

**YouGov / Homepride Flour  
Pancake Day**

Fieldwork Dates: 13th - 14th January 2016

Sample Size: 2,075 UK Adults

Total	Gender		Age					Social Grade		Government Region											
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland

Which, if any, of the following events will you be celebrating this year (i.e. 2016)? (Please select all that apply)

	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	2075	998	1077	249	305	365	418	739	1141	934	104	219	173	149	183	193	257	263	197	1739	102	176	58
Chinese New Year (8th February)	6%	7%	6%	10%	5%	8%	6%	4%	8%	5%	3%	8%	7%	5%	3%	8%	9%	8%	6%	7%	2%	5%	8%
Pancake Day (9th February)	50%	43%	56%	60%	54%	55%	48%	43%	49%	50%	40%	54%	47%	59%	52%	52%	38%	56%	61%	51%	51%	37%	48%
Valentine's Day (14th February)	41%	42%	41%	44%	51%	49%	43%	32%	41%	42%	39%	41%	35%	46%	44%	40%	38%	45%	45%	42%	28%	43%	52%
None of these	33%	36%	31%	18%	23%	28%	36%	44%	33%	34%	40%	29%	35%	29%	33%	32%	40%	29%	28%	33%	34%	41%	27%
Don't know	3%	4%	3%	8%	6%	2%	1%	2%	2%	4%	3%	1%	7%	3%	4%	3%	4%	2%	3%	3%	6%	1%	2%

For the following question, by 'flipping a pancake' we mean flipping pancakes in the air whilst cooking them in a frying pan...

Approximately how many times, if at all, do you tend to flip a pancake? (If you never make pancakes in a frying pan, please select the 'Not applicable' option)

	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	2075	998	1077	249	305	365	418	739	1141	934	104	219	173	149	183	193	257	263	197	1739	102	176	58
0 - I don't tend to flip pancakes in a frying pan at all [0]	28%	26%	30%	19%	25%	28%	33%	30%	29%	28%	40%	21%	30%	24%	32%	29%	32%	21%	28%	28%	33%	33%	24%
1 [1]	21%	18%	25%	28%	21%	21%	20%	20%	22%	20%	17%	19%	24%	23%	19%	24%	20%	23%	27%	22%	17%	20%	18%
2 [2]	12%	12%	12%	16%	17%	10%	12%	9%	11%	13%	13%	13%	10%	15%	7%	10%	9%	19%	15%	12%	11%	6%	19%
3 [3]	6%	5%	6%	9%	8%	6%	4%	4%	5%	6%	4%	5%	6%	7%	5%	5%	6%	6%	3%	5%	4%	10%	7%
4 [4]	3%	3%	3%	6%	1%	3%	3%	3%	3%	3%	3%	7%	1%	4%	4%	1%	4%	1%	4%	3%	2%	0%	4%
5 [5]	2%	2%	2%	1%	5%	3%	1%	1%	2%	1%	1%	3%	1%	3%	3%	3%	2%	2%	1%	2%	2%	0%	-
More than 5 [6]	4%	3%	5%	3%	3%	5%	3%	5%	3%	5%	6%	5%	4%	9%	5%	3%	2%	5%	3%	4%	4%	2%	4%
Don't know/ can't recall	5%	6%	5%	7%	9%	6%	6%	3%	5%	6%	3%	8%	5%	4%	7%	6%	5%	4%	4%	5%	6%	5%	11%
Not applicable - I never make pancakes in a frying pan [0]	18%	25%	12%	12%	11%	18%	17%	25%	20%	17%	13%	20%	19%	11%	19%	19%	20%	20%	15%	18%	21%	24%	14%
<b>Mean</b>	<b>1.15</b>	<b>1.03</b>	<b>1.26</b>	<b>1.42</b>	<b>1.36</b>	<b>1.29</b>	<b>0.99</b>	<b>0.99</b>	<b>1.08</b>	<b>1.23</b>	<b>1.12</b>	<b>1.43</b>	<b>0.99</b>	<b>1.68</b>	<b>1.14</b>	<b>1.03</b>	<b>1.01</b>	<b>1.24</b>	<b>1.12</b>	<b>1.19</b>	<b>1.01</b>	<b>0.78</b>	<b>1.32</b>

Which, if any, of the following do you agree with about Pancake Day? (Please select all that apply)

	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	2075	998	1077	249	305	365	418	739	1141	934	104	219	173	149	183	193	257	263	197	1739	102	176	58
It's a good excuse to eat lots of pancakes with different toppings	48%	46%	50%	72%	58%	47%	48%	36%	48%	48%	43%	43%	45%	52%	39%	57%	53%	47%	54%	49%	52%	45%	33%
It's an important religious occasion	15%	13%	16%	19%	15%	10%	13%	16%	16%	13%	19%	12%	10%	12%	18%	10%	15%	17%	15%	14%	13%	16%	21%
It's the start of giving something up for Lent	28%	21%	34%	20%	26%	23%	27%	34%	31%	24%	34%	27%	22%	29%	31%	29%	27%	32%	26%	28%	20%	28%	25%
None of these	22%	27%	18%	13%	15%	26%	27%	25%	22%	23%	18%	26%	26%	21%	25%	19%	25%	20%	18%	22%	24%	24%	26%
Don't know	6%	7%	5%	6%	8%	8%	5%	5%	4%	8%	8%	7%	6%	4%	6%	4%	4%	6%	4%	5%	9%	8%	7%

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Total	Gender		Age					Social Grade		Government Region												
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

For the following question, if you don't plan to give up anything for Lent, please select the "Not applicable" option.

Which, if any, of the following things do you plan to give up for Lent this year (i.e. 2016)? (Please select all that apply)

Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	<b>2075</b>	<b>998</b>	<b>1077</b>	<b>249</b>	<b>305</b>	<b>365</b>	<b>418</b>	<b>739</b>	<b>1141</b>	<b>934</b>	<b>104</b>	<b>219</b>	<b>173</b>	<b>149</b>	<b>183</b>	<b>193</b>	<b>257</b>	<b>263</b>	<b>197</b>	<b>1739</b>	<b>102</b>	<b>176</b>	<b>58</b>
Chocolate	10%	6%	13%	8%	14%	7%	9%	10%	10%	10%	9%	15%	8%	13%	8%	5%	10%	9%	10%	10%	7%	11%	9%
Alcohol	5%	4%	5%	8%	5%	2%	5%	5%	6%	4%	2%	9%	1%	2%	9%	6%	6%	2%	5%	3%	5%	3%	3%
Sweets	6%	5%	7%	6%	11%	3%	5%	5%	7%	4%	7%	4%	9%	5%	4%	7%	6%	6%	6%	6%	4%	4%	10%
Fizzy drinks	5%	6%	4%	8%	9%	4%	3%	3%	3%	6%	3%	3%	5%	5%	3%	2%	9%	2%	5%	4%	5%	4%	13%
Dairy (e.g. milk, cheese, etc.)	1%	1%	1%	3%	1%	3%	0%	0%	1%	1%	1%	3%	0%	2%	0%	-	2%	1%	-	1%	-	2%	-
Meat	1%	1%	1%	3%	4%	-	0%	1%	2%	0%	0%	-	-	-	2%	2%	3%	3%	-	1%	2%	-	-
Takeaway meals	3%	3%	4%	6%	8%	1%	2%	3%	3%	4%	2%	5%	3%	1%	8%	4%	2%	4%	3%	4%	2%	1%	3%
Crisps	4%	4%	5%	10%	8%	2%	4%	3%	4%	5%	3%	5%	4%	6%	8%	0%	6%	3%	1%	4%	2%	6%	15%
Cigarettes/ smoking	2%	2%	2%	1%	3%	2%	2%	2%	1%	3%	8%	4%	1%	2%	1%	1%	0%	0%	4%	2%	3%	-	1%
Other	2%	1%	3%	3%	1%	2%	3%	2%	3%	1%	2%	5%	1%	1%	2%	3%	2%	2%	2%	2%	0%	1%	1%
Don't know	4%	4%	5%	6%	6%	4%	3%	4%	5%	3%	4%	3%	3%	6%	3%	5%	5%	5%	3%	4%	5%	5%	8%
Not applicable – I don't plan to give up anything but DO plan to eat pancakes	47%	46%	47%	51%	45%	49%	45%	47%	48%	45%	52%	41%	49%	52%	44%	58%	42%	45%	53%	48%	51%	40%	34%
Not applicable – I don't plan to give up anything and DON'T plan to eat pancakes	28%	34%	23%	18%	21%	29%	31%	33%	26%	30%	23%	27%	35%	19%	32%	22%	30%	29%	24%	27%	31%	37%	30%

Which ONE, if any, of your family/ friends do you think makes the best pancake(s)?

Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	<b>2075</b>	<b>998</b>	<b>1077</b>	<b>249</b>	<b>305</b>	<b>365</b>	<b>418</b>	<b>739</b>	<b>1141</b>	<b>934</b>	<b>104</b>	<b>219</b>	<b>173</b>	<b>149</b>	<b>183</b>	<b>193</b>	<b>257</b>	<b>263</b>	<b>197</b>	<b>1739</b>	<b>102</b>	<b>176</b>	<b>58</b>
Myself	24%	19%	28%	19%	19%	22%	24%	29%	24%	23%	25%	27%	24%	24%	17%	25%	21%	25%	29%	24%	21%	23%	15%
My mum	17%	16%	18%	35%	20%	21%	17%	8%	16%	18%	18%	14%	16%	16%	18%	23%	17%	16%	15%	17%	20%	12%	32%
My dad	4%	3%	4%	7%	8%	5%	1%	1%	4%	2%	1%	2%	3%	8%	4%	2%	3%	4%	3%	4%	5%	3%	3%
My child(ren)	3%	2%	3%	-	0%	1%	3%	6%	4%	2%	1%	3%	2%	4%	4%	2%	5%	2%	4%	3%	-	2%	5%
My grandmother	2%	1%	3%	2%	5%	1%	3%	1%	2%	2%	-	2%	2%	6%	2%	4%	1%	2%	-	2%	1%	1%	5%
My grandfather	0%	0%	0%	0%	0%	0%	-	-	0%	0%	-	-	-	0%	-	0%	-	-	0%	0%	-	0%	-
My uncle	0%	0%	0%	1%	-	-	0%	0%	0%	-	-	1%	-	-	1%	-	-	-	1%	0%	-	-	-
My auntie	1%	0%	1%	2%	0%	-	1%	0%	1%	0%	-	1%	-	-	0%	2%	0%	1%	-	1%	-	-	1%
My cousin	0%	0%	0%	-	1%	0%	0%	-	0%	-	-	-	-	-	1%	0%	2%	-	-	0%	-	-	-
My housemate/ roommate	0%	0%	1%	1%	1%	-	0%	0%	0%	0%	-	3%	-	-	-	-	-	-	0%	0%	-	-	1%
My partner	19%	26%	12%	7%	15%	22%	20%	22%	18%	19%	25%	17%	18%	18%	24%	15%	16%	19%	23%	19%	14%	18%	20%
Other	4%	4%	3%	4%	6%	2%	3%	4%	4%	4%	1%	1%	1%	3%	6%	5%	5%	5%	5%	4%	2%	6%	2%
Don't know	10%	10%	10%	10%	9%	10%	11%	10%	10%	11%	17%	9%	13%	7%	4%	11%	8%	11%	8%	10%	18%	11%	6%
Not applicable - nobody I know makes pancakes	17%	18%	16%	11%	15%	15%	17%	20%	16%	18%	12%	20%	20%	13%	18%	9%	22%	13%	11%	16%	19%	24%	11%

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Total	Gender		Age					Social Grade		Government Region												
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

Which ONE, if any, of the following celebrities would you MOST like to make pancakes with?

Unweighted base	2075	972	1103	228	243	341	484	779	1254	821	100	232	163	140	160	200	251	273	213	1732	111	181	51
<b>Base: All UK adults</b>	<b>2075</b>	<b>998</b>	<b>1077</b>	<b>249</b>	<b>305</b>	<b>365</b>	<b>418</b>	<b>739</b>	<b>1141</b>	<b>934</b>	<b>104</b>	<b>219</b>	<b>173</b>	<b>149</b>	<b>183</b>	<b>193</b>	<b>257</b>	<b>263</b>	<b>197</b>	<b>1739</b>	<b>102</b>	<b>176</b>	<b>58</b>
David Beckham	10%	8%	11%	9%	13%	13%	10%	7%	11%	8%	7%	7%	11%	15%	10%	12%	8%	16%	7%	10%	2%	6%	3%
Kim Kardashian	3%	5%	1%	11%	4%	3%	1%	2%	2%	4%	0%	4%	6%	1%	0%	3%	5%	2%	2%	3%	3%	6%	4%
Prince Harry	19%	12%	25%	21%	17%	19%	20%	17%	18%	19%	22%	18%	13%	22%	14%	25%	16%	21%	20%	19%	27%	12%	15%
Zoella	1%	1%	1%	2%	1%	4%	1%	-	1%	1%	1%	2%	2%	0%	-	3%	2%	2%	1%	1%	-	-	-
Harry Styles	2%	1%	3%	4%	6%	1%	1%	2%	2%	0%	1%	1%	1%	5%	2%	-	2%	1%	4%	2%	1%	5%	1%
Piers Morgan	1%	0%	1%	1%	0%	-	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	0%	1%	1%	1%	1%	0%	-
Alan Sugar	3%	4%	3%	5%	4%	4%	3%	2%	3%	4%	4%	4%	6%	1%	4%	4%	2%	1%	3%	3%	3%	1%	18%
Other	8%	8%	8%	9%	10%	7%	9%	8%	8%	8%	5%	8%	10%	14%	8%	10%	8%	6%	7%	8%	3%	11%	12%
Don't know	3%	4%	3%	3%	4%	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	1%	4%	4%	3%	3%	7%	3%	2%
Not applicable - I would have no interest in making pancakes with a celebrity	50%	57%	44%	36%	40%	46%	52%	59%	51%	48%	58%	52%	47%	39%	57%	41%	53%	46%	51%	49%	53%	56%	45%