

# Which of the following Quality Street 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	Caramel Swirl	Coconut Eclair	Fudge	Lemon Zing	Milk Chocolate Block	Orange Crunch	Orange Crème	Strawberry Delight	The Green Triangle (Hazelnut noisette)	The Purple One (Hazelnut and caramel)	Toffee Finger	Toffee Penny	None of the above	Prefer not to say														
<b>TOTALS</b>					<b>4238 - 53%</b>	<b>2616 - 33%</b>	<b>3999 - 50%</b>	<b>1910 - 24%</b>	<b>4392 - 55%</b>	<b>3323 - 42%</b>	<b>3099 - 39%</b>	<b>3283 - 41%</b>	<b>4179 - 53%</b>	<b>4339 - 55%</b>	<b>3315 - 42%</b>	<b>2959 - 37%</b>	<b>642 - 8%</b>	<b>331 - 4%</b>														
Gender	Quotas		Raw counts		Results																											
Male	49.1%	3,893	3,893	100%	2008	52%	1344	35%	1977	51%	1038	27%	2164	56%	1606	41%	1566	40%	1647	42%	1936	50%	2058	53%	1592	41%	1438	37%	377	10%	214	5%
Female	51.0%	4,043	4,043	100%	2230	55%	1272	31%	2022	50%	872	22%	2228	55%	1717	42%	1533	38%	1636	40%	2242	55%	2281	56%	1723	43%	1521	38%	265	7%	117	3%
AgeRange	Quotas		Raw counts		Results																											
18-24	11.4%	908	899	99%	421	47%	185	21%	418	46%	162	18%	480	53%	364	40%	282	31%	290	32%	425	47%	359	40%	358	40%	353	39%	87	10%	79	9%
25-34	16.6%	1,315	1,316	100%	706	54%	344	26%	605	46%	212	16%	738	56%	559	42%	499	38%	592	45%	695	53%	632	48%	523	40%	471	36%	101	8%	84	6%
35-44	17.8%	1,409	1,411	100%	785	56%	466	33%	743	53%	322	23%	754	53%	654	46%	598	42%	671	48%	770	55%	753	53%	596	42%	505	36%	114	8%	55	4%
45-54	17.8%	1,409	1,410	100%	794	56%	544	39%	742	53%	414	29%	796	56%	657	47%	594	42%	622	44%	792	56%	844	60%	645	46%	557	40%	95	7%	46	3%
55-64	15.2%	1,206	1,208	100%	652	54%	476	39%	625	52%	350	29%	706	58%	496	41%	482	40%	491	41%	659	55%	763	63%	517	43%	466	39%	87	7%	33	3%
65+	21.3%	1,690	1,692	100%	880	52%	601	36%	866	51%	450	27%	918	54%	593	35%	644	38%	617	36%	837	49%	988	58%	676	40%	607	36%	158	9%	34	2%
SocialGrade	Quotas		Raw counts		Results																											
A8	22.8%	1,807	1,807	100%	932	52%	556	31%	880	49%	421	23%	981	54%	768	43%	692	38%	708	39%	914	51%	931	52%	738	41%	663	37%	161	9%	88	5%
C1	30.9%	2,455	2,456	100%	1378	56%	842	34%	1323	54%	621	25%	1439	59%	1087	44%	999	41%	1055	43%	1381	56%	1394	57%	1072	44%	939	38%	177	7%	94	4%
C2	21.2%	1,682	1,682	100%	914	54%	543	32%	836	50%	412	24%	910	54%	708	42%	664	39%	718	43%	889	53%	964	57%	722	43%	647	38%	128	8%	58	3%
DE	25.1%	1,991	1,991	100%	1014	51%	675	34%	960	48%	456	23%	1062	53%	760	38%	744	37%	802	40%	994	50%	1050	53%	783	39%	710	36%	176	9%	91	5%
Region	Quotas		Raw counts		Results																											
East of England	9.7%	772	770	100%	410	53%	257	33%	403	52%	175	23%	432	56%	310	40%	291	38%	308	40%	425	55%	427	55%	311	40%	282	37%	64	8%	25	3%
East Midlands	7.5%	598	597	100%	318	53%	197	33%	299	50%	157	26%	357	60%	281	47%	260	44%	248	42%	319	53%	308	52%	251	42%	217	36%	41	7%	27	5%
London	12.0%	949	947	100%	467	49%	308	33%	434	46%	208	22%	488	52%	359	38%	321	34%	351	37%	486	51%	509	54%	360	38%	307	32%	86	9%	48	5%
North East	4.2%	336	334	99%	194	58%	110	33%	173	52%	89	27%	185	55%	148	44%	144	43%	152	46%	175	52%	178	53%	145	43%	137	41%	18	5%	16	5%
North West	11.6%	922	920	100%	459	50%	284	31%	451	49%	229	25%	484	53%	411	45%	367	40%	402	44%	471	51%	486	53%	373	41%	337	37%	72	8%	46	5%
Yorkshire and The Humber	8.6%	679	677	100%	377	56%	218	32%	367	54%	161	24%	404	60%	317	47%	286	42%	287	42%	374	55%	380	56%	302	45%	282	42%	52	8%	21	3%
South East	14.3%	1,137	1,134	100%	619	55%	381	34%	560	49%	273	24%	638	56%	460	41%	424	37%	438	39%	620	55%	661	58%	456	40%	410	36%	89	8%	38	3%
South West	9.2%	729	727	100%	383	53%	245	34%	374	51%	175	24%	401	55%	290	40%	278	38%	309	43%	375	52%	388	53%	330	45%	294	40%	70	10%	30	4%
West Midlands	9.1%	721	718	100%	401	56%	238	33%	361	50%	175	24%	416	58%	290	40%	281	39%	297	41%	375	52%	397	55%	309	43%	268	37%	52	7%	30	4%
Wales	5.1%	401	399	100%	222	56%	135	34%	192	48%	94	24%	210	53%	169	42%	141	35%	147	37%	203	51%	227	57%	169	42%	154	39%	35	9%	13	3%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Caramel Swirl	Coconut Eclair	Fudge	Lemon Zing	Milk Chocolate Block	Orange Crunch	Orange Crème	Strawberry Delight	The Green Triangle (Hazelnut noisette)	The Purple One (Hazelnut and caramel)	Toffee Finger	Toffee Penny	None of the above	Prefer not to say	
Scotland	8.7%	693	691	100%	377 55%	237 34%	376 54%	169 24%	366 53%	281 41%	299 43%	334 48%	347 50%	370 54%	301 44%	264 38%	60 9%	35 5%	
VoteBrexit	Quotas		Raw counts		Results														
Leave	37.5%	2,974	2,974	100%	1660 56%	1072 36%	1537 52%	779 26%	1709 57%	1223 41%	1184 40%	1238 42%	1600 54%	1778 60%	1281 43%	1123 38%	211 7%	87 3%	
Remain	34.7%	2,757	2,757	100%	1513 55%	926 34%	1450 53%	716 26%	1581 57%	1254 45%	1145 42%	1198 43%	1542 56%	1546 56%	1179 43%	1045 38%	220 8%	105 4%	
None	27.8%	2,205	2,205	100%	1065 48%	618 28%	1012 46%	415 19%	1102 50%	846 38%	770 35%	847 38%	1036 47%	1015 46%	855 39%	791 36%	211 10%	139 6%	
Vote2019	Quotas		Raw counts		Results														
Conservative-party	29.3%	2,328	2,329	100%	1303 56%	821 35%	1214 52%	620 27%	1373 59%	975 42%	930 40%	958 41%	1252 54%	1375 59%	1013 43%	911 39%	149 6%	56 2%	
Labour-party	21.6%	1,714	1,714	100%	953 56%	568 33%	904 53%	403 24%	999 58%	781 46%	676 39%	742 43%	986 58%	965 56%	723 42%	652 38%	132 8%	73 4%	
Liberal-democrats	7.8%	620	620	100%	335 54%	214 35%	329 53%	176 28%	360 58%	298 48%	291 47%	275 44%	338 55%	324 52%	266 43%	222 36%	48 8%	22 4%	
Scottish-national-party	2.6%	208	208	100%	117 56%	83 40%	113 54%	55 26%	111 53%	91 44%	96 46%	108 52%	117 56%	118 57%	89 43%	83 40%	20 10%	9 4%	
Other	5.9%	471	470	100%	229 49%	154 33%	227 48%	127 27%	246 52%	183 39%	173 37%	186 40%	228 49%	253 54%	195 41%	170 36%	58 12%	20 4%	
No-vote	32.7%	2,595	2,595	100%	1301 50%	776 30%	1212 47%	529 20%	1303 50%	995 38%	933 36%	1014 39%	1257 48%	1304 50%	1029 40%	921 35%	235 9%	151 6%	