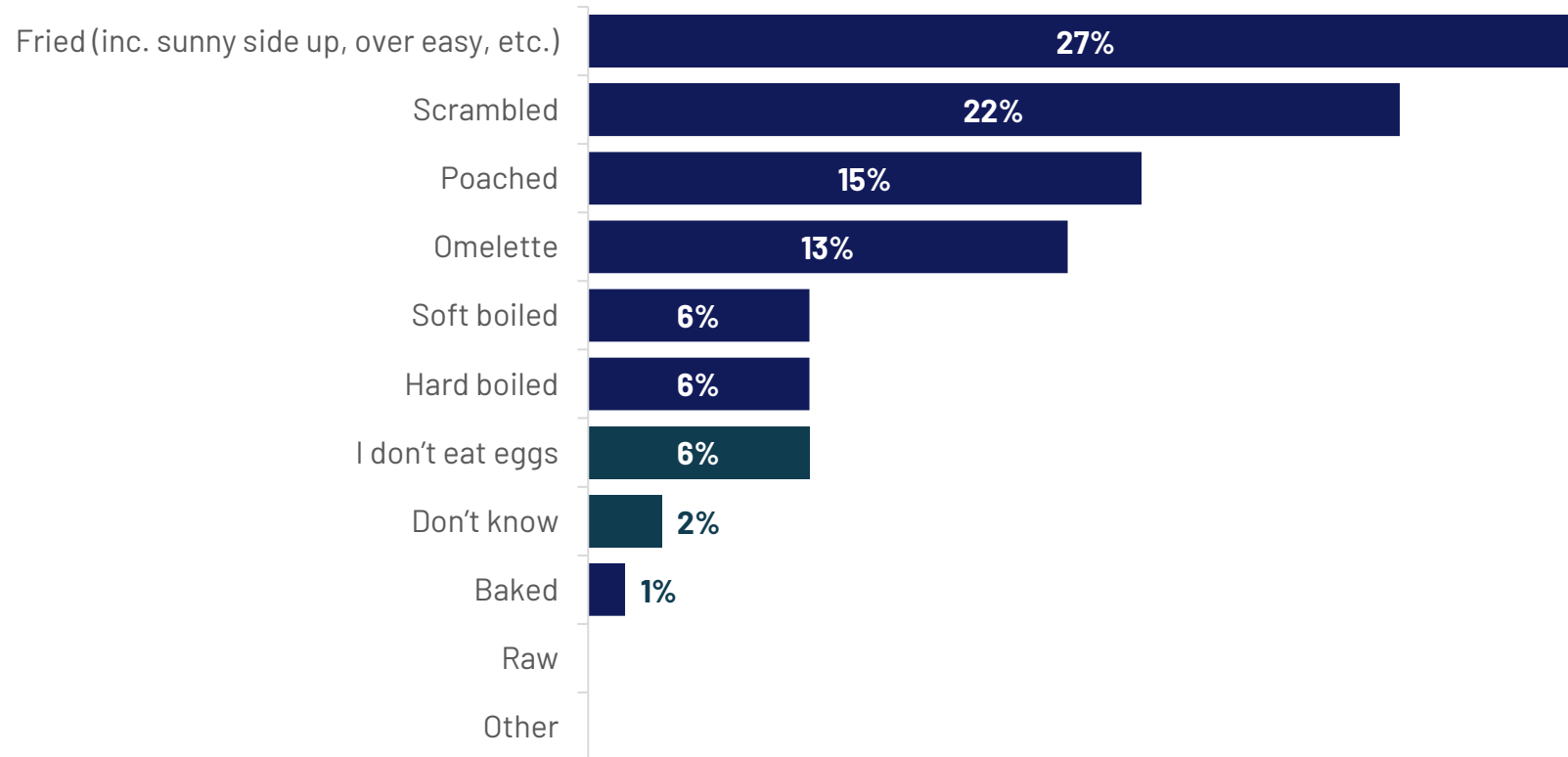


BRITAIN'S FAVOURITE EGG

March 2024



Over a quarter of adults chose fried eggs as their favourite way of eating eggs



Question: What is your favourite way of eating eggs? (single choice)

Base: 1,100 GB adults aged 16-75 interviewed online, 22nd – 24th March 2024



Technical note

The research was carried out by Ipsos.

Ipsos interviewed a representative quota sample of 1,100 adults aged 16-75 in Great Britain using its online i:omnibus between 22nd – 24th March 2024.

The sample obtained is representative of the population with quotas on:

Age

Gender

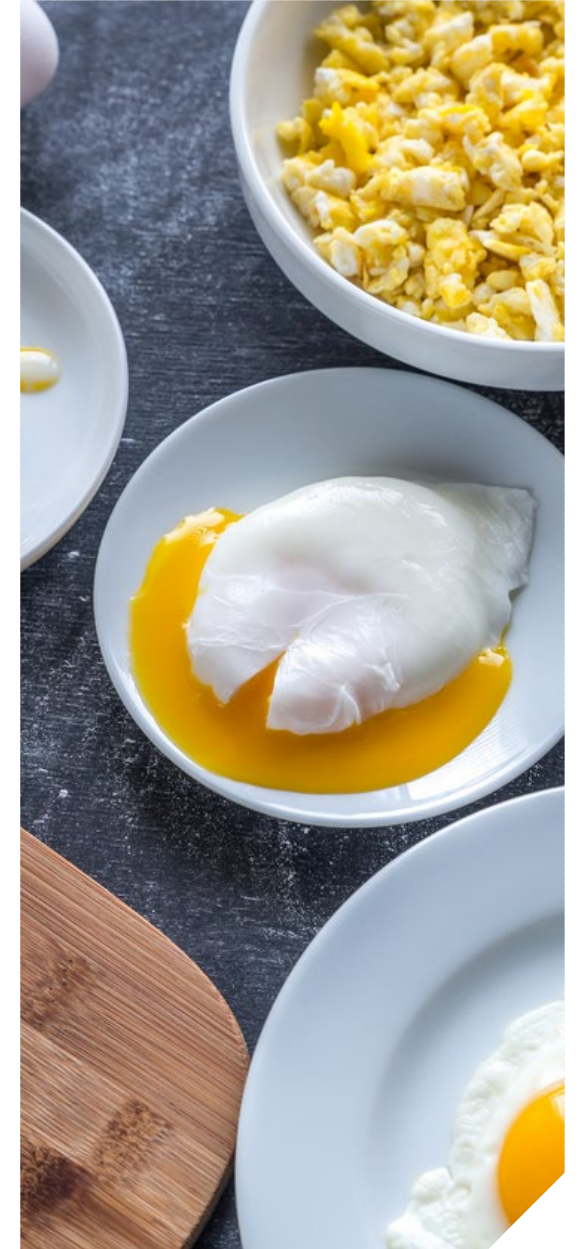
Region

Working Status

The data has been weighted to the known offline population proportions for age and working status within gender, and for government office region, social grade and education, to reflect the adult population of the United Kingdom.

For more information, please contact the team at:

ipsos.com/en-uk/omnibus-surveys



THANK YOU

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