

YouGov Survey Results

Sample Size: 1918 GB Adults

Fieldwork: 12th - 13th March 2017

2017

	Gender		Age				Social Grade		Region					Please say which photo comes closest to how you like your own toast...						
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	Don't know
Weighted Sample	1918	928	990	222	819	474	403	1093	825	230	637	412	462	176	23	358	1025	457	31	23
Unweighted Sample	1918	824	1094	206	763	521	428	1161	757	184	662	436	470	166	19	367	1026	457	31	18
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shown are some photos of toast that have been toasted to different levels. Please say which photo comes closest to how you like your own toast.

1	1	2	1	4	1	1	1	2	1	1	1	0	3	0	100	0	0	0	0	0
2	19	14	23	20	20	14	22	20	17	18	19	21	18	17	0	100	0	0	0	0
3	53	53	54	54	55	53	49	53	54	56	53	53	53	54	0	0	100	0	0	0
4	24	28	20	17	22	28	26	23	25	19	25	23	25	24	0	0	0	100	0	0
5	2	2	1	2	0	3	2	1	3	3	1	2	1	4	0	0	0	0	100	0
Don't know	1	2	1	3	1	1	1	1	1	3	1	1	1	1	0	0	0	0	0	100

Which type of bread do you prefer to have for your toast?

White bread	46	46	45	50	50	39	42	44	49	38	46	49	46	46	49	49	45	45	50	21
Brown bread	11	12	10	15	10	11	11	10	12	12	10	10	12	12	15	6	12	12	22	11
Wholemeal bread	34	34	34	26	32	40	34	37	30	42	34	31	32	34	28	34	35	34	22	19
Some other bread	6	4	9	3	5	7	11	6	7	4	8	6	6	4	6	11	5	6	0	12
Don't know	3	4	2	5	3	2	2	3	3	4	3	3	3	3	3	1	3	3	6	37

Which of the following toast toppings do you like? Please select all that apply.

Butter	73	73	74	68	73	75	75	75	71	69	73	73	73	84	43	77	73	75	59	46
Cheese	51	53	50	49	52	56	46	54	49	51	50	54	48	60	56	52	49	55	52	43
Jam	50	49	52	57	53	53	38	54	46	53	50	48	50	55	37	52	52	48	45	24
Marmalade	43	45	42	17	34	56	62	46	41	39	44	45	42	47	36	42	42	50	42	15
Margarine/spread	31	32	30	33	35	34	20	33	29	31	34	29	31	29	44	36	32	25	32	19
Marmite	29	27	31	17	30	33	28	30	27	33	44	26	16	10	14	26	28	34	18	42
Peanut butter	28	26	30	30	32	31	15	30	25	41	33	22	22	21	24	30	28	28	18	29
Pâté	28	31	25	20	27	35	26	32	23	26	31	28	23	34	40	27	27	31	28	24
Chocolate spread (like Nutella)	19	17	20	46	24	8	7	21	17	23	21	16	15	23	25	25	20	12	0	16
None of these	2	2	1	2	1	2	1	1	3	1	1	3	2	2	0	2	1	1	11	17
Don't know	0	1	0	1	0	0	0	0	0	1	0	0	1	0	3	0	0	0	0	12

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2017						
		Type of Bread				
	Total	White bread	Brown bread	Wholemeal bread	Some other bread	Don't know
Weighted Sample	1918	879	211	649	123	56
Unweighted Sample	1918	852	207	692	127	40
	%	%	%	%	%	%

Shown are some photos of toast that have been toasted to different levels. Please say which photo comes closest to how you like your own toast.

1	1	1	2	1	1	1
2	19	20	9	19	31	4
3	53	53	58	55	44	51
4	24	23	26	24	21	24
5	2	2	3	1	0	4
Don't know	1	1	1	1	2	15

Which type of bread do you prefer to have for your toast?

White bread	46	100	0	0	0	0
Brown bread	11	0	100	0	0	0
Wholemeal bread	34	0	0	100	0	0
Some other bread	6	0	0	0	100	0
Don't know	3	0	0	0	0	100

Which of the following toast toppings do you like? Please select all that apply.

Butter	73	79	72	68	79	49
Cheese	51	52	44	54	51	41
Jam	50	51	42	53	49	46
Marmalade	43	41	36	48	54	35
Margarine/spread	31	32	27	33	24	23
Marmite	29	23	25	38	34	29
Peanut butter	28	22	26	36	35	17
Pâté	28	27	24	30	36	22
Chocolate spread (like Nutella)	19	18	18	20	20	18
None of these	2	1	2	1	2	10
Don't know	0	0	0	0	0	10