

Which of the following Cadbury Roses 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 Chunk	Caramel	Country Fudge	Golden Barrel	Hazel Whirl	Hazel in Caramel	Signature Truffle	Strawberry Dream	Tangy Orange Creme	None of the above	Prefer not to say	
TOTALS					5050 - 64%	4368 - 55%	3917 - 49%	4617 - 58%	4196 - 53%	4040 - 51%	3505 - 44%	3292 - 41%	3116 - 39%	671 - 8%	367 - 5%	
Gender	Quotas		Raw counts		Results											
Male	49.1%	3,893	3,893	100%	2395 62%	2122 55%	1938 50%	2204 57%	1993 51%	1929 50%	1662 43%	1639 42%	1590 41%	392 10%	227 6%	
Female	51.0%	4,043	4,043	100%	2655 66%	2246 56%	1979 49%	2413 60%	2203 54%	2111 52%	1843 46%	1653 41%	1526 38%	279 7%	140 3%	
AgeRange	Quotas		Raw counts		Results											
18-24	11.4%	908	899	99%	550 61%	433 48%	386 43%	419 47%	341 38%	323 36%	400 44%	291 32%	286 32%	95 11%	83 9%	
25-34	16.6%	1,315	1,316	100%	860 65%	711 54%	603 46%	761 58%	593 45%	595 45%	659 50%	612 47%	494 38%	95 7%	91 7%	
35-44	17.8%	1,409	1,411	100%	898 64%	814 58%	734 52%	864 61%	714 51%	694 49%	689 49%	672 48%	585 41%	113 8%	60 4%	
45-54	17.8%	1,409	1,410	100%	929 66%	809 57%	733 52%	871 62%	847 60%	790 56%	642 46%	617 44%	601 43%	109 8%	54 4%	
55-64	15.2%	1,206	1,208	100%	785 65%	651 54%	618 51%	731 61%	730 60%	695 58%	495 41%	482 40%	490 41%	100 8%	39 3%	
65+	21.3%	1,690	1,692	100%	1028 61%	950 56%	843 50%	971 57%	971 57%	943 56%	620 37%	618 37%	660 39%	159 9%	40 2%	
SocialGrade	Quotas		Raw counts		Results											
AB	22.8%	1,807	1,807	100%	1119 62%	946 52%	852 47%	974 54%	900 50%	864 48%	810 45%	705 39%	678 38%	173 10%	109 6%	
C1	30.9%	2,455	2,456	100%	1661 68%	1417 58%	1298 53%	1504 61%	1353 55%	1298 53%	1161 47%	1052 43%	1011 41%	187 8%	103 4%	
C2	21.2%	1,682	1,682	100%	1071 64%	953 57%	839 50%	1012 60%	926 55%	913 54%	728 43%	724 43%	674 40%	127 8%	62 4%	
DE	25.1%	1,991	1,991	100%	1199 60%	1052 53%	928 47%	1127 57%	1017 51%	965 48%	806 40%	811 41%	753 38%	184 9%	93 5%	
Region	Quotas		Raw counts		Results											
East of England	9.7%	772	770	100%	497 65%	417 54%	390 51%	449 58%	418 54%	400 52%	340 44%	305 40%	299 39%	64 8%	30 4%	
East Midlands	7.5%	598	597	100%	381 64%	325 54%	292 49%	353 59%	310 52%	296 50%	265 44%	248 42%	268 45%	49 8%	28 5%	
London	12.0%	949	947	100%	550 58%	467 49%	413 44%	482 51%	491 52%	465 49%	395 42%	353 37%	319 34%	101 11%	61 6%	
North East	4.2%	336	334	99%	209 63%	203 61%	170 51%	212 63%	177 53%	173 52%	143 43%	154 46%	144 43%	25 7%	15 4%	
North West	11.6%	922	920	100%	572 62%	491 53%	437 48%	506 55%	466 51%	441 48%	393 43%	415 45%	370 40%	74 8%	49 5%	

GB Sample Spec	Percentage	Quota	Completes	% Complete	Cadbury Dairy Milk Chunk		Caramel		Country Fudge		Golden Barrel		Hazel Whirl		Hazel in Caramel		Signature Truffle		Strawberry Dream		Tangy Orange Creme		None of the above		Prefer not to say	
Yorkshire and The Humber	8.6%	679	677	100%	451	67%	396	58%	361	53%	423	62%	350	52%	345	51%	331	49%	288	43%	290	43%	48	7%	23	3%
South East	14.3%	1,137	1,134	100%	741	65%	626	55%	553	49%	659	58%	630	56%	621	55%	506	45%	438	39%	423	37%	96	8%	43	4%
South West	9.2%	729	727	100%	485	67%	411	57%	367	50%	429	59%	387	53%	363	50%	331	46%	295	41%	281	39%	74	10%	30	4%
West Midlands	9.1%	721	718	100%	479	67%	397	55%	359	50%	438	61%	379	53%	358	50%	326	45%	308	43%	283	39%	51	7%	34	5%
Wales	5.1%	401	399	100%	245	61%	226	57%	188	47%	242	61%	233	58%	224	56%	169	42%	149	37%	141	35%	32	8%	15	4%
Scotland	8.7%	693	691	100%	426	62%	396	57%	374	54%	412	60%	348	50%	347	50%	297	43%	330	48%	290	42%	55	8%	36	5%
VoteBrexit	Quotas		Raw counts		Results																					
Leave	37.5%	2,974	2,974	100%	1955	66%	1703	57%	1531	51%	1854	62%	1721	58%	1658	56%	1271	43%	1240	42%	1223	41%	214	7%	101	3%
Remain	34.7%	2,757	2,757	100%	1822	66%	1567	57%	1421	52%	1640	59%	1487	54%	1434	52%	1334	48%	1202	44%	1142	41%	230	8%	122	4%
None	27.8%	2,205	2,205	100%	1273	58%	1098	50%	965	44%	1123	51%	988	45%	948	43%	900	41%	850	39%	751	34%	227	10%	144	7%
Vote2019	Quotas		Raw counts		Results																					
Conservative-party	29.3%	2,328	2,329	100%	1550	67%	1353	58%	1221	52%	1433	62%	1336	57%	1296	56%	1002	43%	958	41%	962	41%	157	7%	67	3%
Labour-party	21.6%	1,714	1,714	100%	1127	66%	973	57%	867	51%	1029	60%	949	55%	884	52%	847	49%	734	43%	670	39%	138	8%	79	5%
Liberal-democrats	7.8%	620	620	100%	411	66%	330	53%	317	51%	356	57%	326	53%	311	50%	314	51%	273	44%	278	45%	55	9%	30	5%
Scottish-national-party	2.6%	208	208	100%	131	63%	116	56%	115	55%	128	62%	118	57%	115	55%	100	48%	105	50%	95	46%	19	9%	11	5%
Other	5.9%	471	470	100%	294	63%	246	52%	232	49%	272	58%	230	49%	225	48%	208	44%	185	39%	175	37%	48	10%	27	6%
No-vote	32.7%	2,595	2,595	100%	1537	59%	1350	52%	1165	45%	1399	54%	1237	48%	1209	47%	1034	40%	1037	40%	936	36%	254	10%	153	6%