

1. Homeowner

Are you a homeowner, or not?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I am a homeowner	49%	51%	47%	17%	42%	60%	73%	56%	26%	40%	36%
I am not a homeowner	44%	40%	47%	66%	52%	36%	24%	38%	57%	58%	51%
Prefer not to say	7%	8%	6%	17%	6%	4%	3%	6%	17%	2%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	1,000	410	590	157	285	357	201	741	97	99	63

	Total	Party ID			Family Income (3 category)				Census Region			
		Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
I am a homeowner	49%	39%	45%	67%	35%	68%	77%	47%	40%	59%	52%	43%
I am not a homeowner	44%	55%	44%	30%	56%	30%	18%	38%	54%	33%	43%	45%
Prefer not to say	7%	6%	11%	3%	9%	1%	5%	15%	6%	8%	5%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	1,000	348	390	262	457	285	135	123	198	222	381	199

2. Avacodos

How do you feel about avocados?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	34%	27%	40%	28%	38%	34%	33%	31%	23%	64%	34%
Like them, but don't love them	31%	37%	25%	29%	26%	33%	34%	32%	33%	16%	41%
Dislike them, but don't hate them	12%	13%	12%	8%	15%	11%	17%	14%	13%	5%	5%
Hate them	13%	12%	14%	11%	14%	15%	9%	14%	9%	13%	6%
Not sure	10%	12%	9%	24%	8%	6%	6%	9%	22%	1%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	410	588	157	284	356	201	739	97	99	63

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Love them	34%	39%	32%	30%	33%	37%	42%	24%	25%	24%	34%	52%
Like them, but don't love them	31%	31%	25%	39%	25%	41%	36%	33%	34%	37%	30%	23%
Dislike them, but don't hate them	12%	13%	12%	12%	13%	7%	11%	19%	12%	13%	14%	8%
Hate them	13%	9%	16%	11%	16%	10%	5%	12%	16%	18%	12%	7%
Not sure	10%	7%	14%	8%	13%	6%	4%	12%	14%	8%	10%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	348	389	261	455	285	135	123	198	221	381	198

3. Purchased Avocado Toast

Have you ever purchased avocado toast from a restaurant?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	5%	6%	5%	6%	10%	5%	0%	4%	8%	11%	5%
No, but I've seen it on a menu	12%	10%	14%	14%	14%	9%	13%	12%	6%	19%	14%
No, and I've never seen it on a menu	77%	77%	77%	65%	70%	84%	85%	82%	75%	64%	59%
Not sure	5%	7%	4%	15%	6%	1%	1%	3%	11%	6%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	410	588	157	284	357	200	740	97	99	62

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	5%	10%	0%	8%	6%	6%	9%	1%	12%	2%	5%	3%
No, but I've seen it on a menu	12%	12%	11%	13%	10%	13%	22%	13%	15%	11%	12%	11%
No, and I've never seen it on a menu	77%	77%	76%	79%	76%	81%	68%	80%	68%	84%	79%	75%
Not sure	5%	1%	12%	1%	8%	0%	1%	6%	4%	3%	5%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	347	390	261	455	285	135	123	198	222	379	199

4. Made Avocado Toast

Have you ever made avocado toast at home?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	9%	8%	10%	14%	15%	5%	4%	8%	11%	15%	6%
No	86%	86%	85%	72%	78%	94%	96%	89%	82%	74%	78%
Not sure	5%	5%	5%	14%	7%	1%	1%	2%	8%	11%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	410	588	156	284	357	201	740	97	98	63

	Party ID				Family Income (3 category)				Census Region			
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Yes	9%	14%	5%	10%	9%	10%	9%	8%	13%	6%	7%	12%
No	86%	84%	85%	89%	84%	89%	90%	85%	83%	91%	87%	82%
Not sure	5%	2%	10%	1%	7%	1%	1%	7%	5%	3%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	998	348	388	262	455	285	135	123	198	222	380	198

Interviewing Dates	May 30 - 31, 2017
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 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, 2012 and 2016 Presidential votes. The weights range from 0.1 to 6.005, with a mean of one and a standard deviation of 0.919.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	43 questions not reported.