

AMERICANS REPORT CRUST MATTERS

WHEN IT COMES TO GOOD PIZZA

91%

of Americans said a bad crust can ruin a pizza.

80%

of Americans would pay more for a high-quality crust.

87%

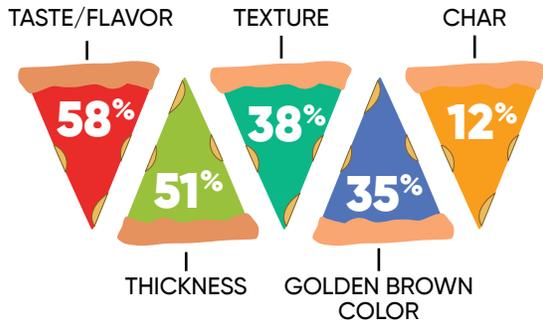
of Americans are more likely to eat pizza when dining out or ordering takeout if they know the pizza has a good crust.

72%

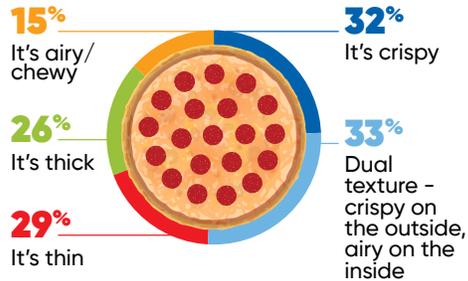
of Americans would be more interested in eating pizza at breakfast or lunch if they knew it had a good crust.



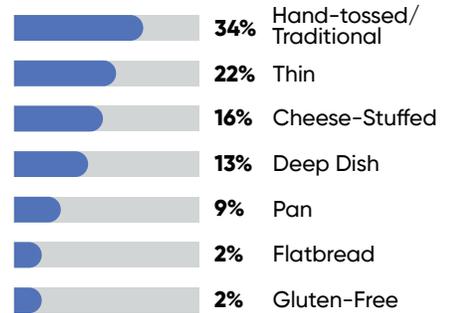
Americans said their favorite pizza crust has just the right...



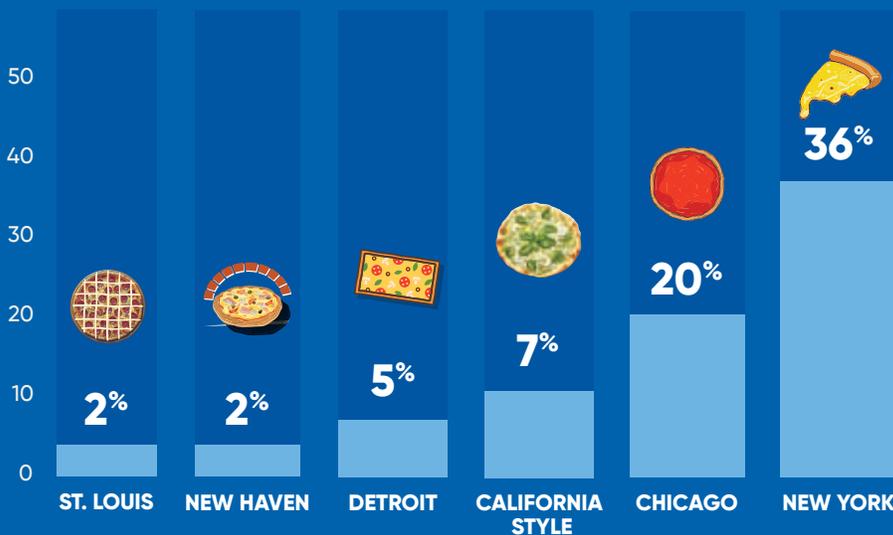
Americans report the top elements of a good texture when it comes to pizza crust include:



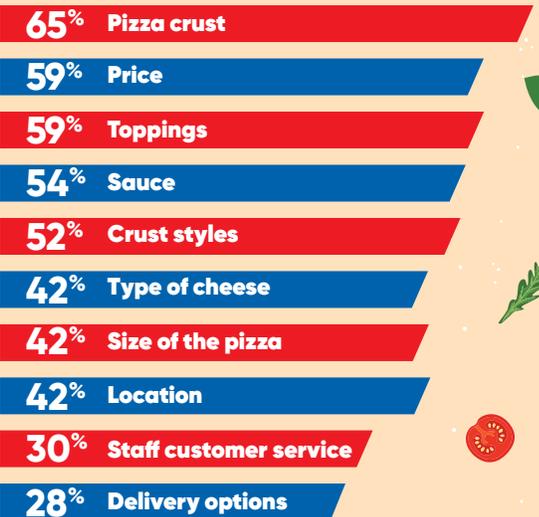
Americans' favorite style of pizza crust when ordering or eating away from home:



Americans' favorite regional-style pizzas when ordering or eating away from home:



The top reasons Americans like their favorite place to get pizza:



Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of General Mills Foodservice from February 2 - 6, 2024, among 2,097 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95 percent confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact General Mills Foodservice.