

MILD AT HEART: SIR DAVID ATTENBOROUGH MOST LIKELY TO CONVINCING BLAND BRITS TO TRY A NEW RESTAURANT

- *TheFork reveals that national treasure Sir David Attenborough is the most likely celebrity to entice Brits to try a new restaurant*
- *Royals The Queen and Prince William rank highly, while politicians Boris Johnson and Sir Kier Starmer were found to be the least persuasive*
- *Research also reveals **64% of people** admit to being creatures of habit, while **31%** only eat-out at places they have been before*

Data released today by [TheFork](#) – the UK's best restaurant discovery and booking platform – reveals almost a **quarter** of people haven't eaten somewhere new in the last year, and nearly a third (31%) of diners exclusively eat-out at restaurants they've been to before.

The research reveals that a whopping **64%** of us admit to being creatures of habit and **15%** say they default to a go-to dish every time without fail.

Given these insights, it isn't surprising that over half of the people surveyed (**55%**) wouldn't be swayed by The Queen to change their dinner plans, and Prince William would be less likely to convince stubborn Brits to try something new, with 63% of us turning down the future King's reservation plans at the expense of our own.

In a wide-ranging poll that features British and American public figures including Daniel Craig, Ed Sheeran, the Kardashians and political leaders Prime Minister Boris Johnson, Sir Keir Starmer and Scotland's First Minister Nicola Sturgeon, it was national treasure and legendary broadcaster Sir David Attenborough whose restaurant recommendation Brits would be most receptive towards.

Top 10 Celebrities most likely to influence Brits to change their dinner plans:

1. Sir David Attenborough (45%)
2. The Queen (44%)
3. Prince William (37%)
4. Ed Sheeran – (35%)
5. Daniel Craig – (34%)
6. Cristiano Ronaldo – (30%)
7. Britney Spears – (28%)
8. Harry Kane - (25%)
9. Boris Johnson – (22%) / Kim Kardashian – (24%)
10. Sir Kier Starmer – (19%)

Aiming to inspire the nation's tastebuds to explore and discover something new this Autumn, with 50% off food at hundreds of restaurants across the UK, TheFork festival is running **now until November 28th**.

Get TheFork out! and discover something new with TheFork Festival. Visit www.thefork.co.uk or download TheFork app from the [Apple](#) and [Google](#) app stores to find out more.

Methodology

**The research was conducted by Censuswide, with 2,000 respondents aged 16+ in the UK between 6.10.21-8.10.21. The survey was conducted from a nationally representative sample of UK adults. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.*