

YouGov Survey Results

Sample Size: 1662 GB Adults
Fieldwork: 20th - 21st September 2016

	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	1635	787	847	190	699	404	342	933	701	198	542	352	395	148
Unweighted Sample	1630	694	936	189	627	411	403	1018	612	154	567	327	421	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is your favourite biscuit?

Chocolate Digestive	12	11	14	20	10	12	14	13	12	12	13	18	10	5
Digestive	8	9	6	6	5	11	10	7	8	5	10	5	8	6
Ginger Biscuit	7	7	7	4	5	6	12	7	6	4	7	6	10	3
Bourbon	7	6	7	13	9	3	5	7	7	6	8	7	6	4
Hobnob	6	7	5	4	9	5	3	7	6	7	6	7	6	4
Custard Cream	6	8	5	8	7	5	5	6	7	6	6	8	7	5
Other Chocolate	5	4	5	3	4	6	5	4	5	3	4	5	7	0
Shortbread	5	4	7	3	4	7	8	5	6	5	6	7	5	2
Chocolate Hobnob	4	3	4	1	5	5	1	3	4	5	4	4	3	3
Cookie	4	3	4	2	5	4	2	4	4	2	4	5	2	6
Rich Tea	3	3	3	4	2	3	4	3	3	3	3	2	3	5
Jammy Dodger	3	2	3	4	4	2	1	2	3	2	2	3	2	4
Kit Kat	2	2	2	2	2	3	2	2	2	1	1	0	4	8
Oreo	2	2	2	9	2	0	0	3	1	8	2	1	1	2
Jaffa Cakes	2	2	2	1	3	2	1	2	2	2	2	0	3	5
Fig Roll	2	1	2	0	0	4	2	2	1	2	2	1	2	1
Oat	1	1	1	0	1	1	2	1	1	2	1	1	1	1
Savoury	1	1	1	0	1	1	2	1	1	2	1	1	1	0
Caramel Wafer/Tunnock's	1	1	1	1	1	1	2	1	1	0	0	0	1	7
Malted Milk	1	1	1	0	1	1	1	1	1	0	1	1	0	1
Fox's	1	1	1	2	1	2	0	2	0	0	1	2	2	2
Garibaldi	1	2	1	0	2	2	1	1	2	2	1	2	0	1
Nice	1	1	1	1	1	1	1	1	1	3	0	1	1	0
Other	8	7	9	7	10	8	5	9	7	10	7	7	6	18
Don't know	8	9	7	6	7	9	9	8	8	10	7	7	9	8