

YouGov Survey Results

Sample size: 2104 adults in GB

Fieldwork: 13th - 14th October 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	2104	379	541	192	227	131	739	751	1016	1088	221	867	520	496	713	471	629
Unweighted Sample	2104	339	542	203	225	146	813	756	891	1213	163	769	611	560	803	481	510
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how much do you like or dislike each of the following foods?

Fish and chips

Like a lot	61	66	63	54	72	57	60	70	68	54	52	57	66	67	57	62	69
Like a little	25	22	25	30	18	32	28	18	21	29	32	28	21	20	29	24	19
TOTAL LIKE	86	88	88	84	90	89	88	88	89	83	84	85	87	87	86	86	88
Neither like nor dislike	5	4	4	7	5	4	4	5	5	6	5	5	6	5	4	6	5
Dislike a little	3	3	2	4	1	3	3	3	2	4	5	3	2	2	3	2	2
Dislike a lot	5	4	4	4	4	3	5	4	3	6	4	5	4	5	5	5	4
TOTAL DISLIKE	8	7	6	8	5	6	8	7	5	10	9	8	6	7	8	7	6
Don't know / can't recall	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Not applicable - I have never tried it	1	1	2	1	1	0	1	1	1	1	1	1	1	1	1	1	1

Roast dinner

Like a lot	70	74	69	71	76	61	71	75	69	70	64	65	76	74	68	73	74
Like a little	20	19	20	17	17	28	19	17	20	19	26	24	14	16	21	19	17
TOTAL LIKE	90	93	89	88	93	89	90	92	89	89	90	89	90	90	89	92	91
Neither like nor dislike	4	3	3	5	5	6	3	4	5	4	3	5	6	3	4	4	4
Dislike a little	2	3	2	3	1	2	3	2	2	3	4	2	2	2	3	1	2
Dislike a lot	2	0	3	2	1	3	3	1	2	2	2	2	2	3	2	3	2
TOTAL DISLIKE	4	3	5	5	2	5	6	3	4	5	6	4	4	5	5	4	4
Don't know / can't recall	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Not applicable - I have never tried it	1	1	2	1	0	1	1	1	1	1	0	2	1	1	2	1	1

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Weighted Sample	2104	1820	101	183	499	345	255	722
Unweighted Sample	2104	1794	123	187	498	371	179	746
	%	%	%	%	%	%	%	%

In general, how much do you like or dislike each of the following foods?

Fish and chips

Like a lot	61	61	56	61	64	64	61	58
Like a little	25	25	30	21	25	23	26	26
TOTAL LIKE	86	86	86	82	89	87	87	84
Neither like nor dislike	5	5	6	7	3	5	4	7
Dislike a little	3	3	2	4	2	2	3	4
Dislike a lot	5	5	3	4	5	5	6	4
TOTAL DISLIKE	8	8	5	8	7	7	9	8
Don't know / can't recall	0	0	0	0	0	0	0	0
Not applicable - I have never tried it	1	1	3	2	1	1	0	1

Roast dinner

Like a lot	70	70	73	62	70	69	63	73
Like a little	20	20	17	24	20	18	25	18
TOTAL LIKE	90	90	90	86	90	87	88	91
Neither like nor dislike	4	4	1	8	5	5	6	3
Dislike a little	2	2	5	2	1	2	2	3
Dislike a lot	2	2	2	3	1	3	2	2
TOTAL DISLIKE	4	4	7	5	2	5	4	5
Don't know / can't recall	0	0	0	0	0	0	0	0
Not applicable - I have never tried it	1	1	1	0	1	2	2	1

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
	2104	379	541	192	227	131	739	751	1016	1088	221	867	520	496	713	471	629
	2104	339	542	203	225	146	813	756	891	1213	163	769	611	560	803	481	510
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Chicken tikka masala

Like a lot	38	34	43	37	30	39	41	34	41	35	38	41	41	30	40	37	39
Like a little	30	33	31	24	35	31	31	31	30	30	33	32	27	30	30	34	28
TOTAL LIKE	68	67	74	61	65	70	72	65	71	65	71	73	68	60	70	71	67
Neither like nor dislike	11	11	8	13	12	11	10	10	11	11	11	9	11	13	10	10	12
Dislike a little	6	7	6	8	7	3	5	6	6	6	9	6	5	6	6	5	6
Dislike a lot	10	12	8	14	11	8	8	13	8	12	4	8	11	15	10	11	10
TOTAL DISLIKE	16	19	14	22	18	11	13	19	14	18	13	14	16	21	16	16	16
Don't know / can't recall	1	0	1	0	0	0	1	0	1	1	1	1	0	0	0	0	1
Not applicable - I have never tried it	4	3	3	3	4	8	4	5	3	5	4	3	4	6	4	3	4

Approximately how often do you have each of the following?

Fish and chips

Never	8	6	10	8	5	7	8	7	6	11	11	9	6	8	10	7	6
Less than once a year	6	6	4	6	3	8	6	4	6	6	4	5	7	6	5	6	6
Once a year	7	5	7	10	5	8	7	4	5	9	12	7	6	5	6	7	6
Once every 4-6 months	19	16	20	18	20	22	19	20	15	22	18	22	18	14	20	19	17
Once every 2-3 months	22	25	22	26	20	30	26	20	24	21	21	23	25	19	23	23	22
Once a month	19	21	20	17	23	14	19	20	23	16	19	17	18	24	19	20	21
2-3 times a month	10	11	11	10	15	6	10	12	12	9	8	8	12	13	10	9	13
Once a week	6	9	5	3	8	2	4	10	8	5	3	5	6	11	6	7	7
More than once a week	0	0	1	1	0	1	0	1	1	0	0	1	0	0	1	0	0
Not sure	2	1	2	1	1	2	1	1	2	2	4	2	1	1	0	1	2

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Unweighted Sample	2104	1794	123	187	498	371	179	746
	%	%	%	%	%	%	%	%

Chicken tikka masala

Like a lot	38	38	38	37	41	38	31	39
Like a little	30	30	31	35	30	32	33	27
TOTAL LIKE	68	68	69	72	71	70	64	66
Neither like nor dislike	11	11	9	12	10	10	15	10
Dislike a little	6	6	8	4	6	4	7	6
Dislike a lot	10	10	7	8	8	11	9	12
TOTAL DISLIKE	16	16	15	12	14	15	16	18
Don't know / can't recall	1	1	1	0	1	1	0	1
Not applicable - I have never tried it	4	4	6	3	4	5	4	4

Approximately how often do you have each of the following?

Fish and chips

Never	8	8	6	10	7	7	8	9
Less than once a year	6	6	7	6	5	4	8	6
Once a year	7	7	3	7	7	5	8	8
Once every 4-6 months	19	19	23	18	18	17	20	19
Once every 2-3 months	22	22	25	26	21	22	20	23
Once a month	19	19	19	16	22	23	16	18
2-3 times a month	10	10	12	10	8	15	11	9
Once a week	6	7	3	5	8	6	7	6
More than once a week	0	0	0	1	0	0	1	0
Not sure	2	2	2	2	2	2	1	2

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Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)		
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	2104	379	541	192	227	131	739	751	1016	1088	221	867	520	496	713	471	629
	2104	339	542	203	225	146	813	756	891	1213	163	769	611	560	803	481	510
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Roast dinner

Never	4	2	5	2	2	5	4	3	3	5	4	4	3	5	4	3	3
Less than once a year	3	3	3	3	3	4	3	3	5	2	2	4	3	4	2	3	4
Once a year	5	4	4	7	4	4	6	3	5	4	6	4	5	6	4	6	5
Once every 4-6 months	15	13	16	20	10	24	16	13	15	15	14	18	16	11	16	16	15
Once every 2-3 months	19	19	21	20	18	22	19	17	19	18	24	19	20	16	22	16	17
Once a month	19	18	20	20	21	18	20	20	19	18	17	20	18	18	19	20	20
2-3 times a month	17	18	16	17	19	12	17	17	16	18	16	16	19	17	19	18	15
Once a week	15	20	12	9	22	10	13	21	14	17	11	14	13	20	12	18	17
More than once a week	1	1	1	1	2	0	1	2	1	1	0	1	2	2	1	1	2
Not sure	2	1	1	2	1	1	1	1	2	1	6	1	1	1	0	1	3

Chicken tikka masala

Never	23	23	21	26	25	28	21	25	19	26	23	18	23	30	21	23	24
Less than once a year	12	11	12	14	15	10	14	13	13	11	7	11	15	14	13	14	11
Once a year	9	11	7	9	7	12	9	9	7	10	9	10	7	8	10	11	6
Once every 4-6 months	15	17	14	16	13	15	16	14	17	13	16	16	16	11	16	13	15
Once every 2-3 months	18	16	20	18	22	15	17	18	19	17	19	19	18	15	19	18	16
Once a month	12	13	13	8	9	10	13	11	12	11	11	12	10	13	11	10	13
2-3 times a month	7	6	7	5	7	3	6	6	8	6	8	8	5	6	6	8	8
Once a week	2	1	3	2	1	2	2	2	2	2	2	2	3	1	1	2	3
More than once a week	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Not sure	3	2	2	2	2	4	2	2	3	2	5	3	2	1	2	1	4

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	%	%	%	%	%	%	%	%

Roast dinner

Never	4	4	3	5	3	4	6	4
Less than once a year	3	3	2	9	3	1	6	3
Once a year	5	5	1	5	5	3	6	6
Once every 4-6 months	15	15	13	21	19	11	17	13
Once every 2-3 months	19	18	22	21	19	15	18	20
Once a month	19	19	23	17	16	19	21	20
2-3 times a month	17	17	17	11	17	22	9	19
Once a week	15	16	16	10	14	21	12	15
More than once a week	1	1	2	0	2	2	2	0
Not sure	2	2	2	1	1	2	4	1

Chicken tikka masala

Never	23	23	24	19	21	24	24	24
Less than once a year	12	12	13	16	12	8	16	12
Once a year	9	9	6	10	7	8	12	9
Once every 4-6 months	15	15	12	14	15	17	14	15
Once every 2-3 months	18	18	19	19	15	22	16	18
Once a month	12	11	9	14	14	11	10	11
2-3 times a month	7	7	11	4	9	7	3	7
Once a week	2	2	4	2	2	1	3	2
More than once a week	0	0	0	0	1	0	0	0
Not sure	3	3	2	3	3	3	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Curry of any kind (including chicken tikka masala)

Never	10	12	7	10	12	6	6	14	7	13	8	8	9	16	7	11	11
Less than once a year	4	4	5	4	4	4	4	5	5	4	1	5	4	6	4	5	5
Once a year	2	3	1	4	4	2	2	3	3	2	2	2	3	3	2	2	3
Once every 4-6 months	10	11	8	11	10	7	8	10	8	11	11	8	11	10	9	11	9
Once every 2-3 months	19	17	17	19	18	21	22	18	19	19	11	24	18	14	19	21	21
Once a month	20	24	23	19	22	25	23	19	22	19	19	20	19	24	24	20	18
2-3 times a month	19	17	23	20	20	21	20	19	20	18	24	17	22	17	20	18	19
Once a week	9	9	10	7	9	8	9	9	11	8	13	9	11	8	10	9	9
More than once a week	4	3	4	4	2	4	4	2	4	3	5	4	3	2	3	3	3
Not sure	2	1	2	1	0	1	2	1	2	2	5	3	1	1	1	1	3

Food of any kind from a fish and chip shop (including fish and chips)

Never	7	7	6	9	5	4	6	7	5	9	7	4	7	11	7	7	6
Less than once a year	9	11	8	10	9	7	9	9	8	11	8	9	8	12	8	11	10
Once a year	8	9	11	7	4	10	10	7	6	10	11	9	8	7	8	9	9
Once every 4-6 months	21	22	19	21	22	27	22	23	19	23	14	24	21	19	23	22	20
Once every 2-3 months	22	22	23	32	16	27	24	20	22	22	21	24	24	18	22	23	21
Once a month	18	17	18	12	22	14	18	16	22	14	25	17	17	18	19	16	17
2-3 times a month	8	8	7	6	12	8	7	10	10	6	4	8	9	9	7	9	10
Once a week	3	3	4	2	6	1	2	5	5	2	3	3	4	4	4	3	4
More than once a week	1	0	1	0	1	0	0	1	1	0	0	1	1	0	1	0	1
Not sure	3	2	3	2	3	1	2	2	3	3	8	2	1	2	2	1	3

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	%	%	%	%	%	%	%	%

Curry of any kind (including chicken tikka masala)

Never	10	11	11	6	10	9	11	12
Less than once a year	4	4	4	6	3	4	7	4
Once a year	2	3	1	3	3	1	3	3
Once every 4-6 months	10	9	10	10	10	7	8	11
Once every 2-3 months	19	19	10	21	18	23	16	20
Once a month	20	20	23	26	22	20	25	17
2-3 times a month	19	20	20	13	19	23	11	21
Once a week	9	9	16	9	12	8	9	8
More than once a week	4	4	2	4	3	3	8	3
Not sure	2	2	2	2	1	2	2	2

Food of any kind from a fish and chip shop (including fish and chips)

Never	7	7	7	10	5	6	7	8
Less than once a year	9	10	6	7	10	8	11	11
Once a year	8	8	7	8	8	6	10	9
Once every 4-6 months	21	21	20	22	17	18	24	23
Once every 2-3 months	22	22	22	21	23	23	19	23
Once a month	18	17	21	21	19	19	14	16
2-3 times a month	8	8	8	10	9	11	6	6
Once a week	3	4	5	1	5	5	3	2
More than once a week	1	1	0	0	1	1	1	0
Not sure	3	3	3	1	2	3	5	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**This survey was carried out online. The figures have been weighted and are representative of all adults in GB (aged 18+).*

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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