

YouGov Survey Results

Sample Size: 2063 GB Adults
Fieldwork: 21st - 22nd July 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	2063	371	530	190	223	123	724	736	996	1067	217	850	510	487	699	462	617	1785	99	179	489	338	250	708
Unweighted Sample	2063	347	537	191	249	112	802	746	905	1158	162	717	623	561	792	476	509	1749	131	183	501	337	157	754
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if ever, do you have ice cream?

Several times a week	9	12	7	12	7	5	9	10	8	9	4	7	8	14	10	7	9	9	7	8	7	8	15	8
At least once a week	18	20	19	16	18	13	17	18	17	19	21	16	19	18	18	18	19	19	16	11	14	18	25	20
At least once a month	27	27	26	35	26	23	28	26	27	27	34	30	20	27	29	28	24	27	30	26	25	30	23	29
At least once every few months	27	21	30	23	29	33	28	24	27	27	31	27	29	22	25	27	28	26	27	33	32	25	21	25
At least once a year	10	12	10	8	8	17	10	11	10	10	6	11	11	10	10	12	10	10	10	13	10	8	11	10
Less often than once a year	4	4	3	6	6	3	4	5	5	4	0	4	7	4	4	4	6	4	3	5	6	5	5	3
Never	3	3	3	1	4	2	2	4	3	3	0	3	5	3	3	4	3	3	6	3	4	4	1	3
Don't know	2	1	1	0	1	3	1	1	2	1	3	2	1	2	1	1	2	2	1	1	2	3	0	2
Weighted Sample	1964	355	507	187	211	117	697	697	945	1019	209	813	478	464	673	438	590	1699	93	172	463	316	248	672
Unweighted Sample	1957	331	511	187	234	105	769	703	854	1103	156	681	583	537	759	453	483	1658	124	175	470	318	155	715
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[The following questions were asked only to those who ever have ice cream; n=1957]

Do you like or dislike the following flavours of ice cream?

Vanilla

Love it	36	39	38	38	33	28	32	39	36	37	41	32	39	38	34	36	37	36	42	38	39	37	34	33
Like it	48	44	48	53	51	52	53	45	49	47	44	50	47	47	51	50	46	48	47	49	44	48	51	50
TOTAL LOVE / LIKE	84	83	86	91	84	80	85	84	85	84	85	82	86	85	85	86	83	84	89	87	83	85	85	83
Neither like nor dislike it	13	14	12	7	13	12	12	13	14	12	11	14	12	12	12	11	13	13	9	9	14	13	11	14
Dislike it	3	3	2	0	2	4	2	3	2	3	3	3	2	1	2	3	3	3	0	3	3	2	3	3
Hate it	1	1	0	1	1	3	0	1	0	1	0	1	1	1	0	1	1	0	2	2	0	0	1	0
TOTAL DISLIKE / HATE	4	4	2	1	3	7	2	4	2	4	3	4	3	2	2	4	4	3	2	5	3	2	4	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Mint Choc Chip

Love it	30	23	31	31	34	33	29	30	29	31	33	33	35	19	28	33	30	30	34	35	28	32	26	31
Like it	34	36	38	36	32	34	37	33	37	32	31	35	33	35	34	35	35	34	32	33	32	34	40	34
TOTAL LOVE / LIKE	64	59	69	67	66	67	66	63	66	63	64	68	68	54	62	68	65	64	66	68	60	66	66	65
Neither like nor dislike it	12	16	11	13	11	12	13	13	13	12	10	9	13	18	13	11	13	13	8	10	12	14	14	13
Dislike it	14	17	12	12	13	10	14	14	13	14	11	12	12	20	16	14	13	14	11	14	14	11	13	15
Hate it	9	8	8	7	9	10	7	9	7	11	13	10	7	7	9	7	8	9	15	8	12	8	6	7
TOTAL DISLIKE / HATE	23	25	20	19	22	20	21	23	20	25	24	22	19	27	25	21	21	23	26	22	26	19	19	22
Don't know	1	1	0	0	1	0	1	0	1	0	2	1	1	0	1	0	1	1	1	0	2	0	1	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Chocolate																									
	Love it	32	28	34	24	33	20	30	29	31	33	38	34	34	23	30	36	30	32	31	26	29	36	33	33
	Like it	35	36	37	37	35	50	36	34	37	34	37	37	35	34	38	33	35	36	31	37	36	34	37	36
	TOTAL LOVE / LIKE	67	64	71	61	68	70	66	63	68	67	75	71	69	57	68	69	65	68	62	63	65	70	70	69
	Neither like nor dislike it	15	16	11	18	18	9	16	17	17	12	7	12	15	22	16	15	14	14	17	17	12	17	12	15
	Dislike it	13	14	15	15	10	13	13	15	11	14	15	10	12	17	13	12	13	13	7	16	15	7	17	12
	Hate it	5	5	4	6	4	8	5	6	4	7	4	6	5	5	4	4	7	5	13	4	7	5	2	4
	TOTAL DISLIKE / HATE	18	19	19	21	14	21	18	21	15	21	19	16	17	22	17	16	20	18	20	20	22	12	19	16
	Don't know	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0
Strawberry																									
	Love it	23	23	26	23	17	14	23	22	25	21	18	25	25	20	23	23	22	22	31	25	24	23	23	21
	Like it	43	40	42	48	53	44	43	45	45	41	37	45	45	42	44	43	44	43	40	48	44	48	37	42
	TOTAL LOVE / LIKE	66	63	68	71	70	58	66	67	70	62	55	70	70	62	67	66	66	65	71	73	68	71	60	63
	Neither like nor dislike it	18	21	15	15	16	26	18	18	19	18	23	17	17	20	15	17	21	19	15	14	17	17	20	21
	Dislike it	11	13	14	12	8	10	12	12	9	14	14	10	10	14	15	12	9	12	11	10	11	8	16	12
	Hate it	4	3	4	2	4	6	4	3	2	5	7	3	3	4	3	5	3	4	3	1	3	4	4	4
	TOTAL DISLIKE / HATE	15	16	18	14	12	16	16	15	11	19	21	13	13	18	18	17	12	16	14	11	14	12	20	16
	Don't know	0	0	0	1	0	1	0	0	1	0	1	1	0	0	0	0	1	0	0	0	1	0	0	0
Rum and Raisin																									
	Love it	16	19	18	13	20	11	16	19	19	14	5	13	21	21	17	16	18	16	23	18	17	16	14	15
	Like it	19	25	17	28	19	16	21	22	21	16	12	14	23	26	18	22	18	19	15	16	17	22	21	19
	TOTAL LOVE / LIKE	35	44	35	41	39	27	37	41	40	30	17	27	44	47	35	38	36	35	38	34	34	38	35	34
	Neither like nor dislike it	15	15	16	15	12	15	17	13	17	13	10	15	16	15	17	17	13	15	13	14	14	11	19	16
	Dislike it	25	21	27	29	26	26	26	22	22	28	30	29	19	22	27	22	26	25	29	22	24	26	23	27
	Hate it	20	18	18	12	20	23	16	21	15	26	29	23	18	15	18	19	20	20	17	28	23	19	17	19
	TOTAL DISLIKE / HATE	45	39	45	41	46	49	42	43	37	54	59	52	37	37	45	41	46	45	46	50	47	45	40	46
	Don't know	5	2	4	3	3	9	3	3	6	3	13	6	2	1	2	4	5	5	2	2	4	6	6	5
Salted Caramel																									
	Love it	28	26	30	29	28	19	29	27	25	30	31	28	28	27	29	27	26	27	36	30	28	30	20	28
	Like it	36	36	37	36	33	49	38	33	38	35	39	39	35	32	37	33	38	37	37	32	37	36	42	35
	TOTAL LOVE / LIKE	64	62	67	65	61	68	67	60	63	65	70	67	63	59	66	60	64	64	73	62	65	66	62	63
	Neither like nor dislike it	14	14	12	15	14	16	14	16	17	12	7	14	17	15	13	16	15	15	10	13	14	12	19	15
	Dislike it	13	14	14	12	17	11	11	14	13	14	17	11	11	17	13	14	11	13	9	17	12	12	11	14
	Hate it	7	7	6	6	9	4	7	8	5	8	5	7	8	7	6	8	7	7	8	7	7	9	7	6
	TOTAL DISLIKE / HATE	20	21	20	18	26	15	18	22	18	22	22	18	19	24	19	22	18	20	17	24	19	21	18	20
	Don't know	2	3	1	2	0	1	1	2	2	1	2	2	1	2	2	1	2	2	0	2	2	2	1	2
Pistachio																									
	Love it	20	20	22	16	16	24	21	18	16	24	18	24	17	17	21	21	18	20	22	20	22	16	27	17
	Like it	28	27	30	28	29	36	32	26	31	24	22	26	33	28	30	27	27	29	27	22	23	27	37	30
	TOTAL LOVE / LIKE	48	47	52	44	45	60	53	44	47	48	40	50	50	45	51	48	45	49	49	42	45	43	64	47
	Neither like nor dislike it	18	18	18	16	21	11	17	19	20	16	17	14	17	25	17	19	19	17	22	21	16	19	15	18
	Dislike it	18	18	17	23	18	14	18	18	16	19	25	17	16	18	18	18	17	18	12	19	20	20	14	18
	Hate it	12	13	9	12	12	12	9	15	11	13	13	13	13	9	10	11	13	12	16	14	14	11	6	12
	TOTAL DISLIKE / HATE	30	31	26	35	30	26	27	33	27	32	38	30	29	27	28	29	30	30	28	33	34	31	20	30
	Don't know	5	4	4	4	4	3	3	5	6	4	5	5	4	4	3	3	6	5	2	4	6	6	1	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Coffee																								
Love it	18	18	16	19	19	20	17	16	16	19	18	18	19	16	17	18	19	18	19	14	16	13	17	22
Like it	23	23	27	30	17	29	26	21	24	23	27	20	23	27	24	23	23	23	19	26	21	26	22	23
TOTAL LOVE / LIKE	41	41	43	49	36	49	43	37	40	42	45	38	42	43	41	41	42	41	38	40	37	39	39	45
Neither like nor dislike it	15	17	15	13	18	16	16	17	17	13	11	14	17	17	15	14	15	16	14	12	16	14	22	13
Dislike it	20	20	20	15	25	14	22	20	21	20	20	20	18	23	22	21	19	20	28	18	18	25	25	18
Hate it	21	19	18	22	20	20	19	24	19	22	18	24	21	16	20	20	21	20	19	27	24	20	13	21
TOTAL DISLIKE / HATE	41	39	38	37	45	34	41	44	40	42	38	44	39	39	42	41	40	40	47	45	42	45	38	39
Don't know	3	2	4	1	1	2	1	2	3	3	6	3	2	2	1	4	2	3	0	3	4	3	1	3
Raspberry Ripple																								
Love it	26	26	28	25	27	20	24	29	27	26	18	27	31	23	23	26	28	26	30	29	31	29	19	23
Like it	44	43	45	50	46	51	48	43	44	43	43	41	46	44	44	46	43	43	51	40	44	41	42	44
TOTAL LOVE / LIKE	70	69	73	75	73	71	72	72	71	69	61	68	77	67	67	72	71	69	81	69	75	70	61	67
Neither like nor dislike it	18	21	15	13	16	22	18	17	18	17	14	18	15	21	20	16	19	18	8	20	13	19	25	18
Dislike it	9	8	10	10	6	3	8	8	7	11	14	10	5	9	9	9	7	9	6	9	9	8	10	9
Hate it	2	2	2	1	2	1	1	3	1	3	3	2	2	2	3	2	1	2	4	2	1	2	2	2
TOTAL DISLIKE / HATE	11	10	12	11	8	4	9	11	8	14	17	12	7	11	12	11	8	11	10	11	10	10	12	11
Don't know	2	1	0	1	2	2	0	0	2	1	7	1	0	0	1	0	2	2	0	0	1	1	2	3
Neapolitan																								
Love it	13	13	16	9	14	9	12	14	14	13	10	12	18	13	13	12	15	13	16	18	13	15	15	11
Like it	37	36	35	42	49	47	41	39	39	35	31	37	40	37	35	40	38	38	37	32	37	39	35	38
TOTAL LOVE / LIKE	50	49	51	51	63	56	53	53	53	48	41	49	58	50	48	52	53	51	53	50	50	54	50	49
Neither like nor dislike it	27	31	27	29	22	19	26	28	28	26	26	25	26	33	29	26	26	27	17	28	24	27	28	29
Dislike it	14	14	15	16	11	18	16	13	10	18	13	17	11	13	17	14	13	14	13	15	15	10	13	16
Hate it	4	5	3	1	3	3	3	4	2	5	6	4	3	3	3	4	4	3	11	6	5	2	2	3
TOTAL DISLIKE / HATE	18	19	18	17	14	21	19	17	12	23	19	21	14	16	20	18	17	17	24	21	20	12	15	19
Don't know	5	1	4	3	1	4	2	3	7	2	14	6	2	1	4	4	4	5	6	2	6	6	7	3
Banana																								
Love it	13	11	13	8	15	10	11	14	15	10	9	13	13	14	10	16	15	13	16	12	14	13	11	12
Like it	25	27	23	28	33	23	25	26	28	22	17	27	25	24	23	27	28	25	20	23	26	25	28	24
TOTAL LOVE / LIKE	38	38	36	36	48	33	36	40	43	32	26	40	38	38	33	43	43	38	36	35	40	38	39	36
Neither like nor dislike it	20	25	20	19	19	20	22	22	23	18	14	18	24	24	21	18	22	20	15	24	17	25	25	19
Dislike it	23	20	24	23	18	28	25	19	19	26	33	22	20	22	25	21	19	23	27	18	23	18	26	24
Hate it	16	15	16	17	14	17	15	14	10	20	20	17	15	12	18	14	14	15	21	20	16	15	8	17
TOTAL DISLIKE / HATE	39	35	40	40	32	45	40	33	29	46	53	39	35	34	43	35	33	38	48	38	39	33	34	41
Don't know	4	2	4	5	1	3	2	4	4	3	7	3	3	4	4	4	2	4	1	3	3	4	3	4
Fruit sorbet																								
Love it	15	13	16	15	14	22	14	13	12	17	16	15	15	12	15	16	12	15	16	12	12	12	18	16
Like it	39	40	43	47	31	37	44	33	39	40	42	43	40	31	43	35	39	39	35	49	35	36	48	39
TOTAL LOVE / LIKE	54	53	59	62	45	59	58	46	51	57	58	58	55	43	58	51	51	54	51	61	47	48	66	55
Neither like nor dislike it	25	27	24	20	31	24	24	29	28	23	23	22	25	32	23	26	27	26	22	22	27	29	20	25
Dislike it	13	13	14	14	13	10	13	15	13	13	10	10	13	18	13	15	13	13	19	10	14	14	10	12
Hate it	4	4	4	3	8	2	3	5	4	4	4	5	4	4	3	5	5	4	6	4	6	5	2	3
TOTAL DISLIKE / HATE	17	17	18	17	21	12	16	20	17	17	14	15	17	22	16	20	18	17	25	14	20	19	12	15
Don't know	4	3	1	2	4	5	2	4	4	3	6	4	3	2	2	2	5	4	2	1	5	3	1	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you prefer to have ice cream served in a bowl/sundae glass or a cone?

In a bowl or sundae glass	50	45	53	50	48	40	50	50	50	51	48	52	49	50	48	54	48	50	48	54	45	51	58	50
In a cone	45	51	44	44	49	58	46	45	45	45	44	45	45	47	48	41	47	45	49	41	50	44	38	45
Something else	2	1	2	3	0	1	2	1	2	2	5	1	3	1	2	1	2	2	1	2	2	1	4	2
Don't know	3	4	1	2	2	1	2	3	3	3	3	3	4	2	2	3	3	3	2	4	3	3	0	3

Which of the following toppings would you typically choose to have with ice cream?

Flake	62	58	65	60	71	58	63	64	60	64	62	62	63	60	64	60	60	62	64	57	66	66	55	60
Sauce/syrup	46	39	49	36	57	45	41	49	44	48	53	49	46	39	44	39	49	46	51	42	52	54	37	42
Sprinkles	27	19	28	23	31	28	24	24	25	29	39	32	25	14	26	24	25	27	35	24	32	30	22	23
Wafer	19	15	21	15	22	23	19	18	17	21	20	21	15	19	20	15	20	18	24	24	21	17	20	17
Crumbled biscuits	14	10	16	13	9	16	15	10	14	15	18	20	11	8	15	14	16	15	21	7	15	13	19	14
Fudge	14	10	13	13	18	16	14	12	13	15	21	15	14	9	15	12	13	14	14	16	15	15	12	13
Whipped cream	13	11	13	11	15	8	11	13	11	14	14	14	14	10	14	12	12	13	20	11	13	13	12	12
Cherries	9	8	9	4	12	14	10	9	9	9	7	8	9	13	8	12	10	9	18	4	8	12	12	8
Marshmallows	9	5	11	6	9	4	7	8	8	10	17	11	7	5	9	8	10	9	9	11	9	9	11	8
Sweets	3	2	2	4	3	1	3	3	4	3	5	4	2	1	3	3	3	3	6	3	3	3	2	4
Something else	4	2	4	2	7	6	4	4	4	3	3	3	3	6	3	3	5	4	5	4	3	3	3	4
N/A: I would not have any toppings	20	24	19	26	13	19	22	19	22	19	22	18	22	22	19	23	20	20	14	20	18	15	24	23
Don't know	1	2	1	0	0	3	0	1	2	1	0	2	0	1	0	0	2	1	1	3	2	1	0	1

*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.