YouGov
March 15 - 17, 2016

YouGov

1. Judge a Person
Which comes closer to your opinion?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
You can tell a lot about a person by what food they prefer to eat	38%	37%	38%	44%	35%	40%	31%	36%	36%	38%	50%
A person's food preferences don't really say that much about them	48%	48%	48%	45%	50%	47%	48%	48%	51%	53%	36%
Not sure	15%	16%	14%	10%	15%	13%	21%	16%	13%	9%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(482)	(515)	(177)	(245)	(390)	(185)	(709)	(122)	(103)	(63)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
You can tell a lot about a person by what food they prefer to eat	38%	38%	37%	37%	35%	39%	36%	43%	35%	39%	35%	43%
A person's food preferences don't really say that much about them	48%	53%	43%	49%	48%	48%	54%	42%	49%	46%	51%	43%
Not sure	15%	9%	20%	14%	16%	13%	10%	15%	16%	15%	14%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(356)	(377)	(264)	(484)	(260)	(107)	(146)	(207)	(239)	(379)	(172)

2. Steak Preparation
How do you like your steak prepared?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Well	18%	14%	22%	23%	25%	16%	11%	11%	41%	33%	25%
Medium-well	23%	24%	22%	29%	25%	24%	16%	20%	31%	28%	29%
Medium	21%	24%	19%	22%	16%	25%	21%	24%	9%	17%	25%
Medium-rare	23%	25%	21%	12%	21%	22%	34%	28%	5%	14%	10%
Rare	6%	8%	4%	4%	3%	9%	7%	8%	1%	1%	2%
I don't like steak	8%	4%	12%	9%	9%	5%	11%	7%	13%	7%	10%
Not sure	0%	0%	0%	0%	1%	0%	—	1%	0%	0%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(482)	(517)	(178)	(246)	(389)	(186)	(710)	(123)	(103)	(63)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Well	18%	23%	18%	14%	21%	17%	12%	16%	18%	18%	22%	12%
Medium-well	23%	24%	21%	25%	25%	27%	11%	20%	20%	20%	26%	24%
Medium	21%	18%	21%	26%	20%	20%	27%	24%	22%	23%	18%	25%
Medium-rare	23%	22%	23%	22%	20%	25%	35%	19%	22%	23%	21%	25%
Rare	6%	6%	5%	7%	6%	5%	9%	6%	8%	5%	5%	7%
I don't like steak	8%	8%	10%	6%	8%	6%	7%	13%	10%	11%	7%	7%
Not sure	0%	—	1%	—	0%	0%	—	2%	0%	0%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(357)	(378)	(264)	(485)	(261)	(107)	(146)	(207)	(239)	(381)	(172)

3. Strength of Opinion
Which comes closer to your opinion?
Asked of those who selected medium-well, medium, medium-rare or rare

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Well-done steak wouldn't be my preference, but it's just a matter of opinion	51%	49%	55%	69%	48%	48%	47%	53%	48%	45%	50%
Steak should never be cooked well-done	42%	46%	37%	27%	39%	46%	49%	41%	43%	49%	38%
Not sure	7%	5%	8%	4%	12%	6%	4%	6%	8%	6%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(721)	(383)	(338)	(120)	(156)	(297)	(148)	(557)	(60)	(61)	(43)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Well-done steak wouldn't be my preference, but it's just a matter of opinion	51%	51%	56%	47%	50%	55%	50%	51%	50%	52%	49%	57%
Steak should never be cooked well-done	42%	43%	37%	47%	41%	40%	50%	42%	44%	43%	45%	35%
Not sure	7%	6%	7%	6%	9%	5%	—	7%	6%	5%	6%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(721)	(249)	(266)	(206)	(336)	(199)	(87)	(99)	(154)	(159)	(273)	(135)

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4. Position on Trump
Which of these best describes your position?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I'd prefer to see Donald Trump elected president	24%	33%	15%	20%	23%	27%	24%	29%	6%	15%	14%
I'd prefer to see a different candidate elected president	67%	60%	73%	72%	63%	67%	67%	62%	86%	75%	73%
Not sure	9%	7%	11%	8%	14%	7%	9%	9%	8%	10%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(481)	(516)	(177)	(246)	(388)	(186)	(709)	(122)	(103)	(63)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
I'd prefer to see Donald Trump elected president	24%	6%	25%	45%	20%	34%	18%	22%	26%	20%	24%	25%
I'd prefer to see a different candidate elected president	67%	90%	61%	46%	69%	57%	76%	71%	64%	70%	66%	69%
Not sure	9%	4%	14%	9%	11%	9%	5%	7%	10%	10%	10%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(355)	(378)	(264)	(484)	(260)	(107)	(146)	(206)	(238)	(380)	(173)

5. Trump's Steak
Donald Trump likes to eat his steak well-done. Does this make you more or less likely to support Donald Trump for president?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	4%	6%	2%	6%	8%	3%	1%	4%	6%	3%	6%
Less likely	8%	9%	7%	11%	10%	8%	5%	6%	15%	14%	11%
Neither more nor less likely	85%	82%	88%	77%	79%	89%	91%	88%	74%	81%	75%
Not sure	3%	3%	3%	5%	4%	1%	2%	2%	5%	2%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(482)	(516)	(177)	(246)	(389)	(186)	(711)	(121)	(103)	(63)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
More likely	4%	4%	3%	8%	6%	4%	2%	0%	1%	2%	4%	9%
Less likely	8%	12%	7%	4%	9%	8%	10%	6%	8%	6%	9%	10%
Neither more nor less likely	85%	81%	87%	86%	81%	88%	87%	92%	87%	88%	85%	80%
Not sure	3%	3%	3%	2%	4%	1%	1%	1%	4%	4%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(356)	(378)	(264)	(484)	(261)	(107)	(146)	(207)	(238)	(380)	(173)

Interviewing Dates	March 15 - 17, 2016
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, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.07 to 4.775, with a mean of one and a standard deviation of 0.72.
Number of respondents	1000
Margin of error	$\pm$ 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.