

YouGov Survey Results

Sample Size: 2055

Fieldwork: 25th to 28th February 2011

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	ALL WITH CHILDREN IN HOUSEHOLD

Shrove Tuesday, also commonly known as Pancake Day, is on Tuesday the 8th of March this year. Are you planning to eat pancakes on Pancake Day?

Unweighted Base	2055	949	1106	169	286	298	382	920	1235	820	466	294	188	268	531	93	215	580
All GB Adults	2055	986	1069	247	348	338	403	719	1130	925	506	337	197	263	471	103	179	652
Yes, I am	49%	43%	54%	56%	54%	50%	51%	42%	49%	49%	50%	55%	58%	42%	52%	58%	25%	63%
Maybe	32%	33%	31%	29%	29%	30%	29%	37%	32%	32%	30%	30%	28%	34%	31%	31%	44%	24%
No, I'm not	17%	22%	12%	13%	15%	18%	18%	18%	18%	16%	16%	14%	14%	23%	15%	11%	26%	11%
Not applicable – I never eat pancakes	2%	3%	2%	2%	1%	3%	2%	3%	2%	3%	4%	1%	0%	2%	2%	-	5%	2%

Roughly how many pancakes do you think you will eat on Pancake Day this year?

Unweighted Base	964	385	579	97	158	146	186	377	579	385	223	158	99	118	268	46	52	352
All GB Adults who are planning to eat pancakes on Pancake day	1006	425	581	138	189	168	206	305	551	455	250	185	115	109	242	59	45	408
1	3%	1%	5%	2%	3%	3%	4%	4%	4%	3%	4%	2%	4%	3%	3%	3%	5%	4%
2	31%	25%	35%	16%	24%	33%	38%	36%	33%	28%	33%	31%	40%	25%	30%	18%	31%	34%
3	31%	28%	33%	23%	36%	26%	30%	35%	33%	29%	31%	36%	28%	31%	31%	26%	26%	31%
4 to 5	24%	30%	19%	39%	27%	21%	19%	19%	22%	26%	21%	24%	17%	26%	26%	37%	22%	20%
6 to 8	6%	8%	5%	14%	5%	8%	5%	4%	5%	7%	6%	2%	5%	9%	8%	7%	7%	5%
9 to 10	2%	2%	1%	2%	3%	2%	0%	1%	1%	2%	3%	1%	2%	1%	0%	5%	-	2%
11 to 15	0%	0%	0%	0%	-	2%	1%	-	0%	1%	0%	1%	-	0%	-	-	-	1%
16 to 20	0%	0%	-	0%	-	-	1%	-	-	0%	-	-	-	-	-	-	4%	0%
More than 20	1%	2%	1%	0%	2%	3%	0%	0%	1%	1%	1%	-	3%	3%	-	-	-	1%
Don't know	2%	3%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	4%	5%	2%

Which, if any, of the following are your favourite pancake toppings/ fillings? (Please tick up to 3 options)

Unweighted Base	2009	927	1082	167	280	290	375	897	1210	799	450	290	187	261	522	93	206	568
All GB Adults who eat pancakes	2005	960	1045	243	343	328	395	696	1108	897	487	332	197	257	459	103	170	637
Lemon and sugar	65%	58%	71%	61%	64%	58%	66%	69%	68%	61%	62%	69%	74%	63%	74%	71%	31%	64%
Fruit	6%	6%	6%	6%	10%	4%	6%	5%	6%	6%	5%	6%	6%	6%	6%	9%	6%	7%
Chocolate spread (e.g. Nutella)	11%	8%	14%	34%	20%	8%	6%	3%	9%	13%	10%	12%	9%	16%	9%	11%	11%	13%
Pale treacle (e.g. Golden Syrup)	15%	16%	15%	15%	16%	16%	14%	16%	15%	16%	19%	12%	16%	9%	13%	14%	16%	16%
Maple syrup	27%	29%	26%	26%	25%	31%	29%	26%	30%	24%	23%	23%	29%	37%	28%	26%	31%	28%
Honey	10%	13%	7%	5%	12%	9%	8%	12%	9%	11%	11%	8%	10%	12%	11%	9%	5%	10%
Marmalade	1%	1%	1%	-	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	2%	1%
Jam	11%	13%	10%	7%	14%	14%	10%	11%	11%	12%	13%	12%	13%	11%	4%	10%	24%	11%
Peanut butter	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	2%	2%	0%	-	3%	1%
Cheese	4%	5%	3%	5%	6%	3%	5%	2%	4%	4%	4%	2%	3%	7%	4%	3%	4%	5%
Ice cream	13%	13%	13%	24%	11%	15%	11%	10%	12%	13%	14%	14%	13%	10%	12%	11%	14%	14%
Cinnamon	5%	4%	5%	2%	4%	5%	5%	5%	4%	5%	4%	3%	4%	9%	4%	2%	5%	4%
Smoked salmon and cream cheese	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	-	3%	2%
Mushrooms	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	0%	2%	1%	1%	1%	2%
Spinach	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	-	1%	0%	-	-	1%
Ham	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	3%	1%
Other	8%	6%	10%	7%	8%	11%	6%	8%	8%	8%	7%	12%	7%	5%	8%	6%	12%	8%
Not applicable - I don't have a favourite	5%	7%	3%	4%	3%	6%	6%	6%	4%	6%	6%	3%	3%	4%	5%	5%	10%	3%
None of the above	2%	4%	1%	3%	2%	3%	5%	1%	2%	3%	2%	2%	2%	4%	2%	-	4%	2%

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	ALL WITH CHILDREN IN HOUSEHOLD

Which one of the following do you prefer?

Unweighted Base	2009	927	1082	167	280	290	375	897	1210	799	450	290	187	261	522	93	206	568
All GB Adults who eat pancakes	2005	960	1045	243	343	328	395	696	1108	897	487	332	197	257	459	103	170	637
Sweet pancakes	64%	56%	70%	67%	71%	65%	60%	60%	63%	64%	61%	67%	68%	67%	64%	61%	53%	67%
Savoury pancakes	10%	12%	9%	8%	12%	10%	12%	10%	12%	8%	11%	13%	11%	6%	9%	15%	11%	10%
Both equally	21%	25%	18%	21%	14%	19%	23%	25%	21%	22%	21%	17%	19%	23%	23%	22%	28%	20%
Don't know	5%	7%	3%	3%	3%	6%	5%	5%	4%	6%	6%	3%	2%	5%	4%	3%	8%	2%

Shrove Tuesday (Pancake day) falls on the day before the beginning of Lent. Lent is the period of 40 days before Easter in the Christian calendar. During the period of Lent, it is common for people to give things up. Which, if any, of the following are you planning to give up this Lent? (Please tick all that apply)

Unweighted Base	2055	949	1106	169	286	298	382	920	1235	820	466	294	188	268	531	93	215	580
All GB Adults	2055	986	1069	247	348	338	403	719	1130	925	506	337	197	263	471	103	179	652
Smoking	3%	3%	2%	1%	4%	4%	2%	3%	3%	3%	3%	3%	2%	4%	2%	2%	3%	3%
Chocolate	8%	5%	11%	8%	10%	9%	6%	7%	8%	8%	7%	12%	8%	8%	8%	6%	4%	9%
Sweets/ candy	6%	4%	7%	3%	5%	5%	5%	8%	6%	5%	7%	5%	8%	7%	5%	2%	2%	4%
Alcohol	6%	7%	4%	5%	7%	5%	6%	5%	7%	4%	6%	4%	3%	7%	6%	4%	7%	5%
Fizzy drinks	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%	2%	5%	4%	5%	2%	1%	2%	3%
Meat	1%	0%	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	0%	1%	1%	-	1%	0%
Junk food	7%	7%	8%	7%	9%	5%	7%	8%	7%	8%	9%	6%	8%	10%	7%	6%	4%	10%
Tea	1%	1%	1%	2%	1%	1%	0%	0%	0%	1%	0%	1%	2%	1%	0%	-	-	1%
Coffee	2%	2%	1%	3%	3%	3%	2%	1%	1%	3%	3%	1%	1%	1%	2%	-	1%	2%
All caffeine	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	1%	-	0%	1%
Swearing	3%	3%	3%	5%	2%	4%	3%	3%	4%	3%	3%	4%	3%	3%	3%	5%	5%	4%
Sugar	2%	2%	3%	1%	2%	2%	2%	3%	2%	3%	3%	3%	3%	3%	2%	-	1%	3%
Other	3%	2%	4%	2%	2%	3%	3%	3%	3%	2%	2%	3%	2%	4%	3%	1%	4%	3%
Not applicable - I'm not giving up anything for Lent this year	73%	76%	69%	71%	70%	70%	73%	76%	72%	74%	72%	68%	74%	69%	75%	77%	79%	68%