

YouGov Survey Results

Sample Size: 2,695 London adults

Fieldwork: 3rd - 5th May 2010

	Gender		Age					Social grade		
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Unweighted Base	2695	1397	1298	195	613	467	403	1017	1882	813
All London adults	2695	1283	1412	321	661	513	445	755	1617	1078

How often, if at all, do you eat out? (Please include all the times when you purchase pre prepared food that you have not cooked yourself, including eating at restaurants and take aways).

Twice a day or more often	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%
Once a day	5%	6%	3%	7%	7%	6%	3%	1%	6%	3%
4 to 6 times a week	6%	7%	4%	8%	9%	6%	5%	2%	6%	5%
2 or 3 times a week	15%	15%	15%	24%	18%	12%	15%	12%	15%	15%
Once a week	21%	20%	21%	21%	25%	17%	17%	20%	21%	20%
2 or 3 times a month	19%	18%	20%	14%	20%	23%	20%	18%	21%	17%
Once a month	14%	11%	16%	13%	8%	14%	17%	16%	12%	15%
4 to 6 times a year	7%	7%	8%	3%	4%	8%	9%	11%	8%	7%
2 or 3 times a year	6%	6%	6%	2%	1%	7%	6%	10%	5%	6%
Once a year or less often	3%	3%	3%	1%	1%	2%	3%	6%	2%	4%
Never	2%	3%	2%	2%	1%	2%	4%	3%	2%	4%
Don't know	2%	2%	2%	6%	4%	2%	0%	1%	2%	4%

How often do you eat in restaurants?

Once a day or more often	0%	1%	0%	-	1%	1%	0%	0%	0%	0%
4 to 6 times a week	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%
2 or 3 times a week	7%	8%	7%	6%	8%	10%	8%	5%	9%	4%
Once a week	16%	17%	15%	21%	23%	12%	12%	13%	17%	14%
2 or 3 times a month	23%	24%	22%	29%	30%	22%	19%	18%	24%	21%
Once a month	19%	18%	21%	19%	17%	20%	21%	20%	19%	20%
4 to 6 times a year	13%	12%	14%	10%	9%	13%	18%	16%	12%	15%
2 or 3 times a year	10%	9%	10%	4%	4%	13%	13%	14%	9%	11%
Once a year or less often	6%	6%	5%	2%	3%	6%	7%	9%	4%	7%
Never	2%	2%	1%	-	1%	1%	2%	3%	1%	3%
Don't know	3%	3%	2%	8%	3%	2%	1%	1%	2%	4%

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Which ONE, if any, of the following is your favourite type of restaurant?

British	11%	12%	10%	4%	4%	7%	12%	21%	9%	13%
Italian	20%	17%	22%	20%	20%	18%	19%	21%	23%	15%
Chinese	12%	13%	12%	19%	13%	14%	8%	11%	10%	16%
Indian	16%	20%	13%	17%	17%	15%	20%	15%	14%	20%
Thai	7%	5%	8%	6%	8%	10%	6%	4%	8%	4%
French	5%	5%	5%	2%	5%	5%	5%	7%	7%	2%
Caribbean	1%	1%	2%	0%	1%	2%	2%	0%	1%	1%
Japanese	3%	4%	3%	2%	5%	4%	3%	2%	4%	3%
Greek	2%	2%	3%	2%	1%	1%	4%	3%	2%	3%
Turkish	2%	2%	2%	4%	2%	1%	1%	1%	1%	2%
Spanish	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
Vegetarian	3%	2%	3%	4%	3%	3%	3%	2%	3%	3%
American	2%	2%	2%	4%	3%	1%	1%	1%	2%	2%
Mexican	2%	3%	2%	2%	4%	4%	2%	0%	3%	2%
Other	3%	2%	3%	5%	2%	3%	1%	3%	3%	2%
Don't know	9%	9%	9%	8%	10%	10%	11%	8%	9%	10%

Approximately how often, if at all, do you use vouchers when you eat in restaurants (e.g. "buy one meal, get one free" and discount vouchers)?

Once a day or more often	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%
4 to 6 times a week	0%	1%	-	2%	1%	-	-	-	0%	1%
2 or 3 times a week	1%	1%	1%	3%	2%	0%	0%	-	1%	2%
Once a week	3%	2%	4%	4%	4%	4%	2%	2%	3%	3%
2 or 3 times a month	6%	6%	7%	9%	13%	5%	2%	3%	7%	4%
Once a month	12%	11%	13%	18%	18%	10%	7%	8%	13%	10%
4 to 6 times a year	9%	7%	10%	8%	11%	9%	9%	7%	9%	8%
2 or 3 times a year	12%	9%	14%	11%	12%	13%	10%	12%	13%	10%
Once a year or less often	17%	16%	18%	17%	13%	17%	22%	18%	18%	16%
Never	36%	43%	29%	21%	20%	38%	47%	48%	31%	43%
Don't know	4%	4%	3%	6%	5%	4%	1%	3%	3%	4%

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Do you ever read reviews before visiting a restaurant you have never been to before?

Yes, I always read reviews before visiting a restaurant I have never been to before	5%	4%	5%	2%	7%	8%	3%	3%	6%	4%
Yes, I often read reviews before visiting a restaurant I have never been to before	17%	15%	19%	13%	25%	20%	15%	12%	21%	12%
Yes, I sometime read reviews before visiting a restaurant I have never been to before	37%	36%	39%	39%	40%	38%	39%	34%	42%	30%
No, I never read reviews before visiting a restaurant I have never been to before	37%	41%	33%	37%	25%	32%	41%	48%	29%	48%
Don't know	4%	4%	3%	10%	4%	2%	2%	2%	2%	5%