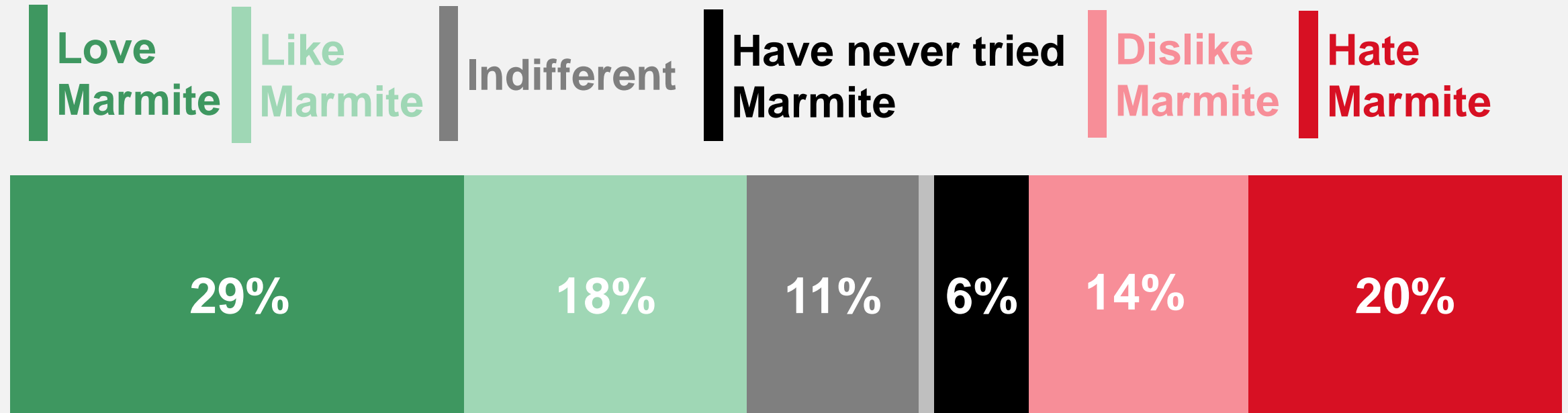


# Marmite

August 2022

# 94% of Adults have tried Marmite. 47% love or like Marmite, whereas 34% dislike or hate it

Which of the following statements best reflects how you feel about Marmite?

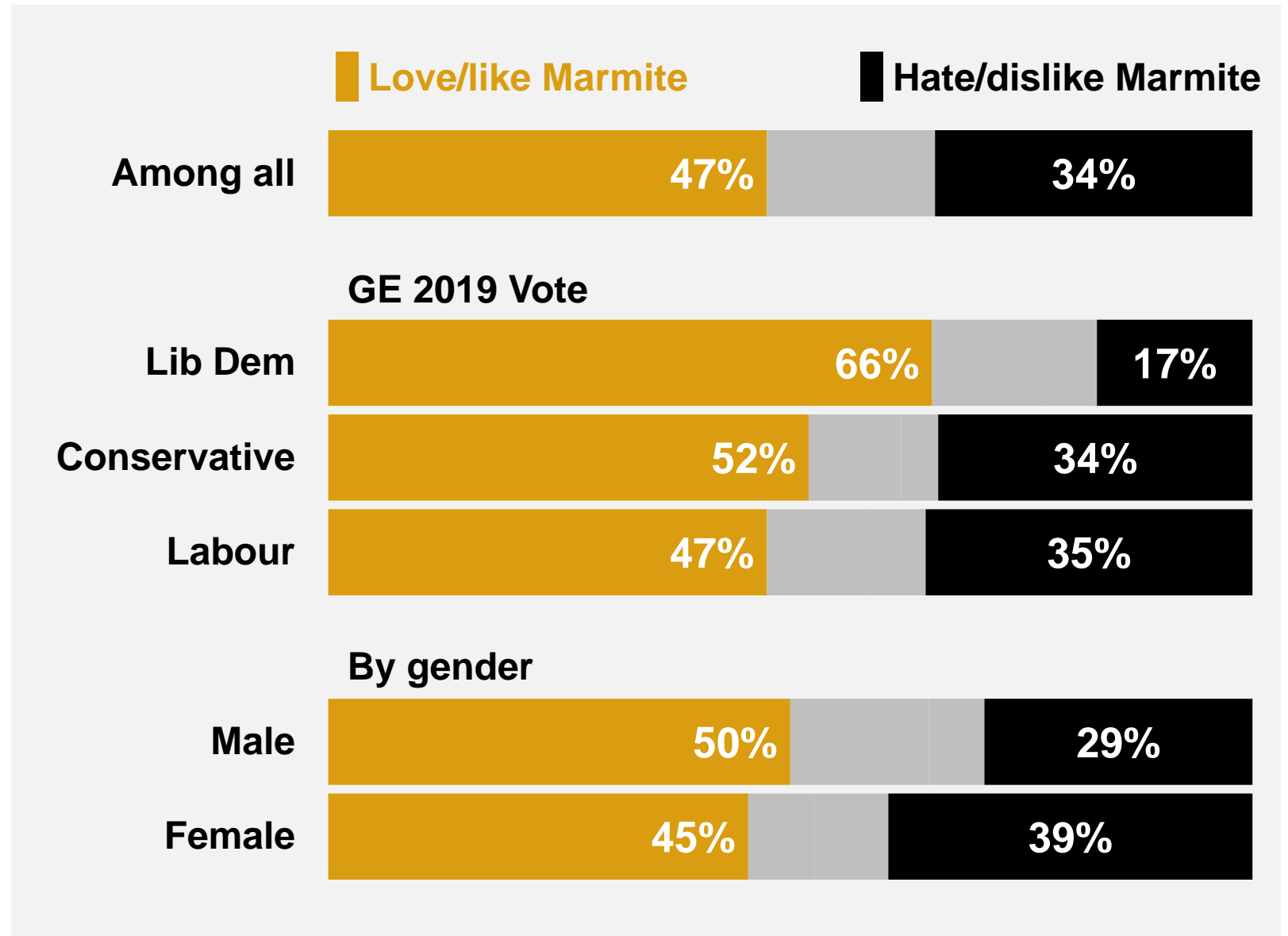


Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> August 2022



# Two thirds of Lib Dem voters claim to like or love Marmite, whereas around half of Conservative and Labour voters like or love it.

Which of the following statements best reflects how you feel about Marmite?



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> August 2022

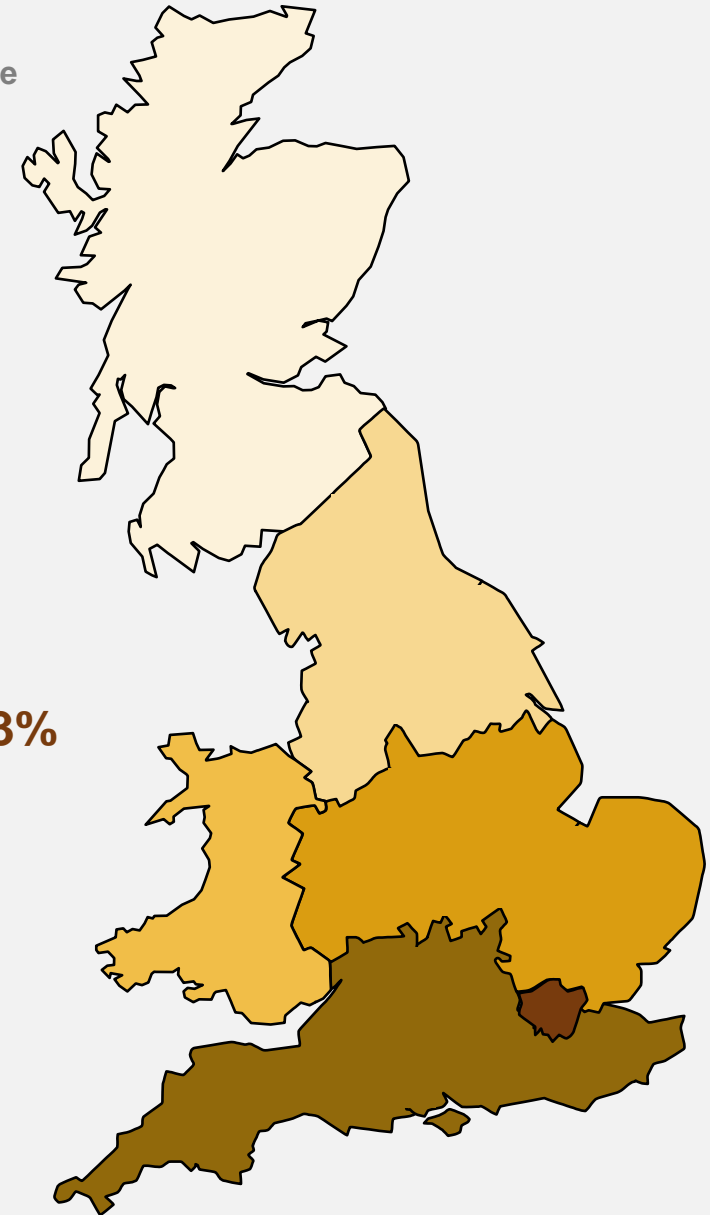
# Marmite : The Great North South Divider

Most popular in Greater London and the South with 6 in 10 claiming to love/like it. Its popularity declines moving Northwards with only 1 in 3 love or like it in Scotland and the North.

Which of the following statements best reflects how you feel about Marmite?

% = People who love/like Marmite

- Scotland – 29%
- North – 30%
- Wales – 47%
- Midlands – 49%
- South – 61%
- Greater London – 63%



Base: 1,000 Online British adults aged 18-75, 25<sup>th</sup> – 26<sup>th</sup> August 2022

**47%** of  
British Adults  
Love/like  
Marmite,  
whereas **34%**  
dislike/hate it.



# Technical notes

- The research was carried out by Ipsos.
- Ipsos interviewed a representative quota sample of 1,000 adults aged 18-75 in the Great Britain using its online FastFacts platform from 25<sup>th</sup> to 26<sup>th</sup> August 2022.
- 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 crossed by gender, working status and social grade, and for government office region and education, to reflect the adult population of Great Britain.

For more information please contact the team at [ipsos.com/en-uk/omnibus-surveys](https://www.ipsos.com/en-uk/omnibus-surveys)



## Marmite 2022

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