8%	7%	7%
A blend of several cheeses	37%	30%	43%	33%	42%	38%	34%	38%	37%	36%
Something else	4%	3%	5%	4%	1%	5%	7%	4%	4%	4%
Not sure	7%	10%	4%	13%	8%	4%	5%	7%	6%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(851)	(392)	(459)	(159)	(232)	(325)	(135)	(316)	(312)	(223)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Cheddar cheese	43%	40%	49%	51%	49%	38%	36%	33%	36%	46%	47%	36%
Gruyere cheese	1%	2%	1%	—	1%	3%	3%	1%	3%	1%	1%	1%
Blue cheese	0%	1%	0%	—	0%	—	1%	2%	1%	—	0%	1%
Powdered cheese	7%	8%	5%	6%	9%	6%	7%	3%	6%	7%	5%	11%
A blend of several cheeses	37%	39%	43%	20%	32%	45%	48%	36%	42%	34%	38%	36%
Something else	4%	5%	1%	3%	5%	5%	1%	2%	6%	4%	4%	2%
Not sure	7%	6%	1%	20%	5%	4%	3%	23%	6%	8%	4%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(851)	(640)	(107)	(104)	(400)	(234)	(104)	(113)	(152)	(200)	(341)	(158)

5. Favorite Mac and Cheese Add-ins

Which of these do you like adding to your macaroni and cheese? Select all that apply.

Asked of those who eat mac and cheese at least a few times a year

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Bacon	29%	34%	25%	44%	35%	21%	18%	29%	31%	27%
Vegetables	18%	18%	18%	29%	25%	10%	11%	20%	19%	16%
Garlic	19%	22%	17%	21%	23%	17%	15%	24%	20%	12%
Beer	2%	2%	3%	4%	4%	1%	—	4%	2%	2%
Lobster	8%	11%	6%	9%	11%	7%	6%	12%	9%	3%
I prefer it plain	49%	45%	53%	29%	35%	64%	66%	43%	47%	61%
Not sure	4%	3%	4%	7%	6%	1%	1%	4%	4%	2%
Totals	(851)	(392)	(459)	(159)	(232)	(325)	(135)	(316)	(312)	(223)

	Race				Household Income				Region			
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Bacon	29%	31%	14%	33%	27%	30%	30%	34%	27%	27%	30%	32%
Vegetables	18%	17%	23%	21%	17%	22%	20%	15%	26%	18%	16%	17%
Garlic	19%	19%	25%	17%	19%	21%	23%	14%	16%	19%	18%	26%
Beer	2%	2%	4%	2%	2%	2%	4%	3%	4%	4%	2%	1%
Lobster	8%	8%	10%	11%	6%	8%	21%	8%	12%	8%	7%	8%
I prefer it plain	49%	51%	48%	37%	52%	48%	53%	39%	47%	51%	53%	40%
Not sure	4%	3%	3%	9%	3%	3%	—	10%	3%	3%	3%	6%
Totals	(851)	(640)	(107)	(104)	(400)	(234)	(104)	(113)	(152)	(200)	(341)	(158)