

## YouGov Survey Results

Sample Size: 3683 GB Adults  
Fieldwork: 26th - 28th February 2017

	Gender		Age				Social Grade		Region					To what extent do you like or dislike pineapple?					To what extent do you like or dislike pineapple on pizza?					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know
<b>Weighted Sample</b>	<b>3683</b>	<b>1783</b>	<b>1900</b>	<b>427</b>	<b>1573</b>	<b>910</b>	<b>773</b>	<b>2099</b>	<b>1584</b>	<b>442</b>	<b>1223</b>	<b>792</b>	<b>888</b>	<b>339</b>	<b>1746</b>	<b>1283</b>	<b>259</b>	<b>297</b>	<b>99</b>	<b>875</b>	<b>1072</b>	<b>445</b>	<b>1084</b>	<b>207</b>
<b>Unweighted Sample</b>	<b>3683</b>	<b>1615</b>	<b>2068</b>	<b>422</b>	<b>1521</b>	<b>966</b>	<b>774</b>	<b>2203</b>	<b>1480</b>	<b>353</b>	<b>1290</b>	<b>832</b>	<b>886</b>	<b>322</b>	<b>1761</b>	<b>1290</b>	<b>250</b>	<b>298</b>	<b>84</b>	<b>867</b>	<b>1091</b>	<b>449</b>	<b>1096</b>	<b>180</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### To what extent do you like or dislike pizza?

Like a lot	49	51	48	68	62	37	27	52	45	57	49	47	46	53	52	48	54	52	5	63	43	45	53	14
Like a little	35	33	37	16	28	44	52	35	37	29	35	40	37	33	35	40	29	32	10	32	47	40	28	18
<b>TOTAL LIKE</b>	<b>84</b>	<b>84</b>	<b>85</b>	<b>84</b>	<b>90</b>	<b>81</b>	<b>79</b>	<b>87</b>	<b>82</b>	<b>86</b>	<b>84</b>	<b>87</b>	<b>83</b>	<b>86</b>	<b>87</b>	<b>88</b>	<b>83</b>	<b>84</b>	<b>15</b>	<b>95</b>	<b>90</b>	<b>85</b>	<b>81</b>	<b>32</b>
Dislike a little	6	6	7	4	4	9	10	6	7	5	7	5	7	7	7	6	8	7	7	3	6	10	6	13
Dislike a lot	6	6	5	3	3	8	9	5	7	3	6	6	7	4	6	5	7	6	2	1	2	3	12	17
<b>TOTAL DISLIKE</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>7</b>	<b>7</b>	<b>17</b>	<b>19</b>	<b>11</b>	<b>14</b>	<b>8</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>15</b>	<b>13</b>	<b>9</b>	<b>4</b>	<b>8</b>	<b>13</b>	<b>18</b>	<b>30</b>
Don't know	3	4	3	9	4	1	2	2	5	6	3	2	4	3	1	1	2	3	76	2	1	2	1	38

### To what extent do you like or dislike pineapple?

Like a lot	47	42	53	35	43	53	57	46	50	42	50	50	44	48	100	0	0	0	0	80	46	36	30	33
Like a little	35	38	32	32	37	35	34	37	31	38	33	34	37	36	0	100	0	0	0	17	49	47	32	24
<b>TOTAL LIKE</b>	<b>82</b>	<b>80</b>	<b>85</b>	<b>67</b>	<b>80</b>	<b>88</b>	<b>91</b>	<b>83</b>	<b>81</b>	<b>80</b>	<b>83</b>	<b>84</b>	<b>81</b>	<b>84</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>97</b>	<b>95</b>	<b>83</b>	<b>62</b>	<b>57</b>
Dislike a little	7	8	6	11	8	6	4	7	7	9	5	7	9	6	0	0	100	0	0	1	3	10	14	6
Dislike a lot	8	8	8	15	9	6	4	8	8	6	9	8	8	8	0	0	0	100	0	1	1	5	23	1
<b>TOTAL DISLIKE</b>	<b>15</b>	<b>16</b>	<b>14</b>	<b>26</b>	<b>17</b>	<b>12</b>	<b>8</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>15</b>	<b>37</b>	<b>7</b>
Don't know	3	3	2	7	3	1	1	2	4	5	2	2	3	2	0	0	0	0	100	0	1	2	1	37

### To what extent do you like or dislike pineapple on pizza?

Like a lot	24	21	26	26	25	21	23	22	26	18	25	28	23	22	40	12	5	3	3	100	0	0	0	0
Like a little	29	31	28	19	27	34	33	30	28	20	29	33	29	32	28	41	14	5	6	0	100	0	0	0
<b>TOTAL LIKE</b>	<b>53</b>	<b>52</b>	<b>54</b>	<b>45</b>	<b>52</b>	<b>55</b>	<b>56</b>	<b>52</b>	<b>54</b>	<b>38</b>	<b>54</b>	<b>61</b>	<b>52</b>	<b>54</b>	<b>68</b>	<b>53</b>	<b>19</b>	<b>8</b>	<b>9</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>
Dislike a little	12	13	11	11	12	13	12	13	10	16	13	9	13	10	9	16	18	8	9	0	0	100	0	0
Dislike a lot	29	28	31	32	31	28	26	30	28	36	28	25	30	32	19	27	59	83	6	0	0	0	100	0
<b>TOTAL DISLIKE</b>	<b>41</b>	<b>41</b>	<b>42</b>	<b>43</b>	<b>43</b>	<b>41</b>	<b>38</b>	<b>43</b>	<b>38</b>	<b>52</b>	<b>41</b>	<b>34</b>	<b>43</b>	<b>42</b>	<b>28</b>	<b>43</b>	<b>77</b>	<b>91</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>
Don't know	6	7	4	12	4	5	6	5	7	10	6	5	5	4	4	4	5	1	77	0	0	0	0	100

Sample Size: 3683 GB Adults  
Fieldwork: 26th - 28th February 2017

	Gender		Age				Social Grade		Region					To what extent do you like or dislike pineapple?					To what extent do you like or dislike pineapple on pizza?					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know
<b>Weighted Sample</b>	<b>3683</b>	<b>1783</b>	<b>1900</b>	<b>427</b>	<b>1573</b>	<b>910</b>	<b>773</b>	<b>2099</b>	<b>1584</b>	<b>442</b>	<b>1223</b>	<b>792</b>	<b>888</b>	<b>339</b>	<b>1746</b>	<b>1283</b>	<b>259</b>	<b>297</b>	<b>99</b>	<b>875</b>	<b>1072</b>	<b>445</b>	<b>1084</b>	<b>207</b>
<b>Unweighted Sample</b>	<b>3683</b>	<b>1615</b>	<b>2068</b>	<b>422</b>	<b>1521</b>	<b>966</b>	<b>774</b>	<b>2203</b>	<b>1480</b>	<b>353</b>	<b>1290</b>	<b>832</b>	<b>886</b>	<b>322</b>	<b>1761</b>	<b>1290</b>	<b>250</b>	<b>298</b>	<b>84</b>	<b>867</b>	<b>1091</b>	<b>449</b>	<b>1096</b>	<b>180</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The remaining questions were only asked to those who liked pizza a lot/a little; n=3136]

Generally speaking, which of the following toppings do you like on a pizza? Select as many as you like.

Mushrooms	65	63	68	47	62	75	72	66	65	62	66	68	66	60	69	66	57	47	62	66	70	63	61	57
Onion	62	62	63	55	65	64	59	62	63	62	63	64	61	60	63	64	57	61	72	63	64	60	62	58
Ham	61	66	56	57	60	61	63	61	60	55	63	61	58	63	62	61	53	55	39	70	65	54	52	35
Peppers	60	63	57	55	62	63	54	61	58	59	61	60	59	58	61	59	61	52	39	60	61	61	58	54
Chicken	56	60	52	72	60	49	44	56	56	47	55	57	56	67	54	57	54	63	27	59	59	49	53	41
Pepperoni	56	66	46	61	59	57	45	56	56	60	55	55	56	57	53	59	55	59	36	50	56	61	59	53
Tomato (as a topping)	51	49	54	39	45	57	65	52	50	51	51	54	51	46	55	51	40	40	25	55	53	50	46	53
Bacon	49	56	43	54	47	48	53	49	50	47	54	50	44	49	50	49	45	51	7	51	52	48	46	32
Pineapple	42	40	44	38	41	42	49	40	45	28	45	48	41	41	60	35	6	4	0	91	56	4	1	10
Sweetcorn	42	38	46	53	47	37	30	41	43	40	42	42	44	40	47	38	34	33	53	55	43	32	34	37
Beef	36	47	26	39	39	38	25	37	35	36	36	36	36	37	34	38	37	41	7	38	34	33	39	17
Olives	33	33	32	24	32	34	38	37	26	48	34	29	27	27	35	36	21	14	21	28	36	42	30	32
Chillies	31	42	22	29	35	33	23	33	29	34	30	29	33	34	31	32	30	29	26	27	31	35	35	24
Jalapeños	30	39	21	30	35	30	17	31	28	33	29	27	31	33	30	30	31	27	23	26	28	33	33	32
Spinach	26	20	32	31	28	26	20	29	23	29	28	28	23	22	28	26	20	22	11	28	25	31	25	20
Pork	25	34	17	34	28	23	17	26	25	27	27	26	24	21	24	28	23	27	5	26	28	21	25	12
Tuna	22	23	21	18	22	23	21	22	21	20	22	23	25	14	23	22	18	15	15	25	24	21	17	11
Anchovies	18	21	15	9	15	21	25	20	14	26	19	17	12	16	19	19	12	8	15	13	21	23	17	17
Something else	11	12	10	13	13	9	7	12	9	15	12	9	8	11	10	11	8	14	0	11	9	10	13	13
None of the above - I only like Margherita pizzas	2	2	2	3	2	2	2	2	2	2	1	1	3	3	2	1	6	4	0	1	1	3	4	1
Don't know	0	1	0	0	0	1	1	0	1	0	0	1	1	1	1	0	0	0	20	0	0	0	0	5

Sample Size: 3683 GB Adults  
Fieldwork: 26th - 28th February 2017

	Gender		Age				Social Grade		Region					To what extent do you like or dislike pineapple?					To what extent do you like or dislike pineapple on pizza?					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know	Like a lot	Like a little	Dislike a little	Dislike a lot	Don't know
<b>Weighted Sample</b>	<b>3683</b>	<b>1783</b>	<b>1900</b>	<b>427</b>	<b>1573</b>	<b>910</b>	<b>773</b>	<b>2099</b>	<b>1584</b>	<b>442</b>	<b>1223</b>	<b>792</b>	<b>888</b>	<b>339</b>	<b>1746</b>	<b>1283</b>	<b>259</b>	<b>297</b>	<b>99</b>	<b>875</b>	<b>1072</b>	<b>445</b>	<b>1084</b>	<b>207</b>
<b>Unweighted Sample</b>	<b>3683</b>	<b>1615</b>	<b>2068</b>	<b>422</b>	<b>1521</b>	<b>966</b>	<b>774</b>	<b>2203</b>	<b>1480</b>	<b>353</b>	<b>1290</b>	<b>832</b>	<b>886</b>	<b>322</b>	<b>1761</b>	<b>1290</b>	<b>250</b>	<b>298</b>	<b>84</b>	<b>867</b>	<b>1091</b>	<b>449</b>	<b>1096</b>	<b>180</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The president of Iceland (the country, not the supermarket) recently said that he would ban pineapple as a pizza topping if he could. If you had the power to ban certain pizza toppings, which of the following pizza toppings would you ban? Select as many as you like.

Anchovies	35	31	39	35	37	34	32	34	37	31	32	36	38	43	37	32	32	42	31	40	34	28	37	14
Olives	20	19	21	23	19	21	19	17	24	15	19	19	24	23	20	17	26	26	11	23	18	14	23	8
Tuna	19	17	21	24	19	19	16	19	19	22	20	18	16	23	18	18	21	26	0	18	16	16	26	7
Jalapeños	16	11	21	13	13	17	25	15	18	12	17	18	17	14	18	14	13	18	19	23	16	9	14	2
Pineapple	15	15	16	18	17	13	12	14	17	22	15	12	16	14	8	14	37	48	14	1	1	9	49	3
Chillies	13	10	16	11	10	12	23	12	15	9	12	17	13	12	15	11	9	15	13	18	14	7	11	2
Spinach	12	14	10	10	10	14	14	11	13	10	11	11	15	13	11	12	14	17	8	12	11	9	14	6
Sweetcorn	11	13	10	9	11	13	13	11	12	13	12	11	12	8	10	13	13	17	5	7	9	12	19	7
Pork	10	8	11	11	7	13	11	9	10	11	9	10	9	7	12	8	8	5	19	10	8	10	10	9
Pepperoni	8	6	10	9	6	8	12	8	9	9	8	9	8	6	9	7	9	9	8	10	8	8	8	3
Beef	8	6	9	9	6	9	10	7	8	6	9	8	6	8	8	7	9	5	8	8	7	7	8	3
Mushrooms	7	8	7	16	9	3	3	8	7	5	7	8	7	12	7	7	9	14	0	9	5	8	9	3
Chicken	6	6	7	6	5	9	6	7	6	9	6	5	7	5	7	6	5	5	15	6	5	7	8	6
Bacon	6	5	6	8	5	8	4	6	6	7	6	6	5	4	7	5	4	5	8	8	5	5	6	4
Ham	5	4	6	10	4	6	4	5	5	5	5	5	4	4	6	4	4	4	14	6	4	4	6	5
Peppers	4	4	5	3	4	5	6	4	5	3	4	7	4	2	5	3	4	6	0	6	4	2	4	1
Onion	4	3	4	5	4	2	3	4	3	3	3	4	3	4	3	3	7	5	0	4	3	3	4	1
Tomato (as a topping)	4	4	4	6	4	4	2	4	4	3	4	4	4	4	4	3	4	7	0	4	4	2	5	3
Something else	5	6	4	5	5	6	5	5	6	6	4	6	5	6	6	5	5	3	4	6	6	7	3	4
All of the above - all pizzas should be Margherita pizzas	1	1	1	2	1	1	1	1	2	2	1	1	2	1	1	1	3	3	0	1	1	2	2	3
Don't know	30	33	27	28	28	31	34	32	27	31	30	30	28	30	29	34	23	22	41	28	34	35	23	62

Do you tend to prefer a thin base or a thick base on a pizza?

Thin base	65	60	70	51	66	66	71	67	62	67	65	59	70	64	66	67	66	56	47	59	67	68	68	55
Thick base	30	34	26	41	29	28	25	27	33	28	30	34	26	28	30	27	28	40	45	36	27	25	28	31
Don't know	5	6	4	7	5	6	5	5	5	5	4	7	4	8	5	6	6	4	8	5	6	6	4	14