

## Breakfast

GB Sample: 10th - 11th January 2017

Total	Gender		Age					Social Grade		Region					
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)

fullenglish\_1. To what extent, if at all, would you say you like or dislike a "Full English" breakfast?

Unweighted base	1735	822	913	193	199	296	426	621	1094	641	519	339	204	226	447	1735
<b>Base: All English Adults</b>	<b>1751</b>	<b>835</b>	<b>916</b>	<b>221</b>	<b>279</b>	<b>333</b>	<b>320</b>	<b>599</b>	<b>957</b>	<b>794</b>	<b>499</b>	<b>333</b>	<b>195</b>	<b>260</b>	<b>465</b>	<b>1751</b>
Like a lot	51%	60%	43%	47%	46%	56%	52%	51%	47%	56%	50%	53%	50%	48%	54%	51%
Like a little	32%	25%	38%	27%	33%	30%	33%	33%	36%	26%	35%	31%	34%	26%	31%	32%
Dislike a little	8%	6%	9%	11%	9%	5%	6%	8%	7%	8%	6%	7%	10%	10%	7%	8%
Dislike a lot	7%	6%	8%	9%	8%	7%	7%	7%	8%	7%	6%	7%	5%	12%	7%	7%
Don't know	2%	2%	2%	6%	3%	2%	2%	1%	2%	2%	3%	2%	1%	4%	1%	2%
Net: Like	83%	85%	81%	74%	80%	86%	85%	84%	83%	83%	84%	83%	84%	74%	85%	83%
Net: Dislike	15%	12%	17%	20%	17%	12%	13%	15%	15%	15%	13%	14%	15%	22%	14%	15%

fullenglish\_2. Which, if any, of the following food items would you want as part of your ideal "Full English" breakfast? (Please select all that apply)

Unweighted base	1425	708	717	144	157	246	362	516	906	519	440	278	168	166	373	1425
<b>Base: All English Adults that like a 'Full English' breakfast</b>	<b>1450</b>	<b>712</b>	<b>738</b>	<b>165</b>	<b>222</b>	<b>287</b>	<b>272</b>	<b>504</b>	<b>794</b>	<b>656</b>	<b>421</b>	<b>277</b>	<b>164</b>	<b>192</b>	<b>396</b>	<b>1450</b>
Bacon	89%	90%	88%	79%	80%	90%	89%	95%	88%	89%	93%	90%	87%	84%	87%	89%
Sausage	82%	87%	78%	80%	79%	87%	82%	81%	81%	83%	84%	83%	82%	78%	81%	82%
Toast	73%	70%	76%	73%	75%	80%	72%	69%	73%	73%	75%	78%	66%	72%	71%	73%
Beans	71%	76%	66%	75%	79%	80%	68%	62%	69%	74%	71%	75%	62%	73%	70%	71%
Fried egg	65%	69%	60%	55%	61%	62%	64%	71%	62%	68%	63%	69%	66%	60%	65%	65%
Hash brown	60%	60%	59%	75%	73%	73%	50%	47%	61%	58%	59%	60%	68%	56%	59%	60%
Fried mushrooms	48%	51%	45%	42%	36%	57%	51%	49%	47%	49%	50%	50%	43%	44%	48%	48%
Fried bread	47%	53%	42%	44%	34%	44%	51%	54%	44%	51%	46%	52%	47%	47%	46%	47%
Grilled tomato	45%	41%	48%	45%	36%	38%	42%	54%	46%	43%	42%	44%	40%	51%	47%	45%
Grilled mushroom	44%	41%	48%	28%	35%	43%	51%	51%	47%	41%	46%	40%	48%	47%	44%	44%
Black pudding	35%	47%	24%	22%	31%	36%	40%	40%	36%	35%	45%	41%	29%	33%	25%	35%
Scrambled egg	34%	32%	35%	54%	31%	36%	33%	27%	34%	33%	35%	28%	32%	45%	31%	34%
Poached egg	24%	19%	28%	26%	25%	23%	28%	20%	27%	20%	23%	24%	20%	23%	26%	24%
Fried tomato	23%	26%	20%	26%	16%	19%	24%	25%	21%	25%	24%	19%	24%	20%	24%	23%
Tinned tomatoes	21%	21%	21%	18%	18%	21%	26%	20%	19%	24%	26%	26%	20%	8%	18%	21%
Sautéed potatoes	17%	15%	20%	19%	13%	16%	22%	18%	19%	16%	16%	21%	18%	13%	19%	17%
Chips	9%	9%	8%	22%	15%	9%	5%	3%	7%	11%	3%	8%	16%	12%	10%	9%
Vegetarian sausage	7%	4%	10%	14%	7%	7%	9%	4%	8%	6%	7%	7%	6%	9%	7%	7%
Pancakes	6%	4%	8%	17%	7%	7%	3%	3%	5%	7%	6%	7%	5%	8%	6%	6%
Boiled egg	6%	7%	4%	12%	12%	4%	5%	2%	5%	6%	3%	7%	5%	5%	7%	6%
White pudding	3%	5%	2%	5%	1%	2%	5%	4%	4%	3%	4%	3%	3%	4%	3%	3%
Don't know	0%	1%	0%	-	2%	0%	-	0%	-	1%	0%	-	-	-	1%	0%
None of these	0%	0%	0%	1%	0%	-	1%	-	0%	1%	0%	1%	-	0%	-	0%