

YouGov Survey Results

Sample Size: 2159 GB Adults
Fieldwork: 28th - 29th May 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2159	389	555	199	233	126	758	771	1043	1116	227	890	533	510	732	484	646	1868	104	188	512	354	261	741
Unweighted Sample	2159	366	576	204	235	131	851	752	958	1201	184	777	630	568	826	481	537	1841	130	188	505	354	222	760
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is your favourite flavour of ice cream (not including ice lollies and the like)?
[Excluding those who do not like ice cream;
n=2011]

Vanilla	18	22	16	19	24	11	19	21	20	17	17	12	19	29	19	19	19	18	15	27	16	14	17	21
Mint Choc Chip	14	12	16	14	15	14	15	13	14	14	14	17	13	8	13	14	13	14	11	13	16	14	13	14
Chocolate	13	12	11	11	15	16	10	12	13	13	22	14	12	8	14	11	12	14	13	6	12	13	19	12
Strawberry	6	6	6	8	6	4	7	7	6	7	5	6	7	6	5	7	7	6	9	9	6	6	5	6
Rum and Raisin	5	6	5	7	2	4	7	5	6	4	1	4	9	4	5	4	5	5	7	3	5	6	2	5
Salted caramel	5	5	4	7	5	9	6	4	4	5	5	4	5	5	4	7	3	5	5	4	5	4	3	6
Pistachio	4	5	5	4	5	9	5	3	4	5	1	6	4	3	6	5	3	4	6	4	4	4	6	4
Coffee	3	6	3	3	2	3	4	4	2	4	2	2	3	6	3	3	4	3	4	0	3	2	4	5
Raspberry Ripple / Raspberry	3	3	4	5	2	3	4	4	3	4	2	4	5	3	4	4	4	3	4	7	3	4	3	3
Banana	1	1	1	2	0	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	1
Caramel	1	1	2	0	1	0	2	1	1	2	1	2	0	2	1	3	2	2	2	0	2	2	0	2
Cherry / Black Cherry	1	1	2	0	2	1	1	2	1	1	1	1	1	1	1	2	1	1	0	1	1	2	1	1
Clotted cream / Cornish	1	2	0	0	0	0	0	1	0	1	1	0	1	1	0	1	1	1	1	0	1	0	1	1
Coconut	1	1	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	1	1
Cookie dough	1	1	1	0	0	3	1	0	1	1	5	1	0	0	1	0	1	1	0	1	1	1	0	1
Cookies and cream / Oreo	1	0	1	1	1	0	0	0	1	0	3	1	0	0	0	1	1	1	2	0	0	1	1	1
Honeycomb / cinder toffee	1	1	1	2	0	3	1	1	1	1	2	1	0	1	1	1	0	1	0	0	1	1	0	2
Lemon / lemon meringue / lemon sorbet	1	1	1	1	2	1	2	1	1	2	0	1	1	1	1	2	1	1	1	1	2	1	1	2
No favourite	1	1	0	0	0	0	1	1	1	0	0	1	1	1	1	0	1	0	0	1	1	0	0	0
Other	1	1	1	0	1	0	0	1	1	0	0	0	1	1	1	0	0	0	2	0	0	1	0	0
Other chocolate flavour	1	1	1	0	0	2	1	1	0	1	1	1	0	0	1	1	1	0	1	2	1	1	1	0
Other dessert flavour	1	0	1	0	0	1	1	0	1	1	1	1	1	0	1	1	0	1	2	0	1	1	0	0
Other fruit flavour	1	0	1	0	2	1	1	1	1	1	1	1	1	1	1	1	2	1	3	1	1	1	2	1
Praline / Hazelnut	1	0	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	1	3	1
Specific brand	1	0	1	0	0	2	1	0	0	1	0	1	0	0	1	0	0	1	1	0	1	1	1	0
Stracciatella	1	0	1	2	0	2	1	0	0	1	2	1	0	0	1	0	0	1	1	0	0	1	1	1
Toffee / tablet	1	1	1	0	2	0	1	2	1	1	0	1	1	1	1	1	2	1	1	2	2	1	0	0
Banoffee	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0
Biscoff	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0
Bubblegum	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	1	1	0
Butterscotch	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Chocolate brownie	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0	0
Ginger	0	0	1	1	0	1	1	0	0	1	0	0	1	1	0	0	1	0	0	0	1	0	1	0
Mango	0	0	1	1	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2	0	0	1	0
Mr Whippy	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	1	1	0
Neapolitan	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0	0
Other nut flavour	0	1	0	0	0	0	0	0	0	1	0	0	1	1	0	0	1	1	0	1	1	0	1	1
Rum and raisin	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Turkish delight / rose	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	4	0	0	0	0	0
Tutti Frutti	0	0	1	0	1	0	0	1	1	0	0	0	0	0	0	1	1	0	1	0	1	0	0	0
Don't know	9	9	8	6	7	6	6	8	11	6	11	10	6	9	9	7	10	9	3	8	10	11	9	7

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.