

'PUBLIC ATTITUDES TO TOAST'





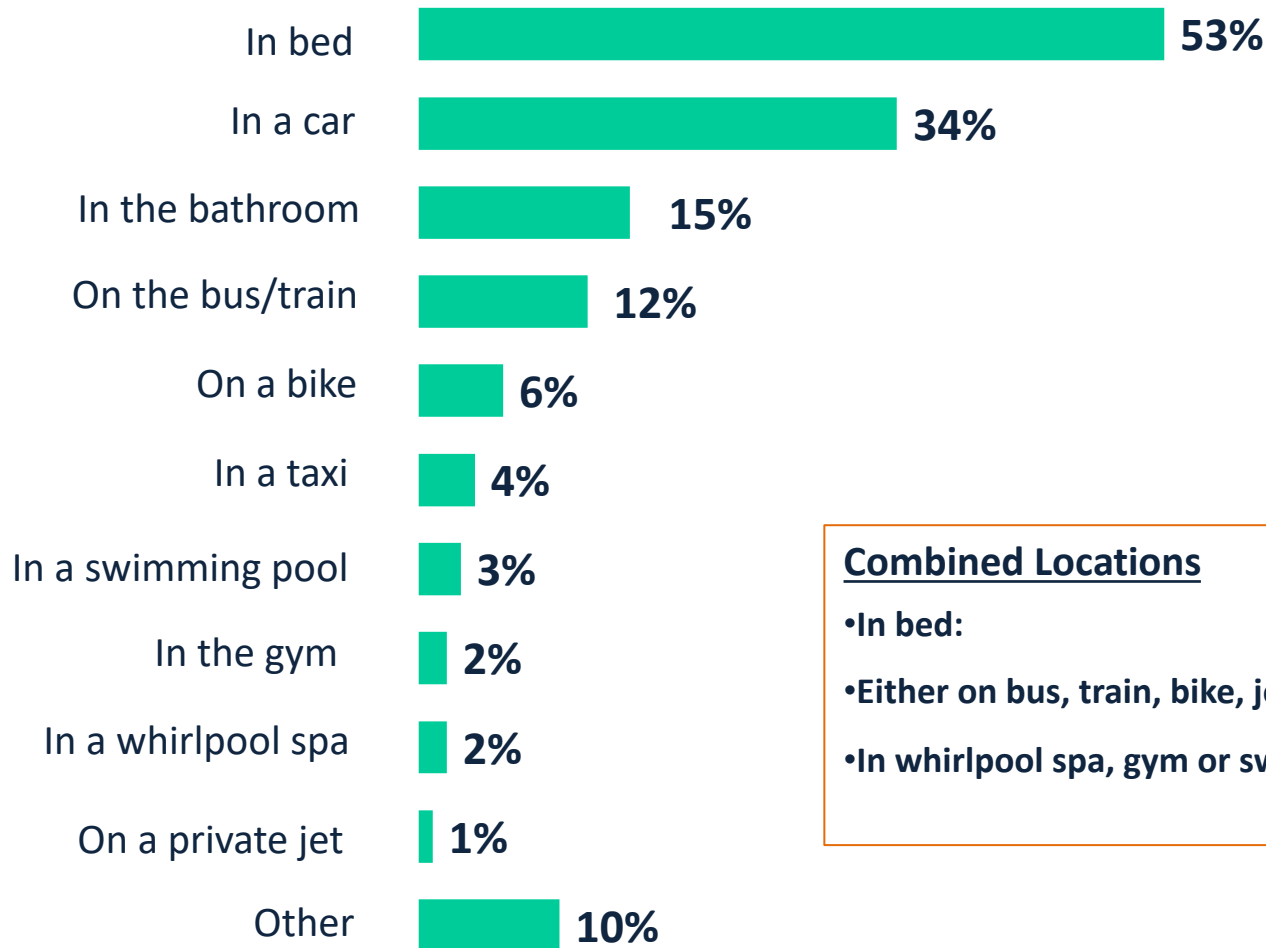
- Research was conducted among a nationally representative sample of 1,000 members of the general public, quota controlled by age, gender, region and social class
- The survey was conducted between 5th- 11th November 2020
- The results are accurate to approximately +/- 2.5% at the 95% confidence level





Strange Places People eat Toast

Q1. What is the strangest place you have ever eaten a piece of toast?



Combined Locations

- In bed: 53%
- Either on bus, train, bike, jet on in a car, taxi: 45%
- In whirlpool spa, gym or swimming pool: 4%



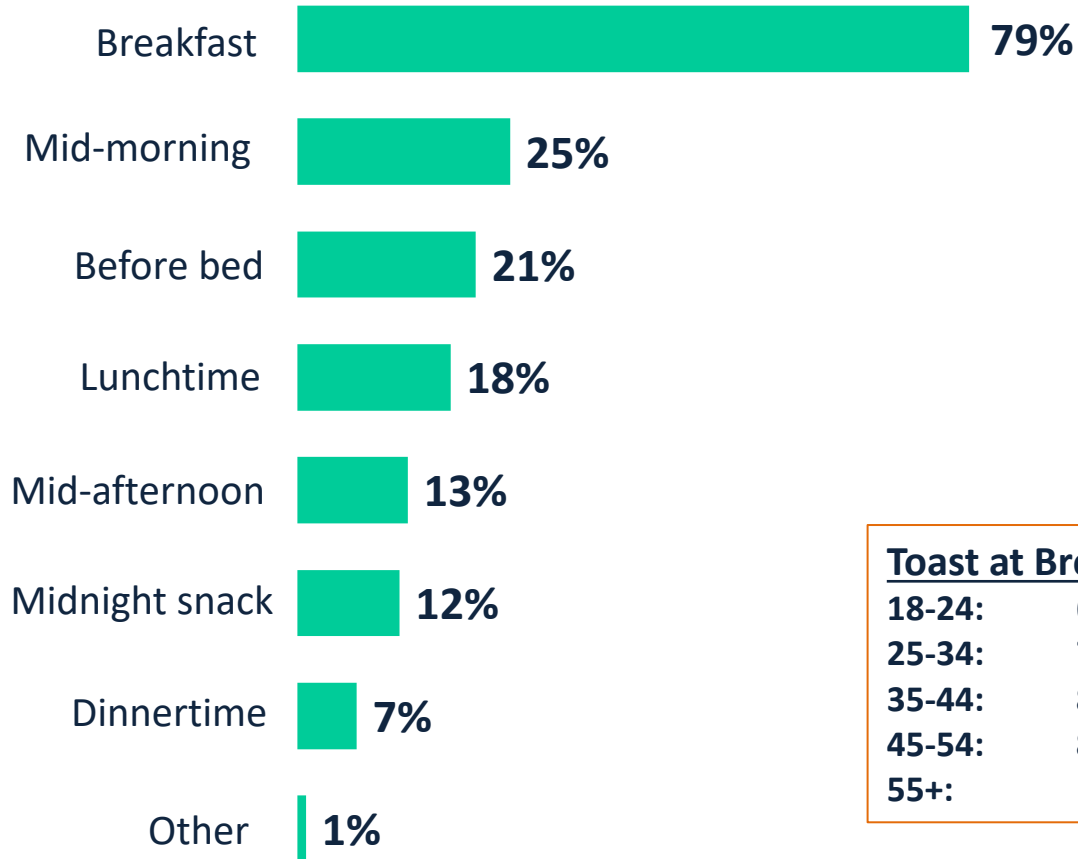
(Base: All respondents: 1000)





Preferred Times to Eat Toast

Q2. What time of day are you most likely to eat toast?



Toast at Breakfast by Age

18-24:	61%
25-34:	77%
35-44:	80%
45-54:	80%
55+:	85%



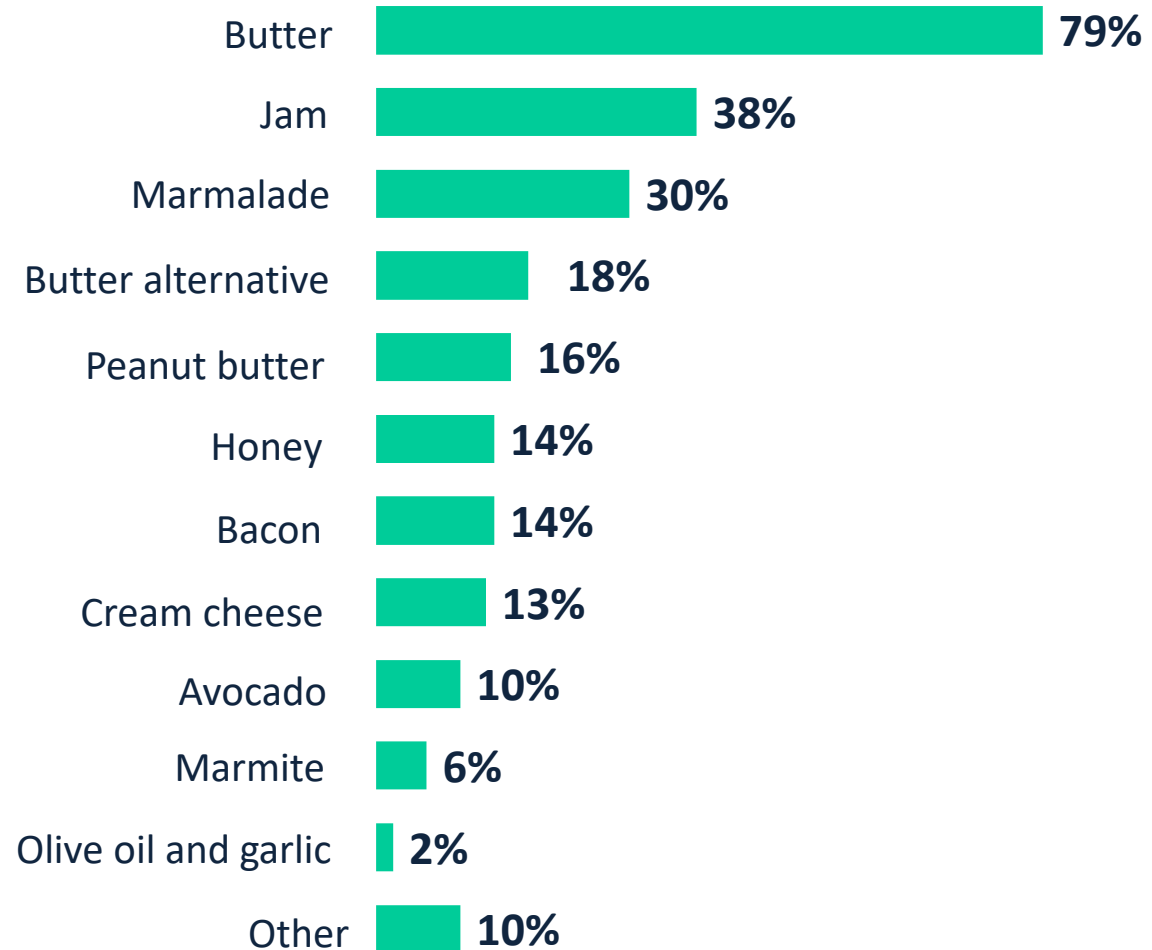
(Base: All respondents: 1000)





Toast Toppings

Q3. Which of the following do you typically put on your toast?



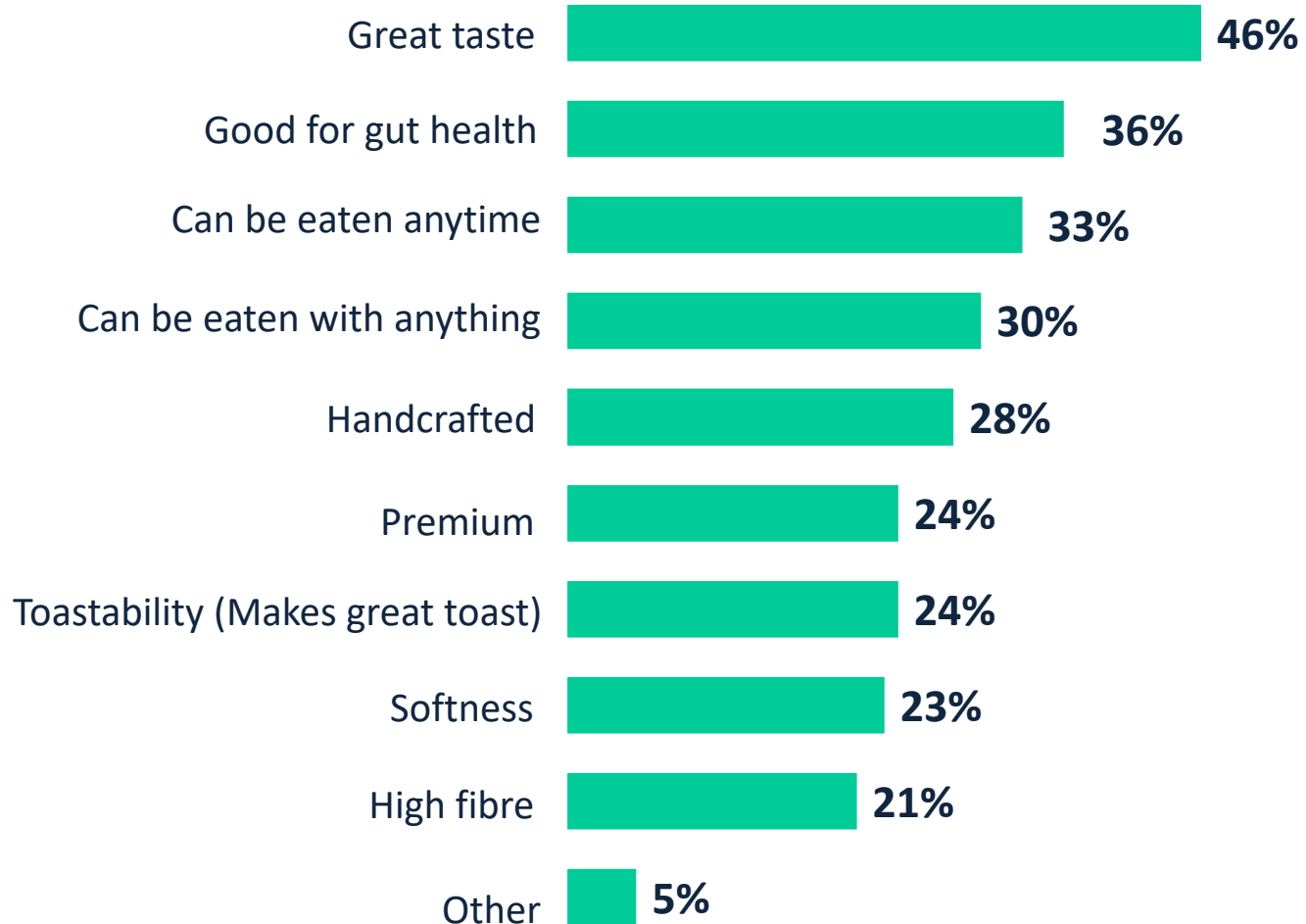
(Base: All respondents: 1000)





Sourdough Bread Associations

Q5. What particular qualities do you associate with sourdough bread?



(Base: All respondents: 1000)





- Eating toast “in bed” (53%) is the strangest place that the public reported eating toast while 15% acknowledged consuming toast “in the bathroom”
- Toast is also often eaten “on the go” with 45% of the public reporting eating toast either in the car/bus/train/bike/taxi/ with 1% even eating toast on a “private jet”
- Breakfast time (79%) is the most popular time to eat toast – but it is also eaten throughout the day from “mid-morning”(25%) to lunchtime (18%) to mid afternoon (13%) to even right “before bed”(21%) with 12% reporting having it as a sneaky midnight snack
- Butter (79%) is the most popular topping followed by jam (38%) and marmalade (30%)
 - 16% typically put peanut butter on their toast while 1 in 10 opt for avocado
 - Only 6% opt for Marmite
- The qualities that consumers most strongly associate with sourdough bread are:
 - Great taste (46%)
 - Good gut health (36%)
 - And the fact that it can be eaten anytime (33%) and with anything (30%)
- 1 in 4 associate sourdough bread with “toastability”- makes great toast

