

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bacon sandwich										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base: All GB adults	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	61%	65%	57%	51%	57%	60%	67%	64%	61%	61%
Like a little	19%	18%	19%	19%	20%	19%	16%	20%	18%	19%
Neither like nor dislike	5%	5%	6%	6%	5%	5%	4%	6%	5%	6%
Dislike a little	3%	2%	4%	4%	3%	3%	2%	3%	3%	3%
Dislike a lot	7%	5%	9%	7%	8%	9%	7%	6%	8%	7%
Don't know/ can't recall	1%	1%	1%	3%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	4%	3%	4%	10%	6%	4%	3%	2%	4%	4%
Bangers and mash										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	46%	50%	44%	42%	48%	45%	49%	47%	46%	47%
Like a little	29%	28%	30%	23%	27%	31%	28%	31%	30%	28%
Neither like nor dislike	10%	10%	10%	10%	7%	9%	10%	11%	10%	10%
Dislike a little	4%	4%	4%	6%	4%	4%	4%	4%	4%	4%
Dislike a lot	6%	5%	8%	8%	7%	6%	7%	6%	6%	7%
Don't know/ can't recall	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	4%	3%	4%	9%	6%	4%	2%	1%	4%	4%
Beef Wellington										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	31%	33%	29%	16%	25%	29%	32%	37%	33%	27%
Like a little	23%	24%	22%	16%	22%	24%	23%	25%	24%	21%
Neither like nor dislike	13%	13%	12%	9%	10%	13%	11%	15%	12%	13%
Dislike a little	5%	4%	5%	4%	5%	5%	5%	5%	5%	4%
Dislike a lot	8%	6%	10%	9%	9%	9%	9%	7%	8%	9%
Don't know/ can't recall	3%	4%	3%	7%	4%	4%	4%	2%	3%	4%
Not applicable - I have never tried it	17%	16%	18%	40%	25%	16%	16%	9%	14%	22%

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Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bacon sandwich									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base: All GB adults	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	61%	63%	63%	63%	53%	61%	61%	62%	63%
Like a little	19%	19%	17%	20%	20%	19%	19%	18%	20%
Neither like nor dislike	5%	4%	6%	4%	6%	6%	5%	5%	5%
Dislike a little	3%	3%	2%	3%	3%	3%	3%	3%	2%
Dislike a lot	7%	6%	7%	7%	10%	7%	7%	7%	6%
Don't know/ can't recall	1%	1%	1%	1%	2%	0%	1%	1%	0%
Not applicable - I have never tried it	4%	4%	4%	2%	7%	3%	4%	4%	4%
Bangers and mash									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	46%	47%	48%	49%	43%	47%	47%	48%	43%
Like a little	29%	30%	28%	29%	28%	29%	29%	28%	29%
Neither like nor dislike	10%	9%	9%	9%	10%	11%	10%	7%	14%
Dislike a little	4%	5%	4%	4%	4%	3%	4%	5%	3%
Dislike a lot	6%	6%	7%	6%	5%	7%	6%	8%	7%
Don't know/ can't recall	1%	1%	1%	1%	2%	1%	1%	-	1%
Not applicable - I have never tried it	4%	3%	4%	2%	7%	3%	4%	4%	3%
Beef Wellington									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	31%	31%	28%	33%	28%	33%	31%	31%	29%
Like a little	23%	24%	24%	22%	21%	23%	23%	19%	23%
Neither like nor dislike	13%	13%	13%	13%	12%	12%	13%	13%	13%
Dislike a little	5%	5%	5%	5%	4%	4%	5%	8%	4%
Dislike a lot	8%	7%	8%	9%	8%	9%	8%	7%	9%
Don't know/ can't recall	3%	3%	4%	2%	7%	3%	4%	2%	4%
Not applicable - I have never tried it	17%	17%	19%	17%	20%	15%	17%	20%	19%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Black pudding											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		23%	31%	17%	9%	21%	23%	26%	27%	23%	23%
Like a little		18%	20%	16%	10%	13%	18%	18%	21%	18%	17%
Neither like nor dislike		8%	9%	8%	7%	7%	8%	8%	9%	8%	8%
Dislike a little		7%	6%	7%	7%	7%	6%	5%	7%	7%	6%
Dislike a lot		29%	22%	36%	32%	30%	31%	30%	27%	29%	29%
Don't know/ can't recall		2%	2%	1%	6%	3%	2%	1%	2%	2%	2%
Not applicable - I have never tried it		13%	10%	16%	29%	19%	12%	10%	8%	12%	15%
Bubble and squeak											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		28%	26%	30%	11%	18%	24%	32%	37%	27%	30%
Like a little		27%	26%	28%	16%	24%	29%	27%	30%	28%	25%
Neither like nor dislike		15%	16%	13%	9%	14%	15%	16%	15%	15%	14%
Dislike a little		7%	7%	6%	8%	7%	6%	7%	6%	7%	6%
Dislike a lot		9%	9%	9%	11%	10%	10%	8%	7%	8%	9%
Don't know/ can't recall		4%	4%	3%	8%	6%	4%	3%	1%	3%	4%
Not applicable - I have never tried it		12%	12%	12%	38%	19%	11%	7%	4%	12%	12%
Cauliflower cheese											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		41%	33%	49%	22%	34%	36%	45%	51%	42%	41%
Like a little		25%	26%	24%	22%	26%	28%	25%	25%	26%	24%
Neither like nor dislike		9%	12%	6%	10%	9%	10%	8%	9%	10%	8%
Dislike a little		6%	7%	5%	10%	9%	7%	5%	4%	6%	6%
Dislike a lot		13%	15%	11%	16%	15%	15%	14%	10%	12%	15%
Don't know/ can't recall		1%	2%	0%	4%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it		4%	5%	3%	15%	6%	3%	2%	1%	3%	5%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Black pudding										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	23%	28%	21%	20%	18%	19%	22%	22%	41%
	Like a little	18%	17%	20%	16%	15%	16%	17%	20%	21%
	Neither like nor dislike	8%	8%	9%	8%	9%	8%	9%	6%	6%
	Dislike a little	7%	7%	6%	6%	9%	7%	7%	8%	4%
	Dislike a lot	29%	28%	30%	33%	26%	34%	30%	31%	19%
	Don't know/ can't recall	2%	2%	2%	2%	3%	2%	2%	2%	1%
	Not applicable - I have never tried it	13%	11%	11%	16%	19%	15%	14%	11%	8%
Bubble and squeak										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	28%	26%	30%	33%	27%	32%	29%	30%	19%
	Like a little	27%	29%	25%	26%	25%	28%	27%	28%	21%
	Neither like nor dislike	15%	15%	15%	14%	12%	14%	14%	15%	16%
	Dislike a little	7%	6%	8%	8%	6%	7%	7%	6%	5%
	Dislike a lot	9%	9%	8%	7%	8%	9%	9%	8%	10%
	Don't know/ can't recall	4%	3%	3%	4%	5%	3%	3%	2%	6%
	Not applicable - I have never tried it	12%	12%	11%	8%	16%	7%	11%	11%	23%
Cauliflower cheese										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	41%	42%	39%	42%	36%	44%	41%	45%	43%
	Like a little	25%	25%	25%	26%	26%	25%	25%	24%	23%
	Neither like nor dislike	9%	9%	11%	8%	10%	8%	9%	9%	7%
	Dislike a little	6%	6%	6%	6%	7%	6%	6%	4%	6%
	Dislike a lot	13%	13%	14%	15%	11%	13%	13%	14%	15%
	Don't know/ can't recall	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Not applicable - I have never tried it	4%	4%	4%	3%	7%	3%	4%	4%	4%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Chicken tikka masala

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	38%	40%	36%	41%	41%	42%	41%	32%	39%	35%
Like a little	26%	27%	26%	25%	27%	28%	25%	26%	27%	25%
Neither like nor dislike	11%	12%	10%	8%	9%	8%	10%	14%	11%	11%
Dislike a little	6%	5%	6%	3%	5%	5%	5%	7%	5%	6%
Dislike a lot	12%	10%	15%	9%	10%	11%	13%	15%	11%	14%
Don't know/ can't recall	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%
Not applicable - I have never tried it	6%	5%	7%	12%	8%	5%	4%	6%	5%	7%

Cornish pasty

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	34%	40%	28%	22%	29%	32%	39%	38%	34%	34%
Like a little	31%	31%	31%	27%	29%	32%	32%	32%	32%	30%
Neither like nor dislike	13%	12%	14%	11%	12%	12%	12%	15%	13%	13%
Dislike a little	7%	5%	9%	9%	9%	9%	5%	6%	7%	7%
Dislike a lot	8%	5%	10%	7%	10%	9%	8%	6%	8%	8%
Don't know/ can't recall	1%	2%	1%	4%	2%	1%	1%	0%	1%	2%
Not applicable - I have never tried it	6%	5%	6%	21%	9%	4%	3%	2%	5%	6%

Cottage pie

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	45%	46%	44%	27%	40%	41%	49%	52%	44%	47%
Like a little	29%	30%	29%	28%	28%	32%	30%	29%	31%	28%
Neither like nor dislike	9%	10%	9%	11%	10%	9%	8%	9%	9%	9%
Dislike a little	4%	4%	5%	7%	5%	5%	3%	3%	5%	4%
Dislike a lot	7%	5%	8%	8%	8%	8%	7%	5%	7%	7%
Don't know/ can't recall	1%	1%	1%	4%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	4%	4%	4%	15%	6%	3%	2%	1%	4%	5%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Chicken tikka masala

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	38%	37%	38%	35%	38%	37%	37%	41%	42%	
Like a little	26%	27%	26%	24%	25%	28%	27%	24%	24%	
Neither like nor dislike	11%	11%	10%	11%	9%	13%	11%	7%	11%	
Dislike a little	6%	5%	6%	7%	6%	5%	5%	8%	6%	
Dislike a lot	12%	13%	13%	15%	13%	12%	13%	13%	11%	
Don't know/ can't recall	1%	1%	1%	1%	2%	1%	1%	1%	1%	
Not applicable - I have never tried it	6%	6%	7%	7%	7%	6%	6%	6%	5%	

Cornish pasty

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	34%	33%	37%	33%	32%	39%	35%	36%	23%	
Like a little	31%	31%	32%	33%	31%	29%	31%	31%	30%	
Neither like nor dislike	13%	14%	13%	12%	11%	13%	13%	12%	16%	
Dislike a little	7%	7%	6%	10%	8%	7%	7%	7%	8%	
Dislike a lot	8%	8%	7%	8%	7%	7%	8%	7%	10%	
Don't know/ can't recall	1%	1%	1%	1%	3%	1%	1%	2%	2%	
Not applicable - I have never tried it	6%	6%	5%	3%	8%	4%	5%	5%	10%	

Cottage pie

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	45%	45%	47%	50%	41%	46%	46%	47%	38%	
Like a little	29%	30%	29%	29%	27%	29%	29%	27%	35%	
Neither like nor dislike	9%	9%	8%	8%	9%	10%	9%	10%	9%	
Dislike a little	4%	4%	3%	4%	5%	4%	4%	3%	5%	
Dislike a lot	7%	6%	7%	6%	8%	7%	7%	8%	8%	
Don't know/ can't recall	1%	1%	1%	1%	3%	1%	1%	1%	1%	
Not applicable - I have never tried it	4%	4%	4%	3%	7%	4%	4%	5%	5%	

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Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Crumpets										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	49%	44%	54%	41%	49%	48%	52%	50%	49%	48%
Like a little	32%	35%	29%	31%	30%	32%	29%	33%	32%	31%
Neither like nor dislike	10%	12%	8%	9%	9%	9%	12%	11%	10%	10%
Dislike a little	4%	4%	4%	7%	4%	5%	4%	3%	4%	4%
Dislike a lot	3%	2%	3%	3%	3%	4%	2%	2%	2%	4%
Don't know/ can't recall	1%	2%	0%	3%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	2%	2%	1%	7%	3%	2%	1%	0%	2%	2%

Faggots										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	11%	15%	8%	3%	8%	8%	14%	15%	11%	12%
Like a little	15%	18%	13%	6%	12%	13%	17%	19%	15%	16%
Neither like nor dislike	12%	14%	9%	4%	8%	11%	13%	15%	12%	12%
Dislike a little	8%	8%	8%	5%	5%	7%	8%	10%	8%	7%
Dislike a lot	21%	16%	26%	13%	20%	23%	25%	22%	22%	21%
Don't know/ can't recall	5%	6%	4%	8%	9%	5%	4%	3%	5%	4%
Not applicable - I have never tried it	28%	23%	31%	61%	39%	32%	20%	15%	28%	27%

Fish and chips										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	61%	64%	59%	52%	57%	59%	61%	66%	60%	63%
Like a little	22%	21%	23%	22%	23%	22%	22%	21%	23%	21%
Neither like nor dislike	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
Dislike a little	3%	3%	3%	7%	4%	3%	3%	2%	3%	3%
Dislike a lot	5%	4%	6%	6%	6%	6%	6%	3%	5%	5%
Don't know/ can't recall	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	2%	2%	2%	5%	3%	2%	1%	1%	2%	2%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Crumpets									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	49%	53%	51%	49%	43%	51%	50%	51%	35%
Like a little	32%	30%	33%	32%	32%	31%	31%	31%	36%
Neither like nor dislike	10%	9%	9%	9%	11%	10%	10%	9%	15%
Dislike a little	4%	4%	3%	4%	5%	4%	4%	2%	7%
Dislike a lot	3%	2%	2%	4%	2%	2%	2%	5%	3%
Don't know/ can't recall	1%	1%	1%	0%	3%	0%	1%	0%	2%
Not applicable - I have never tried it	2%	1%	1%	2%	3%	1%	2%	2%	3%

Faggots									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	11%	7%	18%	8%	6%	15%	11%	21%	4%
Like a little	15%	12%	20%	15%	13%	17%	15%	24%	10%
Neither like nor dislike	12%	12%	12%	12%	10%	12%	12%	12%	12%
Dislike a little	8%	7%	8%	8%	8%	9%	8%	8%	6%
Dislike a lot	21%	22%	20%	23%	20%	23%	22%	19%	19%
Don't know/ can't recall	5%	5%	4%	5%	7%	4%	5%	4%	6%
Not applicable - I have never tried it	28%	33%	19%	29%	35%	20%	27%	13%	43%

Fish and chips									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	61%	65%	63%	62%	56%	59%	61%	65%	59%
Like a little	22%	20%	21%	24%	25%	23%	22%	21%	22%
Neither like nor dislike	6%	5%	5%	5%	6%	8%	6%	3%	6%
Dislike a little	3%	3%	4%	3%	4%	3%	3%	4%	3%
Dislike a lot	5%	5%	5%	4%	4%	5%	5%	4%	7%
Don't know/ can't recall	1%	0%	0%	1%	2%	0%	1%	1%	0%
Not applicable - I have never tried it	2%	1%	2%	1%	3%	2%	2%	2%	2%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Full English breakfast

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	58%	64%	51%	53%	57%	58%	63%	56%	57%	58%	
Like a little	23%	18%	26%	21%	23%	22%	20%	24%	23%	22%	
Neither like nor dislike	7%	7%	8%	8%	6%	6%	7%	9%	7%	8%	
Dislike a little	3%	3%	4%	4%	4%	4%	2%	3%	4%	3%	
Dislike a lot	6%	5%	7%	5%	6%	6%	6%	6%	6%	5%	
Don't know/ can't recall	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	
Not applicable - I have never tried it	3%	3%	3%	7%	5%	2%	1%	1%	2%	3%	

Haggis

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	16%	20%	13%	8%	15%	15%	19%	18%	17%	15%	
Like a little	15%	17%	13%	9%	13%	15%	14%	18%	17%	13%	
Neither like nor dislike	10%	11%	8%	6%	9%	7%	9%	12%	10%	9%	
Dislike a little	6%	7%	6%	5%	6%	6%	5%	8%	7%	6%	
Dislike a lot	22%	18%	26%	20%	20%	23%	22%	22%	22%	22%	
Don't know/ can't recall	4%	4%	3%	5%	4%	4%	4%	3%	4%	3%	
Not applicable - I have never tried it	28%	24%	31%	47%	34%	30%	26%	19%	24%	32%	

Jellied eels

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	
Like a little	2%	3%	1%	1%	2%	2%	2%	3%	2%	2%	
Neither like nor dislike	4%	6%	2%	2%	4%	3%	3%	5%	4%	4%	
Dislike a little	4%	6%	2%	2%	4%	3%	5%	5%	4%	3%	
Dislike a lot	38%	36%	41%	20%	31%	41%	42%	44%	38%	38%	
Don't know/ can't recall	4%	5%	3%	6%	5%	3%	3%	3%	4%	3%	
Not applicable - I have never tried it	46%	43%	50%	68%	53%	47%	44%	38%	45%	48%	

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Full English breakfast

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	58%	59%	61%	57%	55%	58%	58%	60%	49%	
Like a little	23%	23%	20%	26%	23%	22%	23%	18%	25%	
Neither like nor dislike	7%	7%	6%	7%	6%	8%	7%	8%	11%	
Dislike a little	3%	3%	3%	2%	3%	3%	3%	3%	6%	
Dislike a lot	6%	5%	6%	6%	6%	6%	6%	7%	6%	
Don't know/ can't recall	1%	1%	1%	1%	2%	0%	1%	1%	1%	
Not applicable - I have never tried it	3%	2%	3%	2%	4%	2%	3%	3%	3%	

Haggis

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	16%	16%	12%	12%	10%	12%	13%	11%	53%	
Like a little	15%	17%	12%	14%	15%	15%	15%	9%	19%	
Neither like nor dislike	10%	10%	10%	10%	9%	10%	10%	10%	6%	
Dislike a little	6%	6%	6%	9%	7%	7%	7%	9%	3%	
Dislike a lot	22%	22%	24%	20%	21%	24%	23%	23%	14%	
Don't know/ can't recall	4%	4%	4%	4%	5%	3%	4%	4%	1%	
Not applicable - I have never tried it	28%	26%	31%	32%	33%	30%	29%	33%	4%	

Jellied eels

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	2%	1%	1%	3%	3%	2%	2%	-	1%	
Like a little	2%	2%	2%	3%	4%	2%	2%	1%	2%	
Neither like nor dislike	4%	4%	4%	4%	5%	4%	4%	2%	3%	
Dislike a little	4%	3%	5%	4%	4%	5%	4%	3%	2%	
Dislike a lot	38%	35%	38%	44%	38%	41%	38%	42%	35%	
Don't know/ can't recall	4%	4%	4%	3%	5%	3%	4%	4%	4%	
Not applicable - I have never tried it	46%	53%	47%	39%	40%	43%	45%	47%	53%	

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Kippers										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	14%	17%	12%	4%	6%	8%	13%	23%	14%	14%
Like a little	21%	22%	21%	7%	14%	20%	21%	29%	22%	20%
Neither like nor dislike	12%	13%	11%	7%	10%	11%	14%	13%	12%	11%
Dislike a little	9%	9%	9%	7%	7%	9%	10%	10%	9%	9%
Dislike a lot	25%	21%	28%	17%	26%	32%	29%	21%	24%	25%
Don't know/ can't recall	3%	4%	3%	8%	7%	4%	3%	1%	3%	3%
Not applicable - I have never tried it	16%	15%	17%	50%	29%	17%	10%	4%	15%	17%
Lancashire hotpot										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	24%	26%	22%	7%	17%	18%	24%	33%	23%	24%
Like a little	27%	30%	25%	16%	25%	28%	29%	30%	28%	26%
Neither like nor dislike	15%	15%	15%	8%	12%	16%	16%	17%	15%	15%
Dislike a little	5%	5%	6%	4%	4%	6%	4%	6%	6%	5%
Dislike a lot	7%	5%	9%	5%	8%	8%	9%	6%	8%	7%
Don't know/ can't recall	4%	4%	3%	8%	7%	5%	3%	1%	4%	3%
Not applicable - I have never tried it	18%	16%	19%	51%	28%	19%	14%	6%	16%	20%
Laverbread										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	3%	4%	3%	1%	3%	2%	4%	5%	4%	3%
Like a little	8%	9%	7%	4%	5%	8%	7%	10%	9%	6%
Neither like nor dislike	13%	16%	10%	4%	8%	10%	13%	18%	14%	11%
Dislike a little	5%	6%	5%	2%	3%	4%	4%	8%	6%	5%
Dislike a lot	7%	7%	8%	5%	5%	7%	9%	9%	7%	8%
Don't know/ can't recall	11%	13%	9%	11%	14%	14%	10%	9%	12%	10%
Not applicable - I have never tried it	52%	46%	59%	72%	63%	56%	53%	41%	49%	56%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Kippers									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	14%	15%	13%	17%	13%	14%	14%	12%	14%
Like a little	21%	21%	20%	22%	22%	21%	21%	23%	21%
Neither like nor dislike	12%	11%	13%	14%	10%	13%	12%	10%	10%
Dislike a little	9%	9%	8%	8%	11%	9%	9%	10%	8%
Dislike a lot	25%	27%	25%	24%	19%	24%	24%	26%	27%
Don't know/ can't recall	3%	3%	2%	4%	5%	3%	3%	4%	3%
Not applicable - I have never tried it	16%	15%	18%	12%	20%	16%	16%	14%	17%
Lancashire hotpot									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	24%	31%	22%	23%	21%	23%	25%	22%	14%
Like a little	27%	29%	29%	31%	23%	27%	28%	25%	25%
Neither like nor dislike	15%	13%	15%	13%	15%	16%	15%	17%	16%
Dislike a little	5%	5%	5%	6%	5%	5%	5%	6%	5%
Dislike a lot	7%	7%	7%	6%	7%	8%	7%	8%	7%
Don't know/ can't recall	4%	2%	3%	4%	5%	4%	3%	5%	6%
Not applicable - I have never tried it	18%	12%	19%	16%	24%	17%	17%	16%	27%
Laverbread									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	3%	3%	4%	2%	3%	3%	3%	11%	2%
Like a little	8%	8%	7%	8%	8%	8%	8%	12%	3%
Neither like nor dislike	13%	13%	14%	14%	11%	14%	13%	11%	9%
Dislike a little	5%	6%	6%	3%	5%	5%	5%	7%	4%
Dislike a lot	7%	7%	8%	8%	6%	8%	7%	14%	7%
Don't know/ can't recall	11%	11%	9%	12%	14%	11%	11%	10%	11%
Not applicable - I have never tried it	52%	52%	53%	54%	53%	50%	52%	34%	63%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Liver and onion											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		20%	23%	17%	4%	6%	9%	20%	34%	19%	21%
Like a little		15%	16%	15%	5%	9%	11%	17%	22%	15%	16%
Neither like nor dislike		8%	9%	7%	6%	8%	7%	7%	9%	8%	8%
Dislike a little		9%	9%	8%	8%	10%	10%	9%	7%	10%	7%
Dislike a lot		34%	29%	39%	29%	42%	46%	42%	24%	34%	34%
Don't know/ can't recall		2%	2%	1%	7%	3%	1%	1%	2%	2%	1%
Not applicable - I have never tried it		12%	11%	14%	41%	23%	14%	5%	2%	13%	12%
Pie and mash											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		35%	39%	31%	31%	40%	38%	39%	31%	35%	35%
Like a little		29%	29%	29%	24%	31%	31%	29%	30%	30%	29%
Neither like nor dislike		15%	15%	15%	12%	11%	13%	14%	19%	15%	15%
Dislike a little		7%	6%	8%	7%	5%	7%	6%	7%	7%	6%
Dislike a lot		8%	5%	10%	8%	6%	7%	8%	8%	8%	8%
Don't know/ can't recall		1%	1%	1%	4%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it		5%	5%	6%	14%	6%	4%	3%	4%	5%	6%
Ploughman's lunch											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		30%	29%	31%	12%	20%	27%	33%	40%	30%	30%
Like a little		31%	31%	31%	19%	25%	30%	35%	35%	32%	29%
Neither like nor dislike		15%	15%	14%	9%	15%	17%	15%	14%	15%	14%
Dislike a little		6%	6%	6%	7%	9%	7%	6%	5%	7%	5%
Dislike a lot		6%	6%	7%	9%	9%	8%	6%	4%	6%	7%
Don't know/ can't recall		2%	3%	2%	7%	5%	2%	1%	0%	2%	2%
Not applicable - I have never tried it		9%	10%	9%	38%	16%	8%	3%	1%	8%	11%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Liver and onion										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		20%	21%	20%	23%	17%	21%	20%	20%	15%
Like a little		15%	16%	16%	18%	15%	15%	16%	14%	13%
Neither like nor dislike		8%	8%	8%	7%	9%	9%	8%	8%	7%
Dislike a little		9%	9%	8%	8%	10%	8%	9%	4%	10%
Dislike a lot		34%	34%	34%	34%	31%	34%	33%	42%	36%
Don't know/ can't recall		2%	2%	2%	1%	3%	2%	2%	1%	1%
Not applicable - I have never tried it		12%	10%	13%	10%	15%	12%	12%	11%	17%
Pie and mash										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		35%	36%	37%	38%	36%	34%	36%	33%	29%
Like a little		29%	32%	29%	27%	25%	30%	29%	28%	30%
Neither like nor dislike		15%	16%	16%	13%	12%	15%	15%	14%	18%
Dislike a little		7%	5%	5%	7%	8%	7%	6%	7%	8%
Dislike a lot		8%	7%	7%	8%	7%	8%	8%	10%	8%
Don't know/ can't recall		1%	1%	1%	1%	2%	1%	1%	1%	1%
Not applicable - I have never tried it		5%	4%	4%	5%	10%	5%	5%	6%	6%
Ploughman's lunch										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		30%	29%	33%	34%	26%	33%	31%	31%	22%
Like a little		31%	30%	30%	33%	30%	33%	31%	33%	31%
Neither like nor dislike		15%	15%	15%	13%	14%	14%	14%	14%	17%
Dislike a little		6%	8%	5%	5%	5%	7%	6%	6%	8%
Dislike a lot		6%	7%	6%	8%	5%	6%	6%	7%	7%
Don't know/ can't recall		2%	2%	2%	1%	4%	1%	2%	2%	3%
Not applicable - I have never tried it		9%	10%	8%	6%	15%	6%	9%	7%	13%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Pork pie										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	28%	35%	21%	16%	21%	25%	30%	34%	27%	29%
Like a little	27%	28%	26%	19%	27%	27%	28%	28%	28%	25%
Neither like nor dislike	12%	12%	13%	9%	11%	12%	10%	15%	12%	13%
Dislike a little	10%	8%	12%	16%	12%	10%	9%	8%	11%	10%
Dislike a lot	16%	11%	20%	17%	19%	18%	17%	12%	15%	16%
Don't know/ can't recall	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	6%	6%	7%	20%	9%	6%	4%	2%	6%	6%
Scotch egg										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	26%	30%	23%	23%	25%	26%	29%	27%	26%	26%
Like a little	29%	29%	29%	21%	29%	30%	28%	30%	29%	29%
Neither like nor dislike	14%	13%	14%	12%	8%	10%	14%	18%	13%	14%
Dislike a little	9%	8%	10%	10%	10%	9%	8%	9%	9%	9%
Dislike a lot	14%	12%	17%	13%	16%	16%	17%	12%	15%	14%
Don't know/ can't recall	2%	2%	1%	5%	2%	2%	1%	0%	1%	2%
Not applicable - I have never tried it	6%	6%	7%	17%	9%	7%	5%	3%	6%	7%
Steak and kidney pie										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	29%	37%	22%	14%	18%	20%	31%	42%	29%	30%
Like a little	21%	22%	20%	16%	18%	18%	22%	24%	21%	21%
Neither like nor dislike	9%	9%	9%	7%	12%	10%	9%	9%	9%	10%
Dislike a little	9%	8%	10%	8%	11%	13%	7%	8%	10%	8%
Dislike a lot	21%	15%	26%	18%	25%	29%	26%	15%	21%	21%
Don't know/ can't recall	2%	2%	2%	6%	3%	3%	1%	0%	2%	2%
Not applicable - I have never tried it	9%	7%	10%	32%	14%	7%	5%	2%	9%	8%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Pork pie									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	28%	30%	32%	31%	24%	26%	28%	25%	23%
Like a little	27%	31%	26%	26%	24%	27%	27%	27%	24%
Neither like nor dislike	12%	10%	12%	13%	13%	14%	12%	14%	13%
Dislike a little	10%	9%	10%	10%	9%	11%	10%	12%	12%
Dislike a lot	16%	14%	14%	16%	16%	16%	15%	15%	18%
Don't know/ can't recall	1%	1%	1%	2%	2%	1%	1%	1%	1%
Not applicable - I have never tried it	6%	5%	5%	3%	12%	5%	6%	6%	9%
Scotch egg									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	26%	24%	28%	30%	24%	30%	27%	24%	23%
Like a little	29%	30%	30%	31%	27%	27%	29%	30%	26%
Neither like nor dislike	14%	14%	15%	10%	13%	13%	13%	17%	16%
Dislike a little	9%	9%	8%	9%	10%	9%	9%	8%	9%
Dislike a lot	14%	15%	13%	15%	11%	16%	14%	14%	16%
Don't know/ can't recall	2%	2%	2%	1%	2%	1%	1%	1%	2%
Not applicable - I have never tried it	6%	6%	5%	3%	13%	4%	6%	6%	9%
Steak and kidney pie									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	29%	32%	33%	31%	25%	29%	30%	30%	22%
Like a little	21%	23%	19%	24%	19%	20%	21%	23%	20%
Neither like nor dislike	9%	9%	9%	7%	11%	11%	9%	8%	9%
Dislike a little	9%	8%	9%	9%	8%	10%	9%	6%	11%
Dislike a lot	21%	20%	21%	21%	21%	21%	21%	24%	23%
Don't know/ can't recall	2%	2%	2%	2%	3%	1%	2%	1%	3%
Not applicable - I have never tried it	9%	7%	8%	6%	13%	8%	8%	8%	13%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Steak and kidney pudding

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	25%	32%	18%	8%	11%	17%	29%	37%	24%	26%
Like a little	18%	19%	17%	9%	15%	15%	18%	23%	18%	18%
Neither like nor dislike	11%	11%	11%	9%	11%	11%	10%	11%	11%	10%
Dislike a little	10%	8%	11%	7%	12%	11%	10%	9%	10%	9%
Dislike a lot	23%	16%	29%	19%	27%	32%	27%	17%	23%	23%
Don't know/ can't recall	2%	3%	1%	5%	4%	2%	1%	0%	2%	2%
Not applicable - I have never tried it	12%	10%	13%	43%	20%	11%	6%	3%	12%	12%

Sunday roast (i.e. meat with all the trimmings)

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	68%	66%	69%	56%	64%	67%	70%	72%	67%	68%
Like a little	16%	17%	15%	17%	18%	16%	17%	15%	16%	16%
Neither like nor dislike	5%	6%	4%	7%	4%	6%	4%	5%	5%	5%
Dislike a little	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%
Dislike a lot	5%	4%	6%	5%	5%	5%	5%	4%	5%	4%
Don't know/ can't recall	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	3%	3%	3%	10%	5%	2%	2%	1%	3%	3%

Shepherd's pie

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	46%	47%	44%	30%	39%	41%	51%	52%	44%	48%
Like a little	28%	29%	27%	27%	29%	28%	26%	28%	29%	26%
Neither like nor dislike	8%	9%	8%	9%	8%	10%	8%	8%	8%	8%
Dislike a little	5%	5%	5%	8%	6%	6%	4%	4%	5%	5%
Dislike a lot	8%	6%	11%	9%	10%	10%	8%	6%	8%	8%
Don't know/ can't recall	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	4%	4%	4%	14%	6%	3%	2%	1%	4%	4%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Steak and kidney pudding

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	25%	29%	26%	30%	21%	24%	26%	25%	15%
Like a little	18%	19%	18%	21%	16%	17%	18%	18%	17%
Neither like nor dislike	11%	10%	10%	7%	11%	12%	11%	12%	12%
Dislike a little	10%	9%	11%	10%	8%	10%	10%	9%	10%
Dislike a lot	23%	22%	22%	22%	23%	23%	23%	25%	25%
Don't know/ can't recall	2%	2%	2%	2%	4%	1%	2%	1%	2%
Not applicable - I have never tried it	12%	9%	12%	9%	17%	11%	11%	9%	19%

Sunday roast (i.e. meat with all the trimmings)

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	68%	70%	68%	72%	61%	68%	68%	72%	63%
Like a little	16%	15%	16%	16%	18%	16%	16%	14%	19%
Neither like nor dislike	5%	5%	5%	3%	6%	5%	5%	4%	6%
Dislike a little	2%	2%	2%	1%	3%	2%	2%	1%	3%
Dislike a lot	5%	5%	5%	5%	5%	5%	5%	5%	5%
Don't know/ can't recall	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not applicable - I have never tried it	3%	3%	4%	2%	5%	2%	3%	3%	4%

Shepherd's pie

	Unweighted base	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	46%	47%	46%	51%	45%	45%	47%	43%	37%
Like a little	28%	28%	29%	28%	25%	28%	27%	28%	31%
Neither like nor dislike	8%	9%	7%	6%	7%	10%	8%	8%	10%
Dislike a little	5%	5%	4%	7%	5%	5%	5%	4%	6%
Dislike a lot	8%	7%	8%	6%	9%	8%	8%	11%	9%
Don't know/ can't recall	1%	1%	1%	0%	3%	1%	1%	0%	1%
Not applicable - I have never tried it	4%	3%	4%	2%	6%	3%	4%	6%	5%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Toad-in-the-hole										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	39%	40%	39%	32%	43%	41%	40%	39%	39%	40%
Like a little	28%	28%	27%	24%	25%	27%	29%	30%	29%	26%
Neither like nor dislike	12%	13%	12%	8%	9%	12%	12%	15%	12%	13%
Dislike a little	5%	5%	6%	5%	5%	5%	5%	6%	6%	5%
Dislike a lot	6%	5%	8%	6%	6%	7%	8%	6%	6%	7%
Don't know/ can't recall	2%	2%	1%	5%	2%	2%	2%	1%	2%	2%
Not applicable - I have never tried it	7%	7%	7%	20%	10%	8%	5%	3%	7%	8%
Welsh rarebit										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	32%	29%	35%	7%	19%	24%	33%	46%	32%	32%
Like a little	24%	25%	24%	12%	17%	25%	26%	30%	27%	21%
Neither like nor dislike	11%	12%	9%	4%	8%	11%	13%	12%	10%	11%
Dislike a little	4%	3%	4%	4%	5%	4%	3%	3%	4%	3%
Dislike a lot	6%	6%	7%	7%	9%	8%	7%	4%	6%	7%
Don't know/ can't recall	4%	5%	3%	9%	7%	7%	4%	1%	4%	5%
Not applicable - I have never tried it	19%	19%	19%	59%	36%	21%	14%	3%	18%	21%
Yorkshire pudding										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	62%	59%	65%	62%	66%	65%	64%	59%	63%	61%
Like a little	23%	24%	22%	18%	18%	22%	23%	27%	23%	23%
Neither like nor dislike	7%	9%	6%	5%	5%	7%	8%	9%	7%	8%
Dislike a little	3%	3%	3%	5%	4%	2%	3%	3%	3%	3%
Dislike a lot	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%
Don't know/ can't recall	1%	1%	0%	3%	1%	1%	0%	0%	1%	1%
Not applicable - I have never tried it	2%	2%	2%	7%	4%	2%	0%	1%	2%	2%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Toad-in-the-hole									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	39%	39%	41%	49%	35%	43%	41%	35%	27%
Like a little	28%	29%	30%	27%	26%	26%	28%	27%	27%
Neither like nor dislike	12%	12%	12%	8%	10%	13%	12%	15%	17%
Dislike a little	5%	5%	5%	6%	7%	5%	5%	6%	6%
Dislike a lot	6%	6%	6%	5%	7%	7%	6%	8%	8%
Don't know/ can't recall	2%	2%	1%	1%	3%	1%	2%	2%	2%
Not applicable - I have never tried it	7%	6%	6%	3%	13%	5%	7%	6%	13%
Welsh rarebit									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	32%	33%	32%	37%	27%	33%	32%	41%	23%
Like a little	24%	25%	24%	23%	26%	26%	25%	25%	20%
Neither like nor dislike	11%	10%	11%	9%	11%	10%	10%	12%	12%
Dislike a little	4%	4%	3%	4%	3%	4%	4%	4%	3%
Dislike a lot	6%	6%	6%	6%	5%	6%	6%	6%	8%
Don't know/ can't recall	4%	5%	4%	4%	4%	4%	4%	4%	6%
Not applicable - I have never tried it	19%	18%	20%	17%	24%	17%	19%	9%	29%
Yorkshire pudding									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	62%	68%	63%	63%	57%	62%	63%	61%	54%
Like a little	23%	20%	22%	26%	23%	23%	22%	24%	28%
Neither like nor dislike	7%	6%	7%	5%	8%	8%	7%	8%	9%
Dislike a little	3%	3%	3%	3%	3%	3%	3%	2%	3%
Dislike a lot	2%	2%	2%	2%	3%	3%	2%	4%	3%
Don't know/ can't recall	1%	0%	1%	0%	2%	0%	1%	0%	1%
Not applicable - I have never tried it	2%	2%	2%	1%	5%	1%	2%	1%	2%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bakewell tart											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		40%	40%	41%	31%	39%	43%	43%	41%	39%	41%
Like a little		28%	29%	28%	25%	26%	28%	28%	31%	29%	27%
Neither like nor dislike		11%	12%	10%	8%	10%	9%	11%	13%	11%	11%
Dislike a little		8%	7%	9%	8%	8%	8%	7%	8%	8%	7%
Dislike a lot		7%	5%	9%	7%	8%	8%	8%	6%	7%	7%
Don't know/ can't recall		1%	2%	1%	5%	2%	1%	1%	0%	1%	2%
Not applicable - I have never tried it		4%	5%	3%	17%	7%	4%	2%	1%	4%	5%
Banoffee pie											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		30%	29%	30%	29%	32%	32%	32%	27%	29%	30%
Like a little		24%	25%	24%	22%	20%	26%	25%	26%	25%	23%
Neither like nor dislike		13%	15%	12%	7%	12%	11%	12%	17%	14%	12%
Dislike a little		10%	9%	10%	8%	11%	9%	9%	10%	11%	8%
Dislike a lot		12%	9%	14%	8%	13%	13%	13%	11%	12%	11%
Don't know/ can't recall		2%	3%	1%	4%	2%	1%	1%	2%	2%	2%
Not applicable - I have never tried it		10%	11%	8%	21%	11%	8%	7%	8%	8%	13%
Battenberg cake											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		27%	28%	26%	28%	27%	27%	28%	27%	26%	28%
Like a little		28%	29%	27%	20%	24%	27%	31%	31%	29%	26%
Neither like nor dislike		16%	18%	14%	10%	12%	16%	15%	19%	16%	15%
Dislike a little		11%	9%	12%	8%	11%	12%	9%	12%	11%	10%
Dislike a lot		10%	6%	13%	7%	11%	9%	11%	10%	10%	10%
Don't know/ can't recall		2%	3%	1%	5%	4%	2%	1%	1%	2%	2%
Not applicable - I have never tried it		6%	7%	6%	22%	11%	6%	4%	2%	6%	7%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bakewell tart										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		40%	44%	42%	43%	35%	40%	41%	38%	35%
Like a little		28%	27%	30%	30%	29%	29%	29%	29%	26%
Neither like nor dislike		11%	11%	9%	9%	11%	11%	11%	12%	13%
Dislike a little		8%	6%	8%	8%	8%	9%	8%	5%	9%
Dislike a lot		7%	7%	7%	7%	6%	8%	7%	10%	7%
Don't know/ can't recall		1%	1%	1%	0%	2%	1%	1%	1%	3%
Not applicable - I have never tried it		4%	4%	3%	2%	8%	3%	4%	5%	8%
Banoffee pie										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		30%	27%	28%	29%	28%	33%	29%	29%	34%
Like a little		24%	25%	25%	28%	23%	24%	25%	20%	22%
Neither like nor dislike		13%	14%	13%	11%	12%	14%	13%	15%	12%
Dislike a little		10%	10%	10%	11%	9%	10%	10%	7%	10%
Dislike a lot		12%	12%	10%	11%	11%	12%	11%	16%	11%
Don't know/ can't recall		2%	2%	2%	2%	3%	1%	2%	2%	1%
Not applicable - I have never tried it		10%	10%	12%	8%	13%	6%	10%	11%	9%
Battenberg cake										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		27%	30%	27%	24%	22%	27%	27%	30%	30%
Like a little		28%	29%	28%	32%	24%	28%	28%	28%	25%
Neither like nor dislike		16%	14%	17%	15%	18%	16%	16%	16%	15%
Dislike a little		11%	11%	11%	12%	10%	11%	11%	11%	9%
Dislike a lot		10%	9%	9%	13%	9%	11%	10%	9%	9%
Don't know/ can't recall		2%	2%	2%	1%	4%	1%	2%	1%	3%
Not applicable - I have never tried it		6%	5%	7%	3%	13%	5%	6%	5%	9%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bread and butter pudding

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	32%	31%	32%	16%	23%	27%	33%	41%	32%	31%
Like a little	23%	23%	23%	19%	23%	24%	23%	24%	25%	22%
Neither like nor dislike	13%	15%	11%	12%	11%	14%	13%	13%	13%	12%
Dislike a little	9%	8%	10%	9%	10%	10%	10%	8%	9%	9%
Dislike a lot	12%	10%	14%	9%	13%	13%	15%	10%	11%	13%
Don't know/ can't recall	3%	3%	2%	7%	4%	3%	2%	1%	2%	3%
Not applicable - I have never tried it	9%	10%	9%	29%	16%	9%	5%	3%	7%	11%

Christmas pudding

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	30%	31%	29%	11%	18%	24%	31%	43%	30%	31%
Like a little	24%	24%	24%	17%	20%	23%	27%	27%	25%	22%
Neither like nor dislike	11%	12%	10%	9%	10%	11%	11%	12%	11%	10%
Dislike a little	11%	11%	11%	16%	17%	11%	10%	7%	11%	10%
Dislike a lot	19%	16%	23%	25%	28%	27%	19%	11%	18%	21%
Don't know/ can't recall	1%	2%	1%	4%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	4%	4%	3%	17%	6%	3%	1%	0%	3%	4%

Deep fried Mars bar

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	4%	5%	4%	10%	9%	6%	2%	1%	4%	5%
Like a little	5%	6%	4%	7%	13%	6%	3%	2%	5%	4%
Neither like nor dislike	6%	7%	4%	5%	6%	6%	6%	5%	5%	6%
Dislike a little	5%	6%	4%	5%	5%	6%	5%	5%	6%	5%
Dislike a lot	18%	18%	19%	5%	12%	16%	19%	25%	19%	18%
Don't know/ can't recall	4%	5%	4%	5%	5%	5%	4%	4%	4%	4%
Not applicable - I have never tried it	57%	53%	61%	62%	51%	55%	62%	57%	56%	58%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Bread and butter pudding									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	32%	30%	32%	38%	29%	35%	32%	36%	24%
Like a little	23%	21%	25%	24%	25%	23%	23%	24%	22%
Neither like nor dislike	13%	13%	12%	12%	14%	13%	13%	12%	11%
Dislike a little	9%	10%	9%	8%	9%	9%	9%	10%	10%
Dislike a lot	12%	11%	13%	12%	11%	12%	12%	11%	14%
Don't know/ can't recall	3%	3%	2%	2%	3%	2%	3%	2%	2%
Not applicable - I have never tried it	9%	12%	8%	5%	10%	6%	9%	6%	16%
Christmas pudding									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	30%	32%	32%	33%	25%	32%	31%	29%	24%
Like a little	24%	23%	24%	30%	24%	24%	24%	29%	20%
Neither like nor dislike	11%	11%	10%	7%	13%	11%	11%	13%	11%
Dislike a little	11%	9%	10%	8%	11%	13%	11%	8%	13%
Dislike a lot	19%	21%	19%	19%	19%	17%	19%	16%	26%
Don't know/ can't recall	1%	1%	1%	1%	3%	1%	1%	1%	1%
Not applicable - I have never tried it	4%	3%	4%	2%	6%	2%	3%	5%	6%
Deep fried Mars bar									
Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot	4%	4%	5%	3%	5%	4%	4%	3%	7%
Like a little	5%	4%	5%	2%	5%	6%	5%	4%	7%
Neither like nor dislike	6%	7%	7%	5%	6%	5%	6%	4%	5%
Dislike a little	5%	5%	6%	6%	5%	6%	5%	4%	5%
Dislike a lot	18%	19%	17%	21%	17%	19%	18%	20%	18%
Don't know/ can't recall	4%	5%	4%	4%	6%	4%	4%	5%	3%
Not applicable - I have never tried it	57%	57%	57%	60%	57%	57%	57%	60%	54%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Eccles cake											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		23%	24%	22%	9%	14%	18%	23%	33%	23%	24%
Like a little		24%	27%	23%	11%	21%	25%	27%	28%	26%	23%
Neither like nor dislike		16%	16%	16%	11%	14%	16%	17%	18%	16%	16%
Dislike a little		9%	7%	11%	5%	9%	10%	10%	10%	10%	9%
Dislike a lot		7%	5%	9%	5%	9%	9%	9%	6%	7%	8%
Don't know/ can't recall		5%	5%	4%	11%	9%	6%	4%	1%	4%	5%
Not applicable - I have never tried it		15%	15%	15%	48%	24%	16%	10%	4%	15%	16%
Eton mess											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		35%	28%	42%	24%	29%	35%	39%	39%	36%	34%
Like a little		25%	25%	26%	24%	25%	25%	25%	25%	27%	23%
Neither like nor dislike		12%	14%	10%	9%	12%	13%	12%	13%	13%	12%
Dislike a little		6%	6%	5%	5%	9%	6%	5%	5%	6%	5%
Dislike a lot		5%	6%	5%	4%	6%	6%	6%	5%	5%	6%
Don't know/ can't recall		3%	4%	2%	6%	3%	3%	2%	2%	2%	3%
Not applicable - I have never tried it		13%	18%	10%	27%	15%	12%	12%	11%	10%	18%
Hot cross buns											
	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
	Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot		44%	40%	48%	29%	35%	40%	47%	52%	45%	43%
Like a little		29%	31%	27%	25%	29%	29%	29%	30%	30%	28%
Neither like nor dislike		11%	13%	9%	13%	11%	12%	9%	10%	11%	11%
Dislike a little		6%	6%	6%	9%	8%	8%	6%	4%	6%	7%
Dislike a lot		7%	6%	8%	8%	10%	8%	8%	4%	6%	8%
Don't know/ can't recall		1%	1%	1%	4%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it		3%	3%	2%	12%	5%	2%	1%	0%	2%	3%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Eccles cake										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	23%	27%	23%	22%	19%	25%	24%	25%	12%
	Like a little	24%	25%	26%	29%	25%	25%	25%	25%	15%
	Neither like nor dislike	16%	15%	17%	14%	15%	17%	16%	18%	17%
	Dislike a little	9%	9%	10%	11%	8%	9%	9%	8%	10%
	Dislike a lot	7%	9%	6%	8%	5%	7%	7%	10%	8%
	Don't know/ can't recall	5%	3%	4%	3%	7%	5%	4%	2%	8%
	Not applicable - I have never tried it	15%	12%	13%	13%	21%	12%	14%	12%	32%
Eton mess										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	35%	33%	36%	41%	30%	39%	36%	37%	32%
	Like a little	25%	25%	26%	26%	24%	26%	26%	23%	22%
	Neither like nor dislike	12%	13%	13%	10%	13%	12%	12%	10%	13%
	Dislike a little	6%	6%	6%	5%	5%	5%	6%	6%	5%
	Dislike a lot	5%	6%	5%	6%	5%	5%	5%	6%	5%
	Don't know/ can't recall	3%	2%	2%	3%	4%	3%	3%	1%	3%
	Not applicable - I have never tried it	13%	14%	13%	9%	18%	9%	13%	16%	20%
Hot cross buns										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	44%	39%	44%	51%	43%	51%	45%	45%	32%
	Like a little	29%	29%	29%	32%	26%	27%	28%	32%	31%
	Neither like nor dislike	11%	12%	11%	6%	12%	9%	10%	9%	13%
	Dislike a little	6%	6%	6%	4%	7%	6%	6%	6%	9%
	Dislike a lot	7%	10%	8%	6%	4%	5%	7%	6%	8%
	Don't know/ can't recall	1%	1%	1%	0%	2%	0%	1%	1%	1%
	Not applicable - I have never tried it	3%	3%	2%	1%	5%	1%	2%	3%	5%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Jam roly-poly										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	33%	34%	32%	26%	30%	35%	35%	34%	31%	35%
Like a little	30%	31%	29%	27%	31%	30%	33%	30%	30%	30%
Neither like nor dislike	16%	16%	16%	12%	15%	15%	15%	19%	17%	15%
Dislike a little	8%	6%	9%	5%	7%	7%	8%	9%	9%	6%
Dislike a lot	5%	4%	6%	3%	4%	4%	5%	7%	5%	5%
Don't know/ can't recall	2%	2%	2%	4%	3%	3%	2%	1%	2%	2%
Not applicable - I have never tried it	6%	7%	6%	22%	11%	6%	3%	1%	6%	7%
Knickerbocker glory										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	30%	28%	31%	18%	23%	28%	35%	34%	27%	33%
Like a little	28%	27%	28%	21%	28%	30%	29%	28%	29%	26%
Neither like nor dislike	18%	19%	17%	10%	12%	19%	20%	21%	19%	17%
Dislike a little	6%	5%	8%	4%	7%	6%	5%	7%	8%	5%
Dislike a lot	5%	5%	5%	3%	4%	5%	5%	6%	5%	5%
Don't know/ can't recall	3%	4%	2%	8%	7%	3%	1%	1%	3%	3%
Not applicable - I have never tried it	10%	12%	9%	36%	19%	9%	5%	3%	10%	12%
Madeira cake										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	27%	25%	29%	23%	24%	29%	27%	29%	25%	30%
Like a little	36%	37%	36%	28%	35%	37%	36%	39%	37%	35%
Neither like nor dislike	19%	19%	18%	12%	16%	18%	21%	21%	20%	17%
Dislike a little	6%	5%	7%	4%	5%	6%	7%	7%	6%	5%
Dislike a lot	3%	3%	4%	3%	4%	3%	3%	4%	3%	4%
Don't know/ can't recall	3%	4%	2%	7%	5%	3%	2%	1%	3%	3%
Not applicable - I have never tried it	6%	7%	5%	23%	12%	5%	3%	1%	6%	6%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Jam roly-poly										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	33%	39%	34%	35%	25%	31%	33%	35%	27%
	Like a little	30%	31%	31%	31%	28%	30%	30%	32%	30%
	Neither like nor dislike	16%	13%	18%	14%	16%	18%	16%	14%	18%
	Dislike a little	8%	6%	6%	10%	8%	9%	8%	8%	8%
	Dislike a lot	5%	4%	4%	5%	6%	6%	5%	6%	5%
	Don't know/ can't recall	2%	2%	2%	1%	3%	2%	2%	1%	1%
	Not applicable - I have never tried it	6%	5%	5%	4%	13%	5%	6%	5%	10%
Knickerbocker glory										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	30%	31%	30%	31%	23%	30%	29%	37%	29%
	Like a little	28%	28%	29%	26%	24%	29%	28%	29%	28%
	Neither like nor dislike	18%	19%	17%	16%	18%	18%	18%	16%	16%
	Dislike a little	6%	6%	6%	10%	7%	6%	7%	4%	6%
	Dislike a lot	5%	5%	5%	6%	5%	6%	5%	4%	4%
	Don't know/ can't recall	3%	3%	3%	3%	5%	3%	3%	1%	3%
	Not applicable - I have never tried it	10%	9%	9%	8%	18%	9%	10%	9%	13%
Madeira cake										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
	Like a lot	27%	27%	26%	28%	26%	26%	26%	32%	31%
	Like a little	36%	37%	37%	37%	34%	38%	37%	31%	33%
	Neither like nor dislike	19%	18%	20%	19%	19%	19%	19%	19%	16%
	Dislike a little	6%	6%	5%	7%	6%	7%	6%	7%	5%
	Dislike a lot	3%	3%	3%	3%	2%	4%	3%	4%	5%
	Don't know/ can't recall	3%	3%	3%	2%	5%	2%	3%	3%	2%
	Not applicable - I have never tried it	6%	6%	6%	4%	9%	5%	6%	5%	8%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Mince pie										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	38%	39%	36%	25%	32%	34%	40%	45%	38%	37%
Like a little	28%	28%	28%	23%	24%	29%	28%	31%	28%	28%
Neither like nor dislike	9%	10%	9%	7%	9%	10%	9%	10%	9%	10%
Dislike a little	7%	6%	8%	12%	9%	7%	7%	5%	8%	6%
Dislike a lot	14%	12%	16%	19%	20%	17%	15%	9%	13%	15%
Don't know/ can't recall	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	3%	3%	3%	12%	5%	2%	1%	0%	2%	3%

Scones										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	52%	45%	58%	40%	48%	52%	54%	55%	52%	51%
Like a little	32%	34%	29%	32%	33%	30%	31%	32%	33%	30%
Neither like nor dislike	9%	12%	7%	12%	8%	10%	9%	9%	9%	10%
Dislike a little	3%	3%	3%	4%	4%	4%	3%	2%	3%	3%
Dislike a lot	2%	2%	2%	2%	3%	3%	2%	1%	2%	3%
Don't know/ can't recall	1%	1%	0%	2%	1%	1%	0%	0%	1%	1%
Not applicable - I have never tried it	2%	2%	1%	7%	3%	1%	0%	0%	1%	2%

Spotted dick										
Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	23%	26%	20%	7%	12%	19%	27%	31%	21%	25%
Like a little	24%	25%	24%	9%	22%	24%	27%	28%	25%	24%
Neither like nor dislike	15%	15%	14%	7%	12%	14%	16%	17%	15%	14%
Dislike a little	9%	7%	10%	6%	9%	9%	8%	10%	9%	8%
Dislike a lot	10%	8%	11%	8%	11%	11%	10%	8%	9%	11%
Don't know/ can't recall	4%	4%	3%	8%	7%	3%	3%	1%	4%	3%
Not applicable - I have never tried it	16%	16%	17%	54%	27%	18%	8%	4%	17%	16%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Mince pie										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		38%	38%	40%	41%	33%	38%	38%	40%	35%
Like a little		28%	25%	27%	30%	31%	29%	28%	31%	27%
Neither like nor dislike		9%	8%	10%	6%	11%	9%	9%	7%	10%
Dislike a little		7%	7%	8%	6%	7%	8%	7%	6%	7%
Dislike a lot		14%	17%	12%	14%	12%	14%	14%	14%	17%
Don't know/ can't recall		1%	1%	1%	1%	2%	1%	1%	1%	0%
Not applicable - I have never tried it		3%	3%	3%	2%	4%	1%	3%	2%	5%

Scones										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		52%	50%	49%	57%	48%	54%	51%	51%	54%
Like a little		32%	32%	33%	33%	31%	31%	32%	32%	31%
Neither like nor dislike		9%	10%	11%	5%	10%	10%	10%	9%	9%
Dislike a little		3%	3%	3%	2%	5%	3%	3%	3%	3%
Dislike a lot		2%	3%	2%	3%	2%	1%	2%	3%	1%
Don't know/ can't recall		1%	1%	1%	0%	2%	0%	1%	1%	0%
Not applicable - I have never tried it		2%	2%	2%	1%	3%	1%	2%	1%	2%

Spotted dick										
	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
	Base	6367	1522	1051	538	860	1532	5501	312	554
Like a lot		23%	22%	25%	28%	19%	25%	23%	25%	16%
Like a little		24%	26%	24%	28%	23%	25%	25%	24%	16%
Neither like nor dislike		15%	14%	16%	11%	13%	15%	14%	17%	16%
Dislike a little		9%	9%	7%	11%	9%	9%	9%	10%	8%
Dislike a lot		10%	10%	10%	9%	9%	10%	10%	10%	10%
Don't know/ can't recall		4%	3%	4%	3%	5%	3%	3%	5%	5%
Not applicable - I have never tried it		16%	16%	15%	11%	22%	13%	15%	10%	30%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Sticky toffee pudding

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	44%	42%	45%	45%	48%	50%	44%	39%	44%	43%	
Like a little	26%	28%	25%	26%	26%	24%	29%	27%	27%	25%	
Neither like nor dislike	12%	13%	11%	9%	9%	11%	12%	14%	12%	12%	
Dislike a little	7%	6%	8%	4%	5%	7%	7%	9%	7%	6%	
Dislike a lot	6%	5%	7%	3%	5%	4%	6%	8%	6%	6%	
Don't know/ can't recall	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	
Not applicable - I have never tried it	4%	4%	4%	10%	5%	3%	2%	3%	3%	5%	

Trifle

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	40%	39%	41%	27%	27%	36%	43%	50%	38%	43%	
Like a little	27%	28%	26%	25%	28%	27%	28%	27%	28%	26%	
Neither like nor dislike	11%	12%	10%	10%	10%	11%	11%	11%	12%	10%	
Dislike a little	8%	8%	8%	12%	13%	10%	7%	5%	9%	7%	
Dislike a lot	9%	8%	11%	10%	15%	12%	9%	6%	9%	10%	
Don't know/ can't recall	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	
Not applicable - I have never tried it	3%	3%	2%	13%	5%	2%	1%	0%	3%	3%	

Treacle tart

	Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738	
Like a lot	31%	32%	31%	19%	26%	31%	33%	36%	32%	30%	
Like a little	27%	27%	26%	20%	27%	26%	28%	29%	28%	26%	
Neither like nor dislike	15%	15%	14%	9%	13%	15%	16%	16%	15%	15%	
Dislike a little	9%	8%	10%	7%	7%	10%	10%	10%	9%	9%	
Dislike a lot	7%	6%	8%	4%	8%	7%	8%	7%	7%	8%	
Don't know/ can't recall	2%	3%	2%	7%	4%	3%	1%	1%	2%	3%	
Not applicable - I have never tried it	9%	9%	8%	34%	14%	9%	4%	2%	8%	10%	

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Sticky toffee pudding

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	44%	47%	43%	42%	39%	42%	43%	43%	51%	
Like a little	26%	26%	28%	29%	26%	27%	27%	23%	22%	
Neither like nor dislike	12%	10%	13%	13%	11%	13%	12%	14%	11%	
Dislike a little	7%	6%	7%	7%	6%	8%	7%	9%	6%	
Dislike a lot	6%	6%	5%	5%	8%	7%	6%	8%	5%	
Don't know/ can't recall	1%	1%	1%	2%	2%	1%	1%	1%	1%	
Not applicable - I have never tried it	4%	3%	4%	3%	8%	2%	4%	4%	3%	

Trifle

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	40%	43%	42%	42%	34%	40%	40%	39%	41%	
Like a little	27%	26%	28%	28%	27%	27%	27%	31%	26%	
Neither like nor dislike	11%	10%	10%	9%	14%	12%	11%	10%	10%	
Dislike a little	8%	8%	7%	9%	7%	10%	8%	9%	9%	
Dislike a lot	9%	10%	9%	10%	10%	9%	10%	7%	10%	
Don't know/ can't recall	1%	1%	1%	1%	3%	1%	1%	1%	0%	
Not applicable - I have never tried it	3%	3%	3%	2%	5%	2%	3%	3%	4%	

Treacle tart

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	31%	33%	34%	38%	24%	34%	33%	30%	20%	
Like a little	27%	27%	29%	29%	26%	26%	27%	27%	22%	
Neither like nor dislike	15%	14%	16%	12%	15%	15%	15%	14%	16%	
Dislike a little	9%	9%	7%	8%	9%	10%	9%	10%	10%	
Dislike a lot	7%	6%	5%	8%	8%	7%	7%	10%	10%	
Don't know/ can't recall	2%	2%	2%	1%	4%	2%	2%	3%	4%	
Not applicable - I have never tried it	9%	9%	7%	4%	14%	6%	8%	7%	18%	

YouGov - British cuisine

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Sample: 6,367 British adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Victoria sponge cake

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	45%	40%	51%	48%	46%	49%	46%	42%	44%	47%
Like a little	35%	36%	34%	31%	36%	33%	35%	36%	36%	34%
Neither like nor dislike	11%	13%	10%	5%	8%	10%	12%	15%	12%	11%
Dislike a little	4%	4%	3%	3%	3%	3%	5%	4%	4%	3%
Dislike a lot	2%	3%	2%	1%	2%	2%	2%	3%	2%	2%
Don't know/ can't recall	1%	2%	1%	3%	1%	1%	1%	0%	1%	1%
Not applicable - I have never tried it	2%	3%	1%	7%	3%	1%	1%	0%	2%	2%

Welsh cakes

Unweighted base	6367	2932	3435	527	985	1119	1115	2621	3878	2489
Base	6367	3088	3279	707	981	1083	1097	2499	3629	2738
Like a lot	17%	16%	18%	13%	15%	16%	18%	19%	18%	16%
Like a little	18%	17%	18%	12%	16%	17%	17%	20%	19%	16%
Neither like nor dislike	14%	14%	13%	6%	9%	14%	13%	17%	14%	13%
Dislike a little	5%	5%	5%	3%	4%	5%	4%	5%	5%	4%
Dislike a lot	4%	3%	5%	4%	5%	4%	4%	4%	4%	4%
Don't know/ can't recall	7%	8%	6%	6%	8%	7%	9%	6%	7%	7%
Not applicable - I have never tried it	36%	36%	36%	55%	42%	37%	34%	28%	33%	39%

YouGov - British cuisine

Fieldwork: 2nd - 15th April 2019

Sample: 6,367 British adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Changing the subject...In general, how much do you like or dislike each of the following foods? (Please read the list carefully and select one option on each row. If you have not tried a food listed, please select the "Not applicable" option)

Victoria sponge cake

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	45%	46%	46%	46%	40%	46%	45%	49%	44%	
Like a little	35%	35%	35%	36%	37%	34%	35%	30%	33%	
Neither like nor dislike	11%	11%	12%	11%	11%	11%	11%	11%	13%	
Dislike a little	4%	4%	3%	3%	4%	4%	4%	4%	3%	
Dislike a lot	2%	2%	1%	1%	3%	2%	2%	3%	3%	
Don't know/ can't recall	1%	1%	1%	1%	3%	1%	1%	1%	1%	
Not applicable - I have never tried it	2%	2%	2%	1%	3%	1%	2%	2%	2%	

Welsh cakes

	Unweighted base	6367	1518	1073	552	778	1529	5450	325	592
Base	6367	1522	1051	538	860	1532	5501	312	554	
Like a lot	17%	13%	18%	13%	15%	20%	16%	55%	7%	
Like a little	18%	16%	18%	18%	16%	21%	18%	26%	9%	
Neither like nor dislike	14%	14%	13%	12%	13%	15%	14%	11%	13%	
Dislike a little	5%	4%	5%	5%	4%	5%	5%	4%	3%	
Dislike a lot	4%	4%	4%	5%	4%	4%	4%	1%	4%	
Don't know/ can't recall	7%	8%	5%	8%	9%	7%	7%	1%	9%	
Not applicable - I have never tried it	36%	42%	36%	39%	38%	28%	36%	2%	56%	