

1. Like pizza

How often do you eat pizza?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Once a year or less	5%	4%	7%	6%	4%	6%	6%	5%	4%	9%
A few times a year	28%	27%	30%	20%	21%	31%	47%	29%	31%	23%
Once a month	26%	25%	27%	26%	26%	28%	21%	21%	29%	29%
A few times a month	29%	32%	27%	36%	35%	27%	20%	31%	28%	30%
Once a week or more	10%	12%	9%	13%	15%	8%	6%	14%	9%	9%
Totals (Unweighted N)	100% (994)	100% (465)	100% (529)	100% (174)	100% (246)	100% (386)	100% (181)	100% (349)	100% (428)	100% (217)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Once a year or less	5%	5%	9%	5%	8%	2%	2%	2%	5%	4%	5%	8%
A few times a year	28%	28%	30%	27%	28%	26%	33%	28%	17%	22%	34%	34%
Once a month	26%	27%	24%	27%	25%	27%	23%	27%	27%	29%	24%	28%
A few times a month	29%	31%	27%	24%	30%	35%	27%	28%	35%	35%	29%	21%
Once a week or more	10%	9%	9%	17%	9%	10%	15%	15%	16%	11%	8%	10%
Totals (Unweighted N)	100% (994)	100% (772)	100% (100)	100% (122)	100% (364)	100% (272)	100% (65)	100% (119)	100% (173)	100% (207)	100% (339)	100% (275)

2. Preferred style of pizza

What style of pizza do you like?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Deep dish	19%	21%	18%	23%	28%	16%	8%	17%	20%	20%
Thick crust	31%	27%	34%	47%	27%	28%	23%	31%	31%	29%
Thin crust	50%	51%	49%	31%	46%	56%	69%	51%	48%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(462)	(529)	(173)	(245)	(386)	(180)	(346)	(428)	(217)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Deep dish	19%	18%	24%	21%	20%	21%	14%	19%	13%	20%	22%	19%
Thick crust	31%	30%	37%	32%	36%	28%	15%	28%	40%	24%	29%	33%
Thin crust	50%	52%	40%	47%	43%	51%	71%	53%	47%	56%	49%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(991)	(770)	(100)	(121)	(364)	(270)	(65)	(119)	(172)	(206)	(337)	(276)

3. Half and half pizza toppings

Have you ever ordered a pizza with different toppings on half of the pizza?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	76%	76%	75%	73%	76%	77%	76%	72%	76%	80%
No	20%	20%	20%	24%	17%	20%	21%	23%	19%	17%
Don't remember	4%	4%	5%	4%	6%	3%	3%	5%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(468)	(531)	(174)	(248)	(389)	(181)	(349)	(433)	(217)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	76%	79%	60%	71%	69%	81%	80%	88%	74%	80%	72%	77%
No	20%	18%	35%	20%	25%	18%	16%	11%	22%	17%	23%	17%
Don't remember	4%	3%	5%	8%	6%	1%	3%	1%	3%	2%	5%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(776)	(102)	(121)	(368)	(271)	(65)	(119)	(173)	(208)	(342)	(276)

4. Style of eating pizza

How do you normally eat pizza?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
With your hands, fold the slice lengthwise	19%	21%	17%	22%	22%	15%	17%	23%	19%	13%
With your hands, with the slice flat	73%	68%	76%	74%	69%	75%	72%	70%	72%	77%
Using a fork and knife	9%	10%	7%	5%	8%	10%	11%	7%	9%	10%
Totals (Unweighted N)	100% (989)	100% (461)	100% (528)	100% (174)	100% (246)	100% (382)	100% (180)	100% (348)	100% (428)	100% (213)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
With your hands, fold the slice lengthwise	19%	17%	23%	24%	19%	18%	20%	16%	37%	13%	16%	15%
With your hands, with the slice flat	73%	73%	77%	67%	73%	76%	72%	73%	59%	80%	75%	72%
Using a fork and knife	9%	10%	—	9%	8%	6%	8%	11%	4%	7%	8%	14%
Totals (Unweighted N)	100% (989)	100% (769)	100% (99)	100% (121)	100% (364)	100% (269)	100% (64)	100% (118)	100% (173)	100% (207)	100% (338)	100% (271)