

YouGov Survey Results

Sample Size: 1691 GB Adults
Fieldwork: 10th - 11th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem*	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland*	
Weighted Sample 1691	406	556	146	538	394	364	822	869	205	431	578	477	964	727	216	550	362	416	147	
Unweighted Sample	412	553	116	547	424	353	772	919	95	446	679	471	1106	585	300	520	288	441	142	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shrove Tuesday, also commonly known as Pancake Day, is on Tuesday the 12th of February this year. Are you planning to eat pancakes on Pancake Day?

Yes, I am	45	47	43	44	45	44	48	43	48	57	49	40	43	47	44	39	48	47	49	30
Maybe	29	26	32	30	30	31	30	27	31	18	30	31	31	29	29	34	25	35	25	37
No, I'm not	23	25	22	26	23	22	21	27	19	18	20	27	23	23	24	27	25	17	22	30
Not applicable - I never eat pancakes	2	2	3	1	2	4	1	2	3	7	2	2	3	2	4	1	3	1	4	2

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

[Asked to those who will be eating pancakes this Pancake Day n=724]

1	6	5	6	1	7	6	5	5	6	0	7	7	6	6	6	9	4	5	7	12
2	33	25	39	29	29	37	37	26	38	35	25	36	35	29	37	27	36	36	29	28
3	25	29	22	27	26	26	26	26	24	18	24	26	27	26	23	30	27	22	25	6
4 to 5	25	29	22	21	28	21	25	27	22	21	32	21	24	27	22	19	21	25	25	52
6 to 8	8	12	5	11	8	8	7	11	4	8	9	8	6	9	5	10	8	9	7	0
9 to 10	3	1	2	8	0	3	0	1	4	9	3	1	1	2	3	5	3	3	1	2
11 to 15	0	1	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	1	0	0
16 to 20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More than 20	2	0	4	2	1	0	0	3	0	8	1	1	0	1	3	0	1	0	6	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Asked to those who eat pancakes n=1651]

Lemon and sugar	63	71	65	56	71	59	67	60	66	55	61	61	72	64	62	60	70	65	64	35
Maple syrup	22	20	23	23	22	20	23	27	18	30	15	20	27	23	20	18	24	18	20	39
Pale treacle (e.g. Golden Syrup)	14	14	14	15	15	15	17	15	14	13	15	14	14	12	18	10	10	18	20	14
Ice cream	12	11	11	6	13	11	12	14	10	20	14	10	10	12	12	17	16	9	7	11
Chocolate spread (e.g. Nutella)	12	10	14	14	8	11	9	9	15	24	21	7	4	12	12	11	11	12	13	14
Jam	11	9	13	7	7	12	13	13	8	8	11	10	11	10	12	7	7	11	10	29
Fruit	9	6	8	13	7	11	5	7	10	13	9	7	8	7	10	11	9	8	7	9
Honey	8	7	7	10	10	7	5	10	6	2	7	8	12	7	9	11	5	8	10	8
Cinnamon	5	4	6	4	4	5	7	6	3	6	5	3	5	6	3	9	6	3	1	8
Smoked salmon and cream cheese	3	3	2	7	2	2	4	2	4	2	2	2	5	4	2	8	1	4	2	3
Cheese	3	2	2	7	2	3	4	3	3	2	5	3	1	4	2	7	1	3	3	4
Mushrooms	2	1	2	3	1	2	4	1	2	0	2	3	0	3	0	4	1	1	1	2
Peanut butter	2	0	1	3	0	0	1	3	0	8	2	1	0	2	2	3	3	1	0	1
Ham	1	1	1	1	1	1	2	1	1	0	2	2	0	1	1	4	0	1	0	2
Spinach	1	0	1	1	0	1	1	0	1	3	0	1	0	1	1	2	1	1	0	0
Marmalade	1	1	1	3	0	2	1	1	1	1	1	1	1	1	1	3	0	1	1	1
Other	9	9	7	8	8	9	8	8	10	10	8	11	7	9	9	4	7	11	12	10
Not applicable - I don't have a favourite	6	3	6	5	3	8	4	7	4	2	6	8	4	5	6	6	4	5	7	7
None of the above	2	3	1	3	2	1	2	2	2	1	2	2	2	2	2	5	2	1	1	2

Which one of the following do you prefer?

Sweet pancakes	62	62	64	52	64	58	62	60	64	76	69	56	57	61	64	52	66	68	62	49
Savoury pancakes	9	9	8	15	8	11	9	12	7	2	10	12	8	10	8	13	8	5	10	15
Both equally	23	24	23	30	24	25	25	22	24	19	16	24	30	26	20	26	22	23	20	28
Don't know	6	5	5	3	4	7	4	7	5	3	5	8	5	4	8	8	4	4	8	7

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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)

Chocolate	8	8	10	6	8	12	7	7	10	15	7	7	9	9	8	10	8	4	11	11
Sweets/ candy	6	5	7	10	6	7	4	3	9	9	5	4	8	7	5	8	5	5	7	8
Alcohol	5	5	4	4	5	5	4	5	4	2	6	4	5	5	3	10	3	5	4	1
Junk food	5	4	7	7	6	7	4	5	5	5	6	5	6	6	4	7	2	6	8	6
Fizzy drinks	4	3	7	4	4	4	2	4	4	10	4	3	4	3	6	4	2	4	7	6
Sugar	3	2	3	3	3	4	1	3	3	2	3	2	4	3	3	4	1	2	6	3
Swearing	3	1	4	6	2	5	3	3	3	6	3	4	2	4	2	5	3	3	3	2
Smoking	3	2	2	4	2	2	4	5	2	11	2	2	2	2	5	4	5	2	1	3
Meat	2	2	3	5	2	3	1	2	1	5	3	1	1	3	0	4	1	1	3	0
All caffeine	1	1	1	0	1	1	0	1	0	2	0	1	1	1	0	2	1	1	0	0
Coffee	1	0	1	2	2	1	1	1	2	1	2	1	1	2	1	2	2	2	0	1
Tea	1	0	3	0	0	1	0	2	1	5	1	1	0	1	2	1	0	1	3	0
Other	4	5	3	6	3	3	6	3	5	4	2	5	4	4	3	6	4	5	3	4
Not applicable - I'm not giving up anything for Lent this year	73	77	70	64	77	71	74	76	70	55	73	77	75	71	75	65	77	71	71	79

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.