

Taste PR

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

Which three, if any, of the following types of cuisine are your favourite? (Please tick up to three options)

Unweighted Base	1093	-	1093	84	209	157	189	454	684	409	269	183	105	118	287	22	109
Base: All GB Women	1048	-	1048	121	206	155	183	383	625	423	247	172	105	129	269	39	86
Chinese (e.g. stirfry, noodles)	42%	-	42%	46%	38%	44%	46%	41%	42%	43%	42%	40%	39%	37%	42%	59%	50%
Indian (e.g. curry, biryani)	38%	-	38%	34%	46%	37%	43%	33%	41%	34%	38%	39%	34%	40%	37%	39%	39%
Thai (e.g. curry, noodles)	13%	-	13%	6%	17%	23%	7%	11%	14%	10%	11%	9%	12%	19%	13%	21%	8%
Italian - pizza (e.g. pepperoni pizza)	19%	-	19%	42%	27%	19%	14%	10%	18%	20%	21%	21%	19%	19%	17%	11%	21%
risotto)	48%	-	48%	49%	50%	44%	53%	45%	52%	41%	50%	41%	54%	45%	47%	57%	50%
Caribbean (e.g. jerk chicken)	3%	-	3%	1%	5%	4%	4%	2%	4%	2%	2%	5%	4%	6%	1%	8%	-
Mexican (e.g. nachos, fajitas)	15%	-	15%	26%	25%	16%	12%	8%	16%	15%	16%	14%	15%	14%	14%	21%	16%
Traditional English - meat (e.g. meat-based pies, steak, sausages)	38%	-	38%	28%	29%	26%	48%	45%	35%	42%	32%	40%	39%	33%	44%	45%	30%
Traditional English - fish (e.g. fish pie, fish and chips)	26%	-	26%	12%	16%	24%	25%	38%	24%	30%	27%	29%	24%	25%	30%	18%	16%
American (e.g. burger and chips, hotdog)	9%	-	9%	23%	15%	8%	4%	3%	6%	12%	8%	7%	6%	13%	10%	3%	6%
Other	7%	-	7%	2%	6%	4%	8%	9%	8%	4%	6%	5%	6%	10%	7%	-	7%
Not applicable - I don't have a favourite cuisine	6%	-	6%	4%	3%	7%	4%	9%	6%	6%	7%	8%	5%	6%	5%	-	8%

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which three, if any, of the following types of cuisine are your favourite? (Please tick up to three options)

Unweighted Base	1093	464	204	668	32	225	25	143	592	139	127	40	191	4
Base: All GB Women	1048	441	197	638	46	189	24	151	553	141	111	33	207	2
Chinese (e.g. stirfry, noodles)	42%	40%	45%	41%	47%	44%	24%	46%	42%	43%	47%	56%	39%	30%
Indian (e.g. curry, biryani)	38%	40%	38%	40%	45%	31%	27%	39%	38%	42%	41%	42%	34%	73%
Thai (e.g. curry, noodles)	13%	17%	13%	16%	6%	9%	-	8%	12%	10%	15%	6%	14%	51%
Italian - pizza (e.g. pepperoni pizza)	19%	23%	18%	21%	37%	12%	15%	15%	16%	23%	12%	14%	30%	-
risotto)	48%	52%	46%	50%	44%	45%	26%	45%	46%	45%	47%	40%	56%	27%
Caribbean (e.g. jerk chicken)	3%	4%	3%	4%	-	2%	3%	4%	2%	5%	6%	2%	4%	-
Mexican (e.g. nachos, fajitas)	15%	20%	15%	18%	34%	7%	8%	8%	14%	19%	13%	4%	19%	27%
Traditional English - meat (e.g. meat-based pies, steak, sausages)	38%	31%	43%	34%	24%	40%	50%	50%	43%	33%	38%	37%	25%	19%
Traditional English - fish (e.g. fish pie, fish and chips)	26%	17%	29%	21%	13%	43%	50%	29%	31%	15%	26%	36%	20%	49%
American (e.g. burger and chips, hotdog)	9%	11%	8%	10%	22%	2%	27%	5%	8%	9%	1%	2%	15%	-
Other	7%	7%	7%	7%	-	9%	3%	4%	7%	5%	8%	9%	5%	-
Not applicable - I don't have a favourite cuisine	6%	5%	4%	5%	3%	9%	8%	6%	5%	8%	7%	14%	6%	-

YouGov Survey Results

Sample Size: 1048

Fieldwork:

Taste PR

Total	Children in Household				
Base	0	1	2	3+	Refused

Which three, if any, of the following types of cuisine are your favourite? (Please tick up to three options)

Unweighted Base	1093	775	158	106	37	17
Base: All GB Women	1048	703	174	112	42	16
Chinese (e.g. stirfry, noodles)	42%	41%	44%	52%	34%	37%
Indian (e.g. curry, biryani)	38%	36%	34%	51%	52%	40%
Thai (e.g. curry, noodles)	13%	13%	10%	9%	25%	26%
Italian - pizza (e.g. pepperoni pizza)	19%	16%	31%	23%	12%	21%
risotto)	48%	51%	43%	43%	33%	26%
Caribbean (e.g. jerk chicken)	3%	3%	2%	2%	13%	6%
Mexican (e.g. nachos, fajitas)	15%	14%	22%	13%	22%	4%
Traditional English - meat (e.g. meat-based pies, steak, sausages)	38%	37%	40%	40%	28%	40%
Traditional English - fish (e.g. fish pie, fish and chips)	26%	29%	23%	19%	19%	25%
American (e.g. burger and chips, hotdog)	9%	8%	11%	8%	20%	10%
Other	7%	8%	2%	4%	2%	4%
Not applicable - I don't have a favourite cuisine	6%	7%	5%	2%	6%	11%

Total	Government Region							Government Region			
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which three, if any, of the following types of cuisine are your favourite? (Please tick up to three options)

Unweighted Base	1093	46	129	94	72	111	105	118	166	121	22	109
Base: All GB Women	1048	44	120	82	62	110	105	129	153	117	39	86
Chinese (e.g. stirfry, noodles)	42%	44%	39%	46%	36%	42%	39%	37%	43%	42%	59%	50%
Indian (e.g. curry, biryani)	38%	39%	40%	35%	41%	38%	34%	40%	40%	33%	39%	39%
Thai (e.g. curry, noodles)	13%	12%	10%	13%	8%	10%	12%	19%	14%	12%	21%	8%
Italian - pizza (e.g. pepperoni pizza)	19%	24%	19%	22%	30%	16%	19%	19%	15%	20%	11%	21%
risotto)	48%	55%	51%	46%	43%	39%	54%	45%	47%	47%	57%	50%
Caribbean (e.g. jerk chicken)	3%	-	3%	2%	3%	7%	4%	6%	1%	1%	8%	-
Mexican (e.g. nachos, fajitas)	15%	15%	19%	13%	15%	13%	15%	14%	12%	17%	21%	16%
Traditional English - meat (e.g. meat-based pies, steak, sausages)	38%	21%	32%	39%	48%	36%	39%	33%	43%	45%	45%	30%
Traditional English - fish (e.g. fish pie, fish and chips)	26%	32%	22%	33%	39%	24%	24%	25%	27%	33%	18%	16%
American (e.g. burger and chips, hotdog)	9%	3%	12%	5%	5%	8%	6%	13%	11%	9%	3%	6%
Other	7%	8%	8%	4%	6%	4%	6%	10%	8%	6%	-	7%
Not applicable - I don't have a favourite cuisine	6%	8%	7%	6%	2%	11%	5%	6%	5%	6%	-	8%

Taste PR

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

What is the maximum amount of salt it is recommended that you should be having a day?
(Please write your best estimate in numbers, to the nearest gram, in the box below)

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Base: All GB Women	1048	-	1048	121	206	155	183	383	625	423	247	172	105	129	269	39	86
1	4%	-	4%	2%	5%	1%	5%	6%	5%	3%	2%	1%	7%	7%	5%	6%	6%
2	6%	-	6%	5%	7%	6%	7%	6%	6%	7%	4%	7%	9%	8%	5%	3%	6%
3	4%	-	4%	1%	4%	6%	3%	4%	4%	3%	5%	3%	4%	4%	2%	7%	4%
4	3%	-	3%	2%	3%	2%	4%	3%	2%	4%	3%	2%	3%	3%	3%	-	5%
5	15%	-	15%	18%	17%	16%	16%	11%	16%	13%	12%	18%	16%	14%	14%	19%	14%
6	17%	-	17%	26%	18%	19%	11%	17%	18%	16%	17%	20%	14%	19%	17%	9%	18%
7	2%	-	2%	2%	4%	2%	1%	1%	2%	2%	1%	2%	1%	1%	3%	15%	1%
8	1%	-	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	1%	-	-	2%
9	0%	-	0%	-	1%	1%	1%	-	0%	0%	-	0%	1%	1%	0%	-	-
10	1%	-	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	3%	2%	-	1%
11-15	1%	-	1%	-	2%	1%	2%	0%	2%	0%	2%	0%	-	1%	1%	-	-
16+	2%	-	2%	1%	3%	2%	-	2%	1%	2%	2%	2%	-	-	1%	11%	-
Don't know	44%	-	44%	41%	34%	44%	48%	48%	41%	47%	48%	43%	44%	38%	46%	31%	43%

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2	6%	6%	6%	6%	-	9%	3%	8%	7%	10%	3%	3%	4%	-
3	4%	5%	4%	5%	-	2%	-	2%	4%	2%	4%	2%	2%	-
4	3%	2%	5%	3%	5%	2%	-	3%	3%	3%	-	-	4%	27%
5	15%	17%	15%	16%	21%	11%	15%	10%	14%	18%	16%	15%	14%	-
6	17%	17%	21%	18%	18%	18%	11%	14%	16%	20%	15%	27%	20%	-
7	2%	2%	1%	2%	3%	1%	-	4%	3%	1%	-	-	2%	-
8	1%	1%	-	1%	3%	0%	-	0%	1%	2%	-	2%	1%	-
9	0%	1%	-	1%	-	-	-	-	0%	1%	-	-	1%	-
10	1%	1%	1%	1%	2%	1%	-	2%	2%	-	2%	-	2%	-
11-15	1%	2%	1%	1%	-	0%	3%	1%	1%	1%	2%	2%	1%	-
16+	2%	1%	1%	1%	4%	2%	-	3%	2%	2%	1%	-	3%	-
Don't know	44%	41%	42%	41%	42%	46%	62%	50%	43%	39%	51%	49%	44%	73%

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Taste PR

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1	4%	6%	2%	1%	-	-
2	6%	6%	5%	8%	10%	6%
3	4%	3%	3%	7%	5%	-
4	3%	3%	2%	3%	-	4%
5	15%	14%	16%	13%	22%	15%
6	17%	18%	18%	16%	11%	17%
7	2%	2%	2%	3%	3%	-
8	1%	1%	1%	-	-	-
9	0%	0%	-	-	-	-
10	1%	1%	2%	1%	2%	-
11-15	1%	1%	0%	-	-	-
16+	2%	2%	1%	2%	-	6%
Don't know	44%	42%	48%	46%	47%	53%

Taste PR

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1	4%	1%	3%	2%	1%	1%	7%	7%	5%	6%	6%	6%
2	6%	3%	3%	7%	6%	8%	9%	8%	4%	8%	3%	6%
3	4%	2%	7%	5%	2%	3%	4%	4%	2%	1%	7%	4%
4	3%	3%	2%	4%	2%	2%	3%	3%	3%	4%	-	5%
5	15%	9%	16%	8%	16%	19%	16%	14%	15%	13%	19%	14%
6	17%	13%	13%	26%	29%	15%	14%	19%	15%	20%	9%	18%
7	2%	-	1%	3%	-	2%	1%	1%	2%	4%	15%	1%
8	1%	-	-	2%	-	1%	1%	1%	-	-	-	2%
9	0%	-	-	-	-	1%	1%	1%	-	1%	-	-
10	1%	-	3%	1%	-	1%	1%	3%	2%	2%	-	1%
11-15	1%	-	4%	1%	-	1%	-	1%	1%	1%	-	-
16+	2%	-	2%	5%	2%	2%	-	-	2%	1%	11%	-
Don't know	44%	68%	46%	39%	41%	44%	44%	38%	51%	39%	31%	43%