

YouGov Survey Results

Sample Size: 2468 GB Adults
Fieldwork: 19th - 20th September 2011

	Gender		Age				Social grade		Region				
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 2468	1199	1269	299	629	844	696	1407	1061	316	802	528	607	215
Unweighted Sample 2468	1161	1307	178	649	955	686	1663	805	365	810	475	578	240
	%	%	%	%	%	%	%	%	%	%	%	%	%

And finally, thinking about Marmite, would you say you love it, hate it, or neither love nor hate it?

Love it	33	29	36	18	28	39	35	35	29	35	44	32	23	13
Hate it	33	31	35	43	38	30	28	32	35	32	28	35	38	33
TOTAL EITHER LOVE IT OR HATE IT	66	60	71	61	66	69	63	67	64	67	72	67	61	46
Neither love nor hate it	27	31	23	25	23	26	32	26	27	25	25	25	28	38
Don't know	7	9	6	13	10	5	5	6	9	7	3	8	11	16