

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

EC_xmaschocs. For the following question please think about the brand, rather than the size or type of packaging shown...

Which, if any, of the following selection chocolates have you EVER eaten? (Please select all that apply)

	Unweighted base	2045	919	1126	228	292	334	359	832	1249	796
Base: All GB adults		2045	992	1053	235	314	361	348	787	1166	879
Heroes		86%	84%	88%	89%	89%	89%	91%	80%	86%	86%
Celebrations		91%	90%	91%	92%	94%	94%	94%	86%	91%	90%
Roses		90%	88%	92%	86%	85%	90%	94%	92%	90%	90%
Quality Street		93%	91%	94%	86%	89%	91%	95%	95%	92%	93%
None of these		2%	2%	3%	2%	3%	2%	3%	2%	2%	3%
Don't know		1%	1%	1%	2%	1%	1%	-	1%	1%	1%

Thinking about Heroes selection chocolates...

Which ONE, if any, of the following best describes how much you like or dislike each of the following chocolates? (Please select one option on each row)

EC_heros_1. Cadbury Eclair

	Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros		1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)		17%	15%	19%	16%	12%	17%	17%	20%	15%	20%
2 I like them		41%	41%	41%	38%	41%	41%	39%	44%	39%	44%
3 I neither like nor dislike them		24%	25%	22%	20%	26%	26%	25%	22%	25%	22%
4 I dislike them		11%	11%	12%	15%	12%	11%	13%	9%	14%	8%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		5%	5%	5%	7%	6%	4%	6%	3%	5%	4%
Don't know		2%	2%	1%	3%	3%	1%	1%	1%	2%	2%
Net: Like		59%	57%	60%	54%	54%	58%	56%	64%	54%	64%
Net: Dislike		16%	16%	16%	23%	18%	15%	18%	12%	19%	12%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_heros_2. Fudge										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	21%	19%	22%	21%	20%	23%	22%	19%	20%	22%
2 I like them	45%	47%	44%	42%	43%	44%	45%	47%	46%	43%
3 I neither like nor dislike them	21%	21%	21%	17%	22%	21%	23%	20%	19%	23%
4 I dislike them	9%	9%	9%	12%	9%	8%	7%	9%	10%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	3%	3%	4%	7%	4%	2%	2%	3%	3%	4%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Net: Like	66%	66%	66%	63%	63%	68%	67%	67%	66%	65%
Net: Dislike	12%	12%	13%	19%	14%	11%	9%	12%	14%	11%
EC_heros_3. Dairy Milk Caramel										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	28%	26%	30%	30%	24%	32%	29%	26%	27%	29%
2 I like them	47%	49%	45%	38%	52%	47%	48%	47%	47%	47%
3 I neither like nor dislike them	14%	15%	14%	14%	12%	10%	17%	16%	15%	13%
4 I dislike them	7%	7%	8%	9%	8%	9%	5%	7%	8%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	2%	2%	3%	8%	3%	1%	1%	2%	2%	2%
Don't know	1%	1%	1%	1%	1%	1%	-	2%	1%	1%
Net: Like	75%	75%	75%	68%	77%	80%	76%	74%	74%	76%
Net: Dislike	10%	9%	11%	17%	10%	10%	6%	9%	10%	10%

YouGov - Christmas chocolates

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_heros_4. Dairy Milk										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	33%	29%	36%	41%	32%	30%	35%	31%	31%	35%
2 I like them	51%	54%	48%	45%	53%	56%	47%	51%	51%	50%
3 I neither like nor dislike them	12%	13%	12%	9%	10%	10%	16%	14%	13%	11%
4 I dislike them	2%	2%	3%	2%	1%	4%	2%	3%	3%	2%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	1%	1%	1%	2%	2%	0%	0%	1%	1%	1%
Don't know	1%	1%	0%	2%	1%	0%	-	1%	1%	1%
Net: Like	83%	83%	83%	85%	85%	85%	82%	81%	82%	85%
Net: Dislike	3%	3%	4%	4%	3%	4%	2%	4%	4%	3%
EC_heros_5. Cadbury Wispa										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	29%	25%	33%	33%	29%	34%	35%	23%	29%	31%
2 I like them	52%	56%	48%	47%	53%	52%	48%	55%	52%	51%
3 I neither like nor dislike them	13%	13%	12%	10%	13%	10%	11%	16%	13%	12%
4 I dislike them	4%	3%	4%	5%	3%	3%	5%	4%	4%	4%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%
Don't know	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%
Net: Like	81%	81%	81%	80%	82%	86%	83%	78%	81%	82%
Net: Dislike	5%	4%	6%	8%	4%	4%	5%	5%	5%	5%

YouGov - Christmas chocolates

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_heros_6. Cadbury Twirl										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	34%	28%	39%	35%	35%	32%	40%	30%	31%	38%
2 I like them	49%	53%	46%	52%	49%	54%	45%	49%	51%	47%
3 I neither like nor dislike them	12%	14%	11%	7%	11%	11%	12%	15%	13%	11%
4 I dislike them	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Don't know	1%	2%	1%	1%	2%	0%	0%	2%	1%	1%
Net: Like	83%	81%	85%	87%	84%	86%	85%	79%	82%	85%
Net: Dislike	4%	4%	4%	5%	4%	3%	3%	4%	4%	3%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_heros_7. Creme Egg Twisted										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
Base: All GB adults who have eaten Heros	1755	829	927	209	280	322	315	630	997	758
1 I like them a lot (they are my favourite or one of my favourites)	21%	19%	22%	31%	23%	21%	19%	17%	22%	18%
2 I like them	33%	36%	30%	24%	34%	36%	36%	32%	31%	35%
3 I neither like nor dislike them	18%	21%	16%	10%	18%	18%	18%	21%	18%	19%
4 I dislike them	15%	12%	17%	17%	13%	15%	16%	14%	15%	15%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	9%	8%	10%	15%	9%	6%	8%	10%	10%	9%
Don't know	4%	4%	4%	4%	3%	4%	3%	6%	4%	4%
Net: Like	54%	55%	53%	55%	57%	57%	55%	49%	54%	53%
Net: Dislike	24%	20%	27%	31%	22%	21%	24%	24%	24%	24%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about Celebrations selection chocolates...

Which ONE, if any, of the following best describes how much you like or dislike each of the following chocolates?
(Please select one option on each row)

EC_Celebrations_1. Maltesers Teaser

	Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations		1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)		39%	32%	46%	56%	54%	40%	37%	28%	39%	39%
2 I like them		42%	47%	38%	34%	28%	42%	44%	49%	42%	41%
3 I neither like nor dislike them		12%	15%	9%	4%	10%	13%	14%	14%	12%	13%
4 I dislike them		4%	4%	4%	2%	3%	3%	4%	6%	4%	4%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
Don't know		2%	2%	2%	2%	3%	1%	1%	2%	2%	2%
Net: Like		81%	79%	83%	90%	82%	83%	81%	77%	81%	81%
Net: Dislike		5%	5%	6%	3%	5%	4%	4%	7%	5%	5%

EC_Celebrations_2. Mars

	Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations		1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)		15%	15%	16%	14%	8%	14%	18%	19%	15%	16%
2 I like them		57%	59%	55%	52%	60%	58%	54%	57%	57%	56%
3 I neither like nor dislike them		17%	17%	17%	12%	18%	16%	19%	17%	16%	18%
4 I dislike them		7%	7%	8%	13%	10%	7%	5%	5%	8%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		3%	2%	4%	6%	2%	3%	3%	1%	3%	3%
Don't know		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Net: Like		72%	73%	71%	66%	68%	73%	72%	76%	72%	72%
Net: Dislike		10%	9%	11%	20%	13%	11%	8%	7%	11%	9%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Celebrations_3. Bounty										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	24%	22%	25%	19%	18%	23%	27%	27%	21%	28%
2 I like them	36%	38%	34%	28%	34%	37%	38%	38%	36%	36%
3 I neither like nor dislike them	14%	14%	13%	6%	13%	14%	15%	16%	14%	13%
4 I dislike them	11%	11%	11%	13%	10%	12%	9%	11%	11%	10%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	14%	13%	16%	31%	24%	13%	11%	7%	16%	12%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Net: Like	60%	61%	60%	47%	52%	60%	64%	66%	57%	64%
Net: Dislike	25%	24%	26%	44%	34%	25%	20%	17%	27%	22%
EC_Celebrations_4. Snickers										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	23%	20%	25%	21%	21%	28%	24%	20%	21%	24%
2 I like them	42%	46%	38%	32%	34%	46%	48%	44%	42%	42%
3 I neither like nor dislike them	16%	18%	15%	11%	16%	12%	16%	21%	16%	17%
4 I dislike them	9%	8%	9%	9%	10%	6%	8%	9%	9%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	9%	8%	11%	25%	18%	7%	5%	4%	11%	8%
Don't know	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Net: Like	65%	66%	64%	53%	55%	75%	72%	65%	63%	67%
Net: Dislike	18%	15%	20%	34%	28%	13%	13%	14%	20%	15%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Celebrations_5. Galaxy										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	29%	27%	31%	40%	30%	26%	34%	24%	28%	30%
2 I like them	51%	54%	48%	49%	49%	56%	47%	52%	52%	50%
3 I neither like nor dislike them	13%	13%	14%	5%	13%	12%	14%	16%	14%	13%
4 I dislike them	4%	3%	5%	3%	4%	3%	4%	5%	4%	4%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	1%	1%	2%	1%	3%	2%	1%	1%	1%	2%
Don't know	1%	1%	1%	2%	1%	1%	-	1%	1%	1%
Net: Like	80%	81%	79%	89%	79%	82%	81%	76%	80%	80%
Net: Dislike	5%	4%	6%	3%	7%	4%	5%	6%	5%	6%
EC_Celebrations_6. Galaxy Caramel										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	27%	26%	27%	34%	29%	27%	29%	22%	26%	27%
2 I like them	46%	48%	43%	42%	44%	48%	45%	46%	46%	46%
3 I neither like nor dislike them	16%	16%	15%	10%	12%	15%	18%	19%	16%	16%
4 I dislike them	8%	6%	10%	9%	9%	8%	6%	8%	8%	8%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	3%	1%	4%	2%	4%	2%	3%	2%	2%	3%
Don't know	2%	2%	1%	3%	1%	1%	0%	2%	2%	2%
Net: Like	72%	74%	70%	76%	73%	75%	74%	68%	72%	72%
Net: Dislike	11%	8%	13%	11%	14%	10%	9%	11%	11%	11%

YouGov - Christmas chocolates

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Celebrations_7. Twix										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	18%	18%	19%	22%	21%	17%	23%	14%	17%	20%
2 I like them	57%	57%	56%	51%	52%	59%	58%	59%	56%	58%
3 I neither like nor dislike them	18%	18%	18%	15%	19%	19%	14%	20%	20%	16%
4 I dislike them	5%	4%	5%	7%	5%	4%	3%	4%	5%	4%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	2%	1%	2%	3%	2%	1%	1%	2%	2%	2%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Net: Like	75%	75%	75%	73%	73%	76%	81%	73%	73%	78%
Net: Dislike	6%	6%	7%	10%	7%	5%	5%	6%	7%	6%
EC_Celebrations_8. Milky Way										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
Base: All GB adults who have eaten celebrations	1855	892	963	217	295	338	326	679	1062	793
1 I like them a lot (they are my favourite or one of my favourites)	16%	14%	17%	22%	18%	15%	13%	14%	15%	17%
2 I like them	52%	55%	50%	49%	53%	55%	52%	52%	52%	52%
3 I neither like nor dislike them	22%	22%	23%	17%	16%	22%	25%	26%	22%	22%
4 I dislike them	6%	6%	7%	5%	7%	6%	7%	7%	7%	6%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	3%	2%	3%	6%	5%	2%	2%	1%	3%	2%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Net: Like	68%	69%	67%	72%	71%	70%	65%	66%	67%	69%
Net: Dislike	9%	8%	10%	10%	12%	8%	9%	8%	10%	8%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about Roses selection chocolates...

Which ONE, if any, of the following best describes how much you like or dislike each of the following chocolates?
(Please select one option on each row)

EC_Roses_1. Brazilian Darkness

	Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses		1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)		10%	7%	12%	5%	6%	12%	8%	13%	9%	11%
2 I like them		26%	29%	24%	21%	24%	23%	26%	30%	25%	28%
3 I neither like nor dislike them		21%	24%	18%	13%	16%	23%	22%	23%	21%	20%
4 I dislike them		17%	14%	19%	15%	26%	17%	20%	12%	17%	16%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		10%	6%	13%	20%	14%	11%	8%	6%	10%	9%
Don't know		17%	19%	14%	25%	14%	13%	16%	17%	18%	15%
Net: Like		36%	36%	36%	27%	30%	36%	35%	42%	34%	39%
Net: Dislike		21%	24%	18%	13%	16%	23%	22%	23%	21%	20%

EC_Roses_2. Caramel Bite (new addition)

	Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses		1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)		10%	10%	11%	7%	9%	9%	12%	11%	10%	11%
2 I like them		31%	32%	30%	29%	27%	33%	31%	32%	29%	34%
3 I neither like nor dislike them		16%	19%	13%	11%	14%	19%	19%	16%	14%	18%
4 I dislike them		6%	4%	7%	5%	7%	5%	5%	6%	6%	5%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		2%	2%	2%	4%	3%	1%	2%	2%	2%	2%
Don't know		35%	34%	36%	44%	40%	34%	31%	33%	39%	29%
Net: Like		41%	41%	41%	37%	36%	42%	43%	43%	38%	45%
Net: Dislike		16%	19%	13%	11%	14%	19%	19%	16%	14%	18%

YouGov - Christmas chocolates

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Roses_3. Golden Barrel										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	25%	23%	28%	29%	30%	28%	29%	19%	24%	27%
2 I like them	40%	39%	41%	36%	42%	45%	35%	40%	39%	40%
3 I neither like nor dislike them	17%	20%	15%	11%	11%	15%	20%	21%	18%	17%
4 I dislike them	6%	6%	7%	6%	7%	7%	7%	6%	7%	6%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	3%	2%	4%	5%	4%	1%	3%	3%	3%	3%
Don't know	8%	11%	6%	14%	6%	4%	6%	10%	10%	7%
Net: Like	65%	61%	68%	64%	71%	73%	64%	60%	63%	67%
Net: Dislike	17%	20%	15%	11%	11%	15%	20%	21%	18%	17%
EC_Roses_4. Caramel										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	15%	14%	16%	13%	9%	16%	18%	16%	15%	15%
2 I like them	44%	44%	43%	45%	49%	46%	42%	41%	42%	46%
3 I neither like nor dislike them	21%	22%	20%	13%	19%	22%	23%	22%	20%	22%
4 I dislike them	10%	8%	11%	11%	12%	9%	8%	10%	11%	9%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	3%	2%	4%	7%	3%	1%	2%	3%	3%	3%
Don't know	7%	9%	6%	11%	9%	5%	6%	7%	8%	6%
Net: Like	59%	58%	59%	58%	57%	62%	60%	57%	57%	61%
Net: Dislike	21%	22%	20%	13%	19%	22%	23%	22%	20%	22%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Roses_5. Country Fudge										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	15%	14%	15%	15%	11%	19%	17%	13%	14%	15%
2 I like them	42%	41%	43%	46%	45%	40%	43%	41%	43%	41%
3 I neither like nor dislike them	22%	22%	22%	11%	23%	23%	22%	24%	20%	25%
4 I dislike them	9%	9%	10%	13%	10%	10%	8%	8%	10%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	4%	3%	5%	4%	5%	2%	5%	4%	4%	5%
Don't know	8%	11%	6%	11%	6%	6%	6%	10%	9%	7%
Net: Like	57%	55%	58%	61%	56%	59%	59%	54%	57%	56%
Net: Dislike	22%	22%	22%	11%	23%	23%	22%	24%	20%	25%
EC_Roses_6. Hazel in Caramel										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	28%	22%	33%	17%	20%	28%	31%	32%	25%	32%
2 I like them	36%	37%	35%	33%	39%	37%	35%	36%	36%	37%
3 I neither like nor dislike them	15%	19%	12%	12%	14%	14%	20%	15%	15%	16%
4 I dislike them	9%	8%	9%	12%	12%	9%	8%	7%	11%	6%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	6%	5%	7%	11%	10%	7%	4%	4%	7%	5%
Don't know	6%	8%	4%	16%	6%	5%	3%	5%	7%	4%
Net: Like	64%	59%	68%	49%	59%	65%	66%	68%	61%	68%
Net: Dislike	15%	19%	12%	12%	14%	14%	20%	15%	15%	16%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Roses_7. Hazel Whirl										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	25%	18%	31%	14%	12%	28%	26%	30%	21%	30%
2 I like them	38%	40%	37%	37%	39%	35%	42%	38%	39%	37%
3 I neither like nor dislike them	16%	19%	13%	13%	19%	16%	16%	15%	16%	16%
4 I dislike them	10%	10%	10%	12%	16%	11%	9%	7%	12%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	6%	5%	6%	11%	9%	6%	4%	4%	7%	5%
Don't know	6%	8%	4%	13%	6%	4%	3%	6%	6%	5%
Net: Like	63%	58%	67%	51%	50%	63%	68%	68%	60%	67%
Net: Dislike	16%	19%	13%	13%	19%	16%	16%	15%	16%	16%
EC_Roses_8. Strawberry Dream										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	20%	17%	23%	30%	33%	20%	19%	14%	20%	20%
2 I like them	28%	34%	23%	19%	27%	33%	31%	27%	28%	28%
3 I neither like nor dislike them	17%	19%	15%	8%	9%	13%	19%	24%	16%	18%
4 I dislike them	17%	14%	20%	14%	13%	15%	20%	19%	18%	16%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	12%	7%	16%	17%	12%	15%	8%	10%	12%	11%
Don't know	6%	9%	4%	11%	6%	4%	4%	7%	7%	6%
Net: Like	48%	51%	46%	49%	60%	53%	50%	41%	48%	49%
Net: Dislike	17%	19%	15%	8%	9%	13%	19%	24%	16%	18%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Roses_9. Tangy Orange										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	15%	12%	17%	17%	19%	12%	17%	12%	15%	14%
2 I like them	34%	38%	30%	32%	33%	38%	34%	33%	34%	35%
3 I neither like nor dislike them	21%	23%	19%	14%	17%	17%	25%	24%	19%	23%
4 I dislike them	13%	11%	16%	13%	15%	14%	11%	13%	14%	12%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	8%	6%	11%	11%	9%	12%	5%	7%	9%	8%
Don't know	9%	11%	7%	13%	7%	8%	7%	10%	10%	8%
Net: Like	49%	50%	47%	49%	52%	49%	51%	46%	49%	49%
Net: Dislike	21%	23%	19%	14%	17%	17%	25%	24%	19%	23%
EC_Roses_10. Coffee Escape										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	14%	11%	16%	8%	14%	13%	15%	15%	11%	18%
2 I like them	24%	27%	22%	18%	17%	24%	24%	28%	25%	23%
3 I neither like nor dislike them	17%	21%	14%	16%	16%	12%	18%	20%	17%	18%
4 I dislike them	16%	15%	17%	19%	18%	17%	17%	14%	19%	13%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	19%	13%	23%	23%	26%	24%	18%	12%	18%	19%
Don't know	10%	13%	8%	16%	9%	10%	8%	11%	11%	10%
Net: Like	38%	38%	37%	26%	31%	37%	39%	43%	35%	40%
Net: Dislike	17%	21%	14%	16%	16%	12%	18%	20%	17%	18%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_Roses_11. Signature Truffle										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
Base: All GB adults who have eaten Roses	1842	875	968	202	267	323	328	722	1051	791
1 I like them a lot (they are my favourite or one of my favourites)	12%	11%	14%	17%	16%	12%	11%	10%	12%	13%
2 I like them	37%	39%	35%	31%	39%	37%	40%	36%	36%	37%
3 I neither like nor dislike them	22%	25%	20%	16%	17%	23%	21%	27%	22%	23%
4 I dislike them	10%	8%	13%	10%	10%	10%	10%	11%	11%	10%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	5%	4%	5%	7%	6%	4%	3%	4%	4%	5%
Don't know	14%	15%	13%	19%	12%	14%	15%	12%	15%	12%
Net: Like	49%	50%	48%	48%	54%	49%	51%	46%	48%	50%
Net: Dislike	22%	25%	20%	16%	17%	23%	21%	27%	22%	23%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about Quality Street selection chocolates...

Which ONE, if any, of the following best describes how much you like or dislike each of the following chocolates?
(Please select one option on each row)

EC_QualityStreet_1. The Purple One

	Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street		1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)		37%	31%	42%	23%	24%	41%	42%	42%	34%	42%
2 I like them		33%	35%	31%	32%	38%	29%	31%	34%	34%	32%
3 I neither like nor dislike them		15%	18%	11%	15%	12%	15%	16%	15%	15%	14%
4 I dislike them		7%	7%	7%	6%	14%	11%	7%	3%	8%	5%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		4%	3%	5%	12%	9%	4%	3%	2%	4%	5%
Don't know		4%	5%	2%	12%	3%	1%	2%	4%	4%	3%
Net: Like		70%	66%	74%	55%	62%	69%	73%	77%	68%	73%
Net: Dislike		11%	10%	13%	18%	23%	15%	10%	4%	13%	10%

EC_QualityStreet_2. Green Triangle

	Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street		1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)		27%	22%	31%	28%	27%	31%	28%	24%	26%	29%
2 I like them		42%	44%	40%	41%	42%	41%	45%	41%	42%	42%
3 I neither like nor dislike them		18%	21%	16%	11%	17%	17%	17%	21%	18%	18%
4 I dislike them		7%	6%	8%	5%	7%	8%	5%	8%	8%	6%
5 I dislike them a lot (they are my least favourite or one of my least favourites)		3%	2%	3%	4%	4%	2%	3%	2%	3%	3%
Don't know		3%	5%	2%	10%	2%	2%	1%	4%	4%	3%
Net: Like		69%	66%	71%	70%	69%	72%	74%	65%	67%	71%
Net: Dislike		10%	8%	11%	9%	12%	9%	8%	10%	11%	8%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_QualityStreet_3. Toffee Finger										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	19%	17%	21%	26%	16%	21%	21%	16%	18%	19%
2 I like them	39%	39%	40%	35%	38%	35%	38%	44%	37%	43%
3 I neither like nor dislike them	22%	26%	18%	17%	21%	23%	22%	23%	21%	22%
4 I dislike them	13%	11%	14%	10%	19%	13%	11%	11%	14%	10%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	5%	5%	6%	6%	5%	6%	8%	4%	7%	4%
Don't know	2%	3%	1%	6%	1%	2%	1%	2%	3%	2%
Net: Like	58%	55%	61%	61%	54%	56%	59%	60%	55%	62%
Net: Dislike	18%	16%	20%	16%	24%	19%	18%	16%	21%	14%
EC_QualityStreet_4. Strawberry Delight										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	22%	20%	23%	30%	34%	24%	22%	15%	22%	21%
2 I like them	28%	33%	23%	19%	25%	30%	32%	29%	28%	28%
3 I neither like nor dislike them	18%	20%	17%	11%	13%	13%	18%	25%	16%	21%
4 I dislike them	17%	14%	20%	15%	12%	15%	17%	20%	17%	17%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	13%	9%	16%	22%	15%	16%	10%	9%	14%	12%
Don't know	2%	3%	1%	3%	1%	1%	1%	2%	2%	1%
Net: Like	50%	54%	46%	49%	58%	54%	54%	44%	51%	49%
Net: Dislike	30%	24%	36%	37%	27%	31%	28%	30%	31%	28%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_QualityStreet_5. Caramel Swirl										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	26%	24%	28%	26%	22%	27%	31%	26%	25%	28%
2 I like them	48%	49%	47%	45%	48%	48%	47%	49%	47%	48%
3 I neither like nor dislike them	15%	16%	14%	12%	15%	16%	13%	16%	15%	15%
4 I dislike them	6%	6%	6%	6%	10%	6%	6%	5%	7%	5%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	2%	2%	3%	6%	4%	1%	2%	2%	2%	2%
Don't know	2%	3%	1%	5%	1%	2%	1%	3%	3%	2%
Net: Like	74%	73%	75%	71%	69%	75%	78%	75%	73%	76%
Net: Dislike	9%	8%	9%	12%	14%	7%	8%	6%	10%	7%
EC_QualityStreet_6. Milk Choc Block										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	20%	18%	21%	20%	19%	18%	20%	20%	18%	22%
2 I like them	51%	52%	50%	55%	50%	53%	54%	49%	51%	51%
3 I neither like nor dislike them	20%	20%	20%	10%	19%	22%	19%	24%	21%	19%
4 I dislike them	4%	3%	4%	5%	7%	3%	2%	3%	4%	4%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	2%	2%	2%	4%	4%	2%	2%	2%	2%	3%
Don't know	3%	4%	2%	6%	2%	2%	2%	2%	4%	1%
Net: Like	71%	70%	72%	75%	68%	71%	74%	69%	70%	72%
Net: Dislike	6%	6%	7%	9%	11%	4%	5%	5%	6%	7%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_QualityStreet_7. Orange Crunch										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	17%	15%	18%	24%	16%	18%	21%	12%	17%	16%
2 I like them	41%	44%	39%	35%	45%	43%	40%	41%	40%	43%
3 I neither like nor dislike them	21%	22%	21%	13%	17%	17%	23%	27%	21%	23%
4 I dislike them	11%	10%	12%	15%	11%	10%	9%	12%	13%	9%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	6%	5%	7%	8%	8%	8%	4%	4%	6%	6%
Don't know	4%	4%	3%	5%	3%	3%	3%	4%	4%	3%
Net: Like	58%	59%	57%	59%	61%	62%	61%	53%	57%	59%
Net: Dislike	17%	15%	19%	22%	19%	18%	13%	16%	19%	15%
EC_QualityStreet_8. Orange Creme										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	21%	18%	23%	20%	30%	19%	22%	17%	20%	21%
2 I like them	29%	34%	25%	24%	25%	30%	32%	30%	29%	29%
3 I neither like nor dislike them	19%	21%	17%	14%	16%	14%	20%	23%	18%	20%
4 I dislike them	17%	15%	20%	20%	15%	19%	16%	18%	17%	18%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	12%	9%	15%	17%	13%	16%	9%	9%	13%	10%
Don't know	2%	4%	1%	5%	1%	2%	1%	2%	3%	1%
Net: Like	50%	52%	48%	44%	55%	50%	54%	48%	49%	50%
Net: Dislike	29%	23%	34%	38%	28%	35%	25%	27%	30%	28%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_QualityStreet_9. Fudge										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	19%	17%	20%	23%	17%	21%	21%	17%	18%	20%
2 I like them	44%	45%	43%	37%	46%	42%	43%	47%	44%	44%
3 I neither like nor dislike them	22%	23%	22%	15%	23%	25%	23%	23%	22%	22%
4 I dislike them	8%	9%	8%	13%	8%	8%	8%	8%	9%	7%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	4%	3%	5%	5%	5%	4%	4%	4%	4%	5%
Don't know	2%	3%	1%	7%	1%	1%	1%	2%	3%	2%
Net: Like	63%	62%	64%	59%	62%	63%	64%	64%	62%	64%
Net: Dislike	13%	11%	14%	18%	13%	11%	12%	12%	13%	12%
EC_QualityStreet_10. Coconut Eclair										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	13%	12%	15%	10%	8%	11%	15%	17%	12%	15%
2 I like them	32%	32%	32%	25%	30%	35%	33%	33%	31%	33%
3 I neither like nor dislike them	21%	23%	19%	12%	20%	18%	22%	24%	20%	22%
4 I dislike them	17%	17%	17%	18%	17%	19%	17%	15%	18%	14%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	14%	12%	17%	28%	22%	16%	12%	8%	16%	13%
Don't know	3%	4%	2%	7%	3%	1%	2%	3%	3%	3%
Net: Like	45%	44%	46%	34%	39%	46%	48%	50%	43%	48%
Net: Dislike	31%	29%	33%	47%	38%	35%	28%	24%	34%	27%

YouGov - Christmas chocolates

GB Sample: 27th - 28th November 2017

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
EC_QualityStreet_11. Toffee Penny										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	16%	14%	17%	19%	14%	14%	18%	15%	15%	17%
2 I like them	33%	33%	33%	33%	29%	32%	31%	36%	33%	34%
3 I neither like nor dislike them	24%	28%	20%	20%	26%	23%	22%	25%	23%	25%
4 I dislike them	16%	14%	18%	15%	18%	20%	15%	14%	17%	15%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	10%	9%	11%	9%	11%	10%	12%	8%	11%	8%
Don't know	2%	3%	1%	4%	1%	1%	1%	2%	2%	2%
Net: Like	49%	47%	50%	53%	43%	46%	49%	51%	47%	51%
Net: Dislike	25%	23%	28%	24%	30%	30%	28%	22%	28%	23%
EC_QualityStreet_12. Honeycomb Crunch										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
Base: All GB adults who have eaten Quality street	1892	904	989	203	281	329	331	748	1074	818
1 I like them a lot (they are my favourite or one of my favourites)	17%	14%	20%	22%	14%	18%	19%	16%	16%	19%
2 I like them	50%	53%	47%	44%	55%	51%	49%	50%	49%	51%
3 I neither like nor dislike them	19%	18%	19%	11%	16%	18%	18%	22%	19%	18%
4 I dislike them	6%	5%	6%	7%	7%	6%	6%	5%	7%	5%
5 I dislike them a lot (they are my least favourite or one of my least favourites)	2%	2%	2%	2%	3%	1%	3%	2%	1%	3%
Don't know	6%	7%	5%	14%	6%	7%	6%	4%	7%	5%
Net: Like	67%	67%	67%	66%	68%	69%	68%	66%	65%	70%
Net: Dislike	8%	7%	8%	9%	10%	7%	9%	7%	8%	7%

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xmaschocs2. Thinking in general about when you have eaten ANY chocolate(s) from a selection tub or box...Which ONE, if any, of the following best describes what you tend to do FIRST with your empty wrapper(s)? (If you never eat chocolates from selection tubs or boxes, please select the "Not applicable" option below)

Unweighted base	2045	919	1126	228	292	334	359	832	1249	796
Base: All GB adults	2045	992	1053	235	314	361	348	787	1166	879
Throw them in the bin	65%	64%	66%	55%	51%	62%	68%	74%	66%	64%
Put them back in the box or tub	19%	19%	19%	31%	29%	23%	14%	12%	19%	20%
Other	9%	10%	9%	9%	12%	11%	11%	7%	10%	9%
Don't know/ can't recall	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%
Not applicable - I never eat chocolates from selection tubs or boxes	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%

Cell Contents (Column Percentages)