

YouGov Survey Results



Sample Size: 2011 GB Adults
Fieldwork: 12th - 25th June 2018

	Gender		Social Grade		Region					Income						Household size					Age						
	Total	Male	Female	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000+	1	2	3	4	5+	18-24	25-34	35-44	45-54	55-64	65+
Weighted Sample 2021	951	1070	1155	865	297	650	423	478	174	357	395	315	182	92	85	391	765	312	286	152	235	323	344	373	302	445	
Unweighted Sample 2011	878	1133	1187	824	228	686	440	474	183	351	404	319	172	95	87	380	771	317	299	136	206	313	340	379	317	456	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As far as you are aware, how much does a Freddo chocolate bar cost?

0.04	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
0.08	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.10	2	2	2	2	2	2	2	2	1	2	1	2	3	5	1	2	1	2	2	3	0	2	2	3	3	1	1
0.11	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
0.12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
0.13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.15	3	3	4	3	4	2	4	3	3	4	5	3	2	3	8	6	2	2	7	5	4	1	6	7	4	2	0
0.17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
0.18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
0.20	8	8	9	9	7	6	8	9	10	9	7	11	10	12	5	14	6	7	11	12	15	10	15	13	10	4	2
0.22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.23	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.25	11	10	13	12	11	11	9	12	13	14	13	14	10	10	14	9	10	8	14	16	15	16	22	15	11	6	4
0.26	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
0.28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
0.29	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.30	10	8	11	10	10	10	8	10	11	8	8	9	10	9	17	7	6	7	10	16	15	15	14	12	12	6	2
0.32	0	0	0	1	0	0	1	0	0	0	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	2	0
0.35	2	2	2	2	2	2	1	2	2	4	1	2	1	4	2	0	2	2	2	2	1	4	1	1	3	2	1
0.39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.40	4	4	3	4	3	3	4	4	2	6	4	4	4	5	1	5	2	5	4	2	3	6	4	3	4	3	2
0.44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	
0.45	1	1	1	1	1	1	1	1	1	1	2	0	1	0	1	0	1	1	2	2	0	2	1	1	1	1	0
0.49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.50	7	6	7	7	7	6	7	8	6	7	5	7	7	10	6	5	4	7	9	9	6	8	7	7	8	6	5
0.55	1	1	0	1	0	0	1	1	0	1	0	1	0	1	1	1	0	1	0	1	0	2	0	0	1	1	1
0.56	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0.59	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
0.60	3	2	3	2	4	2	4	2	2	1	2	2	2	2	2	2	2	2	2	3	5	3	3	3	3	2	2
0.65	1	1	1	0	1	0	1	1	1	1	1	0	1	0	1	0	0	1	1	1	3	2	0	0	1	1	1
0.69	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.70	1	1	1	1	1	1	1	1	2	0	1	1	1	0	0	4	0	0	2	2	1	4	1	1	1	1	0
0.71	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.72	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.75	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	1	1	0	0	0	1	0	2	1	1
0.79	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0
0.80	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	2	1	1	1	1	1	1	1
0.89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
0.90	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
0.99	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1.00	2	3	2	2	2	4	2	2	2	1	3	2	2	2	2	2	3	3	2	1	3	3	4	2	2	2	2	2
1.10	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1.20	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0
1.25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1.50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2.00	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0
2.50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3.00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	41	47	35	39	42	44	43	36	40	38	43	39	40	34	35	38	57	49	28	21	24	18	16	29	34	56	73	