

Britain's Favourite Egg
22nd - 24th March 2024

Table Names

- [0001](#) QEGG. What is your favourite way of eating eggs?
- [0002](#) Sample Profile

Table Filters

- All Adults aged 16-75 in GB
- All Adults aged 16-75 in GB

23-085423-12 - 22nd - 24th March 2024

PUBLIC
Britain's Favourite Egg
GB 1000 16-75

QEGG. What is your favourite way of eating eggs?
All Adults aged 16-75 in GB

	Gender			Age				Aggregated Age breaks												Region				Urban / Rural		Marital Status				Employment status				Income				Pres of children HH (17 or under)		Count of children HH (17 or under)				Ethnicity		GE 2019 Vote				EU Referendum Vote	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55-75	North East	North West	Yorkshire and Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	Northern Ireland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	Working	Not working	UP TO £15,999	£16,000-£24,999	£25,000-£34,999	£35,000-£44,999	£45,000+	Prefer not to say	At least one child present	No children present	1 Child	2 Children	3 Children	4 Children	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	
Unweighted base	1100	538	554	163	204	182	209	342	367	391	342	46	124	93	99	82	104	95	154	155	53	95	-	903	197	645	354	101	779	321	199	297	280	257	67	351	763	188	114	23	12	899	190	269	281	75	144	432	345		
Weighted base	1100	541	551	155	200	192	197	356	356	389	356	45	125	93	99	81	104	94	154	157	54	96	-	906	194	634	356	110	730	370	220	319	273	222	65	337	763	188	114	23	12	899	190	269	281	75	144	432	345		
Scrambled	238	117	119	33	47	40	46	73	80	85	73	4	26	14	23	19	25	24	34	31	13	24	-	192	46	137	75	26	154	84	47	59	59	63	11	69	169	39	29	2	-	203	34	56	72	16	21	102	72		
	22%	22%	22%	21%	23%	21%	23%	21%	22%	22%	21%	10%	21%	15%	24%	24%	24%	26%	22%	20%	24%	26%	-	21%	23%	22%	21%	23%	21%	23%	21%	18%	21%	28%	16%	20%	22%	21%	25%	7%	(n)	3%	10%	18%	30%	26%	21%	15%	24%	21%	
Fried	221	127	94	35	43	43	35	65	78	78	65	10	29	13	25	17	20	16	23	41	13	14	-	180	41	124	83	13	157	64	45	65	54	43	13	76	145	38	28	7	4	163	57	54	64	13	23	91	68		
	20%	23%	17%	23%	21%	22%	18%	18%	22%	20%	18%	22%	23%	14%	25%	21%	19%	17%	15%	26%	25%	14%	-	20%	21%	20%	23%	12%	22%	17%	20%	20%	20%	21%	23%	14%	13%	19%	24%	31%	30%	18%	30%	20%	23%	18%	16%	21%	20%		
Poached	169	60	108	9	21	28	33	78	30	61	78	10	19	18	8	7	12	21	36	13	8	18	-	136	33	108	37	24	107	62	31	60	39	30	10	32	137	24	6	1	1	160	9	52	33	14	18	61	68		
	15%	11%	20%	6%	10%	15%	17%	22%	8%	16%	22%	23%	15%	19%	8%	8%	12%	22%	23%	8%	14%	19%	-	15%	17%	17%	10%	22%	15%	17%	14%	19%	14%	13%	15%	10%	18%	13%	6%	3%	10%	18%	30%	20%	23%	18%	13%	14%	20%		
Omelette	144	76	68	27	23	28	24	43	49	52	43	9	12	13	20	11	11	3	21	25	7	13	-	121	23	83	53	8	97	47	30	43	34	24	14	46	98	27	12	6	-	112	27	33	39	8	19	51	42		
	13%	14%	12%	17%	11%	14%	12%	12%	14%	13%	12%	21%	10%	13%	20%	13%	11%	3%	13%	16%	13%	13%	-	13%	12%	13%	15%	7%	13%	13%	13%	13%	12%	11%	21%	13%	13%	15%	10%	27%	-	13%	14%	12%	18%	10%	13%	12%	12%		
Soft boiled	71	32	39	9	12	13	13	24	21	26	24	*	9	7	4	4	7	6	11	8	4	10	-	60	12	37	22	13	49	23	20	11	19	16	6	25	47	13	9	2	-	55	16	20	11	7	19	31	20		
	6%	6%	7%	6%	6%	7%	6%	7%	6%	7%	7%	1%	7%	8%	4%	5%	7%	7%	7%	5%	8%	11%	-	7%	6%	6%	6%	12%	7%	6%	9%	4%	7%	7%	9%	7%	6%	7%	8%	7%	8%	9%	6%	9%	8%	4%	9%	13%	7%	6%	
Sunny side up	71	39	31	11	11	18	7	24	22	25	24	*	12	7	2	10	9	7	8	12	1	1	-	62	9	42	18	10	53	17	12	23	18	16	2	21	49	12	8	-	1	54	14	26	16	-	12	24	30		
	6%	7%	6%	6%	6%	10%	3%	7%	6%	6%	7%	1%	10%	8%	2%	12%	9%	8%	5%	8%	2%	1%	-	7%	4%	7%	5%	10%	7%	5%	5%	7%	7%	7%	4%	6%	6%	6%	7%	-	9%	6%	8%	10%	6%	-	8%	6%	9%		
Hard boiled	70	29	41	12	13	8	18	19	25	26	19	7	10	10	5	6	9	3	8	7	2	3	-	55	15	46	21	3	40	30	10	21	20	13	6	28	42	16	8	2	1	56	13	16	19	9	10	27	21		
	6%	5%	7%	7%	7%	4%	9%	5%	7%	7%	5%	16%	8%	11%	5%	7%	9%	3%	5%	5%	3%	3%	-	6%	8%	7%	6%	3%	6%	8%	5%	7%	7%	6%	8%	8%	6%	8%	7%	10%	11%	6%	7%	6%	7%	12%	7%	6%	6%		
Baked	12	7	5	4	2	3	2	*	6	5	*	-	2	1	2	2	-	1	1	-	1	2	-	8	4	8	4	-	10	2	4	1	4	3	-	7	5	4	2	-	1	10	2	-	-	-	8	3	-		
	1%	1%	1%	3%	1%	2%	1%	*	2%	1%	*	-	1%	1%	2%	3%	-	1%	1%	-	2%	2%	-	1%	2%	1%	1%	-	1%	*	2%	*	2%	1%	-	2%	1%	2%	2%	-	11%	1%	1%	-	-	-	5%	1%	-		
Over easy/medium/hard	11	7	4	1	7	-	-	3	8	-	3	-	-	-	-	1	-	3	2	-	4	1	-	10	1	10	1	-	8	3	1	3	4	3	-	3	8	1	1	-	-	9	2	1	3	2	3	6	4		
	1%	1%	1%	1%	3%	-	-	1%	2%	-	1%	-	-	-	1%	-	3%	2%	-	2%	3%	-	1%	1%	1%	2%	*	-	1%	1%	*	1%	2%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	3%	2%	1%	1%		
Raw	4	3	1	1	3	-	1	-	3	1	-	-	-	-	-	-	1	-	-	2	-	1	-	4	-	1	3	-	4	-	2	1	1	-	-	1	3	-	-	1	1	3	1	1	1	-	2	2	1		
	*	1%	*	*	1%	-	*	-	1%	*	-	-	-	-	-	-	1%	-	-	1%	-	1%	-	*	-	*	1%	-	1%	-	1%	*	*	*	-	-	*	*	-	-	3%	5%	*	1%	1%	*	-	1%	*	*	
Other	2	2	-	1	-	-	1	1	1	1	1	-	1	-	-	-	-	1	-	1	-	-	2	-	2	1	-	2	1	-	-	1	1	-	-	1	1	1	-	-	2	1	-	-	1	1	1	1			
	*	*	-	*	-	-	*	*	*	*	*	-	*	-	-	-	-	1%	-	*	-	-	*	-	*	*	*	*	*	-	-	*	*	-	-	*	*	*	*	1%	-	-	*	*	-	-	1%	1%	*	*	
I don't eat eggs	69	30	36	10	16	10	14	19	26	24	19	3	3	9	7	4	6	7	8	9	4	8	-	59	9	30	30	9	41	27	14	25	16	10	3	23	45	11	9	3	1	57	9	9	21	2	6	26	17		
	6%	6%	7%	7%	8%	5%	7%	5%	7%	6%	5%	6%	2%	10%	8%	5%	6%	8%	5%	6%	7%	9%	-	7%	5%	5%	8%	8%	6%	7%	6%	8%	6%	5%	4%	7%	6%	6%	8%	11%	6%	6%	5%	4%	7%	3%	4%	6%	5%		
Don't know	19	12	6	4	4	-	6	6	7	6	6	-	2	1	2	2	1	1	4	3	1	1	-	17	2	7	9	3	8	11	6	6	4	1	2	5	14	3	1	-	2	15	3	-	2	4	2	7	*		
	2%	2%	1%	2%	2%	-	3%	2%	2%	1%	2%	-	2%	2%	2%	2%	1%	1%	3%	2%	1%	1%	-	2%	1%	1%	3%	3%	1%	3%	2%	1%	1%	*	3%	2%	2%	1%	1%	-	17%	2%	2%	-	1%	6%	2%	2%	2%	*	
Net: Fried	302	172	129	47	61	61	41	92	108	103	92	10	41	20	28	27	32	25	31	57	16	15	-	251	51	176	102	24	218	84	57	91	77	62	16	100	202	51	37	7	5	225	74	81	83	15	38	121	101		
	27%	32%	23%	30%	30%	32%	21%	26%	30%	26%	26%	*	33%	22%	28%	34%	31%	27%	20%	36%	29%	16%	-	28%	26%	28%	29%	22%	30%	23%	26%	28%	28%	28%	24%	30%	27%	27%	33%	31%	39%	39%	25%	39%	30%	29%	20%	26%	28%	29%	
	C			G	G			F				SV	*	*	SV*	V*	*			NSV	*	*	-	*			*	*	d									**	**	p					*						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 35 (** Small Base: 100*)

ColumnMeans (%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv Minimum Base: 35 (** Small Base: 100*)

