

## YouGov Survey Results

Sample Size: 2601 GB Adults  
Fieldwork: 20th - 21st September 2011

Total	Gender		Age				Social grade		Region				
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2601</b>	1264	1337	315	663	890	733	1483	1118	333	845	557	640	226
<b>2601</b>	1226	1375	192	636	974	799	1678	923	397	872	508	567	257

Which type of cheese, if any, is your favourite?

	%	%	%	%	%	%	%	%	%	%	%	%	%	
Cheddar	41	41	41	41	37	44	41	38	45	40	44	44	35	40
Brie	6	5	8	10	8	4	5	8	3	7	7	6	4	6
Stilton	6	8	5	0	3	6	11	6	6	5	6	8	6	5
Red Leicester	3	4	2	2	4	4	2	3	4	3	2	3	5	3
Wensleydale	3	2	3	3	1	3	4	3	2	1	2	1	6	3
Mozzarella	3	3	2	5	7	1	0	3	2	6	2	2	3	2
Edam	3	3	3	3	4	2	2	2	3	2	3	2	3	5
Cheshire	3	2	3	0	2	3	4	2	3	2	1	2	5	2
Emmental	2	2	2	3	2	2	1	2	2	3	1	2	2	2
Camembert	2	2	3	5	1	3	1	3	1	3	3	2	2	0
Double Gloucester	2	2	1	0	1	2	2	2	2	0	1	1	3	2
Goats cheese	2	1	3	4	4	2	1	2	3	4	2	2	3	0
Roquefort	2	2	2	1	0	2	2	2	1	2	2	1	2	1
Gorgonzola	1	1	1	1	1	1	1	1	1	2	1	0	1	1
Parmesan	1	2	1	4	1	1	1	1	1	1	2	1	1	1
Cream Cheese	1	0	1	1	1	0	0	1	1	2	0	1	0	1
Shropshire blue	1	1	1	2	1	1	1	1	1	0	1	2	1	0
Comte	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Gouda	0	1	0	1	0	1	0	0	1	1	1	0	0	0
Mascarpone	0	0	1	1	0	0	0	1	0	0	1	0	1	0
Other	6	5	7	4	5	6	8	7	5	4	7	5	7	8
Not applicable - I do not have a favourite cheese	11	12	10	10	12	11	11	11	11	12	12	11	9	13
Don't know	1	1	1	1	2	1	0	1	1	1	1	1	1	2

Generally speaking, do you prefer strong smelling cheeses or do you prefer cheeses which do not have a strong smell?

I prefer cheeses which have a strong smell	29	33	26	18	23	33	36	31	27	29	32	30	27	24
I prefer cheeses which do NOT have a strong smell	48	43	53	62	54	44	43	46	51	47	44	49	53	50
Neither	20	21	18	17	20	20	20	21	19	22	21	19	17	22
Don't know	3	3	2	4	4	3	1	3	3	2	3	2	3	4