

Which of the following Cadbury Heroes chocolates do you like? (Please select all that apply)

Total sample size: 8,679

Nationally representative sample size: 7,936

GB Sample Spec	Percentage	Quota	Completes	% Complete	Cadbury Dairy Milk	Cadbury Dairy Milk Caramel	Creme Egg Twisted	Crunchie Bits	Dinky Decker	Eclairs	Fudge	Twirl	Wispa	None of the above	Prefer not to say											
TOTALS					5294 - 67%	4690 - 59%	3871 - 49%	4567 - 58%	3538 - 45%	3648 - 46%	4241 - 53%	5393 - 68%	5335 - 67%	651 - 8%	362 - 5%											
Gender	Quotas		Raw counts		Results																					
Male	49.1%	3,893	3,893	100%	2484	64%	2213	57%	1921	49%	2065	53%	1704	44%	1755	45%	2072	53%	2484	64%	2519	65%	402	10%	225	6%
Female	51.0%	4,043	4,043	100%	2810	70%	2477	61%	1950	48%	2502	62%	1834	45%	1893	47%	2169	54%	2909	72%	2816	70%	249	6%	137	3%
AgeRange	Quotas		Raw counts		Results																					
18-24	11.4%	908	899	99%	599	67%	495	55%	419	47%	501	56%	364	40%	383	43%	433	48%	577	64%	578	64%	74	8%	64	7%
25-34	16.6%	1,315	1,316	100%	929	71%	829	63%	694	53%	809	61%	609	46%	542	41%	680	52%	948	72%	911	69%	77	6%	87	7%
35-44	17.8%	1,409	1,411	100%	953	68%	879	62%	760	54%	877	62%	713	51%	664	47%	788	56%	1002	71%	1026	73%	95	7%	61	4%
45-54	17.8%	1,409	1,410	100%	964	68%	846	60%	747	53%	847	60%	775	55%	719	51%	811	58%	1036	73%	1024	73%	102	7%	52	4%
55-64	15.2%	1,206	1,208	100%	800	66%	690	57%	587	49%	679	56%	555	46%	563	47%	654	54%	844	70%	787	65%	102	8%	50	4%
65+	21.3%	1,690	1,692	100%	1049	62%	951	56%	664	39%	854	50%	522	31%	777	46%	875	52%	986	58%	1009	60%	201	12%	48	3%
SocialGrade	Quotas		Raw counts		Results																					
AB	22.8%	1,807	1,807	100%	1150	64%	1021	57%	859	48%	1020	56%	764	42%	777	43%	913	51%	1178	65%	1168	65%	179	10%	101	6%
C1	30.9%	2,455	2,456	100%	1726	70%	1537	63%	1225	50%	1473	60%	1187	48%	1144	47%	1393	57%	1762	72%	1753	71%	172	7%	104	4%
C2	21.2%	1,682	1,682	100%	1137	68%	1021	61%	840	50%	988	59%	750	45%	800	48%	910	54%	1155	69%	1126	67%	131	8%	65	4%
DE	25.1%	1,991	1,991	100%	1281	64%	1111	56%	947	48%	1086	55%	837	42%	927	47%	1025	51%	1298	65%	1288	65%	169	8%	92	5%
Region	Quotas		Raw counts		Results																					
East of England	9.7%	772	770	100%	516	67%	456	59%	371	48%	444	58%	360	47%	340	44%	434	56%	511	66%	522	68%	66	9%	34	4%
East Midlands	7.5%	598	597	100%	422	71%	353	59%	301	50%	356	60%	260	44%	292	49%	321	54%	398	67%	407	68%	44	7%	24	4%
London	12.0%	949	947	100%	576	61%	504	53%	434	46%	502	53%	370	39%	407	43%	441	47%	627	66%	599	63%	84	9%	57	6%
North East	4.2%	336	334	99%	220	66%	215	64%	161	48%	190	57%	146	44%	163	49%	185	55%	238	71%	238	71%	20	6%	17	5%
North West	11.6%	922	920	100%	584	63%	514	56%	442	48%	519	56%	385	42%	402	44%	474	52%	606	66%	596	65%	71	8%	54	6%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Cadbury Dairy Milk		Cadbury Dairy Milk Caramel		Creme Egg Twisted		Crunchie Bits		Dinky Decker		Eclairs		Fudge		Twirl		Wispa		None of the above		Prefer not to say	
Yorkshire and The Humber	8.6%	679	677	100%	479	71%	426	63%	365	54%	430	64%	339	50%	345	51%	399	59%	497	73%	473	70%	49	7%	20	3%
South East	14.3%	1,137	1,134	100%	774	68%	674	59%	529	47%	644	57%	512	45%	506	45%	587	52%	784	69%	768	68%	90	8%	40	4%
South West	9.2%	729	727	100%	508	70%	443	61%	346	48%	429	59%	345	47%	343	47%	404	56%	494	68%	494	68%	79	11%	29	4%
West Midlands	9.1%	721	718	100%	500	70%	437	61%	375	52%	424	59%	341	47%	359	50%	385	54%	494	69%	513	71%	49	7%	33	5%
Wales	5.1%	401	399	100%	259	65%	239	60%	186	47%	240	60%	175	44%	186	47%	199	50%	265	66%	267	67%	36	9%	13	3%
Scotland	8.7%	693	691	100%	443	64%	417	60%	350	51%	379	55%	300	43%	298	43%	401	58%	466	67%	447	65%	60	9%	38	5%
VoteBrexit	Quotas		Raw counts		Results																					
Leave	37.5%	2,974	2,974	100%	2038	69%	1808	61%	1480	50%	1718	58%	1352	45%	1448	49%	1652	56%	2070	70%	2034	68%	226	8%	103	3%
Remain	34.7%	2,757	2,757	100%	1857	67%	1680	61%	1371	50%	1638	59%	1287	47%	1258	46%	1518	55%	1915	69%	1908	69%	217	8%	131	5%
None	27.8%	2,205	2,205	100%	1399	63%	1202	55%	1020	46%	1211	55%	899	41%	942	43%	1071	49%	1408	64%	1393	63%	208	9%	128	6%
Vote2019	Quotas		Raw counts		Results																					
Conservative-party	29.3%	2,328	2,329	100%	1611	69%	1415	61%	1153	50%	1351	58%	1038	45%	1120	48%	1274	55%	1602	69%	1603	69%	178	8%	71	3%
Labour-party	21.6%	1,714	1,714	100%	1177	69%	1072	63%	872	51%	1044	61%	841	49%	801	47%	960	56%	1239	72%	1224	71%	115	7%	82	5%
Liberal-democrats	7.8%	620	620	100%	427	69%	369	60%	309	50%	361	58%	275	44%	279	45%	346	56%	430	69%	428	69%	58	9%	24	4%
Scottish-national-party	2.6%	208	208	100%	141	68%	130	63%	108	52%	123	59%	96	46%	89	43%	126	61%	144	69%	136	65%	18	9%	12	6%
Other	5.9%	471	470	100%	304	65%	268	57%	221	47%	275	59%	208	44%	213	45%	247	53%	302	64%	300	64%	44	9%	26	6%
No-vote	32.7%	2,595	2,595	100%	1634	63%	1436	55%	1208	47%	1413	54%	1080	42%	1146	44%	1288	50%	1676	65%	1644	63%	238	9%	147	6%