

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**

Fieldwork - 27th - 28th November 2017



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

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
<b>Base: All GB adults</b>	2045	992	1053	235	314	361	348	787	1166	879	
Heroes	1755	829	927	209	280	322	315	630	997	758	
Celebrations	1855	892	963	217	295	338	326	679	1062	793	
Roses	1842	875	968	202	267	323	328	722	1051	791	
Quality Street	1892	904	989	203	281	329	331	748	1074	818	
None of these	51	24	27	6	8	6	11	19	28	23	
Don't know	16	7	9	4	4	3	-	5	10	6	

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)

<b>Cadbury Eclair</b>		Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>		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)		304	128	176	34	34	54	53	129	154	150	
2 I like them		726	343	383	79	116	131	123	277	389	337	
3 I neither like nor dislike them		419	211	208	42	72	85	78	141	251	168	
4 I dislike them		199	91	108	32	34	36	40	58	136	63	
5 I dislike them a lot (they are my least favourite or one of my least favourites)		81	39	42	16	17	13	18	17	52	29	
Don't know		27	17	10	7	7	2	2	8	15	12	
<b>Net: Like</b>		<b>1029</b>	<b>471</b>	<b>559</b>	<b>112</b>	<b>150</b>	<b>185</b>	<b>176</b>	<b>406</b>	<b>543</b>	<b>486</b>	
<b>Net: Dislike</b>		<b>280</b>	<b>130</b>	<b>151</b>	<b>47</b>	<b>51</b>	<b>49</b>	<b>58</b>	<b>75</b>	<b>188</b>	<b>92</b>	
<b>Fudge</b>		Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>		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)		367	161	206	44	56	75	69	123	200	167	
2 I like them		790	386	404	87	121	143	143	297	461	329	
3 I neither like nor dislike them		364	173	191	34	61	68	73	128	190	174	
4 I dislike them		155	75	81	25	26	27	21	57	101	54	
5 I dislike them a lot (they are my least favourite or one of my least favourites)		61	22	39	14	12	8	7	19	33	28	
Don't know		18	11	7	4	4	2	2	6	11	7	
<b>Net: Like</b>		<b>1157</b>	<b>547</b>	<b>610</b>	<b>131</b>	<b>177</b>	<b>217</b>	<b>212</b>	<b>419</b>	<b>661</b>	<b>497</b>	
<b>Net: Dislike</b>		<b>216</b>	<b>97</b>	<b>119</b>	<b>39</b>	<b>38</b>	<b>35</b>	<b>28</b>	<b>76</b>	<b>135</b>	<b>81</b>	

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Dairy Milk Caramel</b>										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>	<b>1755</b>	<b>829</b>	<b>927</b>	<b>209</b>	<b>280</b>	<b>322</b>	<b>315</b>	<b>630</b>	<b>997</b>	<b>758</b>
1 I like them a lot (they are my favourite or one of my favourites)	490	216	274	63	68	103	90	166	269	221
2 I like them	827	408	419	79	147	153	150	298	468	359
3 I neither like nor dislike them	249	124	125	29	34	33	54	99	150	100
4 I dislike them	130	58	72	19	21	28	15	46	76	54
5 I dislike them a lot (they are my least favourite or one of my least favourites)	41	13	28	16	7	2	5	10	22	19
Don't know	18	10	8	3	3	2	-	11	12	6
Net: Like	1317	624	693	142	215	256	240	464	737	580
Net: Dislike	171	71	100	35	28	31	20	57	98	73
<b>Dairy Milk</b>										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>	<b>1755</b>	<b>829</b>	<b>927</b>	<b>209</b>	<b>280</b>	<b>322</b>	<b>315</b>	<b>630</b>	<b>997</b>	<b>758</b>
1 I like them a lot (they are my favourite or one of my favourites)	573	241	332	85	90	95	109	193	307	266
2 I like them	889	448	441	93	149	179	149	319	510	378
3 I neither like nor dislike them	218	107	112	19	29	34	49	88	134	84
4 I dislike them	43	14	30	4	4	12	6	18	29	15
5 I dislike them a lot (they are my least favourite or one of my least favourites)	18	10	8	5	5	1	1	6	9	8
Don't know	14	9	5	4	3	1	-	6	7	7
Net: Like	1462	689	773	178	239	274	259	512	818	644
Net: Dislike	61	23	38	9	9	13	7	24	38	23

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Cadbury Wispa</b>										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>	<b>1755</b>	<b>829</b>	<b>927</b>	<b>209</b>	<b>280</b>	<b>322</b>	<b>315</b>	<b>630</b>	<b>997</b>	<b>758</b>
1 I like them a lot (they are my favourite or one of my favourites)	517	210	306	69	82	110	109	147	285	232
2 I like them	910	462	448	97	149	166	151	346	519	390
3 I neither like nor dislike them	223	112	111	20	37	31	36	98	130	93
4 I dislike them	64	24	40	10	8	9	15	23	36	28
5 I dislike them a lot (they are my least favourite or one of my least favourites)	23	10	13	8	2	4	2	7	14	9
Don't know	20	11	9	5	3	1	2	9	12	8
Net: Like	1426	672	754	166	230	276	260	493	804	622
Net: Dislike	87	34	53	17	10	13	17	29	51	36
<b>Cadbury Twirl</b>										
Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>	<b>1755</b>	<b>829</b>	<b>927</b>	<b>209</b>	<b>280</b>	<b>322</b>	<b>315</b>	<b>630</b>	<b>997</b>	<b>758</b>
1 I like them a lot (they are my favourite or one of my favourites)	592	233	359	74	98	102	127	191	306	286
2 I like them	865	437	428	108	136	174	140	306	508	357
3 I neither like nor dislike them	212	115	97	14	31	34	37	96	129	83
4 I dislike them	50	25	25	7	8	9	6	19	34	16
5 I dislike them a lot (they are my least favourite or one of my least favourites)	15	4	11	3	2	1	4	5	5	9
Don't know	22	15	7	3	5	1	1	13	14	8
Net: Like	1456	670	787	182	234	276	268	497	814	642
Net: Dislike	65	29	35	10	10	10	10	24	39	25

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

**Creme Egg Twisted**

Unweighted base	1754	762	992	203	261	299	325	666	1070	684
<b>Base: All GB adults who have eaten Heros</b>	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)	361	155	206	64	66	68	59	104	223	138
2 I like them	580	299	280	51	94	116	115	205	313	267
3 I neither like nor dislike them	321	171	150	21	51	59	58	132	178	143
4 I dislike them	259	98	160	35	36	48	50	90	146	113
5 I dislike them a lot (they are my least favourite or one of my least favourites)	161	69	92	31	24	18	25	63	95	66
Don't know	74	37	37	8	9	12	8	37	43	32
<b>Net: Like</b>	<b>940</b>	<b>454</b>	<b>487</b>	<b>114</b>	<b>160</b>	<b>184</b>	<b>174</b>	<b>309</b>	<b>536</b>	<b>405</b>
<b>Net: Dislike</b>	<b>420</b>	<b>167</b>	<b>253</b>	<b>66</b>	<b>60</b>	<b>67</b>	<b>75</b>	<b>152</b>	<b>241</b>	<b>179</b>

**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)

**Maltesers Teaser**

Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	726	286	440	122	160	137	120	187	415	311
2 I like them	777	415	362	74	83	143	144	333	449	328
3 I neither like nor dislike them	223	135	88	8	29	42	46	97	123	99
4 I dislike them	74	32	42	4	10	9	12	39	45	29
5 I dislike them a lot (they are my least favourite or one of my least favourites)	20	8	12	4	5	3	2	7	13	8
Don't know	35	15	19	5	8	4	2	16	17	18
<b>Net: Like</b>	<b>1503</b>	<b>701</b>	<b>802</b>	<b>196</b>	<b>243</b>	<b>280</b>	<b>264</b>	<b>521</b>	<b>864</b>	<b>639</b>
<b>Net: Dislike</b>	<b>95</b>	<b>41</b>	<b>54</b>	<b>8</b>	<b>15</b>	<b>12</b>	<b>14</b>	<b>46</b>	<b>58</b>	<b>37</b>

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Mars</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	287	131	155	30	23	49	58	127	163	124
2 I like them	1050	522	528	113	177	197	178	386	605	445
3 I neither like nor dislike them	313	151	162	27	54	54	63	115	169	144
4 I dislike them	138	62	76	29	30	25	17	37	85	53
5 I dislike them a lot (they are my least favourite or one of my least favourites)	50	16	34	14	7	11	8	9	29	21
Don't know	17	10	8	4	4	2	3	4	11	7
Net: Like	1337	653	683	143	200	246	235	513	768	569
Net: Dislike	188	78	110	43	37	36	25	47	114	74
<b>Bounty</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	446	200	245	42	53	79	87	186	227	218
2 I like them	672	341	330	61	101	125	123	261	382	289
3 I neither like nor dislike them	255	128	127	13	38	46	49	109	153	102
4 I dislike them	204	100	104	29	31	42	30	71	120	83
5 I dislike them a lot (they are my least favourite or one of my least favourites)	261	112	149	67	70	42	36	46	168	93
Don't know	18	10	8	5	2	3	2	5	11	7
Net: Like	1117	542	576	103	153	204	210	447	610	508
Net: Dislike	465	212	253	96	101	85	66	117	288	176

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Snickers</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	419	175	244	45	62	95	79	139	226	193
2 I like them	781	411	370	69	99	157	155	301	446	335
3 I neither like nor dislike them	305	161	144	25	48	39	52	141	166	138
4 I dislike them	158	67	91	20	30	20	25	62	101	57
5 I dislike them a lot (they are my least favourite or one of my least favourites)	174	69	105	53	52	24	16	30	114	60
Don't know	19	9	9	5	4	3	-	6	9	9
Net: Like	1200	586	614	114	161	252	234	439	672	528
Net: Dislike	332	136	196	73	82	44	41	93	214	118
<b>Galaxy</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	538	239	299	87	88	89	111	163	299	240
2 I like them	946	485	462	106	144	189	154	355	548	399
3 I neither like nor dislike them	248	117	130	12	38	42	45	111	147	101
4 I dislike them	73	29	44	6	13	8	14	32	43	30
5 I dislike them a lot (they are my least favourite or one of my least favourites)	27	10	17	1	9	5	2	9	13	14
Don't know	22	11	11	5	4	5	-	8	12	10
Net: Like	1485	724	761	193	231	277	265	518	846	638
Net: Dislike	100	39	61	8	22	14	16	42	56	44
<b>Galaxy Caramel</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	492	228	263	75	86	90	94	148	280	212
2 I like them	845	430	415	91	130	163	146	314	484	361
3 I neither like nor dislike them	291	147	144	22	34	49	57	128	168	123
4 I dislike them	148	55	93	18	28	27	19	57	88	60
5 I dislike them a lot (they are my least favourite or one of my least favourites)	49	13	36	5	13	6	10	16	24	25
Don't know	30	18	12	6	4	4	1	16	17	13
Net: Like	1337	659	678	166	216	252	240	462	764	572
Net: Dislike	197	69	129	23	40	33	28	72	113	84

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

<b>Twix</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	338	159	180	48	63	57	74	97	179	159
2 I like them	1051	512	540	110	153	201	189	399	592	459
3 I neither like nor dislike them	334	164	170	33	55	63	47	137	209	125
4 I dislike them	84	38	46	15	15	13	10	30	53	31
5 I dislike them a lot (they are my least favourite or one of my least favourites)	32	11	21	7	6	2	4	13	19	13
Don't know	15	8	7	4	3	2	2	4	9	6
Net: Like	1390	670	719	158	216	258	263	496	772	618
Net: Dislike	116	49	67	22	21	15	15	42	72	44

<b>Milky Way</b>										
Unweighted base	1853	823	1030	210	274	314	337	718	1137	716
<b>Base: All GB adults who have eaten celebrations</b>	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)	289	127	162	48	53	52	42	95	156	133
2 I like them	970	489	481	107	156	185	171	351	555	415
3 I neither like nor dislike them	412	194	218	36	47	73	82	174	235	178
4 I dislike them	117	50	67	10	20	20	21	46	71	46
5 I dislike them a lot (they are my least favourite or one of my least favourites)	48	22	27	12	15	7	7	7	35	13
Don't know	18	9	8	3	4	2	2	7	10	8
Net: Like	1259	617	643	155	209	236	213	446	712	548
Net: Dislike	165	72	94	23	35	27	29	52	106	60

**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)

<b>Brazilian Darkness</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	183	65	118	11	15	40	27	91	98	86
2 I like them	484	252	231	43	65	75	87	214	258	225
3 I neither like nor dislike them	379	209	170	27	43	73	72	164	221	157
4 I dislike them	310	126	184	30	70	56	64	90	181	129
5 I dislike them a lot (they are my least favourite or one of my least favourites)	182	56	126	40	38	36	27	41	108	75
Don't know	304	167	138	51	37	43	51	122	186	119
Net: Like	667	318	349	54	80	115	114	304	356	311
Net: Dislike	379	209	170	27	43	73	72	164	221	157

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		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Caramel Bite (new addition)</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	189	86	103	15	23	29	41	81	101	88
2 I like them	569	276	292	59	73	106	102	229	303	266
3 I neither like nor dislike them	293	166	127	23	37	60	61	113	148	145
4 I dislike them	105	34	72	10	18	15	17	47	64	42
5 I dislike them a lot (they are my least favourite or one of my least favourites)	41	17	24	7	9	3	7	15	22	20
Don't know	645	296	349	88	108	110	101	237	414	231
Net: Like	757	362	395	74	96	135	143	310	404	354
Net: Dislike	293	166	127	23	37	60	61	113	148	145
<b>Golden Barrel</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	463	197	266	58	80	91	96	139	250	213
2 I like them	734	340	394	72	111	145	114	291	415	319
3 I neither like nor dislike them	318	172	146	22	30	47	65	154	184	134
4 I dislike them	117	52	65	12	19	22	24	40	73	45
5 I dislike them a lot (they are my least favourite or one of my least favourites)	55	16	39	9	12	3	8	23	27	27
Don't know	156	98	57	29	15	14	21	76	102	54
Net: Like	1197	537	660	130	191	236	210	430	665	532
Net: Dislike	318	172	146	22	30	47	65	154	184	134
<b>Caramel</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	279	127	152	27	23	51	60	118	160	119
2 I like them	802	383	419	90	130	150	136	295	440	362
3 I neither like nor dislike them	384	194	190	27	50	70	77	159	212	172
4 I dislike them	184	74	110	22	32	29	26	75	116	67
5 I dislike them a lot (they are my least favourite or one of my least favourites)	60	20	40	14	9	5	8	24	35	25
Don't know	134	78	56	23	23	17	21	50	88	46
Net: Like	1081	510	571	117	153	201	196	414	600	481
Net: Dislike	384	194	190	27	50	70	77	159	212	172



	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Country Fudge</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	270	124	146	30	30	61	55	94	152	118
2 I like them	775	357	418	93	119	129	140	294	449	326
3 I neither like nor dislike them	407	196	210	22	61	75	72	176	208	198
4 I dislike them	169	75	94	26	27	32	26	59	110	59
5 I dislike them a lot (they are my least favourite or one of my least favourites)	74	27	47	8	14	6	16	30	37	37
Don't know	148	95	53	23	15	21	20	70	95	53
Net: Like	1045	481	564	123	149	190	195	387	601	444
Net: Dislike	407	196	210	22	61	75	72	176	208	198
<b>Hazel in Caramel</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	509	195	315	34	52	89	102	232	258	251
2 I like them	669	325	343	66	104	121	115	262	379	290
3 I neither like nor dislike them	281	162	118	25	37	46	65	108	155	126
4 I dislike them	161	72	89	24	31	28	25	53	111	50
5 I dislike them a lot (they are my least favourite or one of my least favourites)	112	48	64	21	28	23	13	28	71	41
Don't know	111	72	38	32	15	16	8	39	78	33
Net: Like	1178	520	658	100	156	210	217	494	637	541
Net: Dislike	281	162	118	25	37	46	65	108	155	126
<b>Hazel Whirl</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	455	159	296	28	32	91	86	217	219	236
2 I like them	701	347	354	76	103	113	137	272	409	292
3 I neither like nor dislike them	291	164	127	27	50	51	51	111	165	126
4 I dislike them	181	86	95	24	43	34	29	51	124	57
5 I dislike them a lot (they are my least favourite or one of my least favourites)	108	45	62	21	23	20	14	29	68	39
Don't know	108	73	34	27	16	14	10	41	66	41
Net: Like	1156	506	650	104	135	204	223	490	628	528
Net: Dislike	291	164	127	27	50	51	51	111	165	126

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**  
 Fieldwork - 27th - 28th November 2017



	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Strawberry Dream</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	373	149	224	61	88	63	63	98	213	160
2 I like them	516	293	223	39	73	107	101	196	292	225
3 I neither like nor dislike them	312	169	143	15	24	40	61	172	169	143
4 I dislike them	316	126	190	29	34	49	65	138	186	130
5 I dislike them a lot (they are my least favourite or one of my least favourites)	213	63	150	35	33	50	25	70	123	90
Don't know	113	75	38	23	15	14	13	48	69	44
Net: Like	889	442	447	100	161	170	164	294	504	384
Net: Dislike	312	169	143	15	24	40	61	172	169	143
<b>Tangy Orange</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	270	106	164	35	51	38	57	90	156	114
2 I like them	628	334	294	64	89	122	111	242	355	273
3 I neither like nor dislike them	385	199	186	28	44	54	83	175	201	183
4 I dislike them	243	93	150	26	41	45	38	93	146	97
5 I dislike them a lot (they are my least favourite or one of my least favourites)	152	49	103	22	24	40	15	51	91	61
Don't know	164	95	70	27	18	25	24	71	102	62
Net: Like	898	440	458	99	139	159	168	331	511	387
Net: Dislike	385	199	186	28	44	54	83	175	201	183
<b>Coffee Escape</b>										
Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	252	99	153	17	37	42	49	107	112	139
2 I like them	441	232	209	36	45	78	80	201	260	181
3 I neither like nor dislike them	320	187	132	32	43	39	60	146	178	142
4 I dislike them	297	132	164	38	49	54	55	101	195	101
5 I dislike them a lot (they are my least favourite or one of my least favourites)	342	115	227	47	68	79	58	90	193	149
Don't know	191	109	82	32	25	31	27	76	113	78
Net: Like	692	331	362	53	82	120	129	309	372	320
Net: Dislike	320	187	132	32	43	39	60	146	178	142

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**  
 Fieldwork - 27th - 28th November 2017



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

**Signature Truffle**

Unweighted base	1855	820	1035	196	254	302	339	764	1135	720
<b>Base: All GB adults who have eaten Roses</b>	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)	227	96	131	34	42	40	36	75	125	102
2 I like them	674	339	335	64	103	119	131	257	381	293
3 I neither like nor dislike them	414	216	198	32	46	75	68	193	231	183
4 I dislike them	189	66	123	21	27	31	33	78	113	76
5 I dislike them a lot (they are my least favourite or one of my least favourites)	84	31	53	14	16	13	11	31	44	41
Don't know	254	127	127	38	33	45	49	89	157	97
Net: Like	901	434	467	98	145	159	167	332	505	396
Net: Dislike	414	216	198	32	46	75	68	193	231	183

**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)

**The Purple One**

Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	703	284	419	46	68	133	138	318	362	341
2 I like them	626	315	310	66	106	94	104	256	366	259
3 I neither like nor dislike them	276	165	112	31	33	48	52	112	164	112
4 I dislike them	133	62	71	13	41	36	23	20	91	42
5 I dislike them a lot (they are my least favourite or one of my least favourites)	84	31	53	24	25	13	9	13	46	38
Don't know	71	47	24	24	7	5	5	30	45	26
Net: Like	1329	599	729	112	174	228	242	573	728	600
Net: Dislike	217	93	124	37	66	49	32	33	137	80

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**  
 Fieldwork - 27th - 28th November 2017



	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Green Triangle</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	510	203	307	58	76	103	94	179	276	233
2 I like them	795	398	397	84	118	135	149	309	448	347
3 I neither like nor dislike them	341	186	155	23	49	55	55	160	194	147
4 I dislike them	130	54	76	10	20	25	18	58	85	46
5 I dislike them a lot (they are my least favourite or one of my least favourites)	53	21	33	8	13	6	10	17	31	22
Don't know	63	42	21	21	6	5	5	26	40	23
Net: Like	1305	601	704	142	194	238	243	487	724	581
Net: Dislike	184	75	109	18	32	31	28	75	116	67
<b>Toffee Finger</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	354	151	203	52	45	69	68	119	196	158
2 I like them	745	349	396	71	106	115	127	326	395	350
3 I neither like nor dislike them	412	231	181	35	60	75	73	169	228	184
4 I dislike them	237	100	137	21	53	43	35	85	156	81
5 I dislike them a lot (they are my least favourite or one of my least favourites)	103	41	62	12	14	20	26	31	70	33
Don't know	42	31	11	12	4	8	2	17	29	13
Net: Like	1099	500	599	123	151	184	195	446	591	508
Net: Dislike	340	141	199	33	66	63	61	116	226	114

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Strawberry Delight</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	417	185	232	61	94	78	72	111	241	175
2 I like them	529	301	227	38	70	100	106	214	301	228
3 I neither like nor dislike them	348	178	169	22	38	44	59	185	175	172
4 I dislike them	324	131	193	31	34	49	58	153	186	138
5 I dislike them a lot (they are my least favourite or one of my least favourites)	243	84	159	45	42	54	34	69	149	94
Don't know	32	24	8	7	4	4	2	15	21	11
Net: Like	945	486	459	99	164	179	178	326	542	403
Net: Dislike	568	215	352	76	76	103	92	221	335	233
<b>Caramel Swirl</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	498	218	280	53	62	90	102	191	271	227
2 I like them	905	445	461	92	134	157	155	369	509	397
3 I neither like nor dislike them	282	141	141	25	43	52	44	119	161	120
4 I dislike them	117	54	63	13	29	20	20	34	78	39
5 I dislike them a lot (they are my least favourite or one of my least favourites)	45	15	29	11	11	4	5	13	26	18
Don't know	45	31	15	10	3	7	5	22	29	16
Net: Like	1403	663	741	144	195	247	257	560	779	624
Net: Dislike	162	70	92	24	40	24	26	48	104	58

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**  
 Fieldwork - 27th - 28th November 2017



	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Milk Choc Block</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	372	162	210	41	52	59	68	152	196	176
2 I like them	968	471	497	112	139	175	178	364	553	415
3 I neither like nor dislike them	386	184	202	20	53	73	61	179	227	159
4 I dislike them	70	29	42	11	19	9	8	23	39	31
5 I dislike them a lot (they are my least favourite or one of my least favourites)	44	21	23	7	12	5	8	12	20	24
Don't know	52	36	15	12	5	8	8	18	39	12
Net: Like	1340	633	707	153	191	235	245	516	749	592
Net: Dislike	115	50	65	18	31	14	16	35	60	55
<b>Orange Crunch</b>										
Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	316	136	180	49	46	61	70	90	184	133
2 I like them	778	396	383	71	126	143	131	308	428	351
3 I neither like nor dislike them	407	195	211	27	47	57	77	198	222	185
4 I dislike them	213	93	120	30	31	33	30	89	137	76
5 I dislike them a lot (they are my least favourite or one of my least favourites)	111	43	68	15	22	28	12	34	63	48
Don't know	67	40	27	11	8	8	10	30	41	26
Net: Like	1095	532	563	120	172	204	201	398	611	484
Net: Dislike	324	136	188	45	54	60	42	123	200	124

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Orange Creme</b>										
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)	389	162	227	40	83	63	73	129	216	173
2 I like them	553	307	245	49	72	100	105	227	312	240
3 I neither like nor dislike them	358	191	167	28	44	46	66	175	191	167
4 I dislike them	330	134	196	41	41	61	51	135	185	145
5 I dislike them a lot (they are my least favourite or one of my least favourites)	222	77	145	35	37	53	30	67	141	81
Don't know	41	32	9	11	4	7	5	15	29	12
Net: Like	942	469	472	89	155	163	179	356	528	413
Net: Dislike	552	211	341	76	78	114	81	202	326	226
<b>Fudge</b>										
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)	357	156	201	46	47	70	69	125	196	161
2 I like them	834	406	428	75	128	137	143	350	470	363
3 I neither like nor dislike them	421	208	213	31	65	81	74	169	241	181
4 I dislike them	161	78	82	26	23	25	28	59	100	61
5 I dislike them a lot (they are my least favourite or one of my least favourites)	78	26	52	11	14	12	13	29	38	40
Don't know	42	30	12	15	4	4	3	16	29	13
Net: Like	1191	562	629	121	175	207	213	475	666	524
Net: Dislike	239	104	135	36	37	37	40	88	138	101

**YouGov Survey Results**  
**Sample size : 2045 GB Adults**

Fieldwork - 27th - 28th November 2017



	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Coconut Eclair</b>										
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)	253	110	144	20	23	36	51	124	127	127
2 I like them	603	290	314	50	85	114	108	246	336	268
3 I neither like nor dislike them	392	207	185	24	57	60	74	177	213	179
4 I dislike them	315	152	163	37	47	62	55	114	199	117
5 I dislike them a lot (they are my least favourite or one of my least favourites)	273	106	167	58	61	53	39	63	167	106
Don't know	55	39	16	14	8	4	5	24	32	23
Net: Like	857	399	457	70	108	150	158	370	463	394
Net: Dislike	588	258	330	95	108	115	93	177	366	222
<b>Toffee Penny</b>										
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)	295	127	168	39	41	47	59	109	156	139
2 I like them	628	298	331	68	81	105	103	272	350	278
3 I neither like nor dislike them	451	249	203	40	74	77	74	187	250	201
4 I dislike them	300	126	174	30	51	66	51	103	179	122
5 I dislike them a lot (they are my least favourite or one of my least favourites)	181	77	104	18	32	32	40	59	117	64
Don't know	36	27	9	9	3	2	4	18	22	14
Net: Like	923	424	499	107	121	152	161	382	506	417
Net: Dislike	482	203	278	48	83	98	91	161	296	186



**YouGov Survey Results**  
**Sample size : 2045 GB Adults**  
 Fieldwork - 27th - 28th November 2017



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

**Honeycomb Crunch**

Unweighted base	1900	843	1057	198	263	306	341	792	1158	742
<b>Base: All GB adults who have eaten Quality street</b>	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)	327	131	196	45	39	58	63	122	171	157
2 I like them	946	478	468	89	153	167	162	375	531	415
3 I neither like nor dislike them	353	164	189	23	45	59	58	168	208	145
4 I dislike them	111	50	62	14	21	18	20	38	73	38
5 I dislike them a lot (they are my least favourite or one of my least favourites)	38	16	22	5	8	3	9	14	16	22
Don't know	117	65	52	28	16	22	19	32	76	41
<b>Net: Like</b>	<b>1273</b>	<b>609</b>	<b>664</b>	<b>134</b>	<b>192</b>	<b>226</b>	<b>224</b>	<b>497</b>	<b>702</b>	<b>571</b>
<b>Net: Dislike</b>	<b>149</b>	<b>65</b>	<b>84</b>	<b>18</b>	<b>28</b>	<b>22</b>	<b>29</b>	<b>52</b>	<b>89</b>	<b>61</b>

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
<b>Base: All GB adults</b>	<b>2045</b>	<b>992</b>	<b>1053</b>	<b>235</b>	<b>314</b>	<b>361</b>	<b>348</b>	<b>787</b>	<b>1166</b>	<b>879</b>
Throw them in the bin	1336	637	700	128	162	223	238	586	771	566
Put them back in the box or tub	388	189	199	72	90	83	50	93	216	173
Other	192	101	90	21	38	40	38	55	111	80
Don't know/ can't recall	57	32	25	7	12	6	9	23	30	27
Not applicable - I never eat chocolates from selection tubs or boxes	72	33	39	7	13	9	12	31	38	33