

YouGov Survey Results

Sample Size: 1669 GB Adults
Fieldwork: 11th - 12th October 2016

	Gender		Age				Social Grade		Region							
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Weighted Sample	1669	808	861	194	713	412	350	951	718	402	275	161	200	394	83	154
Unweighted Sample	1669	741	928	196	716	421	336	1021	648	404	279	165	157	406	91	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you personally pronounce the word "Scone"?

Score as in 'bone'	42	43	42	38	40	45	46	40	45	35	56	49	50	44	46	16
Score as in 'gone'	51	49	53	54	51	50	51	55	46	60	38	44	43	49	50	80
Neither	3	4	2	4	4	3	2	3	4	4	3	6	5	2	0	2
Don't know	3	4	2	4	4	2	1	2	5	2	4	2	2	6	4	1

Thinking about how you would usually eat a scone, which, if any, of the following would you have with it? Please tick all that apply.

Jam	71	66	76	65	72	72	74	75	67	66	74	73	70	76	74	68
Butter	56	55	56	40	49	63	68	53	60	64	56	55	48	45	56	72
Clotted Cream	52	46	58	41	52	51	58	55	48	41	53	58	55	68	48	29
Something else	3	2	4	2	3	4	1	3	2	3	2	2	2	2	6	3
None of these / I never eat scones	8	10	6	15	9	6	4	7	10	8	10	10	9	7	7	5
Don't know	2	2	1	5	2	1	0	2	2	0	3	2	4	1	1	1

Do you generally associate scones with jam and clotted cream more with Cornwall or with Devon?

Cornwall	34	33	35	30	35	33	35	36	32	34	36	35	36	38	28	18
Devon	37	35	38	17	32	44	48	37	37	34	36	39	35	40	33	38
Neither	17	19	15	29	17	15	13	15	19	20	12	14	16	14	21	26
Don't know	12	13	12	24	16	8	4	12	13	12	15	12	12	8	18	19

And still thinking specifically about a scone that comes with jam and clotted cream only, which order do you think they should be added to the scone?

The jam should be added first and then the clotted cream should go on top	61	52	69	48	54	67	76	59	64	62	66	60	56	59	60	61
The clotted cream should be added first and then the jam should go on top	21	23	19	26	25	18	11	24	17	20	17	21	22	28	16	14
Don't know	18	25	12	26	21	15	13	18	20	18	17	20	22	14	24	25

And typically, would you prefer your scone to have fruit, in it or not?

Have fruit in it	51	49	53	34	48	62	56	50	53	58	50	52	50	46	47	53
Not have fruit in it	34	33	34	45	36	26	33	35	32	30	34	33	34	39	30	33
Neither	7	8	7	5	8	6	7	7	8	7	5	8	8	7	13	8
Don't know	8	10	6	16	8	6	4	8	8	5	11	7	8	8	10	6

And in general, do you prefer a cheese scone or a fruit scone?

Cheese scone	23	20	25	21	19	24	29	26	19	23	21	28	17	28	19	18
Fruit scone	61	60	62	54	60	66	59	59	62	65	61	54	67	55	62	63
Neither	11	13	10	13	14	8	9	10	13	10	12	13	10	10	15	16
Don't know	5	7	3	11	6	2	3	5	5	2	6	6	5	7	4	4