

Which of the following Mars Celebrations 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 | Bounty | Galaxy | Galaxy Caramel | Maltesers | Mars | Milky Way | Snickers | Twix | None of the above | Prefer not to say |
|-----------------|------------|-------|------------|------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| TOTALS | | | | | 4186 - 53% | 5022 - 63% | 4507 - 57% | 5452 - 69% | 4366 - 55% | 4150 - 52% | 4037 - 51% | 4654 - 59% | 558 - 7% | 325 - 4% |
| Gender | Quotas | | Raw counts | | Results | | | | | | | | | |
| Male | 49.1% | 3,893 | 3,893 | 100% | 2056 53% | 2357 61% | 2130 55% | 2543 65% | 2222 57% | 2012 52% | 2005 52% | 2301 59% | 331 9% | 193 5% |
| Female | 51.0% | 4,043 | 4,043 | 100% | 2130 53% | 2665 66% | 2377 59% | 2909 72% | 2144 53% | 2138 53% | 2032 50% | 2353 58% | 227 6% | 132 3% |
| AgeRange | Quotas | | Raw counts | | Results | | | | | | | | | |
| 18-24 | 11.4% | 908 | 899 | 99% | 314 35% | 569 63% | 496 55% | 591 66% | 444 49% | 505 56% | 344 38% | 496 55% | 66 7% | 70 8% |
| 25-34 | 16.6% | 1,315 | 1,316 | 100% | 550 42% | 932 71% | 834 63% | 967 73% | 722 55% | 804 61% | 620 47% | 785 60% | 76 6% | 73 6% |
| 35-44 | 17.8% | 1,409 | 1,411 | 100% | 734 52% | 907 64% | 852 60% | 1015 72% | 782 55% | 769 55% | 785 56% | 905 64% | 82 6% | 62 4% |
| 45-54 | 17.8% | 1,409 | 1,410 | 100% | 853 60% | 914 65% | 804 57% | 986 70% | 792 56% | 720 51% | 844 60% | 880 62% | 82 6% | 46 3% |
| 55-64 | 15.2% | 1,206 | 1,208 | 100% | 736 61% | 792 66% | 677 56% | 823 68% | 657 54% | 598 50% | 676 56% | 724 60% | 84 7% | 37 3% |
| 65+ | 21.3% | 1,690 | 1,692 | 100% | 999 59% | 908 54% | 844 50% | 1070 63% | 969 57% | 754 45% | 768 45% | 864 51% | 168 10% | 37 2% |
| SocialGrade | Quotas | | Raw counts | | Results | | | | | | | | | |
| AB | 22.8% | 1,807 | 1,807 | 100% | 886 49% | 1101 61% | 978 54% | 1229 68% | 974 54% | 928 51% | 887 49% | 1073 59% | 134 7% | 91 5% |
| C1 | 30.9% | 2,455 | 2,456 | 100% | 1318 54% | 1648 67% | 1487 61% | 1761 72% | 1398 57% | 1387 56% | 1308 53% | 1523 62% | 158 6% | 85 3% |
| C2 | 21.2% | 1,682 | 1,682 | 100% | 939 56% | 1064 63% | 974 58% | 1174 70% | 955 57% | 874 52% | 853 51% | 959 57% | 107 6% | 52 3% |
| DE | 25.1% | 1,991 | 1,991 | 100% | 1043 52% | 1209 61% | 1068 54% | 1288 65% | 1039 52% | 961 48% | 989 50% | 1099 55% | 159 8% | 97 5% |
| Region | Quotas | | Raw counts | | Results | | | | | | | | | |
| East of England | 9.7% | 772 | 770 | 100% | 406 53% | 484 63% | 424 55% | 520 68% | 435 56% | 413 54% | 394 51% | 465 60% | 61 8% | 32 4% |
| East Midlands | 7.5% | 598 | 597 | 100% | 306 51% | 383 64% | 340 57% | 411 69% | 348 58% | 316 53% | 300 50% | 347 58% | 31 5% | 26 4% |
| London | 12.0% | 949 | 947 | 100% | 494 52% | 558 59% | 487 51% | 634 67% | 477 50% | 451 48% | 495 52% | 558 59% | 69 7% | 44 5% |
| North East | 4.2% | 336 | 334 | 99% | 180 54% | 220 66% | 213 64% | 240 72% | 190 57% | 182 54% | 174 52% | 204 61% | 19 6% | 9 3% |

| GB Sample Spec | Percentage | Quota | Completes | % Complete | Bounty | | Galaxy | | Galaxy Caramel | | Maltesers | | Mars | | Milky Way | | Snickers | | Twix | | None of the above | | Prefer not to say | |
|--------------------------|------------|-------|------------|------------|---------|-----|--------|-----|----------------|-----|-----------|-----|------|-----|-----------|-----|----------|-----|------|-----|-------------------|----|-------------------|----|
| North West | 11.6% | 922 | 920 | 100% | 480 | 52% | 568 | 62% | 502 | 55% | 625 | 68% | 476 | 52% | 476 | 52% | 457 | 50% | 517 | 56% | 65 | 7% | 46 | 5% |
| Yorkshire and The Humber | 8.6% | 679 | 677 | 100% | 368 | 54% | 454 | 67% | 419 | 62% | 483 | 71% | 406 | 60% | 384 | 57% | 349 | 52% | 425 | 63% | 47 | 7% | 23 | 3% |
| South East | 14.3% | 1,137 | 1,134 | 100% | 603 | 53% | 730 | 64% | 639 | 56% | 789 | 70% | 633 | 56% | 603 | 53% | 587 | 52% | 677 | 60% | 76 | 7% | 38 | 3% |
| South West | 9.2% | 729 | 727 | 100% | 380 | 52% | 471 | 65% | 420 | 58% | 502 | 69% | 420 | 58% | 398 | 55% | 361 | 50% | 438 | 60% | 57 | 8% | 28 | 4% |
| West Midlands | 9.1% | 721 | 718 | 100% | 362 | 50% | 459 | 64% | 409 | 57% | 484 | 67% | 387 | 54% | 357 | 50% | 368 | 51% | 418 | 58% | 47 | 7% | 37 | 5% |
| Wales | 5.1% | 401 | 399 | 100% | 206 | 52% | 245 | 61% | 227 | 57% | 280 | 70% | 214 | 54% | 203 | 51% | 206 | 52% | 214 | 54% | 29 | 7% | 11 | 3% |
| Scotland | 8.7% | 693 | 691 | 100% | 390 | 56% | 437 | 63% | 415 | 60% | 471 | 68% | 371 | 54% | 358 | 52% | 337 | 49% | 380 | 55% | 54 | 8% | 29 | 4% |
| VoteBrexit | Quotas | | Raw counts | | Results | | | | | | | | | | | | | | | | | | | |
| Leave | 37.5% | 2,974 | 2,974 | 100% | 1735 | 58% | 1872 | 63% | 1695 | 57% | 2072 | 70% | 1711 | 58% | 1526 | 51% | 1579 | 53% | 1762 | 59% | 202 | 7% | 89 | 3% |
| Remain | 34.7% | 2,757 | 2,757 | 100% | 1454 | 53% | 1824 | 66% | 1639 | 59% | 1954 | 71% | 1557 | 56% | 1490 | 54% | 1443 | 52% | 1682 | 61% | 179 | 6% | 105 | 4% |
| None | 27.8% | 2,205 | 2,205 | 100% | 997 | 45% | 1326 | 60% | 1173 | 53% | 1426 | 65% | 1098 | 50% | 1134 | 51% | 1015 | 46% | 1210 | 55% | 177 | 8% | 131 | 6% |
| Vote2019 | Quotas | | Raw counts | | Results | | | | | | | | | | | | | | | | | | | |
| Conservative-party | 29.3% | 2,328 | 2,329 | 100% | 1347 | 58% | 1483 | 64% | 1303 | 56% | 1632 | 70% | 1388 | 60% | 1202 | 52% | 1220 | 52% | 1405 | 60% | 148 | 6% | 66 | 3% |
| Labour-party | 21.6% | 1,714 | 1,714 | 100% | 891 | 52% | 1172 | 68% | 1063 | 62% | 1243 | 73% | 966 | 56% | 962 | 56% | 891 | 52% | 1055 | 62% | 104 | 6% | 66 | 4% |
| Liberal-democrats | 7.8% | 620 | 620 | 100% | 322 | 52% | 396 | 64% | 341 | 55% | 425 | 69% | 347 | 56% | 336 | 54% | 311 | 50% | 382 | 62% | 46 | 7% | 25 | 4% |
| Scottish-national-party | 2.6% | 208 | 208 | 100% | 112 | 54% | 133 | 64% | 125 | 60% | 139 | 67% | 110 | 53% | 105 | 50% | 102 | 49% | 113 | 54% | 18 | 9% | 9 | 4% |
| Other | 5.9% | 471 | 470 | 100% | 239 | 51% | 284 | 60% | 263 | 56% | 310 | 66% | 250 | 53% | 239 | 51% | 238 | 51% | 274 | 58% | 42 | 9% | 20 | 4% |
| No-vote | 32.7% | 2,595 | 2,595 | 100% | 1275 | 49% | 1554 | 60% | 1412 | 54% | 1703 | 66% | 1305 | 50% | 1306 | 50% | 1275 | 49% | 1425 | 55% | 200 | 8% | 139 | 5% |