

Table 20.2. Participation of men compared with women in the 2001 Crave It! study

Food	Total	% Men	% Women	Food	Total	% Men	% Women
Chocolate candy	478	14	86	French fries	151	19	81
Pizza	324	33	67	Taco	151	21	79
Ice cream	321	26	74	Pretzels	151	25	75
Cola	239	26	74	Nuts	151	33	67
Coffee	208	31	69	BBQ ribs	151	38	62
Cheesecake	173	16	84	Hamburger	151	40	60
Steak	168	44	56	Tortilla chips	150	20	80
Potato chips	153	24	76	Olives	150	24	76
Chicken	153	27	73	Cheese	150	27	73
Cinnamon rolls	152	20	80	Peanut butter	150	31	69

Data courtesy of It! Ventures, Inc.