

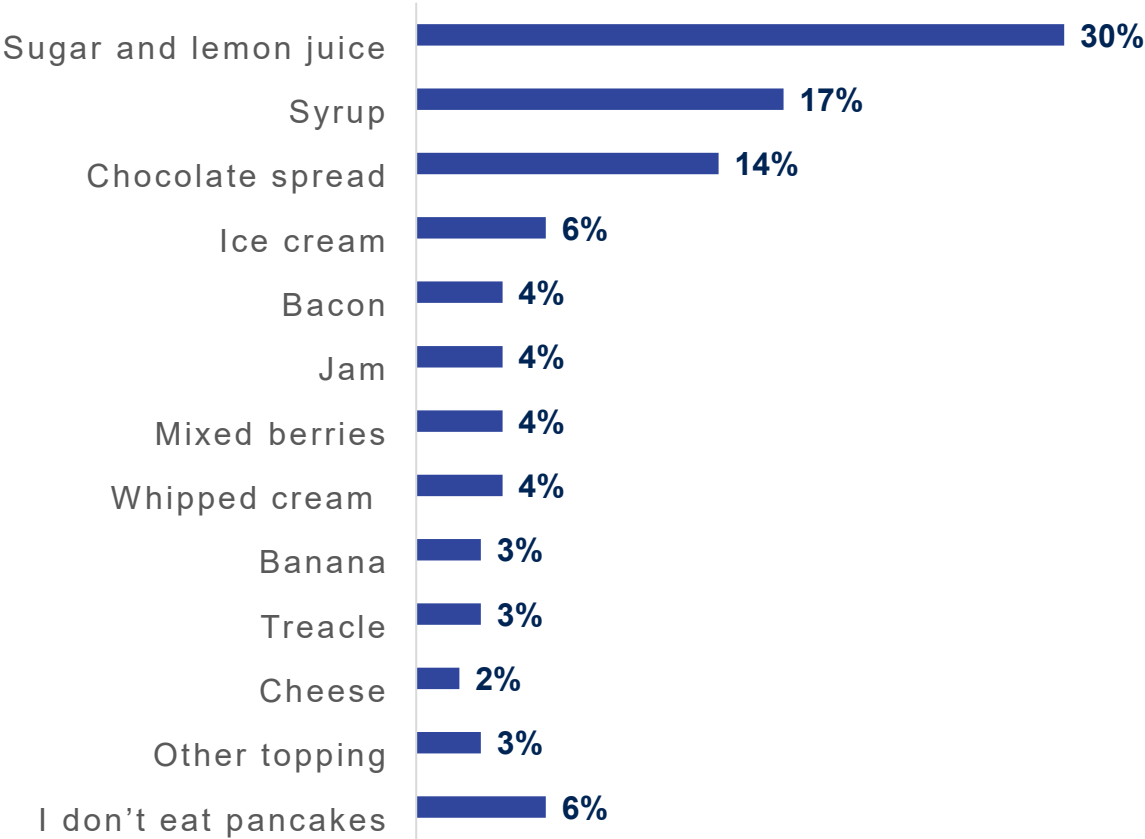
# Pancake day 2022

A stack of several golden-brown pancakes is served on a white plate with a textured surface. The pancakes are slightly folded and show some browning. A slice of fruit, possibly a peach or apricot, is visible in the top right corner, and a wooden stick is tucked under the stack on the left. The background is a solid grey color.

**Ipsos - Omnibus Poll**

February 2022

# A timeless classic, 3 in 10 Briton's favourite pancake topping is sugar and lemon juice.



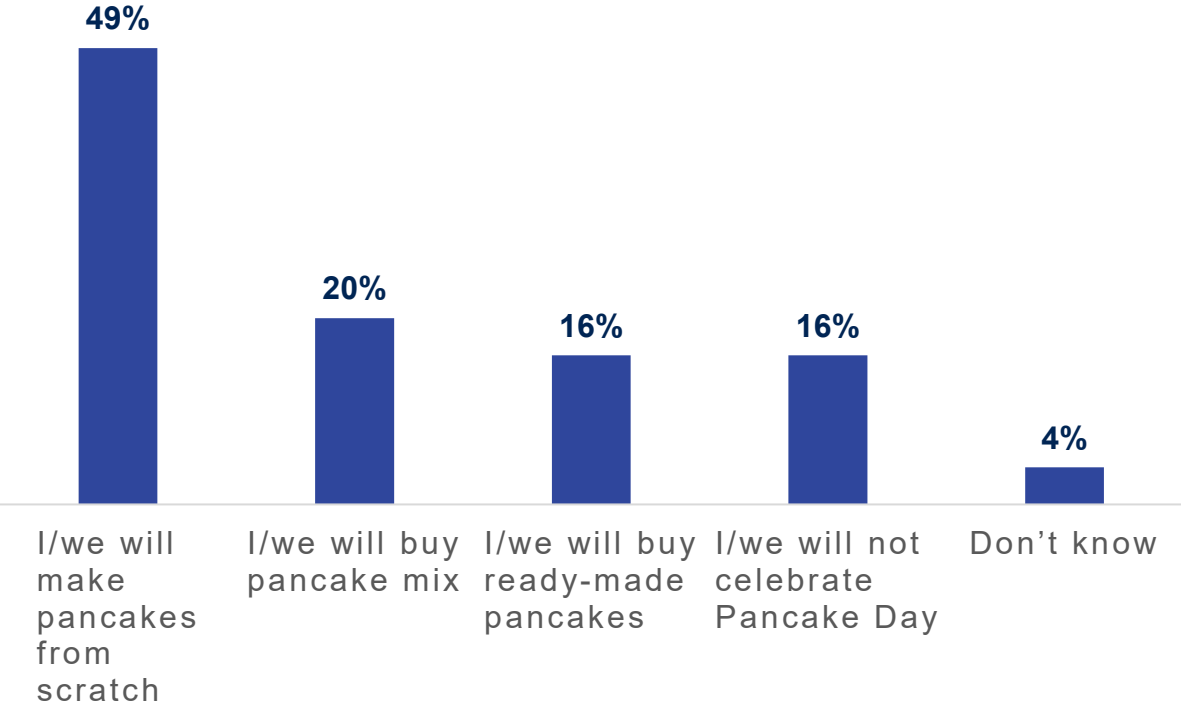
Which ONE of the following, if any, is your favourite pancake topping?

Base: All adults aged 16-75 in the UK (n=1,050)





**Nearly half (49%) of Britons will be making their pancakes from scratch this year.**



Which of the following, if any, do you / your household expect to do to celebrate Pancake Day this year?

Base: All adults aged 16-75 in the UK (n=1,050)



# 80%

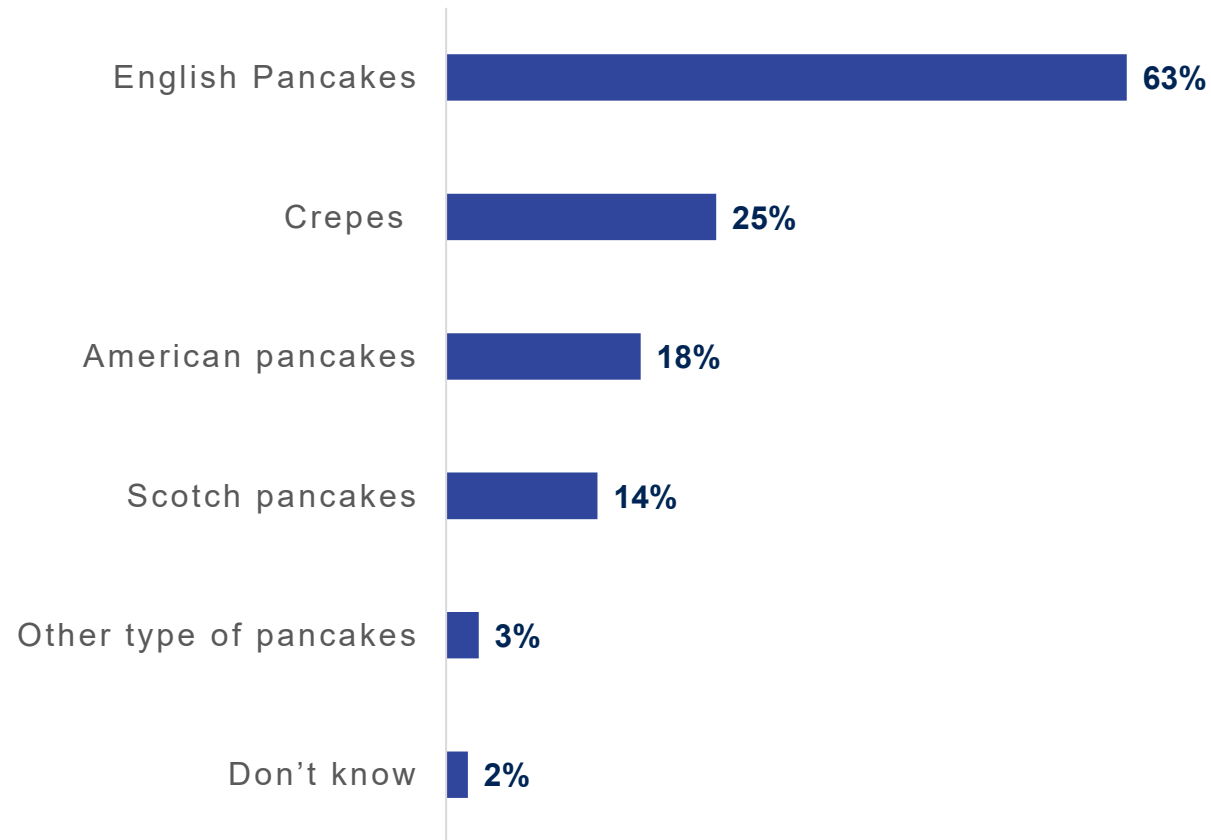
**of Britons will celebrate Pancake day this year, making Shrove Tuesday more popular than both Halloween and Bonfire night!**

**Which of the following, if any, do you / your household expect to do to celebrate Pancake Day this year?**

Base: All adults aged 16-75 in the UK (n=1,050)



# English pancakes are the pancake of choice for 63% of those who celebrate Pancake day.



Which, if any, of the following type of pancakes will you eat or make for Pancake day?

Base: All adults aged 16-75 in the UK who will celebrate Pancake day this year (n=850)



# Technical notes

- The research was carried out by Ipsos.
- Ipsos interviewed a representative quota sample of 1,050 adults aged 16-75 in the UK using its online Ipsos Digital omnibus between 18<sup>th</sup> – 19<sup>th</sup> February 2022.
- The sample obtained is representative of the population with quotas on:
  - Age
  - Gender
  - Region
  - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region, to reflect the adult population of the UK.

For more information please contact the team at <https://www.ipsos.com/en-uk/omnibus-surveys>