

YouGov / Peretti Survey Results

Sample Size: 2282

Fieldwork: 5th - 8th March 2010

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2286	1116	1170	240	359	360	411	916	1385	901	528	363	214	273	559	126	223
All GB adults who eat desserts	2282	1097	1185	259	386	392	421	824	1258	1024	565	370	223	286	524	111	202

When you ate out at a restaurant during the recession (i.e. October 2008 to January 2010), were you more or less likely than at other times to treat yourself to small indulgences such as dessert, to cheer yourself up?

Much more likely	3%	2%	3%	3%	2%	4%	2%	2%	3%	2%	2%	2%	3%	4%	1%	6%	3%
More likely	6%	6%	6%	7%	7%	8%	5%	5%	6%	7%	6%	4%	5%	8%	5%	6%	8%
Neither more nor less likely	49%	51%	47%	42%	49%	48%	51%	51%	52%	45%	47%	50%	51%	48%	51%	48%	46%
Less likely	11%	11%	10%	15%	15%	13%	10%	6%	10%	12%	11%	11%	12%	12%	11%	8%	9%
Much less likely	5%	5%	6%	4%	8%	4%	6%	5%	5%	5%	5%	5%	5%	5%	3%	5%	
Don't know	2%	2%	2%	3%	2%	3%	2%	1%	1%	3%	2%	3%	2%	3%	1%	1%	2%
Not applicable - I never eat dessert at a restaurant/ never eat out at restaurants	10%	9%	10%	7%	6%	9%	12%	11%	8%	11%	10%	10%	7%	7%	11%	12%	10%
Not applicable - I did not need cheering up during the recession	15%	15%	16%	20%	11%	12%	12%	18%	15%	16%	16%	14%	15%	14%	14%	17%	17%

How often do you eat a dessert when you eat out?

All of the time	4%	4%	5%	3%	3%	6%	4%	5%	4%	5%	5%	4%	5%	3%	4%	4%	4%
Most of the time	22%	23%	21%	24%	18%	26%	21%	22%	23%	21%	19%	20%	26%	27%	21%	23%	27%
Some of the time	40%	37%	43%	35%	45%	39%	39%	40%	42%	37%	38%	42%	37%	37%	43%	43%	40%
Rarely	30%	31%	28%	31%	32%	25%	30%	30%	28%	31%	32%	30%	28%	30%	29%	26%	24%
Never	3%	3%	2%	2%	1%	3%	5%	3%	2%	3%	4%	2%	2%	2%	4%	5%	
Don't know	1%	2%	1%	5%	1%	1%	0%	1%	0%	2%	1%	2%	2%	2%	0%	-	-

YouGov / Peretti Survey Results

Sample Size: 2282

Fieldwork: 5th - 8th March 2010

Total	Working status						Marital status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married
Unweighted Base	2286	1046	345	118	514	60	203	1199	263	206	58	527
All GB adults who eat desserts	2282	1080	324	124	470	65	219	1154	284	204	60	549

When you ate out at a restaurant during the recession (i.e. October 2008 to January 2010), were you more or less likely than at other times to treat yourself to small indulgences such as dessert, to cheer yourself up?

Much more likely	3%	3%	2%	2%	2%	7%	1%	3%	2%	2%	-	2%
More likely	6%	7%	7%	3%	6%	10%	3%	7%	6%	4%	8%	4%
Neither more nor less likely	49%	51%	46%	52%	52%	30%	42%	52%	48%	47%	39%	46%
Less likely	11%	13%	11%	11%	5%	12%	9%	10%	11%	11%	3%	13%
Much less likely	5%	5%	6%	2%	5%	8%	6%	5%	7%	5%	6%	5%
Don't know	2%	2%	3%	0%	0%	4%	5%	1%	3%	3%	1%	3%
Not applicable - I never eat desert at a restaurant/ never eat out at restaurants	10%	6%	11%	8%	11%	20%	17%	9%	7%	12%	15%	11%
Not applicable - I did not need cheering up during the recession	15%	13%	14%	22%	19%	9%	17%	14%	14%	17%	28%	16%

How often do you eat a dessert when you eat out?

All of the time	4%	4%	7%	3%	6%	-	4%	5%	6%	5%	7%	3%
Most of the time	22%	24%	18%	28%	22%	19%	21%	23%	20%	21%	13%	23%
Some of the time	40%	40%	42%	36%	44%	28%	34%	40%	44%	36%	41%	39%
Rarely	30%	30%	31%	25%	26%	42%	33%	28%	26%	35%	34%	31%
Never	3%	3%	2%	2%	2%	5%	6%	3%	2%	3%	-	2%
Don't know	1%	0%	-	7%	1%	5%	3%	0%	1%	-	5%	3%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2286	1116	1170	240	359	360	411	916	1385	901	528	363	214	273	559	126	223
All GB adults who eat desserts	2282	1097	1185	259	386	392	421	824	1258	1024	565	370	223	286	524	111	202

How often do you NOT order dessert when you eat out and then eat some of someone else's you are dining with?

All of the time	1%	2%	1%	3%	2%	1%	2%	1%	0%	3%	3%	1%	1%	2%	1%	-	0%
Most of the time	7%	7%	6%	10%	7%	4%	8%	6%	5%	8%	7%	8%	3%	7%	5%	7%	10%
Some of the time	18%	18%	19%	20%	26%	18%	21%	12%	19%	18%	16%	20%	17%	17%	17%	26%	24%
Rarely	30%	28%	32%	32%	33%	33%	31%	26%	32%	27%	29%	24%	32%	39%	32%	27%	26%
Never	42%	42%	41%	31%	30%	40%	38%	54%	43%	41%	44%	45%	45%	34%	43%	39%	36%
Don't know	2%	3%	1%	4%	2%	3%	0%	2%	1%	3%	2%	2%	3%	2%	1%	1%	3%

How often do you ever order a digestif/ nightcap/ dessert wine with your dessert when you eat out?

All of the time	0%	0%	0%	-	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Most of the time	2%	3%	1%	3%	2%	4%	2%	1%	2%	1%	2%	1%	1%	3%	2%	2%	4%
Some of the time	9%	11%	7%	9%	8%	9%	11%	8%	9%	9%	7%	9%	11%	10%	9%	5%	11%
Rarely	25%	28%	23%	21%	30%	26%	28%	23%	28%	22%	21%	28%	29%	25%	27%	30%	20%
Never	62%	57%	66%	61%	56%	57%	59%	68%	60%	64%	67%	59%	56%	59%	61%	62%	63%
Don't know	2%	2%	2%	7%	3%	3%	0%	1%	1%	4%	3%	3%	2%	2%	1%	-	1%

Thinking about if you were eating out at a restaurant and wanted to order TWO courses from the menu...Which ONE of the following would you be MOST likely to order?

A starter and a main	56%	62%	51%	44%	59%	58%	60%	56%	61%	51%	60%	55%	52%	61%	52%	54%	59%
A main and a dessert	39%	33%	46%	49%	36%	37%	36%	41%	36%	44%	36%	40%	44%	34%	45%	44%	37%
Neither	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	3%	1%	2%	2%	-	3%
Don't know	2%	3%	2%	5%	3%	3%	1%	1%	2%	3%	2%	3%	3%	3%	2%	2%	1%

Have you ever chosen to eat at a restaurant solely for its dessert menu?

Yes, I have	9%	6%	11%	14%	15%	9%	7%	4%	8%	9%	10%	7%	8%	8%	7%	11%	11%
No, I have not	87%	89%	84%	75%	82%	85%	90%	92%	89%	84%	85%	84%	90%	88%	89%	86%	83%
Can't recall	5%	5%	5%	11%	3%	6%	3%	4%	3%	7%	5%	8%	3%	4%	3%	3%	6%

	Total	Working status						Marital status				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married
Unweighted Base	2286	1046	345	118	514	60	203	1199	263	206	58	527
All GB adults who eat desserts	2282	1080	324	124	470	65	219	1154	284	204	60	549

How often do you NOT order dessert when you eat out and then eat some of someone else's you are dining with?

All of the time	1%	1%	3%	1%	1%	11%	1%	1%	0%	1%	-	2%
Most of the time	7%	8%	5%	6%	5%	9%	5%	6%	6%	9%	7%	7%
Some of the time	18%	19%	24%	16%	14%	14%	17%	20%	23%	11%	7%	16%
Rarely	30%	34%	29%	34%	22%	27%	28%	30%	29%	26%	27%	32%
Never	42%	37%	40%	38%	57%	34%	44%	41%	40%	52%	50%	39%
Don't know	2%	2%	-	5%	2%	5%	5%	1%	2%	1%	9%	4%

How often do you ever order a digestif/ nightcap/ dessert wine with your dessert when you eat out?

All of the time	0%	0%	1%	-	0%	1%	0%	0%	1%	1%	-	-
Most of the time	2%	3%	1%	2%	1%	6%	2%	2%	2%	1%	1%	2%
Some of the time	9%	10%	8%	5%	7%	10%	8%	8%	11%	8%	4%	9%
Rarely	25%	30%	21%	18%	22%	23%	18%	26%	21%	30%	21%	25%
Never	62%	56%	68%	65%	70%	53%	64%	62%	64%	60%	72%	59%
Don't know	2%	2%	0%	10%	0%	7%	8%	1%	2%	1%	2%	5%

Thinking about if you were eating out at a restaurant and wanted to order TWO courses from the menu...Which ONE of the following would you be MOST likely to order?

A starter and a main	56%	63%	48%	37%	54%	53%	51%	60%	56%	51%	56%	50%
A main and a dessert	39%	33%	50%	57%	43%	34%	40%	37%	40%	45%	37%	43%
Neither	2%	1%	2%	1%	2%	6%	6%	2%	1%	3%	3%	2%
Don't know	2%	3%	1%	5%	1%	7%	4%	2%	2%	1%	4%	5%

Have you ever chosen to eat at a restaurant solely for its dessert menu?

Yes, I have	9%	8%	11%	19%	4%	13%	12%	6%	13%	4%	11%	12%
No, I have not	87%	89%	87%	66%	91%	76%	81%	90%	83%	94%	86%	80%
Can't recall	5%	4%	2%	15%	5%	10%	8%	4%	4%	1%	3%	8%