

# YouGov Results

## Marketing Easter

Fieldwork: 12th - 13th April 2022

Sample: 2,080 GB adults



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

LME\_Q1. On a different topic...If you had to choose, which ONE of the following chocolate brands do you prefer?

	Unweighted base	2080	972	1108	185	311	393	362	829
<b>Base: All GB adults</b>	<b>2080</b>	<b>1009</b>	<b>1071</b>	<b>231</b>	<b>310</b>	<b>384</b>	<b>354</b>	<b>800</b>	
Cadbury's	72%	69%	76%	74%	80%	76%	77%	66%	
Nestlé	13%	14%	12%	12%	10%	11%	10%	16%	
Don't know	15%	17%	12%	14%	10%	13%	13%	18%	

LME\_Q2. Approximately how many Easter eggs do you usually eat over the Easter weekend? (i.e. Good Friday to Easter Monday)?

	Unweighted base	2080	972	1108	185	311	393	362	829
<b>Base</b>	<b>2080</b>	<b>1009</b>	<b>1071</b>	<b>231</b>	<b>310</b>	<b>384</b>	<b>354</b>	<b>800</b>	
None	39%	40%	38%	18%	20%	23%	43%	57%	
1	30%	29%	31%	28%	36%	31%	31%	27%	
2	16%	15%	16%	19%	19%	24%	15%	10%	
3	5%	5%	4%	9%	7%	7%	5%	1%	
4	2%	2%	2%	5%	4%	3%	1%	1%	
5	1%	1%	1%	3%	1%	1%	1%	0%	
6	1%	1%	1%	2%	0%	1%	1%	0%	
7	1%	1%	0%	2%	1%	0%	-	0%	
8	-	-	-	-	-	-	-	-	
More than 8	1%	1%	1%	3%	1%	1%	0%	-	
Don't know/ can't recall	6%	6%	7%	11%	11%	9%	3%	3%	

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

LME\_Q3. Which ONE, if any, of the following is your favourite type of Easter egg? (Please select the option that best applies. If you do not have a favourite type of Easter egg, please select the 'Not applicable' option)

Unweighted base	2080	972	1108	185	311	393	362	829
<b>Base: All GB adults</b>	<b>2080</b>	<b>1009</b>	<b>1071</b>	<b>231</b>	<b>310</b>	<b>384</b>	<b>354</b>	<b>800</b>
Thorntons	3%	4%	3%	4%	2%	2%	3%	5%
Cadbury	22%	20%	24%	22%	27%	31%	23%	16%
Nestle	2%	1%	2%	2%	2%	1%	1%	1%
Galaxy	6%	6%	6%	3%	7%	7%	9%	5%
Hotel chocolat	5%	5%	5%	6%	4%	4%	7%	4%
Godiva	1%	1%	1%	2%	1%	1%	1%	1%
Lindt Lindor	11%	10%	13%	16%	15%	13%	10%	9%
Ferrero Rocher	3%	2%	4%	3%	5%	4%	4%	2%
M&M	1%	1%	1%	3%	2%	1%	-	0%
Maltesers	3%	4%	3%	4%	5%	4%	3%	2%
Don't know	2%	3%	2%	5%	4%	1%	3%	1%
Not applicable - I do not have a favourite type of Easter egg	36%	40%	32%	25%	22%	25%	32%	51%
Other	4%	3%	4%	4%	5%	4%	6%	3%

Cell Contents (Column Percentages)

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Social Grade		Region							
ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

LME\_Q1. On a different topic...If you had to choose, which ONE of the following chocolate brands do you prefer?

	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1205	875	504	341	189	272	505	1811	95	174
<b>Base: All GB adults</b>	<b>1186</b>	<b>894</b>	<b>497</b>	<b>343</b>	<b>182</b>	<b>281</b>	<b>494</b>	<b>1797</b>	<b>102</b>	<b>181</b>
Cadbury's	74%	70%	74%	72%	76%	64%	74%	72%	64%	80%
Nestlé	12%	14%	12%	13%	13%	15%	11%	12%	24%	10%
Don't know	14%	16%	14%	15%	11%	22%	15%	15%	12%	11%

LME\_Q2. Approximately how many Easter eggs do you usually eat over the Easter weekend? (i.e. Good Friday to Easter Monday)?

	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Unweighted base	1205	875	504	341	189	272	505	1811	95	174
<b>Base</b>	<b>1186</b>	<b>894</b>	<b>497</b>	<b>343</b>	<b>182</b>	<b>281</b>	<b>494</b>	<b>1797</b>	<b>102</b>	<b>181</b>
None	35%	44%	41%	36%	38%	38%	38%	39%	36%	42%
1	33%	25%	29%	30%	30%	26%	32%	30%	31%	31%
2	16%	15%	15%	17%	19%	12%	16%	15%	19%	16%
3	5%	4%	7%	4%	4%	3%	5%	5%	5%	2%
4	2%	2%	2%	2%	2%	4%	1%	2%	3%	2%
5	1%	1%	1%	1%	0%	2%	1%	1%	-	2%
6	1%	1%	1%	1%	-	2%	0%	1%	-	1%
7	0%	1%	0%	0%	-	1%	1%	1%	1%	-
8	-	-	-	-	-	-	-	-	-	-
More than 8	1%	1%	0%	0%	1%	1%	1%	1%	-	0%
Don't know/ can't recall	5%	8%	6%	7%	6%	10%	5%	6%	4%	5%

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Social Grade		Region							
ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

LME\_Q3. Which ONE, if any, of the following is your favourite type of Easter egg? (Please select the option that best applies. If you do not have a favourite type of Easter egg, please select the 'Not applicable' option)

Unweighted base	1205	875	504	341	189	272	505	1811	95	174
<b>Base: All GB adults</b>	<b>1186</b>	<b>894</b>	<b>497</b>	<b>343</b>	<b>182</b>	<b>281</b>	<b>494</b>	<b>1797</b>	<b>102</b>	<b>181</b>
Thorntons	4%	3%	3%	5%	4%	4%	3%	4%	2%	3%
Cadbury	22%	22%	23%	23%	26%	17%	22%	22%	22%	22%
Nestle	1%	2%	2%	1%	2%	2%	1%	2%	-	3%
Galaxy	6%	6%	7%	7%	7%	4%	5%	6%	7%	7%
Hotel chocolat	6%	3%	5%	2%	4%	8%	6%	5%	5%	5%
Godiva	1%	1%	1%	0%	1%	1%	2%	1%	-	1%
Lindt Lindor	12%	10%	10%	12%	8%	16%	11%	11%	10%	12%
Ferrero Rocher	3%	3%	4%	4%	2%	2%	2%	3%	7%	2%
M&M	1%	1%	1%	1%	0%	1%	1%	1%	-	1%
Maltesers	3%	3%	3%	3%	4%	3%	2%	3%	8%	5%
Don't know	2%	3%	2%	3%	3%	5%	1%	3%	-	1%
Not applicable - I do not have a favourite type of Easter egg	33%	39%	34%	34%	36%	35%	38%	36%	33%	36%
Other	4%	4%	4%	4%	5%	2%	5%	4%	5%	4%

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## Marketing Easter

Fieldwork: 12th - 13th April 2022

Sample: 2,080 GB adults



Working Status		Children in Household					
Working full time	Working part time	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

LME\_Q1. On a different topic...If you had to choose, which ONE of the following chocolate brands do you prefer?

Unweighted base	918	307	1456	277	202	85	564	60
<b>Base: All GB adults</b>	<b>915</b>	<b>307</b>	<b>1448</b>	<b>279</b>	<b>201</b>	<b>87</b>	<b>567</b>	<b>65</b>
Cadbury's	76%	75%	71%	81%	76%	75%	78%	51%
Nestlé	12%	12%	13%	10%	14%	12%	12%	6%
Don't know	12%	13%	15%	9%	10%	13%	10%	44%

LME\_Q2. Approximately how many Easter eggs do you usually eat over the Easter weekend? (i.e. Good Friday to Easter Monday)?

Unweighted base	918	307	1456	277	202	85	564	60
<b>Base</b>	<b>915</b>	<b>307</b>	<b>1448</b>	<b>279</b>	<b>201</b>	<b>87</b>	<b>567</b>	<b>65</b>
None	32%	35%	45%	25%	26%	17%	24%	37%
1	33%	30%	31%	32%	25%	32%	29%	14%
2	19%	18%	13%	22%	23%	18%	22%	10%
3	6%	5%	4%	5%	10%	6%	7%	1%
4	2%	2%	1%	5%	3%	9%	5%	-
5	1%	2%	0%	1%	3%	6%	2%	3%
6	0%	1%	0%	1%	1%	4%	2%	2%
7	1%	1%	0%	-	2%	3%	1%	3%
8	-	-	-	-	-	-	-	-
More than 8	1%	0%	0%	1%	2%	-	1%	2%
Don't know/ can't recall	6%	6%	5%	8%	5%	6%	7%	29%

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Working Status		Children in Household					
Working full time	Working part time	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

LME\_Q3. Which ONE, if any, of the following is your favourite type of Easter egg? (Please select the option that best applies. If you do not have a favourite type of Easter egg, please select the 'Not applicable' option)

Unweighted base	918	307	1456	277	202	85	564	60
<b>Base: All GB adults</b>	<b>915</b>	<b>307</b>	<b>1448</b>	<b>279</b>	<b>201</b>	<b>87</b>	<b>567</b>	<b>65</b>
Thorntons	3%	5%	4%	4%	2%	2%	3%	1%
Cadbury	24%	24%	20%	24%	33%	37%	29%	8%
Nestle	2%	1%	1%	2%	2%	-	2%	1%
Galaxy	7%	7%	5%	10%	9%	2%	8%	8%
Hotel chocolat	6%	6%	5%	5%	8%	5%	6%	4%
Godiva	1%	2%	1%	1%	1%	4%	1%	-
Lindt Lindor	11%	13%	10%	16%	13%	14%	15%	13%
Ferrero Rocher	3%	4%	3%	6%	3%	5%	5%	1%
M&M	1%	1%	1%	0%	3%	5%	2%	3%
Maltesers	3%	5%	3%	3%	4%	4%	4%	3%
Don't know	2%	2%	2%	3%	2%	2%	2%	13%
Not applicable - I do not have a favourite type of Easter egg	31%	25%	42%	22%	18%	17%	20%	33%
Other	4%	5%	4%	4%	3%	2%	3%	11%

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## Marketing Easter

Fieldwork: 12th - 13th April 2022

Sample: 2,080 GB adults



Parent/ Guardian							
Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

LME\_Q1. On a different topic...If you had to choose, which ONE of the following chocolate brands do you prefer?

Unweighted base	1186	894	170	264	209	80	526	730
<b>Base: All GB adults</b>	<b>1156</b>	<b>924</b>	<b>170</b>	<b>261</b>	<b>205</b>	<b>76</b>	<b>519</b>	<b>705</b>
Cadbury's	73%	72%	78%	82%	75%	84%	78%	69%
Nestlé	13%	12%	12%	9%	13%	4%	11%	15%
Don't know	14%	16%	10%	9%	13%	12%	10%	16%

LME\_Q2. Approximately how many Easter eggs do you usually eat over the Easter weekend? (i.e. Good Friday to Easter Monday)?

Unweighted base	1186	894	170	264	209	80	526	730
<b>Base</b>	<b>1156</b>	<b>924</b>	<b>170</b>	<b>261</b>	<b>205</b>	<b>76</b>	<b>519</b>	<b>705</b>
None	42%	35%	16%	21%	33%	31%	24%	54%
1	29%	31%	34%	28%	27%	42%	31%	29%
2	16%	16%	24%	22%	24%	14%	22%	11%
3	5%	5%	10%	10%	4%	5%	8%	2%
4	2%	2%	5%	5%	1%	-	3%	1%
5	1%	1%	2%	3%	2%	1%	2%	0%
6	1%	1%	1%	2%	2%	-	1%	0%
7	0%	1%	1%	1%	0%	-	1%	0%
8	-	-	-	-	-	-	-	-
More than 8	0%	1%	-	1%	1%	2%	1%	0%
Don't know/ can't recall	5%	8%	8%	7%	6%	5%	7%	3%

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Parent/ Guardian							
Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

LME\_Q3. Which ONE, if any, of the following is your favourite type of Easter egg? (Please select the option that best applies. If you do not have a favourite type of Easter egg, please select the 'Not applicable' option)

Unweighted base	1186	894	170	264	209	80	526	730
<b>Base: All GB adults</b>	<b>1156</b>	<b>924</b>	<b>170</b>	<b>261</b>	<b>205</b>	<b>76</b>	<b>519</b>	<b>705</b>
Thorntons	4%	3%	3%	2%	2%	3%	3%	4%
Cadbury	23%	21%	31%	34%	26%	31%	30%	19%
Nestle	1%	2%	1%	1%	1%	1%	1%	1%
Galaxy	8%	5%	8%	10%	11%	10%	10%	6%
Hotel chocolat	5%	5%	4%	6%	5%	5%	5%	4%
Godiva	1%	1%	1%	1%	1%	-	1%	0%
Lindt Lindor	11%	12%	18%	12%	14%	13%	14%	9%
Ferrero Rocher	3%	3%	4%	4%	5%	2%	4%	3%
M&M	1%	1%	3%	2%	2%	-	2%	0%
Maltesers	3%	4%	6%	5%	3%	-	4%	3%
Don't know	2%	3%	2%	2%	3%	3%	3%	1%
Not applicable - I do not have a favourite type of Easter egg	36%	35%	17%	18%	21%	27%	19%	47%
Other	3%	5%	2%	4%	5%	5%	4%	3%