

YouGov - What is an ice lolly?

Sample Size: 1,606 Adults in GB

Fieldwork: 4th - 5th August 2020

	Gender			Age				Social Grade		Region				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1606	781	825	175	670	387	374	915	691	193	540	349	387	138
Unweighted Sample	1606	697	909	131	690	412	373	947	659	164	558	360	396	128
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following, please say whether you consider them to be an ice lolly or not
Magnum

Is an ice lolly	41	42	39	28	34	51	48	36	47	28	38	37	49	55
Is not an ice lolly	59	58	60	72	66	48	51	63	53	72	62	62	50	45
Don't know	1	0	1	0	0	1	1	1	1	1	0	1	1	1

Fab

Is an ice lolly	92	91	93	86	94	96	87	91	93	87	93	92	93	94
Is not an ice lolly	6	6	5	13	5	4	5	7	4	9	5	6	5	3
Don't know	2	3	2	1	1	1	7	2	2	4	2	2	2	4

Solero

Is an ice lolly	74	72	76	53	72	79	81	73	75	64	74	67	79	90
Is not an ice lolly	24	26	23	44	27	19	17	25	23	34	24	31	20	9
Don't know	2	2	2	3	1	2	2	2	2	2	2	3	1	1

Twister

Is an ice lolly	82	81	82	87	85	83	72	83	80	82	80	81	83	85
Is not an ice lolly	14	15	14	13	13	13	17	13	15	14	16	14	13	7
Don't know	4	5	4	0	2	4	11	4	5	4	4	5	4	8

Feast

Is an ice lolly	50	51	49	46	45	61	50	45	56	45	48	45	55	65
Is not an ice lolly	47	47	48	49	54	38	45	52	41	52	50	52	43	30
Don't know	3	2	3	5	2	1	4	2	3	2	2	2	3	5

Calippo

Is an ice lolly	86	82	90	96	92	80	78	87	84	90	88	86	81	85
Is not an ice lolly	11	15	8	4	8	17	16	10	14	6	10	11	16	12
Don't know	3	3	2	0	1	3	6	3	2	4	2	3	2	3

Cornetto

Is an ice lolly	13	14	11	10	15	11	11	12	14	10	12	11	14	21
Is not an ice lolly	87	86	88	90	84	89	88	88	86	89	88	89	86	78
Don't know	1	1	1	0	1	1	1	1	0	1	0	1	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mini milk														
Is an ice lolly	82	83	80	84	81	82	81	81	83	76	83	82	83	80
Is not an ice lolly	15	14	17	15	16	16	13	17	14	22	14	16	15	11
Don't know	3	3	3	0	3	2	6	2	4	3	3	2	2	9
Fruit pastille														
Is an ice lolly	97	97	98	97	98	98	95	97	98	95	98	98	96	97
Is not an ice lolly	2	2	2	3	1	1	3	2	1	3	1	1	3	1
Don't know	1	1	1	0	0	1	2	1	1	2	0	1	1	2
Lemonade														
Is an ice lolly	96	95	97	96	97	96	95	96	97	95	97	98	95	94
Is not an ice lolly	2	2	1	3	2	2	1	2	2	3	2	1	3	3
Don't know	2	2	2	1	1	2	4	2	2	3	1	1	3	3
Strawberry split														
Is an ice lolly	80	80	79	70	79	84	80	79	80	68	79	76	84	93
Is not an ice lolly	18	18	18	24	19	14	17	18	18	28	19	20	14	6
Don't know	2	2	3	5	2	1	3	3	2	4	2	4	2	1
Funny feet														
Is an ice lolly	55	54	57	40	57	62	53	53	58	40	56	48	65	68
Is not an ice lolly	37	38	35	50	40	32	29	38	35	49	36	44	29	23
Don't know	8	8	8	10	3	6	18	9	7	11	8	8	6	9