

YouGov / Why Not Cheese Sandwiches

Fieldwork: 23th - 24th December 2014
Sample Size: 2144 GB Adults

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

When was the last time you ate a cheese sandwich?
(Please select the option that best applies)

	Unweighted base	2144	1055	1089	216	265	368	529	766	1192	952
Base: All GB Adults	2144	1029	1115	257	340	370	426	750	1179	965	
Today	10%	12%	9%	8%	9%	10%	12%	11%	10%	11%	
Within the past week	35%	37%	33%	19%	29%	37%	36%	41%	34%	36%	
Within the past month	22%	20%	23%	18%	24%	21%	23%	22%	23%	21%	
Within the past three months	9%	8%	11%	14%	12%	10%	8%	7%	9%	9%	
Within the past six months	5%	5%	6%	7%	7%	5%	4%	4%	6%	5%	
Within the past year (i.e. 2014)	4%	5%	4%	5%	5%	6%	4%	3%	4%	4%	
Less recently than the past year	6%	5%	6%	9%	5%	5%	7%	5%	6%	5%	
Never	4%	5%	4%	11%	4%	4%	4%	3%	3%	5%	
Don't know/ can't recall	4%	4%	4%	9%	6%	3%	3%	3%	4%	4%	

Which, if any, of the following describes how eating a
cheese sandwich makes you feel? (Please select all that
apply)

	Unweighted base	2056	1010	1046	194	256	354	509	743	1154	902
Base: All GB Adults who have ever eaten a cheese sandwich	2053	982	1071	229	328	357	411	729	1138	915	
Relaxed	13%	15%	11%	6%	14%	15%	12%	14%	12%	15%	
Comforted	21%	18%	24%	15%	19%	27%	23%	19%	22%	19%	
Happy	19%	21%	18%	17%	19%	22%	21%	19%	18%	21%	
Nourished	26%	29%	24%	16%	15%	26%	29%	33%	27%	25%	
Content	26%	27%	26%	21%	19%	27%	30%	29%	26%	27%	
Worry and stress free	3%	4%	2%	6%	2%	5%	3%	2%	4%	2%	
Bored	5%	5%	5%	15%	6%	7%	2%	4%	7%	4%	
Unhealthy	10%	6%	13%	15%	13%	13%	9%	5%	11%	7%	
Uninspired	9%	8%	10%	16%	17%	7%	6%	6%	11%	7%	
None of these	21%	20%	21%	22%	20%	18%	24%	20%	20%	22%	
Don't know	5%	6%	4%	10%	7%	4%	4%	3%	4%	6%	

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Sample Size: 2144 GB Adults

Region							
North	Midlands	East	London	South	England	Wales	Scotland

When was the last time you ate a cheese sandwich?
(Please select the option that best applies)

	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	520	320	179	253	479	1751	102	291
Base: All GB Adults	527	352	206	274	491	1850	107	187
Today	10%	13%	9%	7%	11%	10%	9%	11%
Within the past week	39%	34%	38%	28%	35%	35%	34%	29%
Within the past month	19%	21%	26%	18%	24%	22%	21%	25%
Within the past three months	10%	9%	4%	15%	7%	9%	13%	9%
Within the past six months	5%	6%	5%	5%	5%	5%	2%	6%
Within the past year (i.e. 2014)	2%	5%	7%	8%	4%	4%	4%	5%
Less recently than the past year	7%	6%	4%	7%	6%	6%	4%	6%
Never	4%	2%	4%	5%	4%	4%	10%	4%
Don't know/ can't recall	4%	3%	4%	6%	4%	4%	3%	5%

Which, if any, of the following describes how eating a
cheese sandwich makes you feel? (Please select all that
apply)

	North	Midlands	East	London	South	England	Wales	Scotland
Unweighted base	499	312	173	242	459	1685	93	278
Base: All GB Adults who have ever eaten a cheese sandwich	505	344	198	261	471	1778	96	179
Relaxed	11%	13%	11%	15%	15%	13%	13%	11%
Comforted	22%	21%	17%	20%	20%	20%	25%	22%
Happy	20%	19%	22%	16%	20%	19%	24%	17%
Nourished	24%	28%	33%	25%	25%	26%	31%	26%
Content	28%	25%	27%	23%	29%	27%	24%	23%
Worry and stress free	3%	3%	2%	2%	4%	3%	2%	3%
Bored	6%	7%	7%	4%	4%	6%	3%	5%
Unhealthy	9%	14%	6%	9%	9%	9%	7%	11%
Uninspired	11%	11%	12%	6%	6%	9%	6%	10%
None of these	20%	21%	15%	24%	21%	21%	27%	19%
Don't know	4%	4%	2%	7%	5%	5%	4%	6%