

Cadbury

**crunchie**

**DOUGHNUTS**



**CADBURY CRUNCHIE  
DOUGHNUT UK SWEET  
TREAT SURVEY**

Conducted by YouGov on behalf of Baker & Baker

# CONTENTS

UK Sweet Treat Survey Introduction | pg. 3

National Survey Results | pg. 4 - 15

Regional Survey Results | pg. 16 - 94

- North East | pg. 17 - 22

- North West | pg. 23 - 28

- Yorkshire and Humber | pg. 29 - 34

- East Midlands | pg. 35 - 40

- West Midlands | pg. 41 - 46

- East of England | pg. 47 - 52

- London | pg. 53 - 58

- South East | pg. 59 - 64

- South West | pg. 65 - 70

- England (NET) | pg. 71 - 76

- Wales | pg. 77 - 82

- Scotland | pg. 83 - 88

- Northern Ireland | pg. 89 - 94

Contact | pg. 95

# UK SWEET TREAT SURVEY INTRODUCTION

The following report outlines the national and regional results of a YouGov survey undertaken on behalf of Baker & Baker ahead of the launch of Cadbury Crunchie Doughnuts. Examining the nation's habits, preferences and drivers behind sweet treat snacking we gain an interesting insight into consumer behaviours.

Total sample size was 2128 adults. Fieldwork was conducted online between 7th - 10th July 2023.

National media release – 10th August 2023.

## INDULGENT SNACKING ON THE RISE DESPITE TOUGH TIMES NEW DATA REVEALS SWEET TREATS HELP US RELAX AND 35% DON'T WANT TO SHARE

New data from Cadbury Crunchie Doughnuts has revealed more about the nation's snack habits and one thing's for sure, rising utility bills and interest rates won't be getting in the way of the guaranteed 'pick-me-up' a sweet treat can bring.

70% of people indulge in the same amount of sweet treats or more than they did prior to the cost-of-living crisis and 'That Friday Feeling' has shifted into the weekend, with the majority (63%) devouring their sweet treat of choice on Saturday. Some treats though, don't even make it home, with almost a fifth (18%) devouring their treat of choice in the supermarket carpark.

Fresh bakery doughnuts and pastries are a preferred go-to for 58%, with 34% opting for cakes and buns, overshadowed somewhat by chocolate bars at a whopping 66%. Whichever we choose, 64% reach for a sweet treat as a way to unwind and relax – and over a third (35%) want to do this solo, unwilling to share their chosen delight.

Thankfully, the majority (62%) do prefer to share, with 34% of those associating sweet treats with family time and a fifth (20%) opting to share with friends and family to avoid devouring everything themselves.

Michael Bancroft, spokesperson for Cadbury's Crunchie Doughnuts says: *"In a world of change, Brits' love of sweet treats is a constant. We still love that Friday Feeling, but our new findings also show that 39% of us are treating ourselves to something sweet at least three times per week."*

**Cadbury Crunchie Doughnuts hit fresh bakery shelves at Co-op stores on 10th August, with Morrisons stocking the duo packs from 4th September. RRP £1.75.**

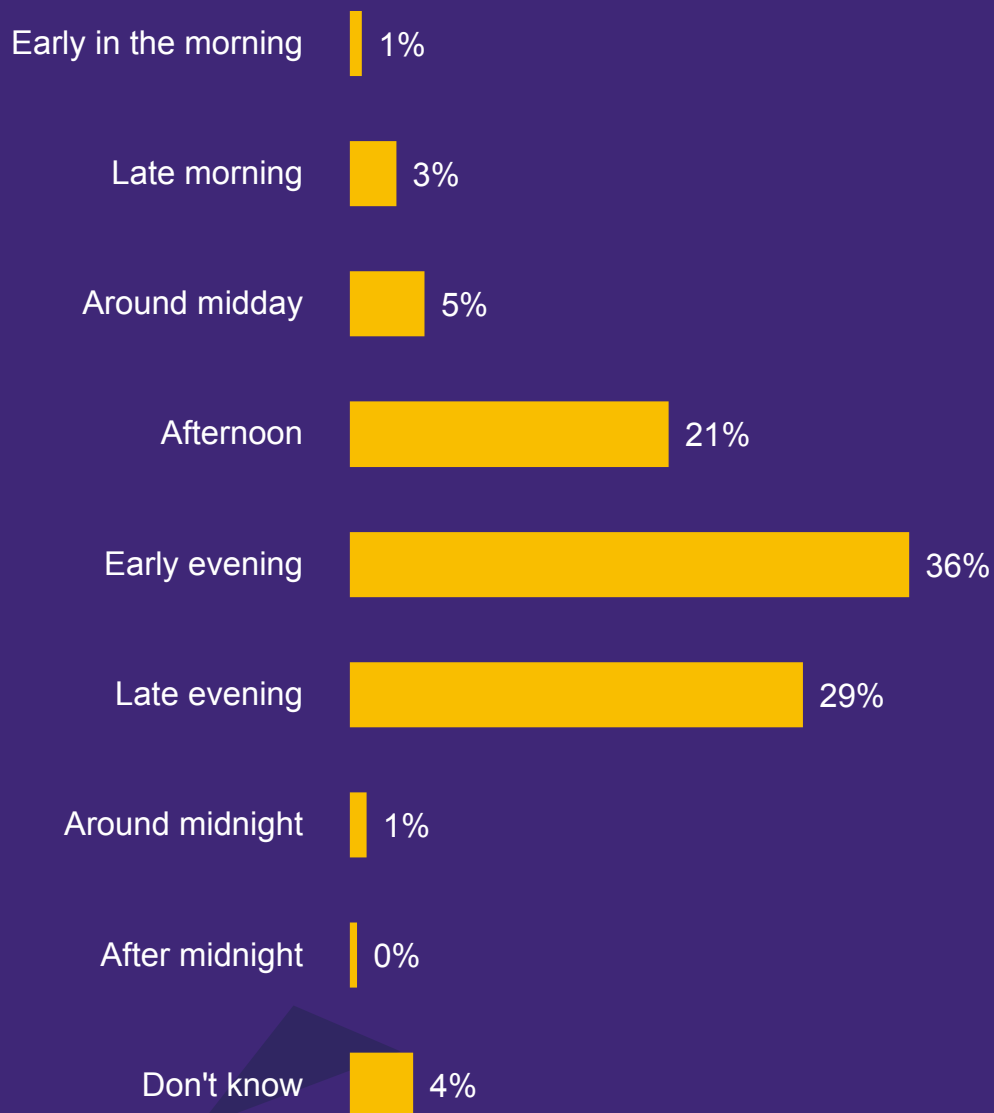
Why wait until the end of the week to get that Friday Feeling?

*Figures have been weighted and are representative of all UK adults (aged 18+).*

# NATIONAL SURVEY RESULTS

QUESTION 1.

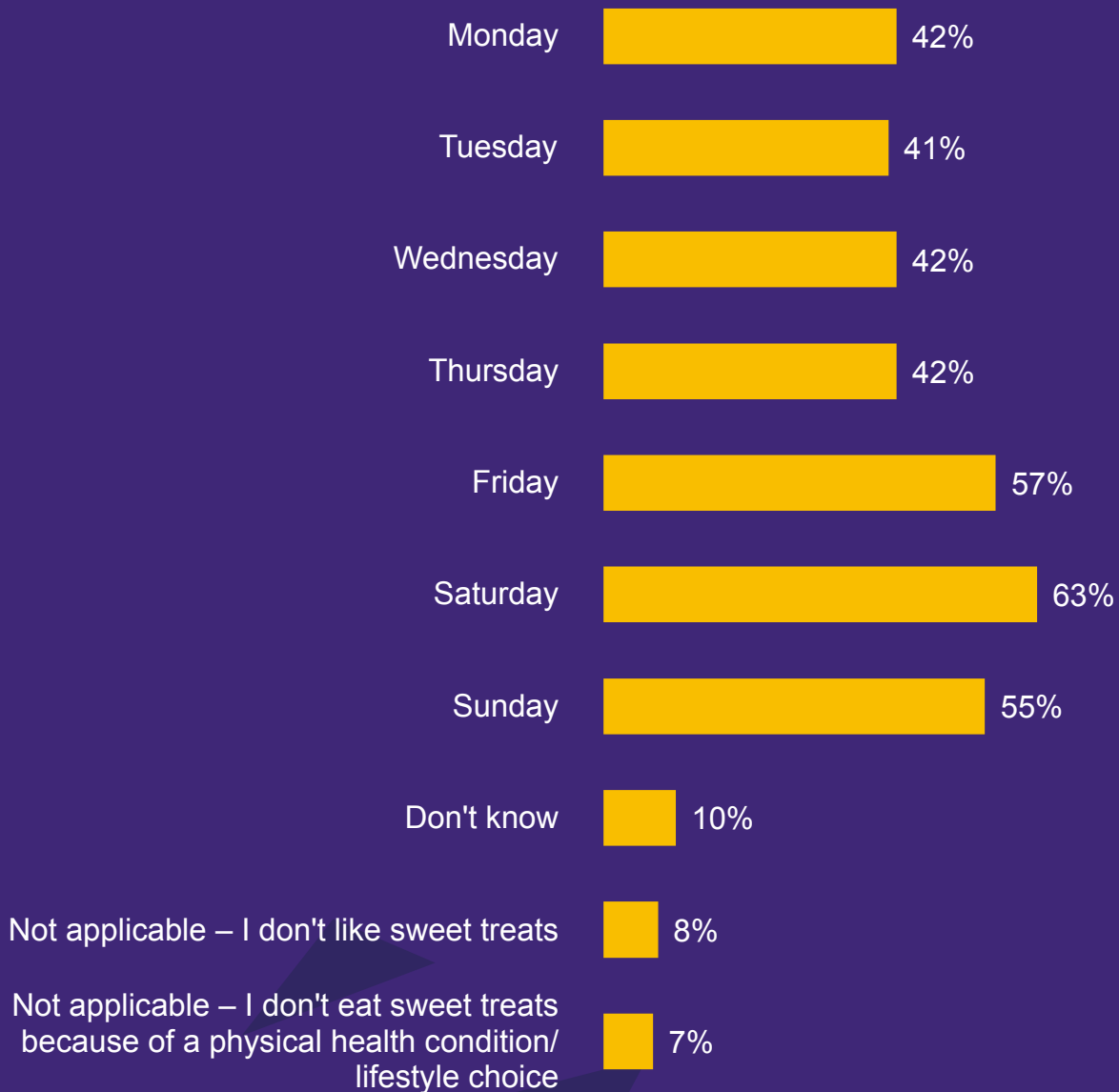
**IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?**



Unweighted base: All UK Adults who eat sweet treats (1798)

QUESTION 2.

**FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?**



Unweighted base: All UK Adults who eat sweet treats (2128)

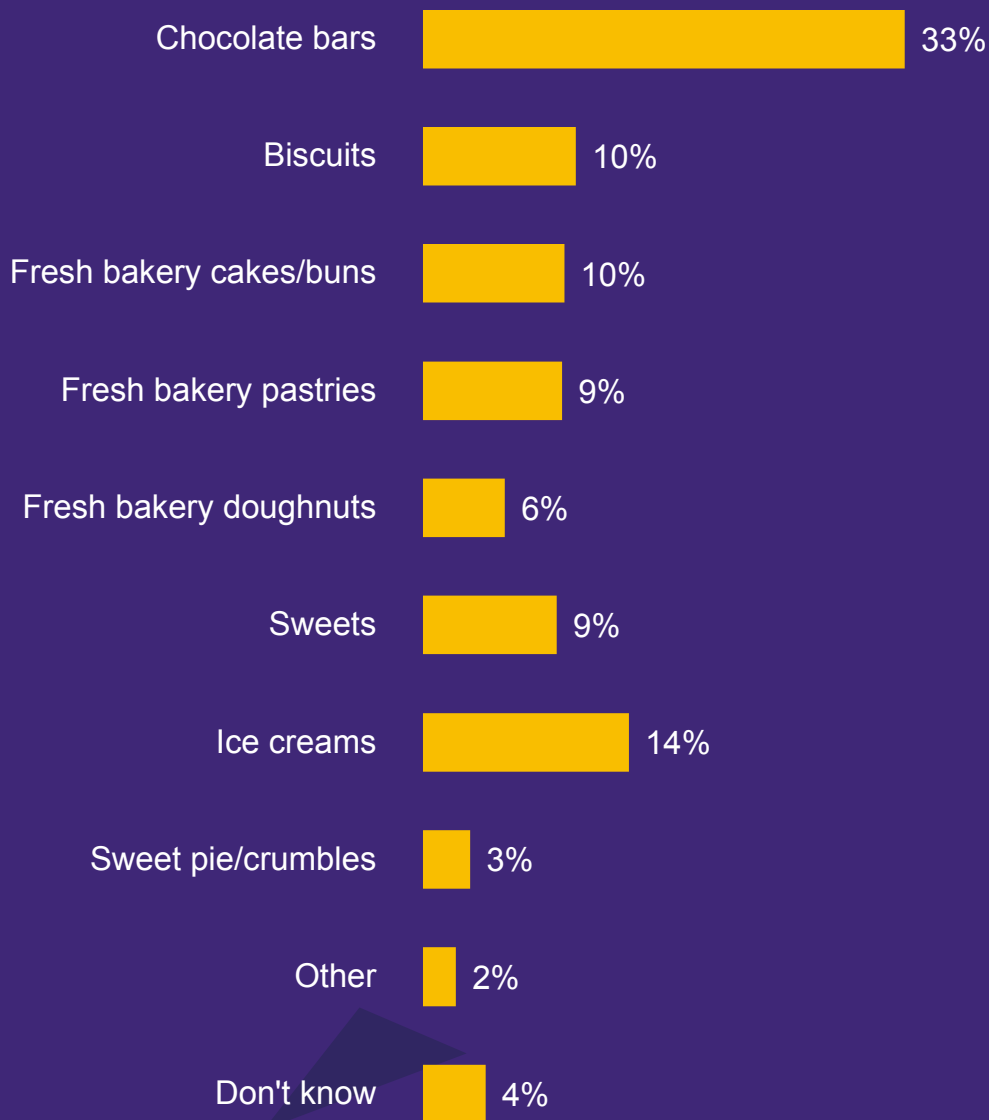
QUESTION 3a.

**WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?**



Unweighted base: All UK Adults who eat sweet treats (1798)

## QUESTION 3b.

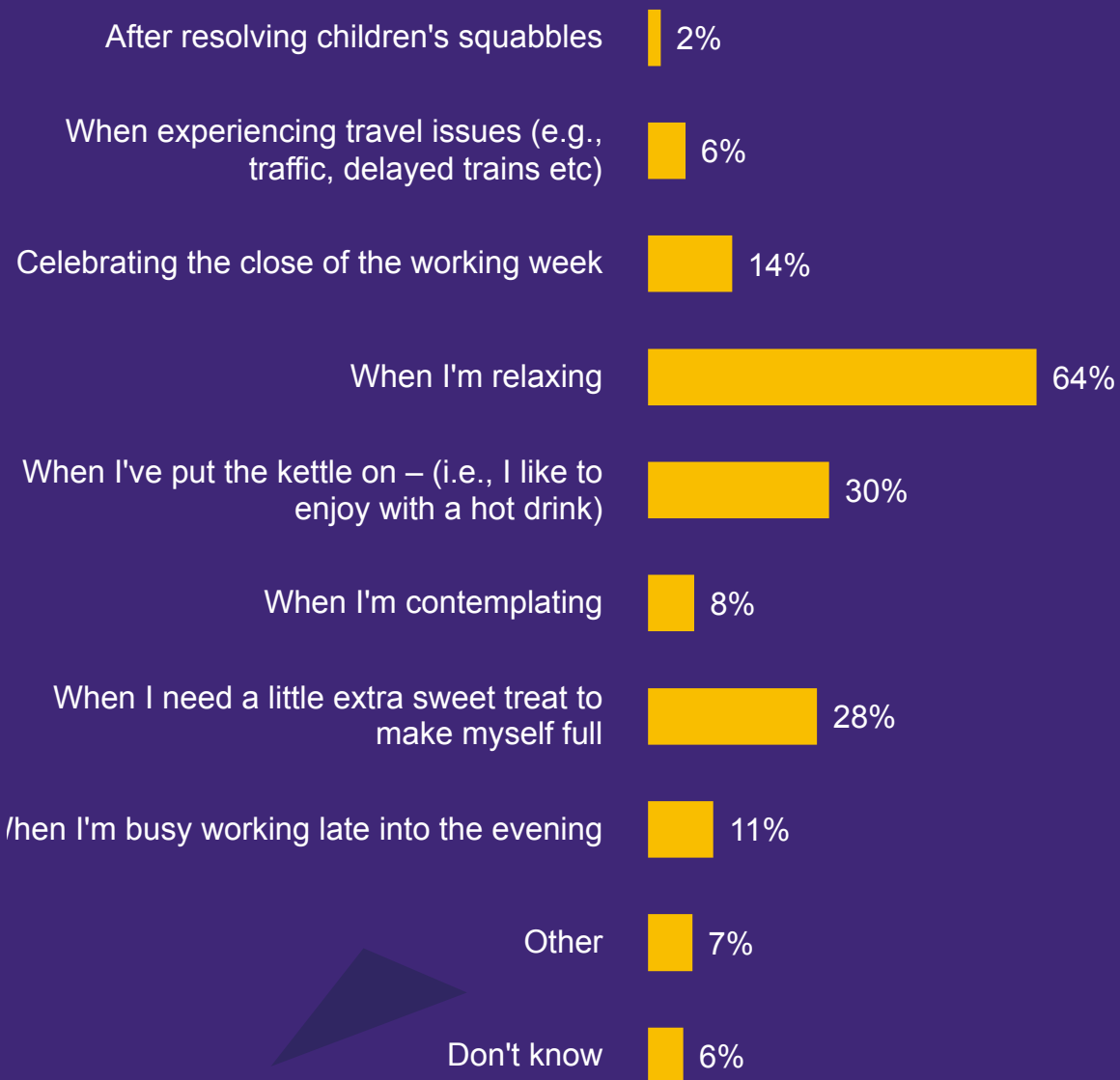
**AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?**

Unweighted base: All UK Adults who eat sweet treats (1798)



QUESTION 4.

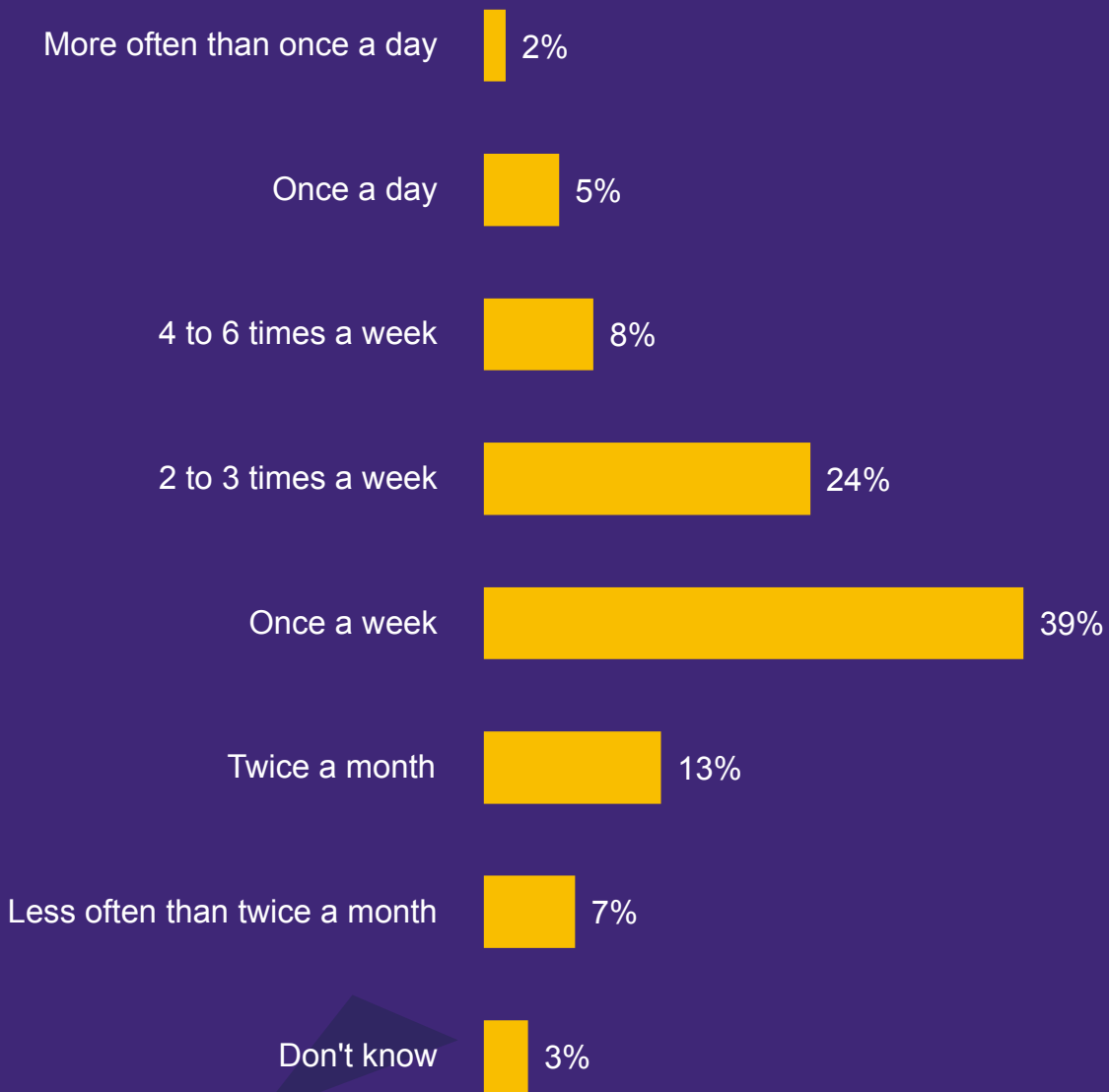
**ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?**



Unweighted base: All UK Adults who eat sweet treats (1798)

QUESTION 5.

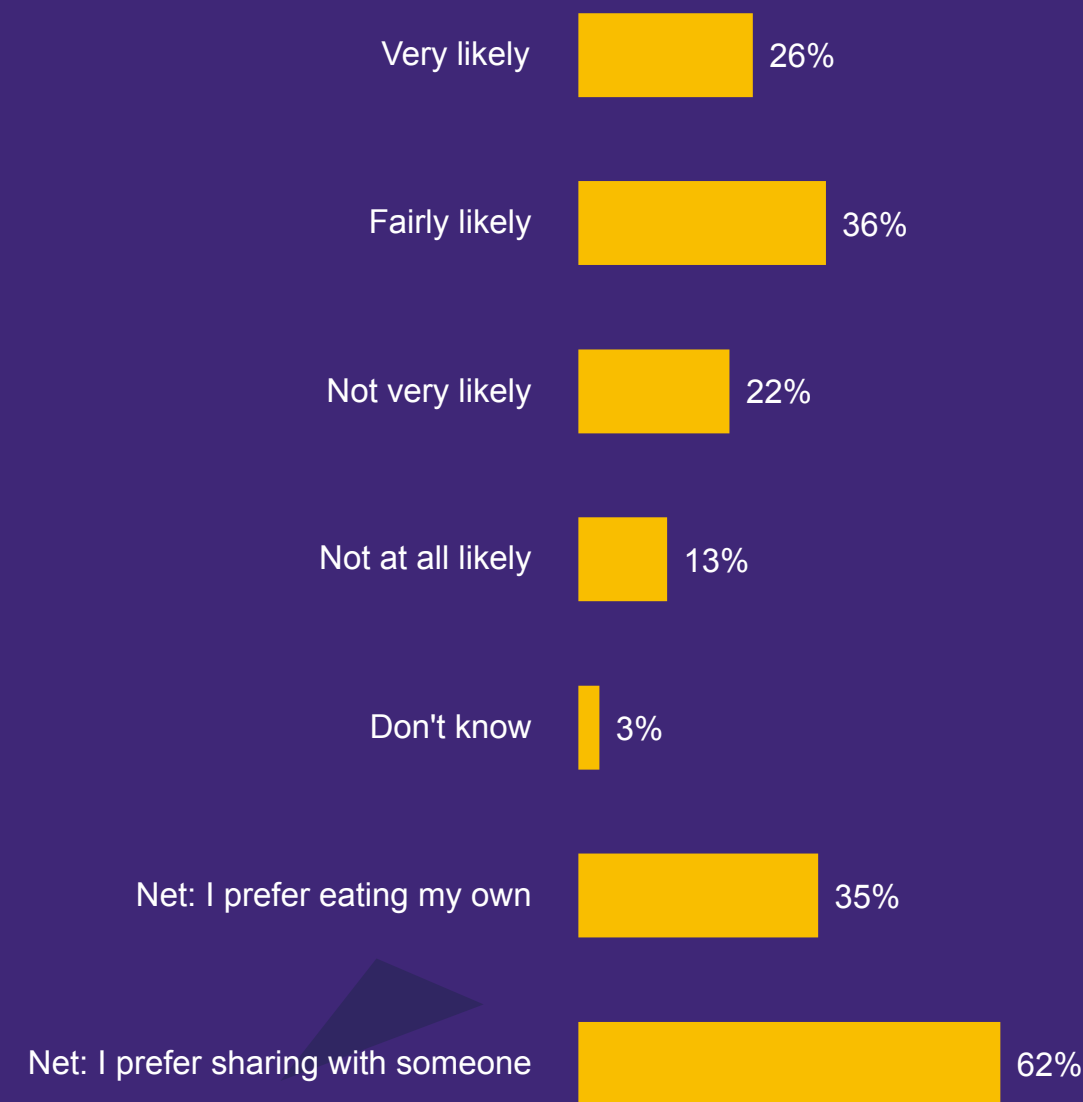
**APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?**



Unweighted base: All UK Adults who eat sweet treats (1798)

QUESTION 6a.

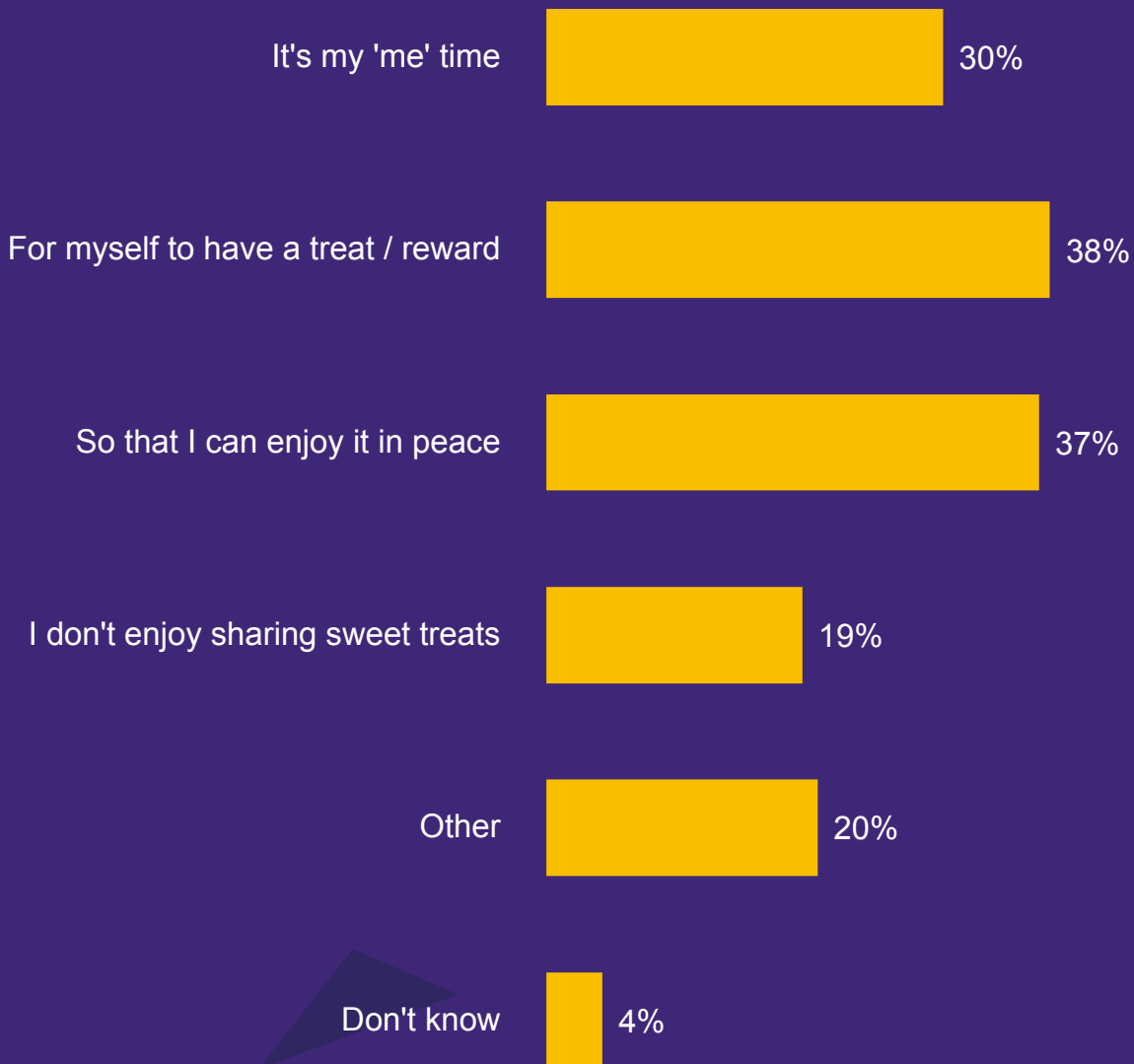
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (1798)

QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (629)

QUESTION 6c.

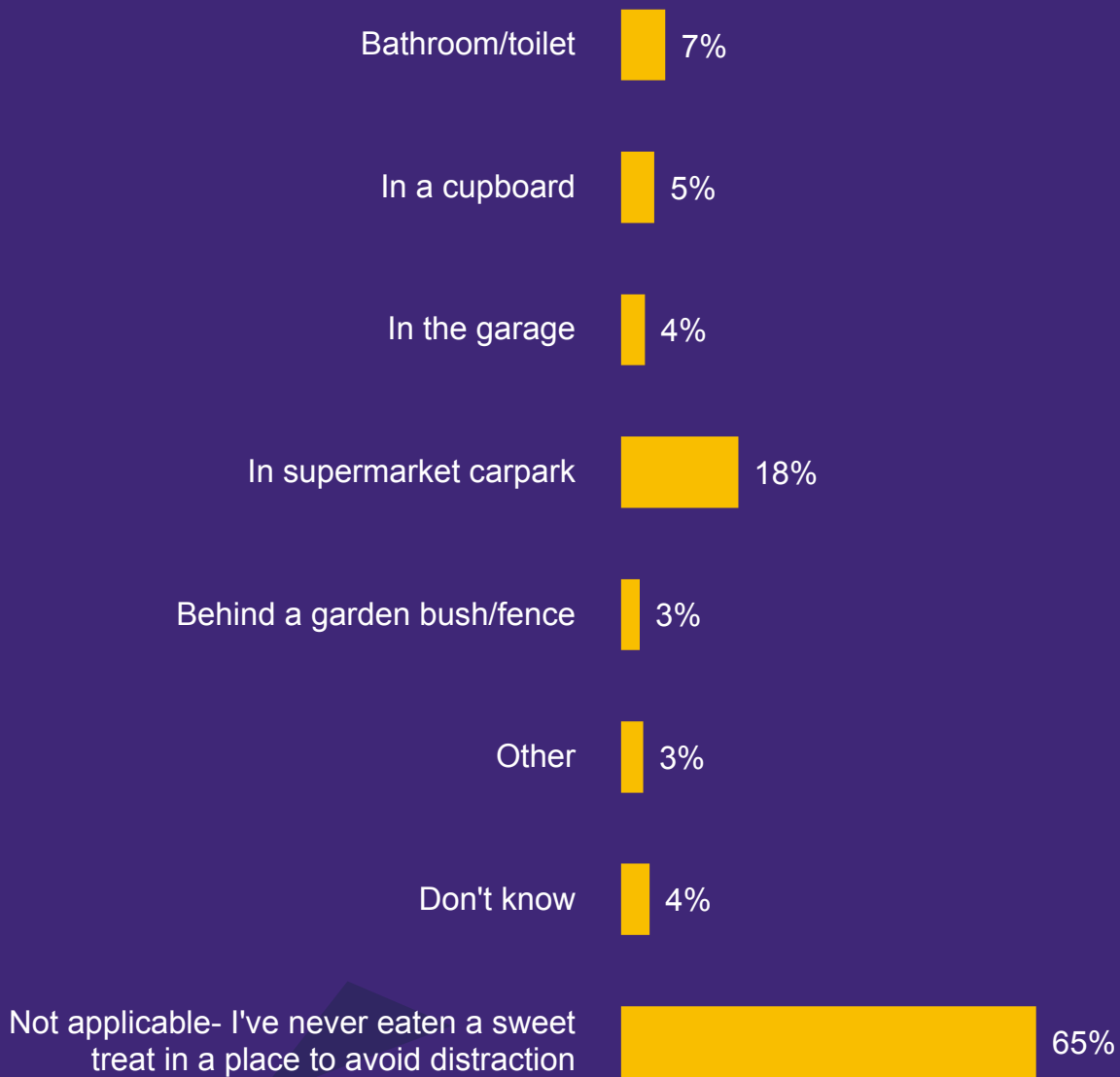
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (1115)

QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (1798)

QUESTION 8.

**HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?**



Unweighted base: All UK Adults who eat sweet treats (1798)

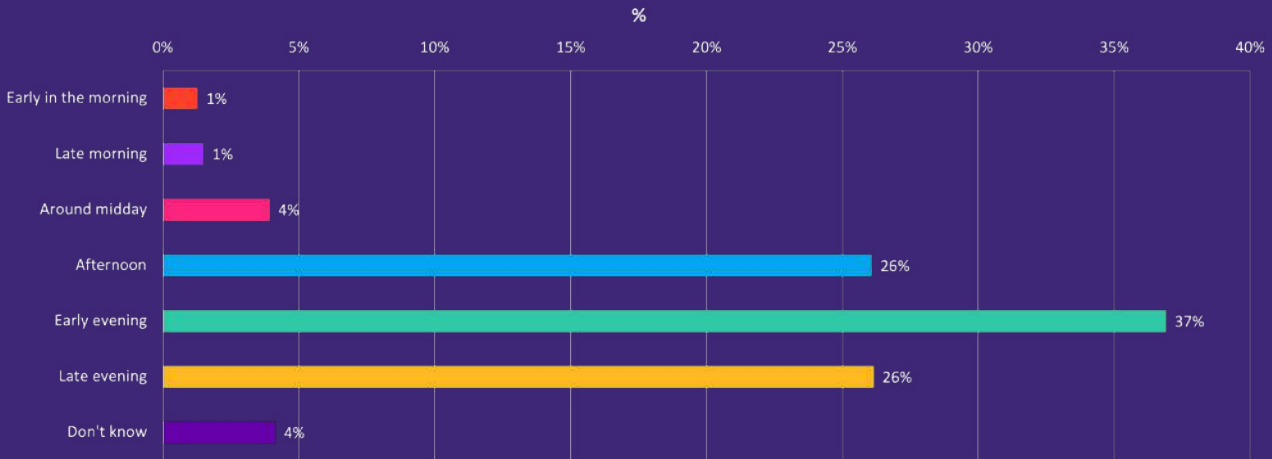
# REGIONAL SURVEY RESULTS



# NORTH EAST

## QUESTION 1.

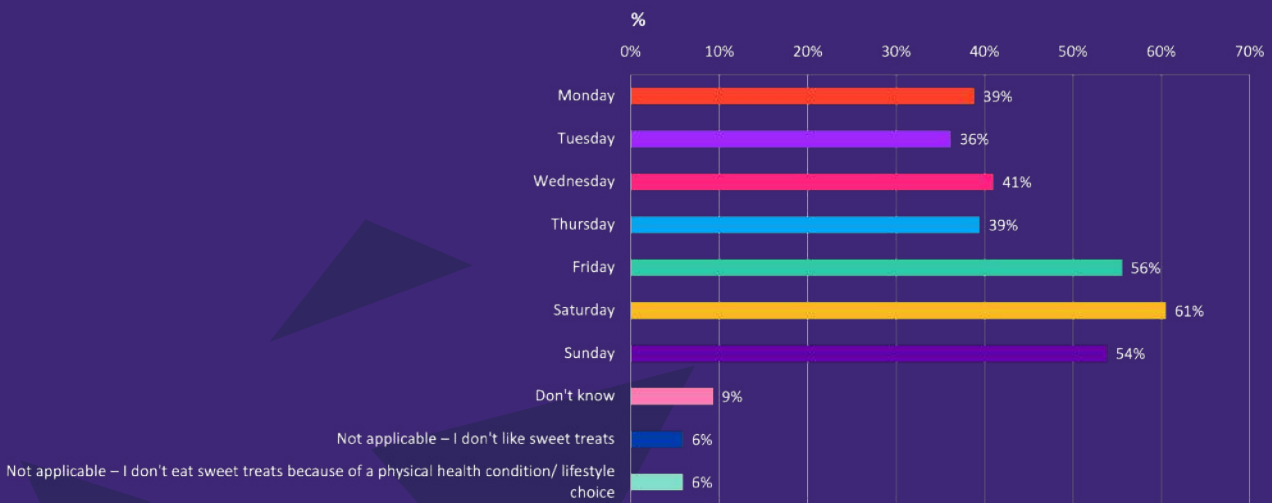
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (70)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

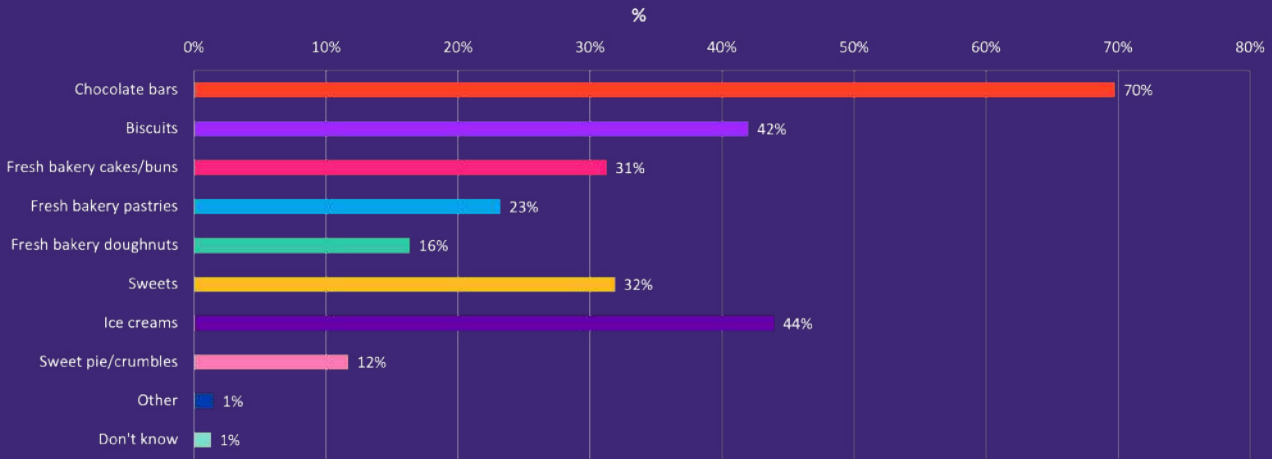


Unweighted base: All UK Adults who eat sweet treats (80)

# NORTH EAST

## QUESTION 3a.

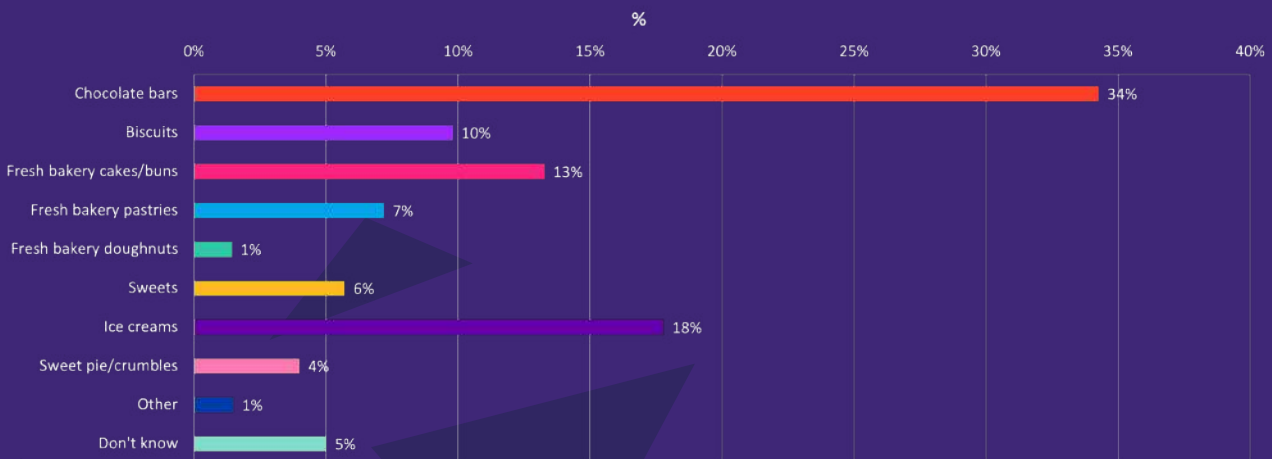
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (70)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

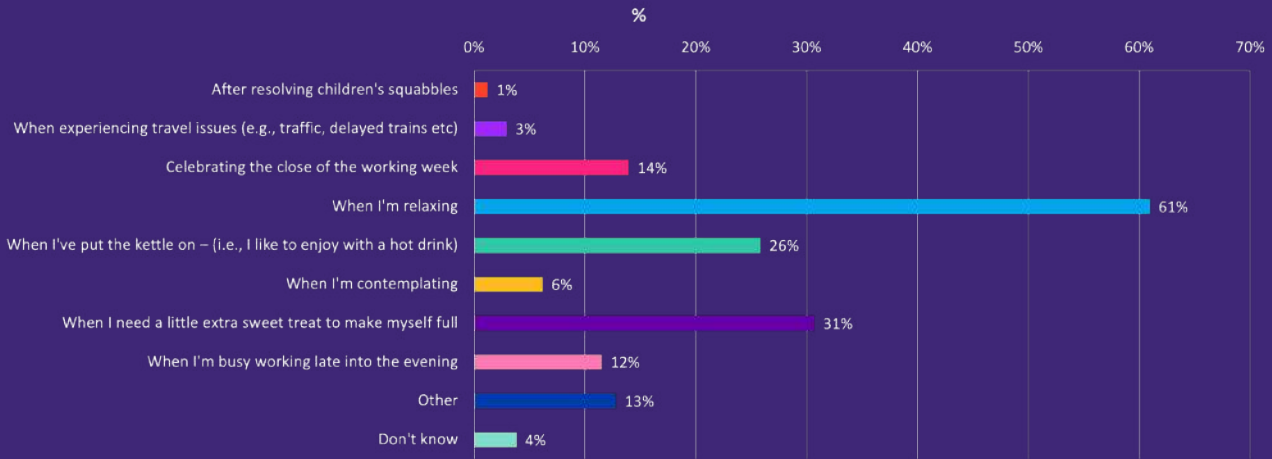


Unweighted base: All UK Adults who eat sweet treats (70)

# NORTH EAST

## QUESTION 4.

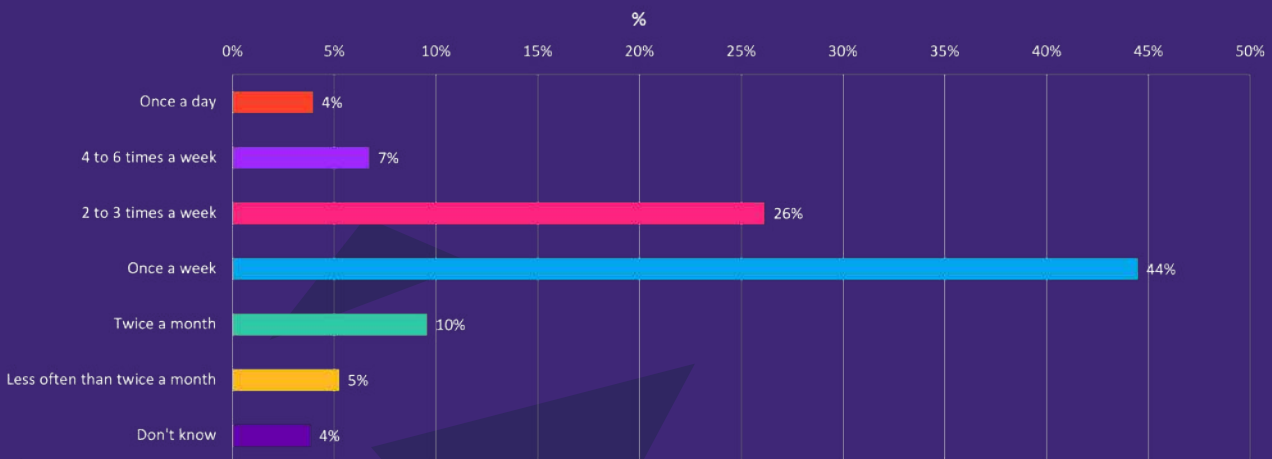
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (70)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

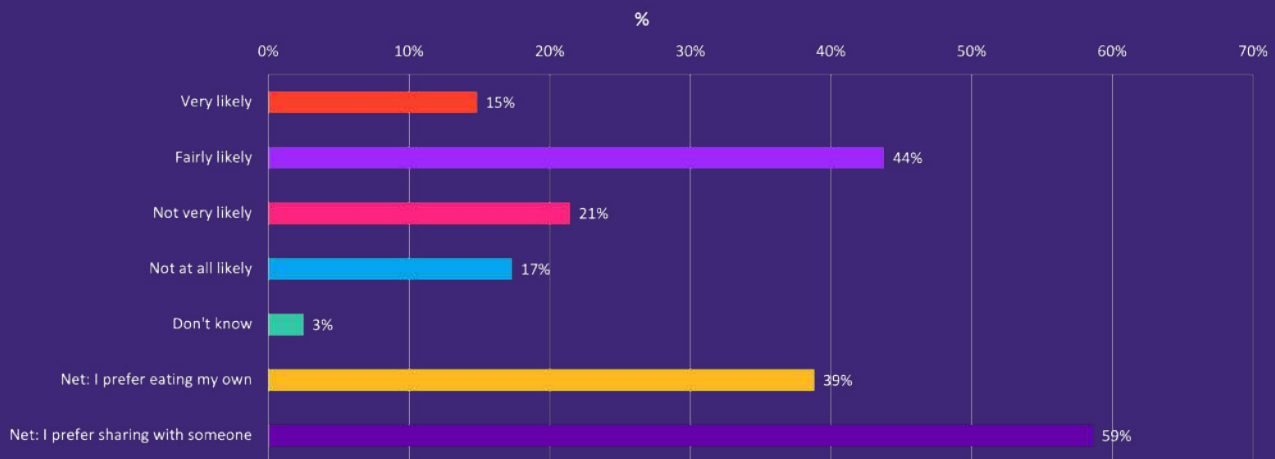


Unweighted base: All UK Adults who eat sweet treats (70)

# NORTH EAST

## QUESTION 6a.

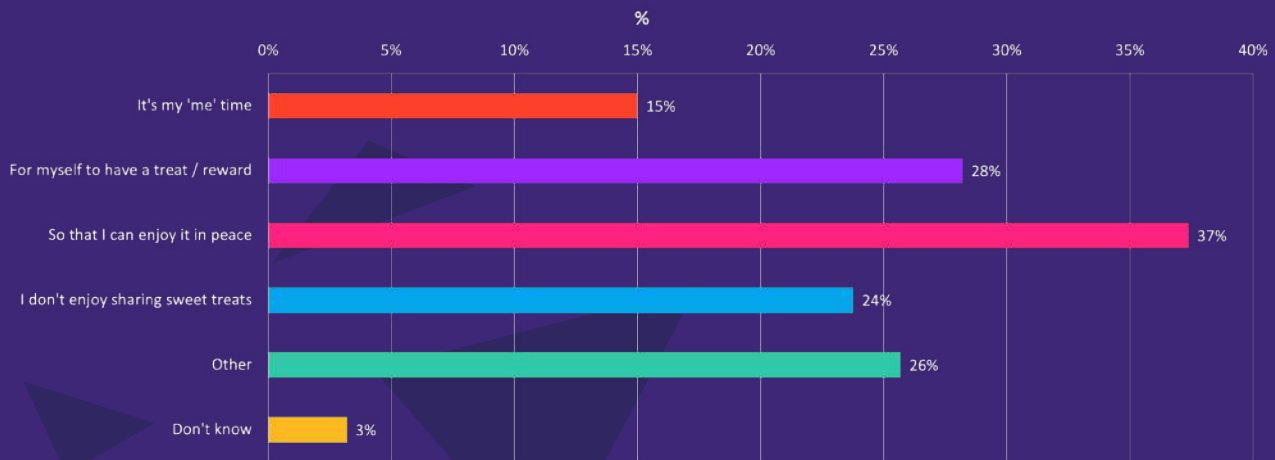
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (70)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

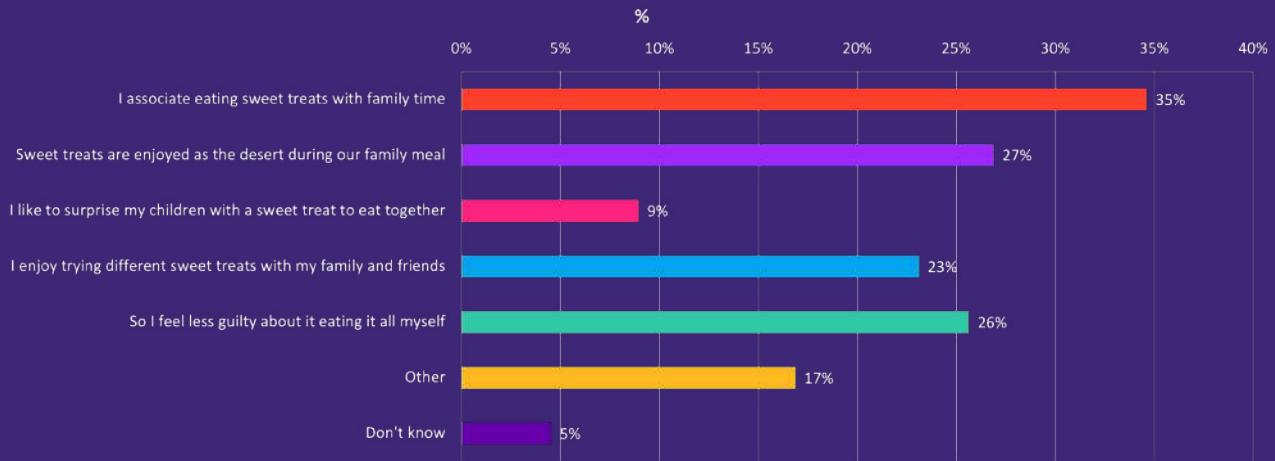


Unweighted base: All UK Adults who eat sweet treats (28)

# NORTH EAST

## QUESTION 6c.

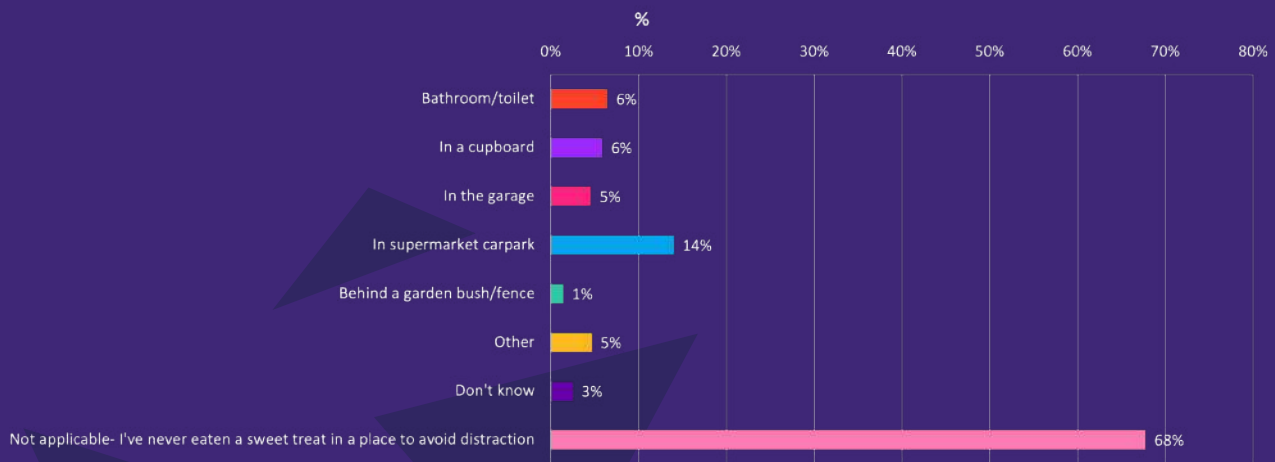
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (40)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**

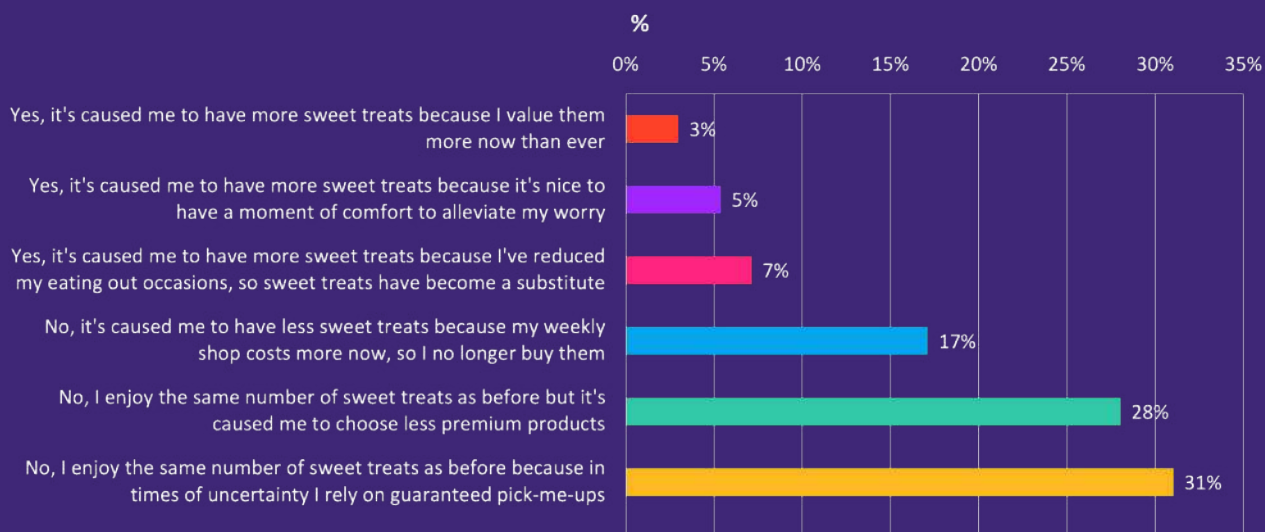


Unweighted base: All UK Adults who eat sweet treats (70)

# NORTH EAST

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



Unweighted base: All UK Adults who eat sweet treats (70)

# NORTH WEST

## QUESTION 1.

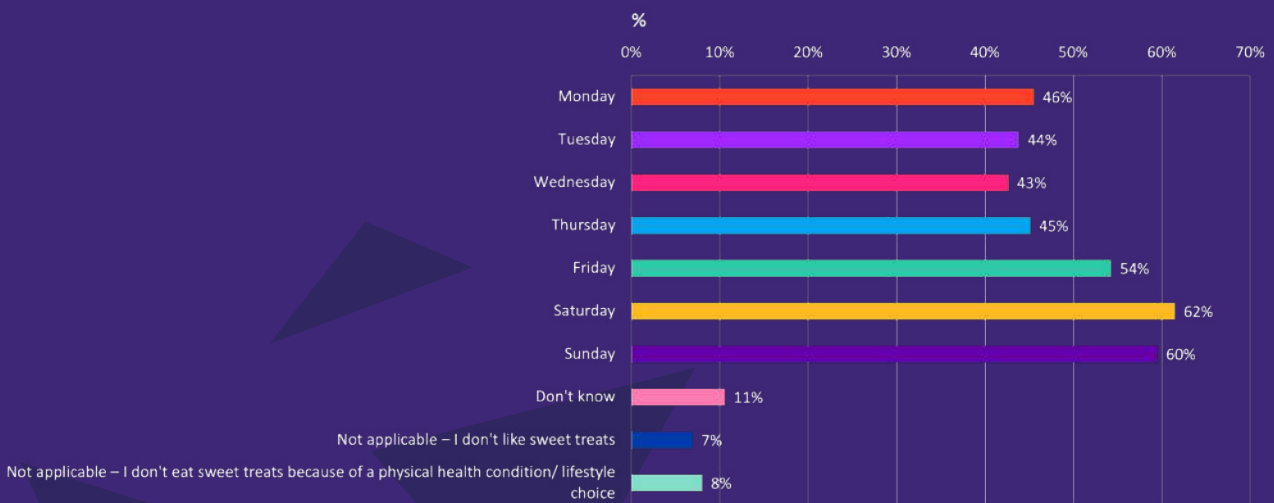
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (198)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

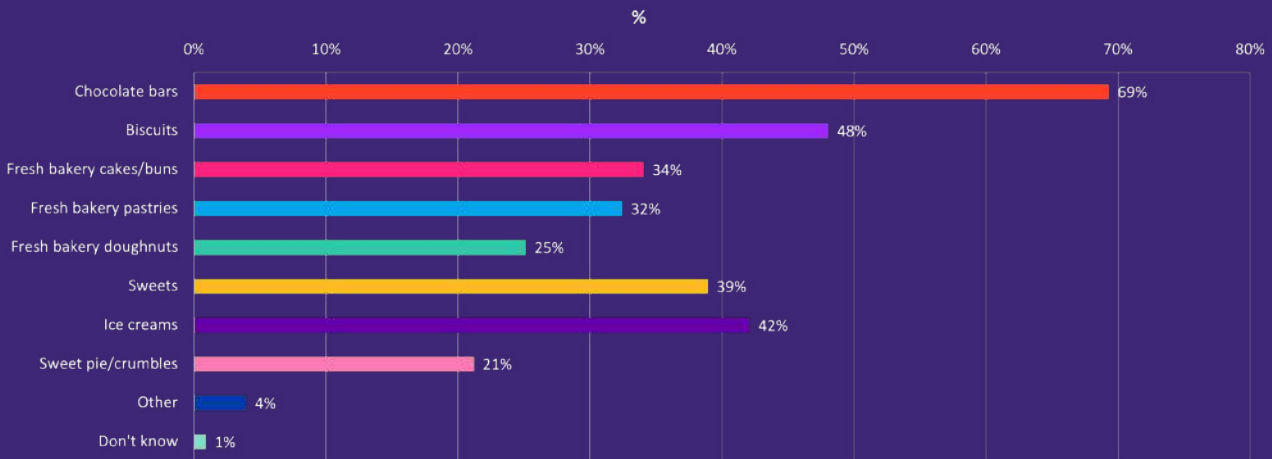


Unweighted base: All UK Adults who eat sweet treats (235)

# NORTH WEST

## QUESTION 3a.

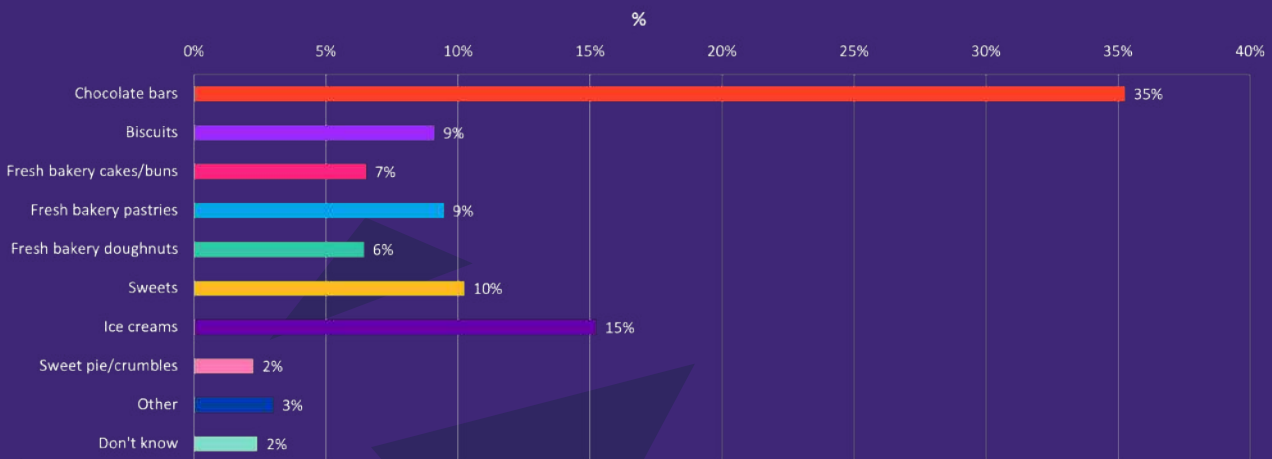
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (198)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?



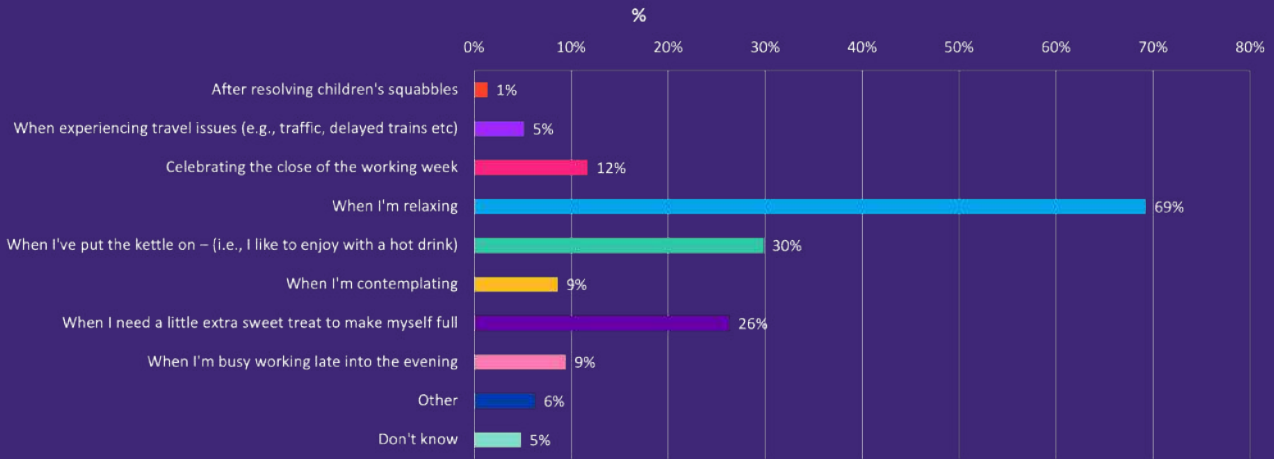
Unweighted base: All UK Adults who eat sweet treats (198)



# NORTH WEST

## QUESTION 4.

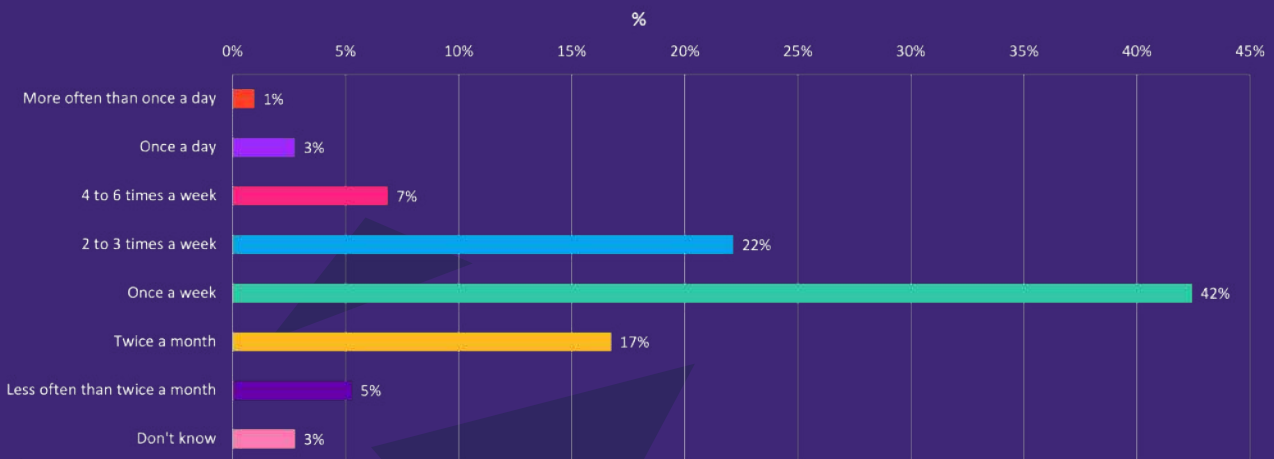
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (198)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

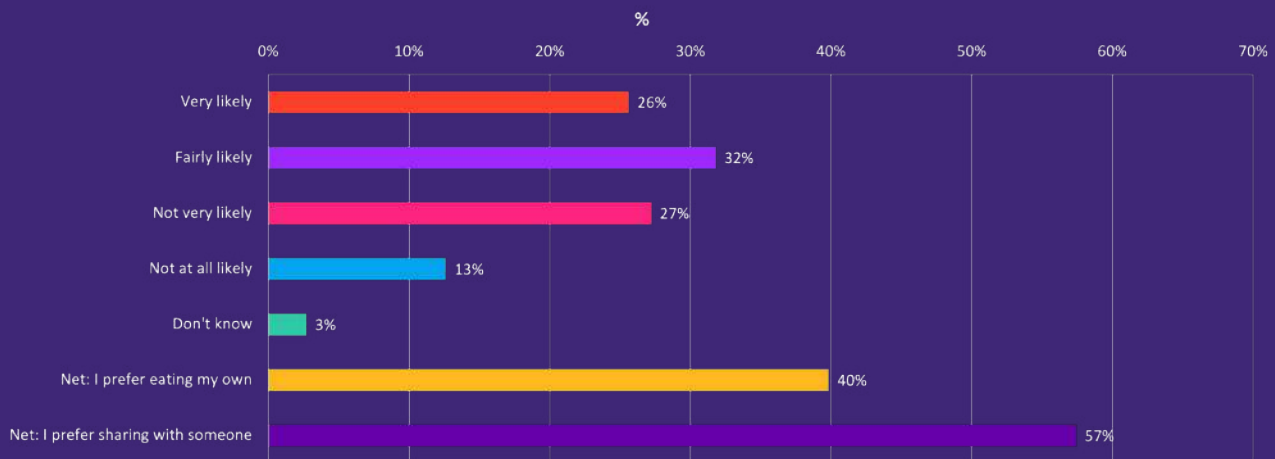


Unweighted base: All UK Adults who eat sweet treats (198)

# NORTH WEST

## QUESTION 6a.

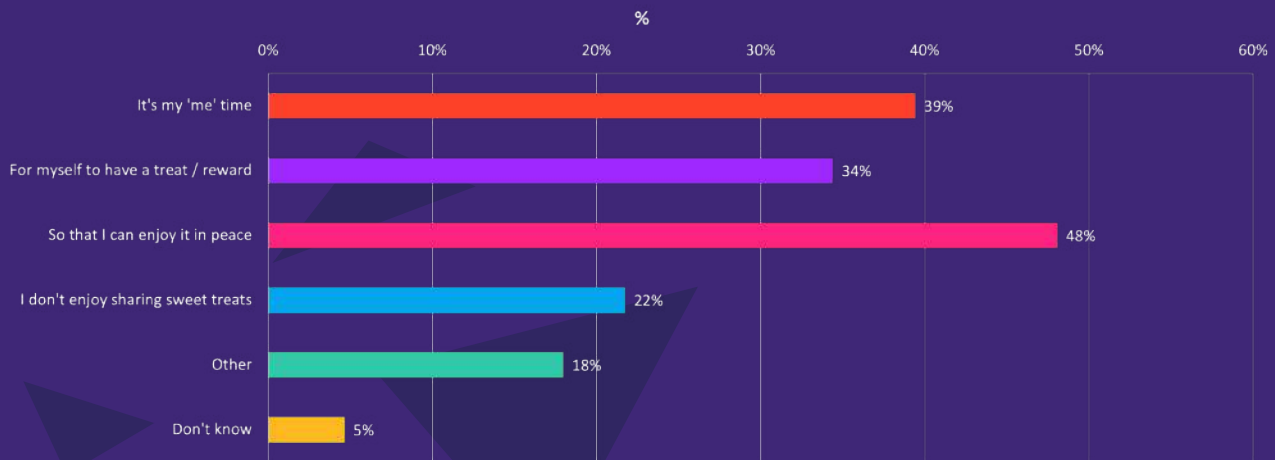
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (198)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

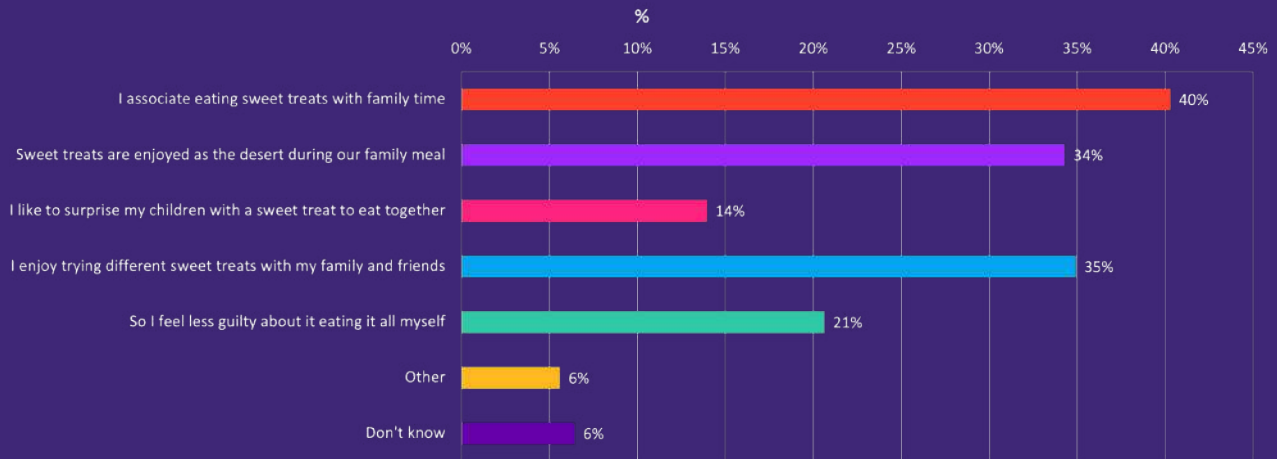


Unweighted base: All UK Adults who eat sweet treats (78)

# NORTH WEST

## QUESTION 6c.

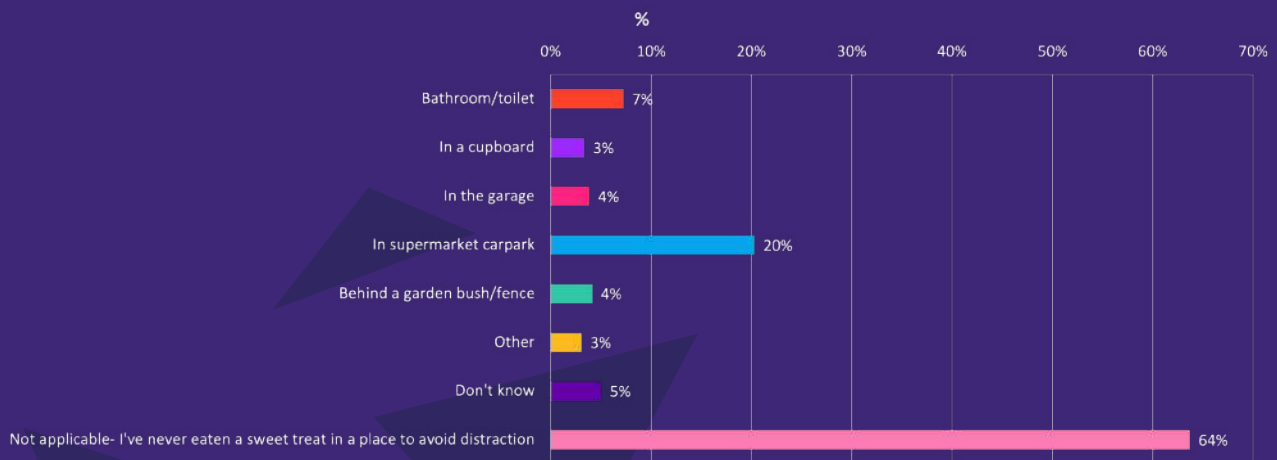
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (114)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**

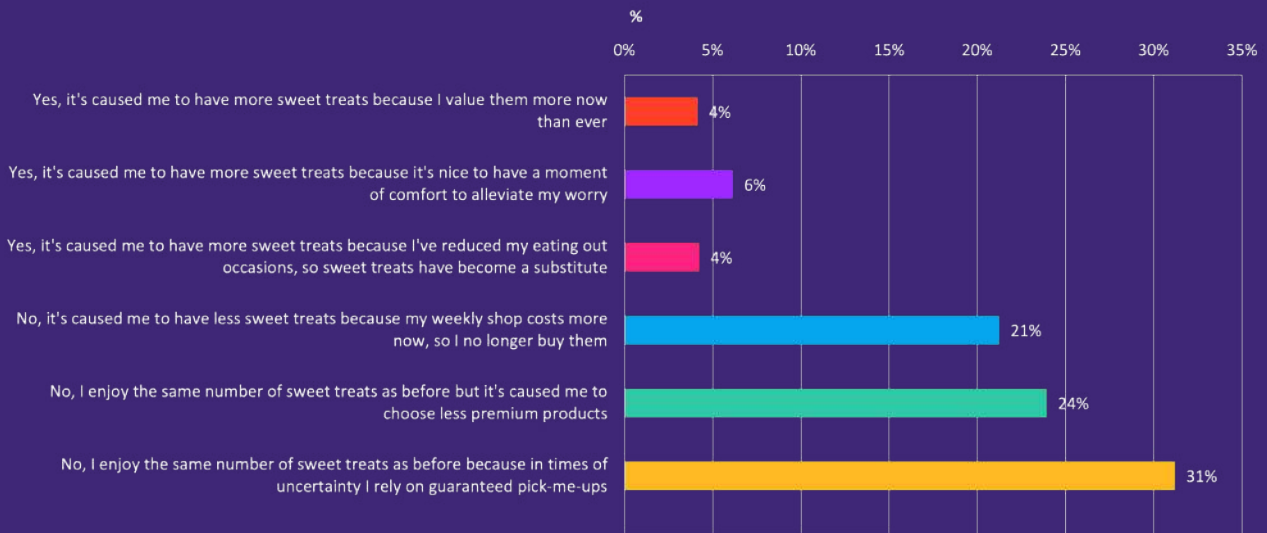


Unweighted base: All UK Adults who eat sweet treats (198)

# NORTH WEST

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

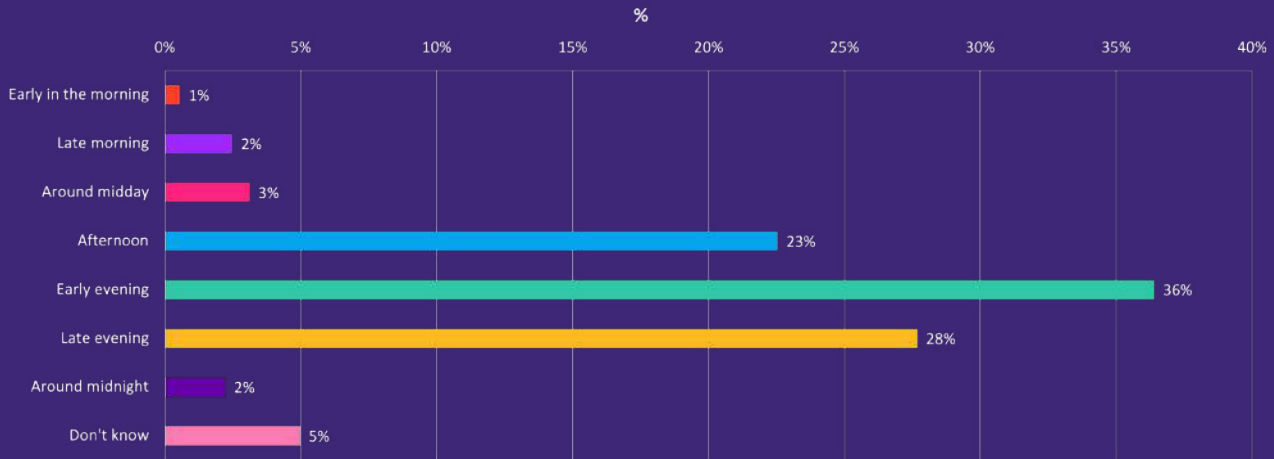


Unweighted base: All UK Adults who eat sweet treats (198)

# YORKSHIRE AND HUMBER

## QUESTION 1.

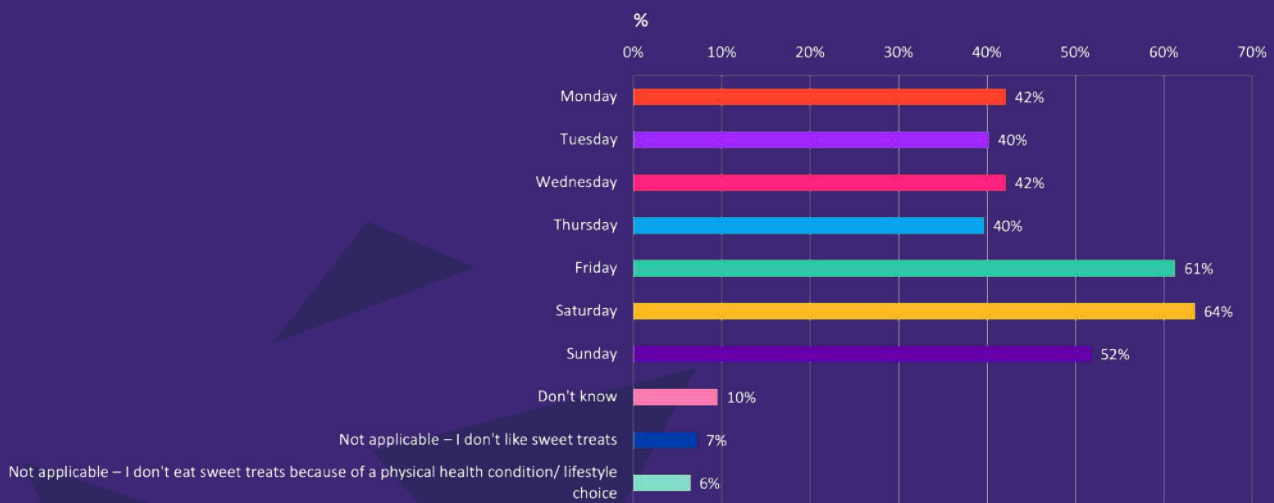
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (162)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

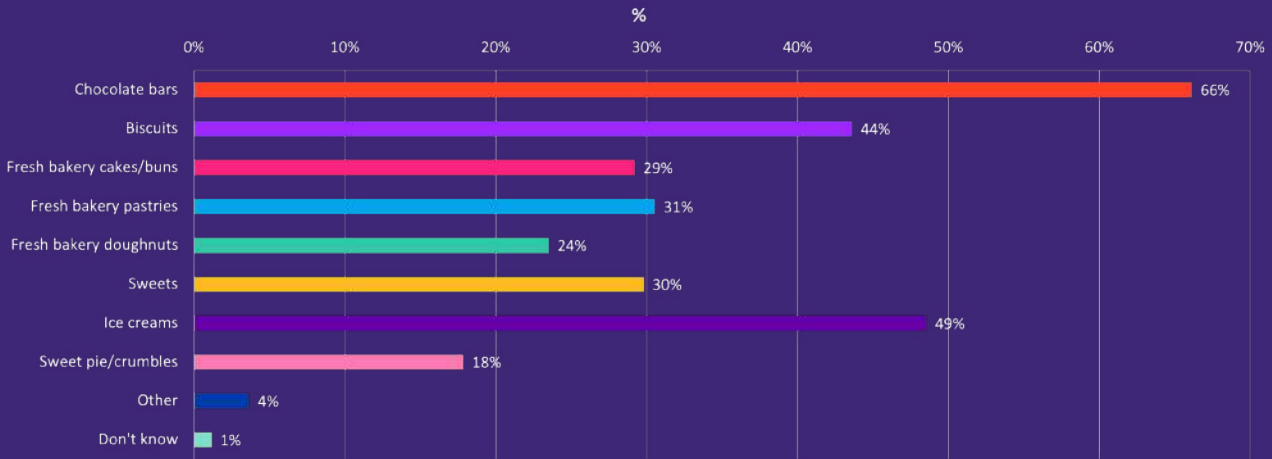


Unweighted base: All UK Adults who eat sweet treats (189)

# YORKSHIRE AND HUMBER

## QUESTION 3a.

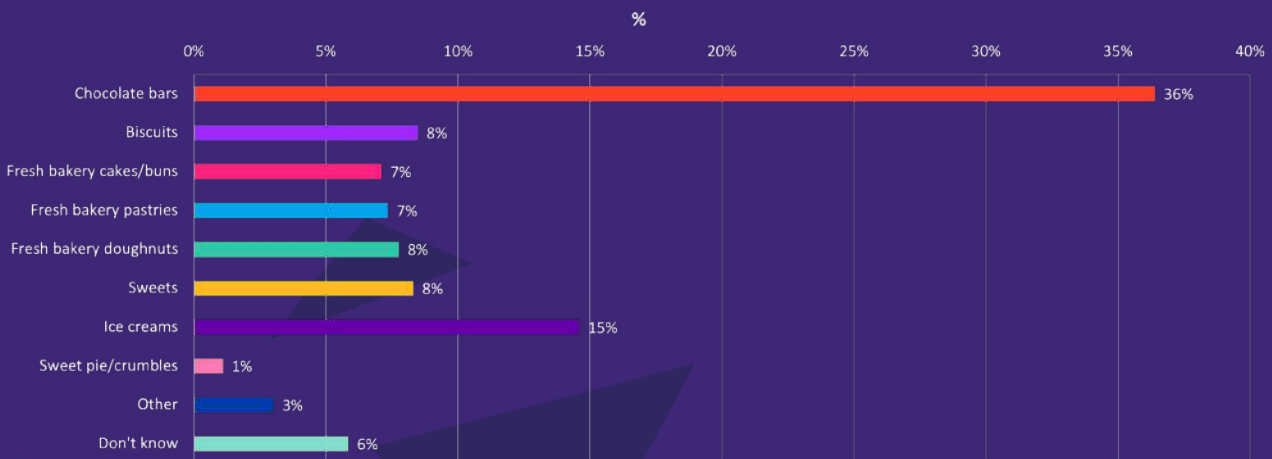
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (162)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

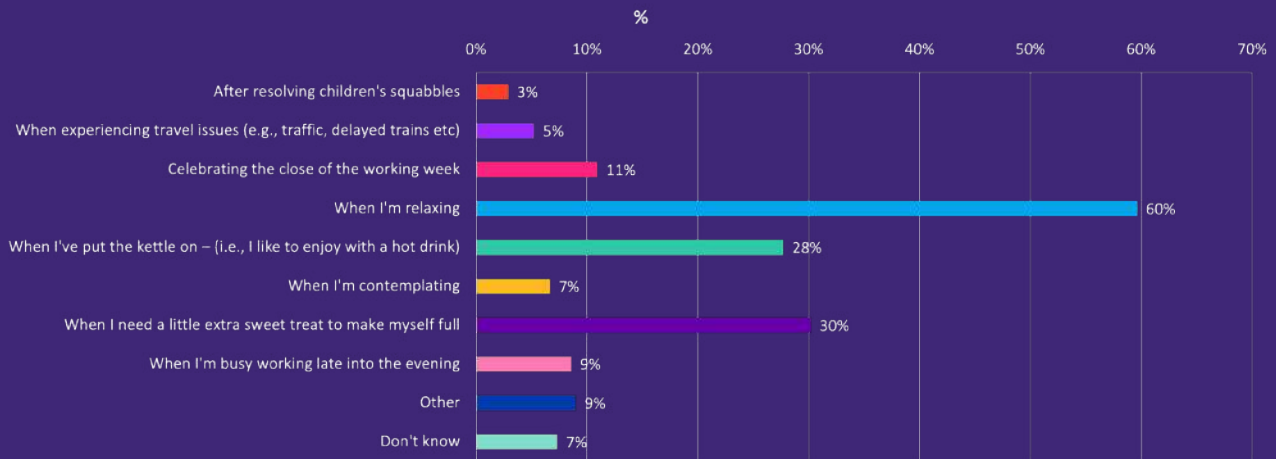


Unweighted base: All UK Adults who eat sweet treats (162)

# YORKSHIRE AND HUMBER

## QUESTION 4.

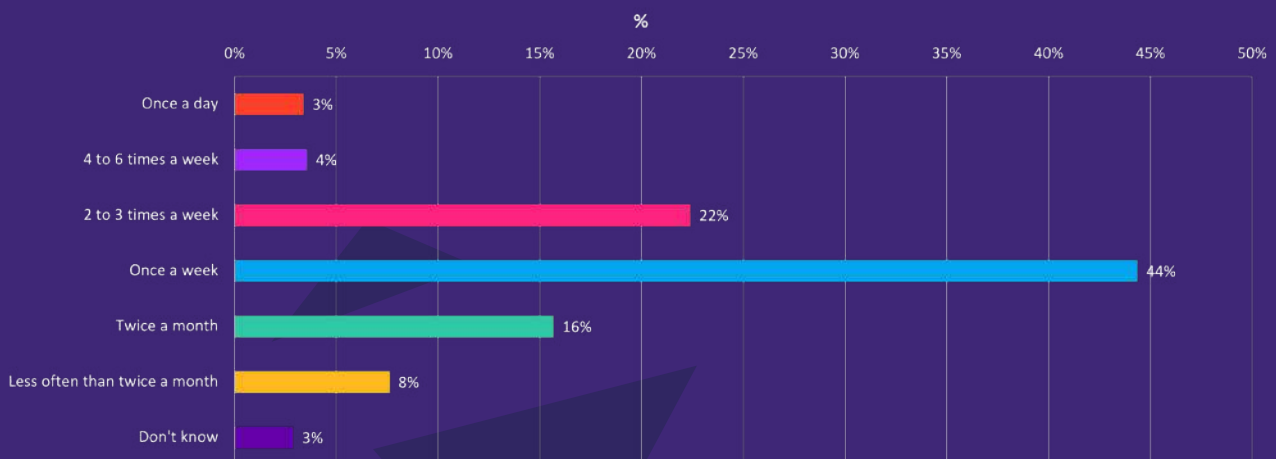
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (162)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

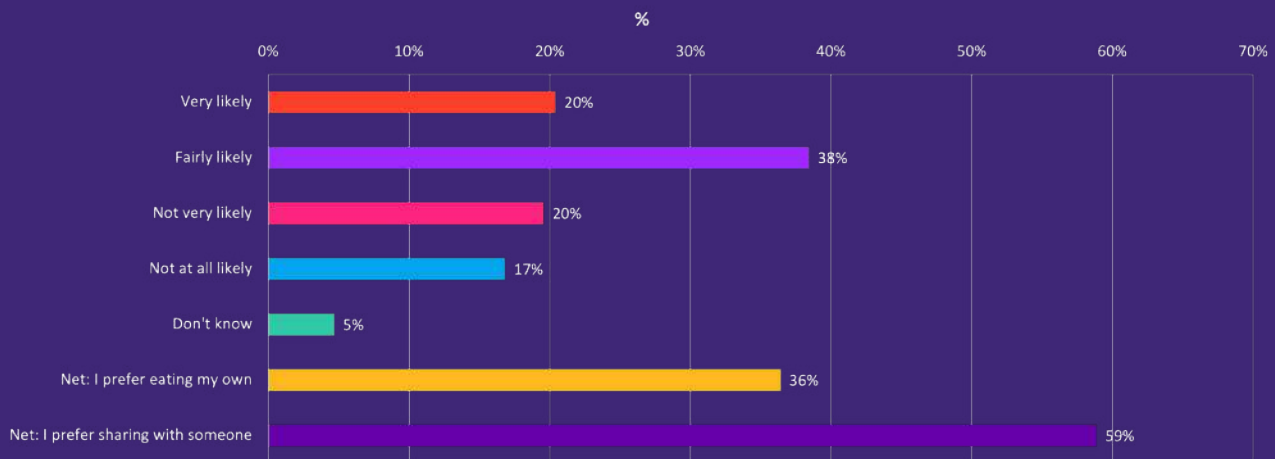


Unweighted base: All UK Adults who eat sweet treats (162)

# YORKSHIRE AND HUMBER

## QUESTION 6a.

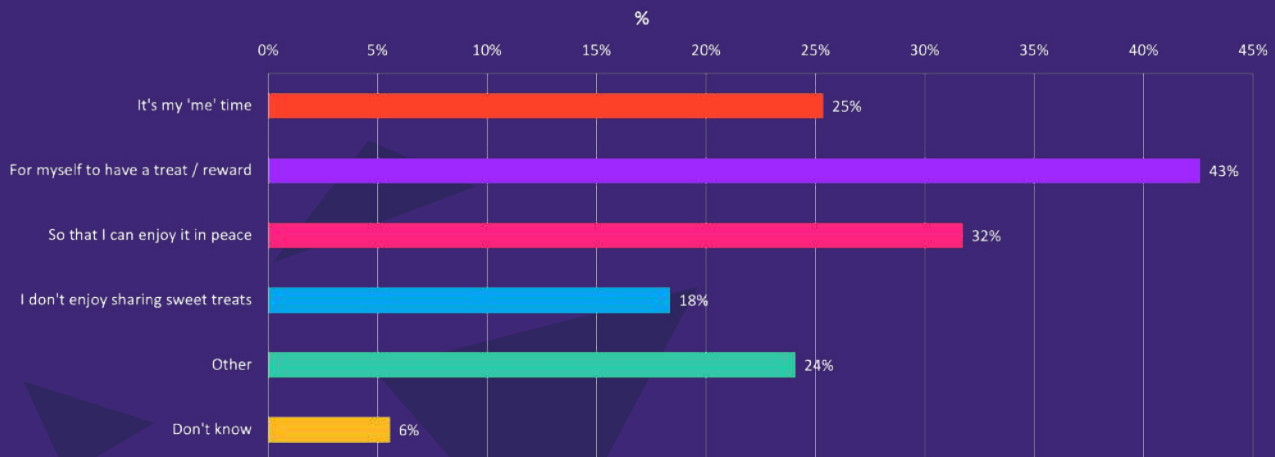
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (162)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



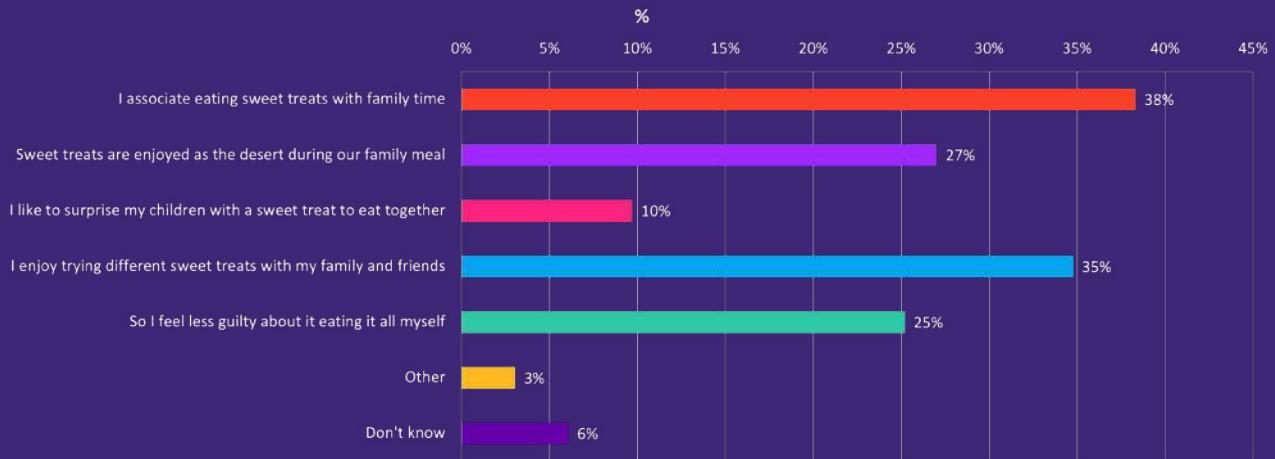
Unweighted base: All UK Adults who eat sweet treats (59)



# YORKSHIRE AND HUMBER

## QUESTION 6c.

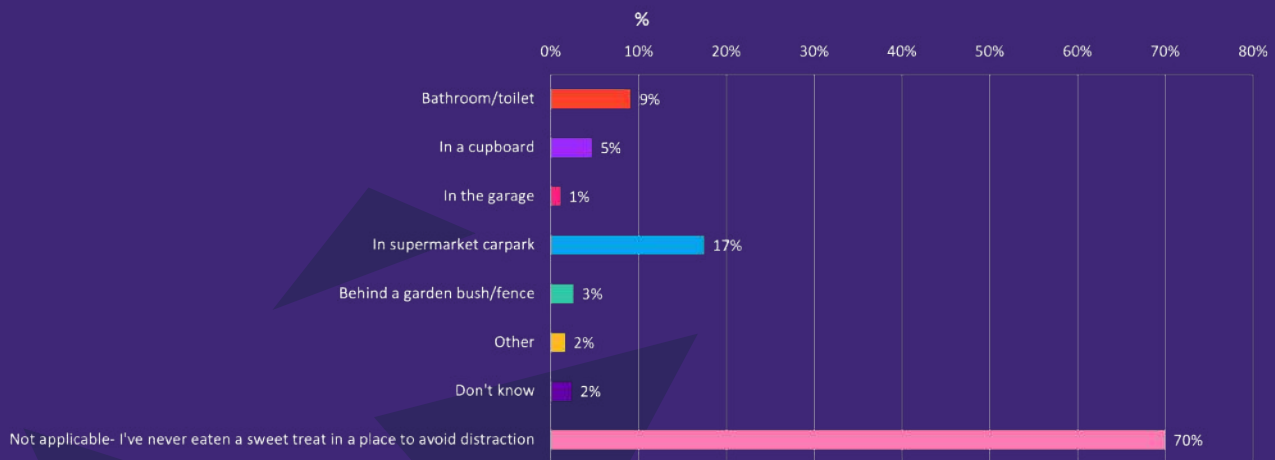
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (96)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (162)

# YORKSHIRE AND HUMBER

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



Unweighted base: All UK Adults who eat sweet treats (162)

# EAST MIDLANDS

## QUESTION 1.

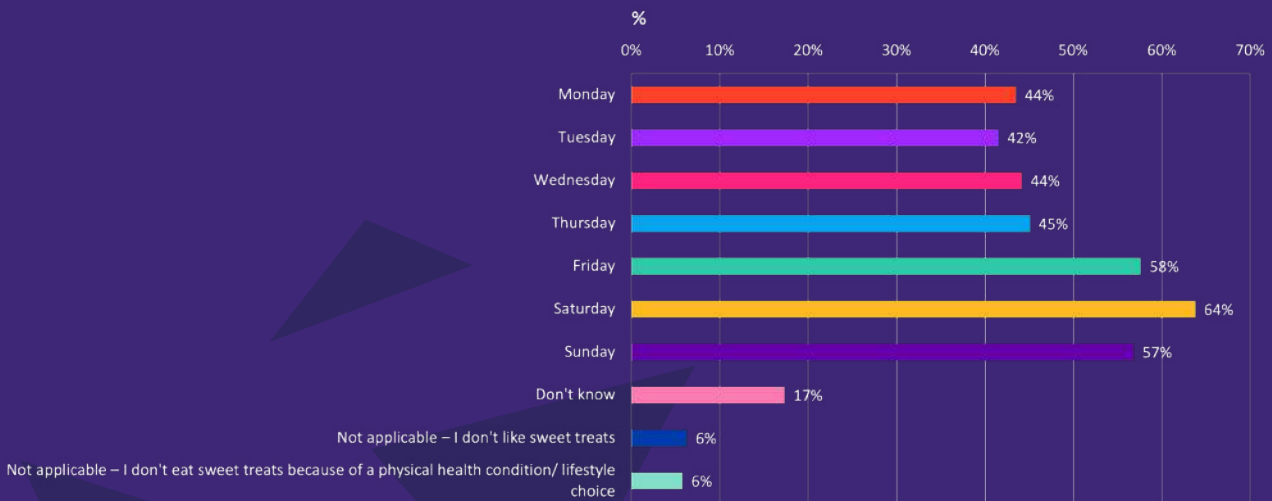
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (141)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

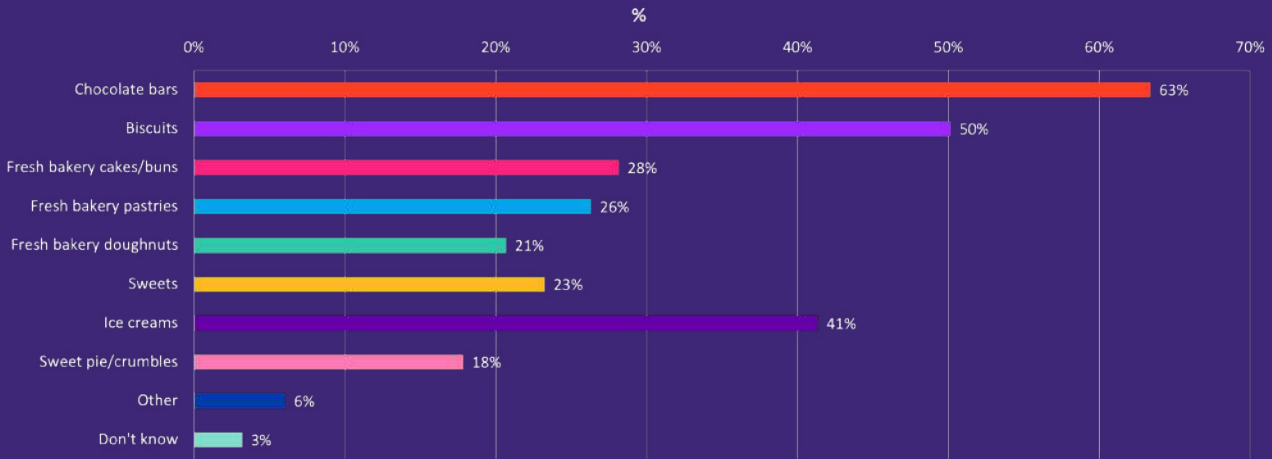


Unweighted base: All UK Adults who eat sweet treats (161)

# EAST MIDLANDS

## QUESTION 3a.

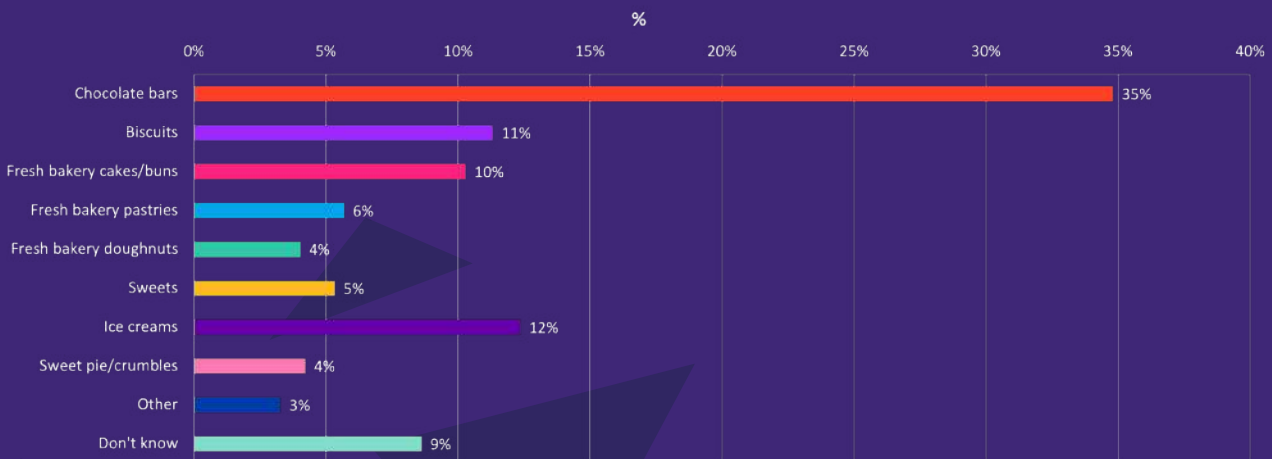
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (141)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

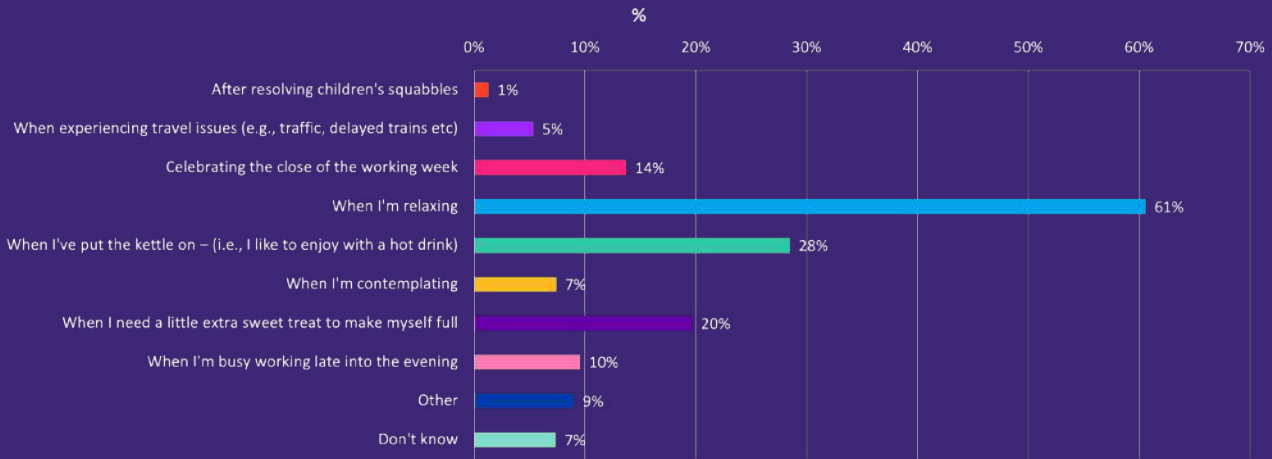


Unweighted base: All UK Adults who eat sweet treats (141)

# EAST MIDLANDS

## QUESTION 4.

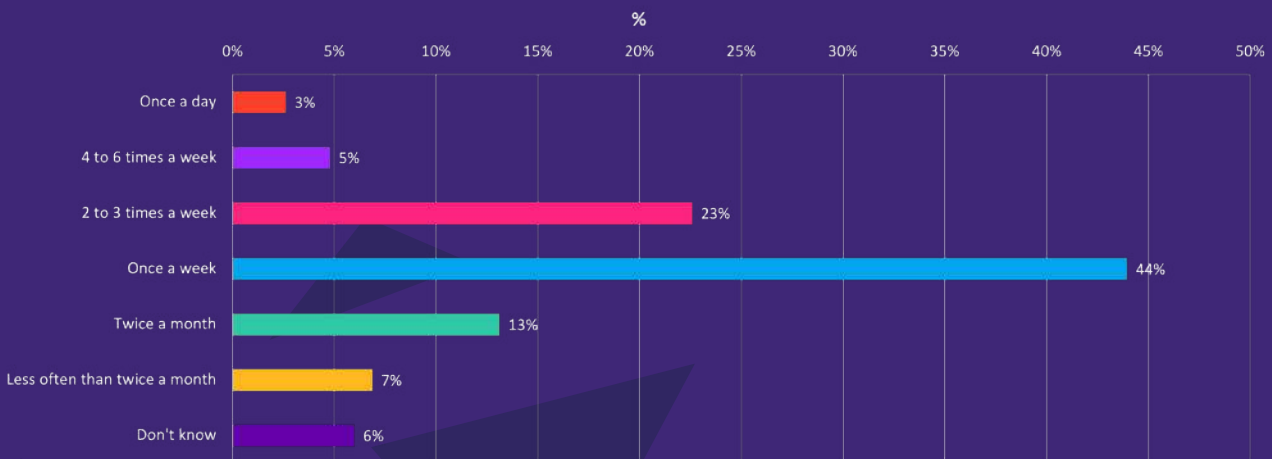
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (141)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

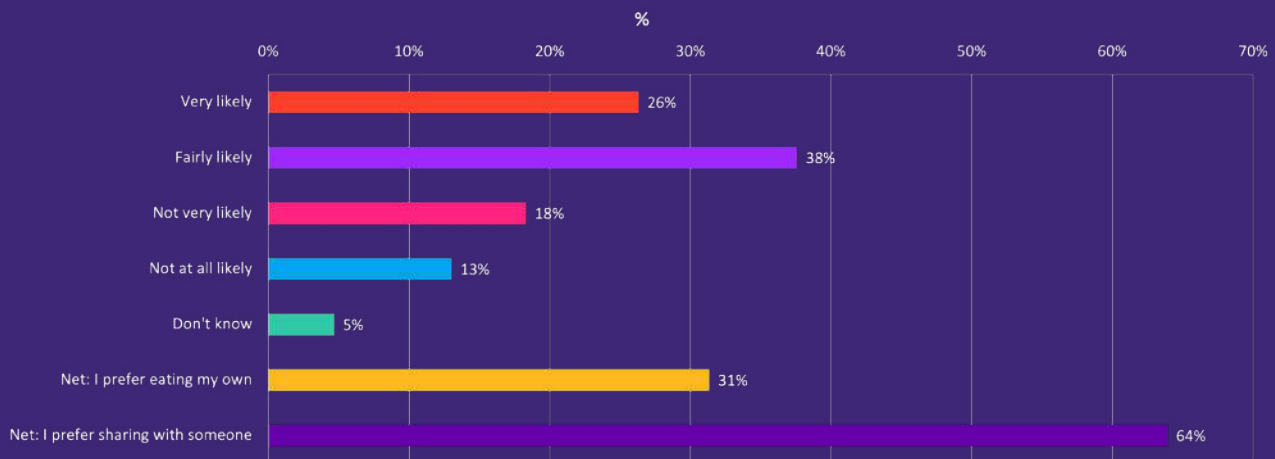


Unweighted base: All UK Adults who eat sweet treats (141)

# EAST MIDLANDS

## QUESTION 6a.

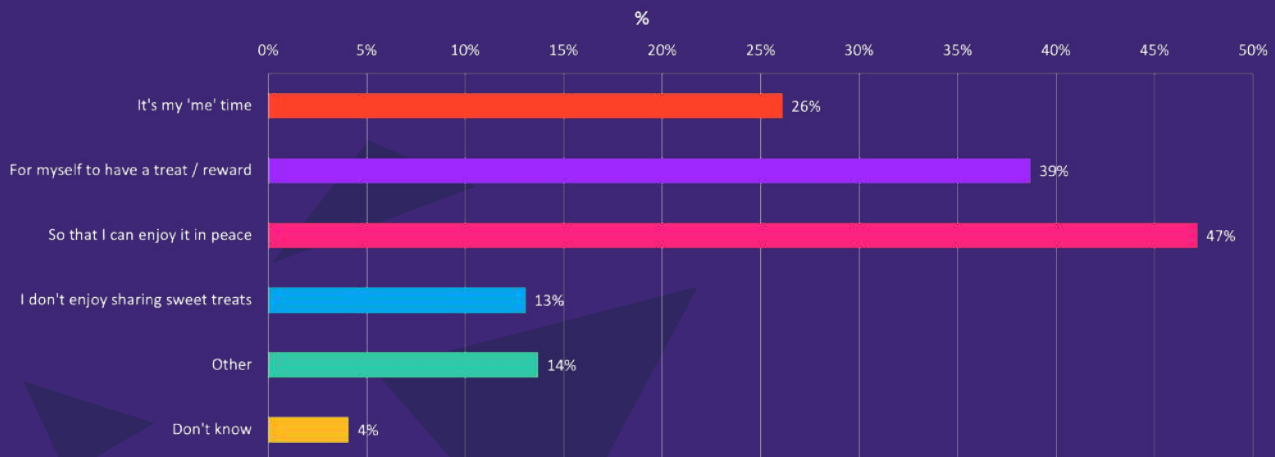
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (141)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

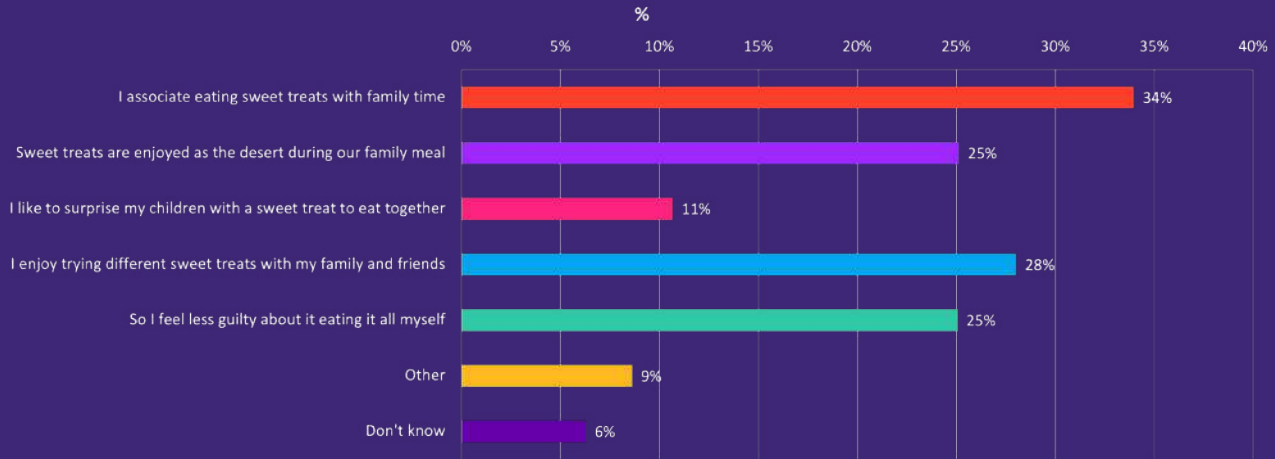


Unweighted base: All UK Adults who eat sweet treats (44)

# EAST MIDLANDS

## QUESTION 6c.

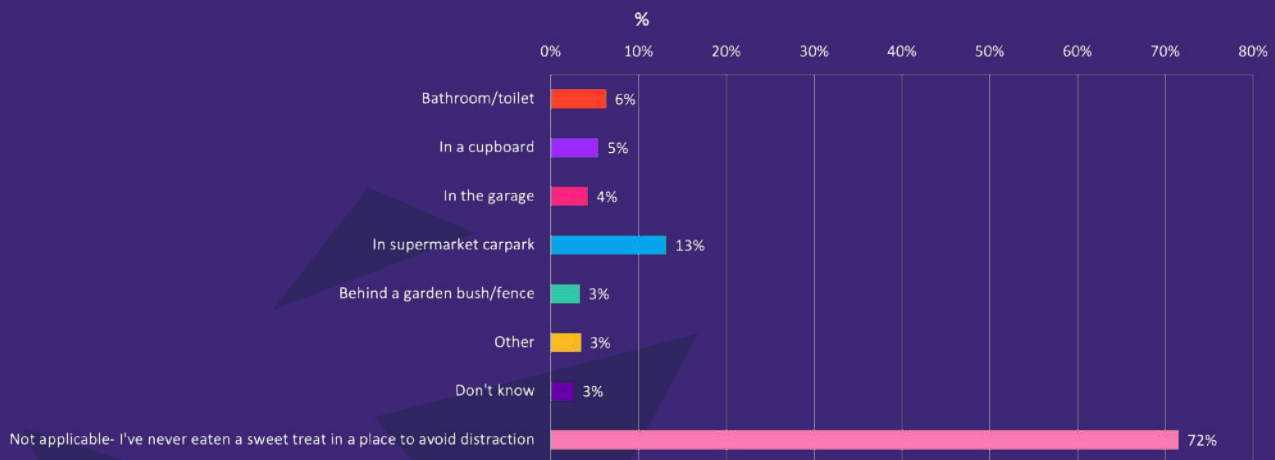
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (91)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (141)

# EAST MIDLANDS

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



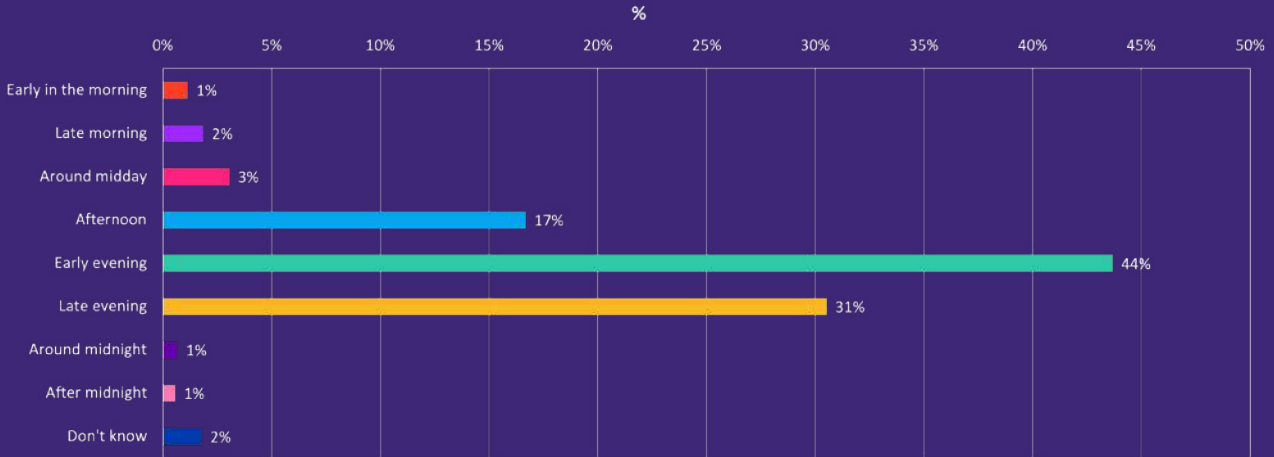
Unweighted base: All UK Adults who eat sweet treats (141)



# WEST MIDLANDS

## QUESTION 1.

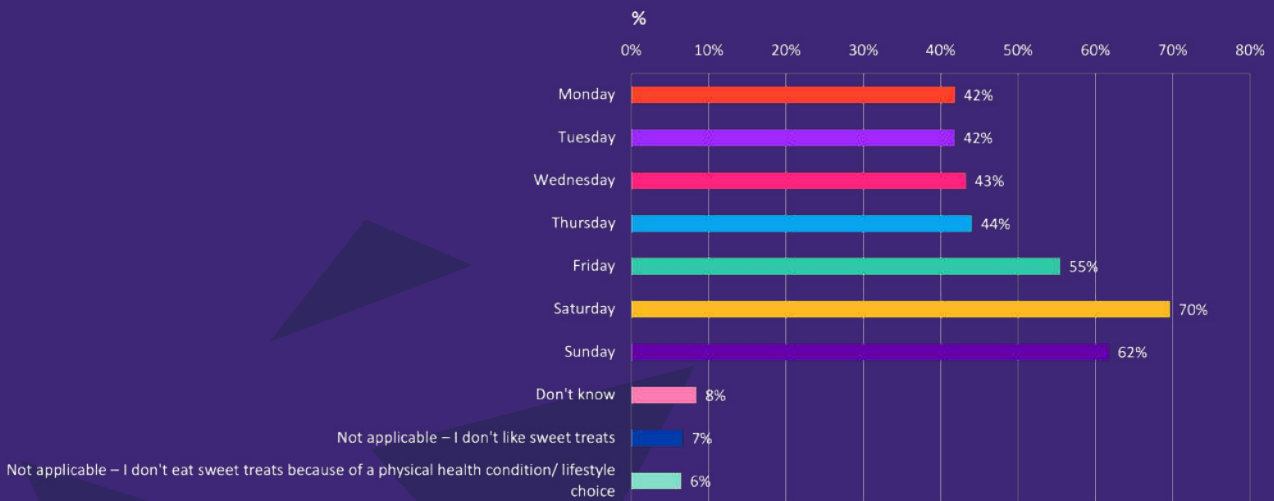
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (154)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

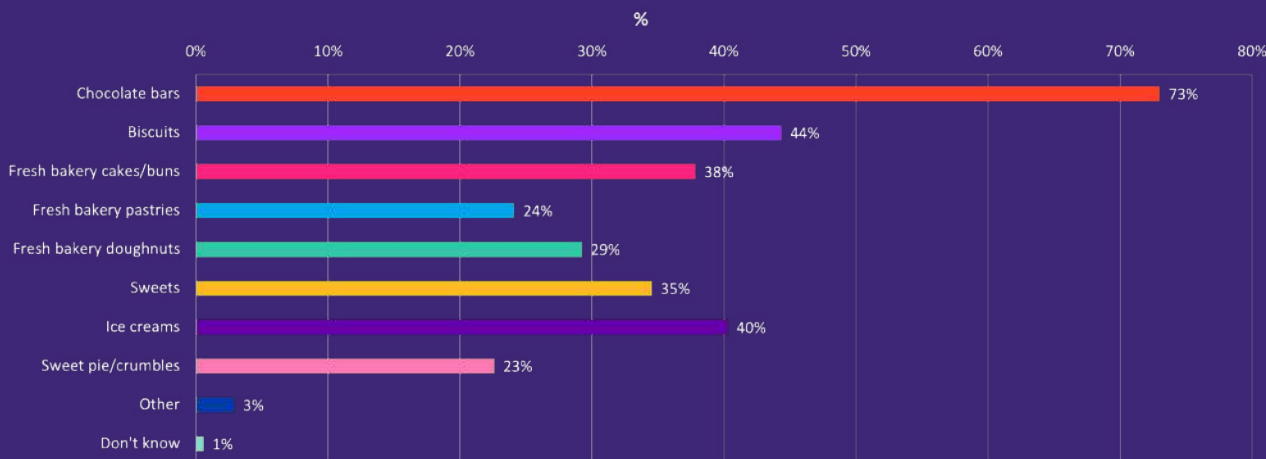


Unweighted base: All UK Adults who eat sweet treats (178)

# WEST MIDLANDS

## QUESTION 3a.

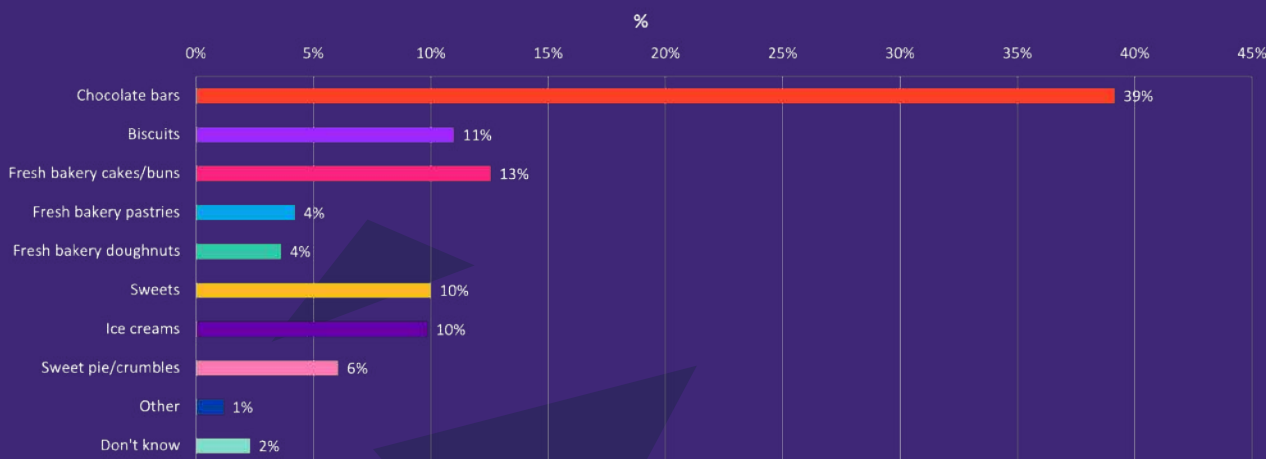
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (154)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

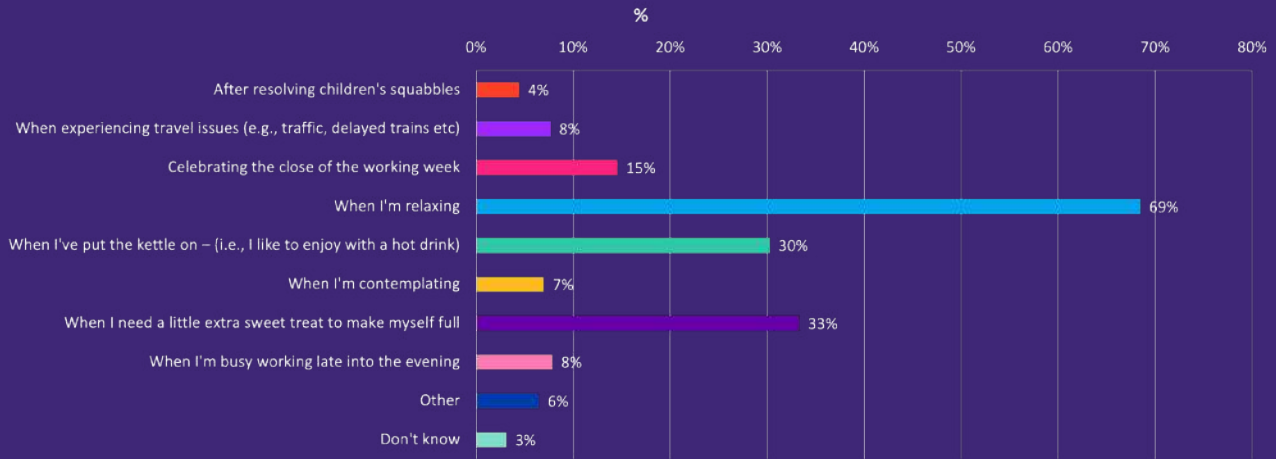


Unweighted base: All UK Adults who eat sweet treats (154)

# WEST MIDLANDS

## QUESTION 4.

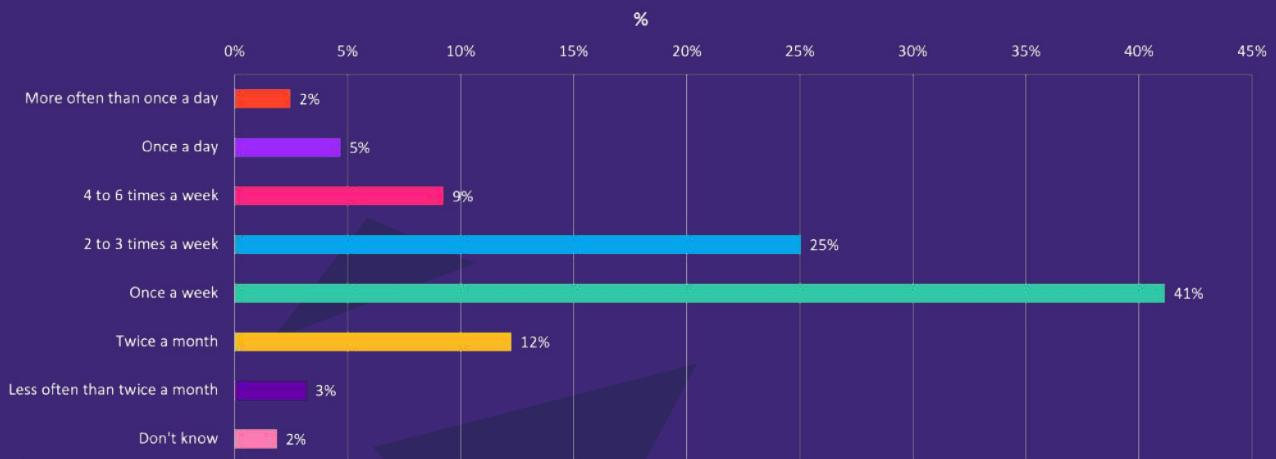
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (154)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

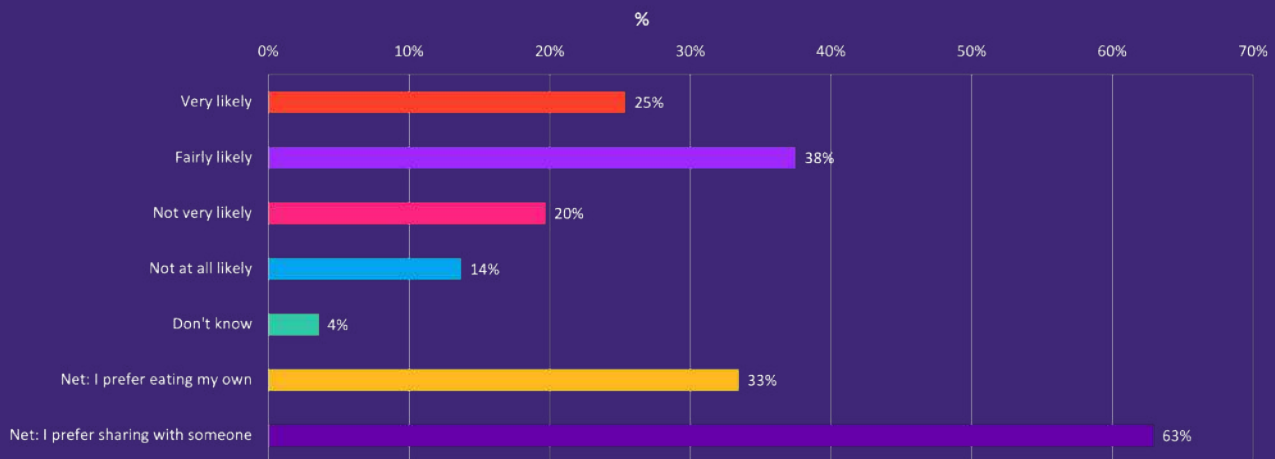


Unweighted base: All UK Adults who eat sweet treats (154)

# WEST MIDLANDS

## QUESTION 6a.

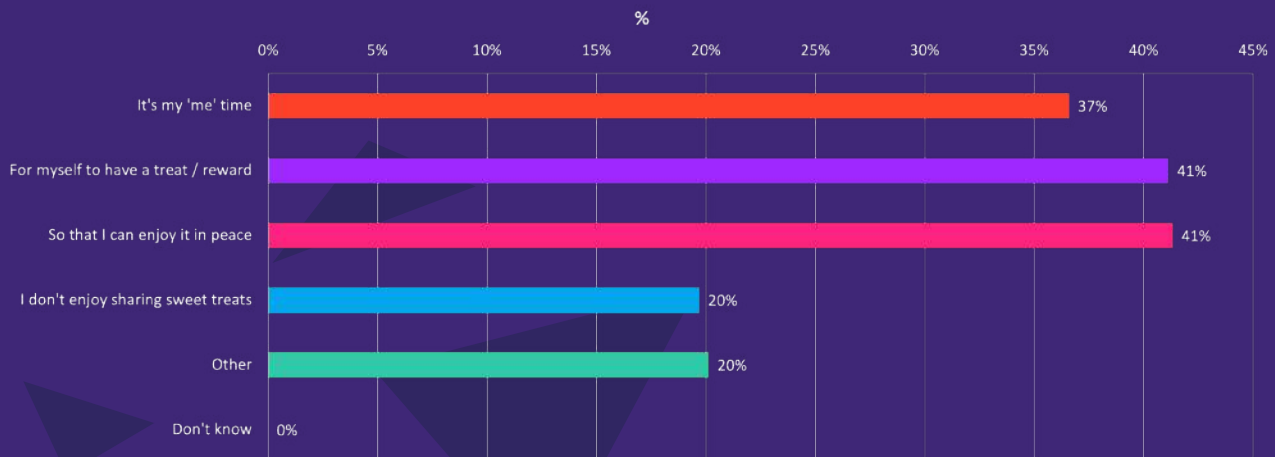
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (154)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

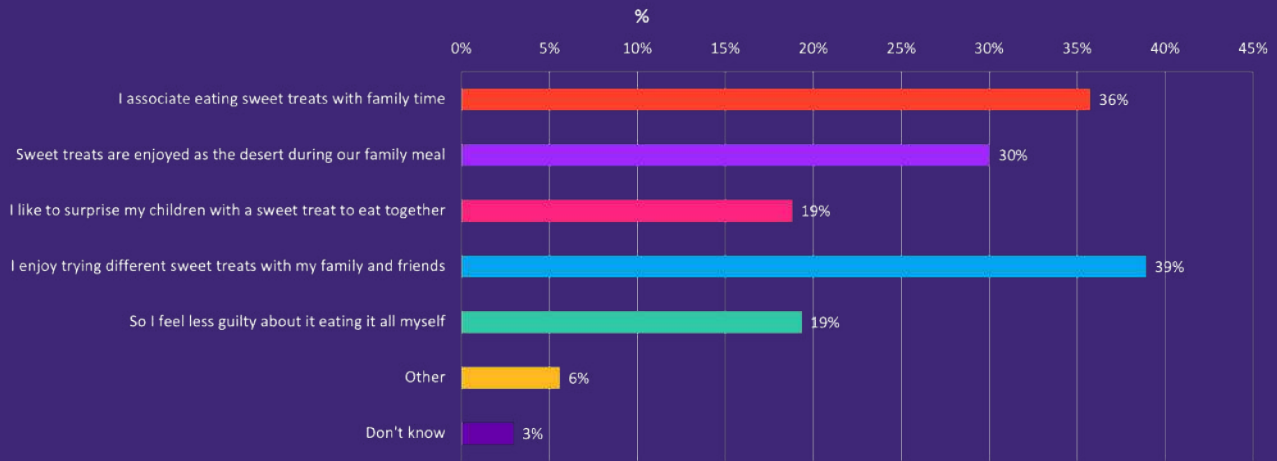


Unweighted base: All UK Adults who eat sweet treats (50)

# WEST MIDLANDS

## QUESTION 6c.

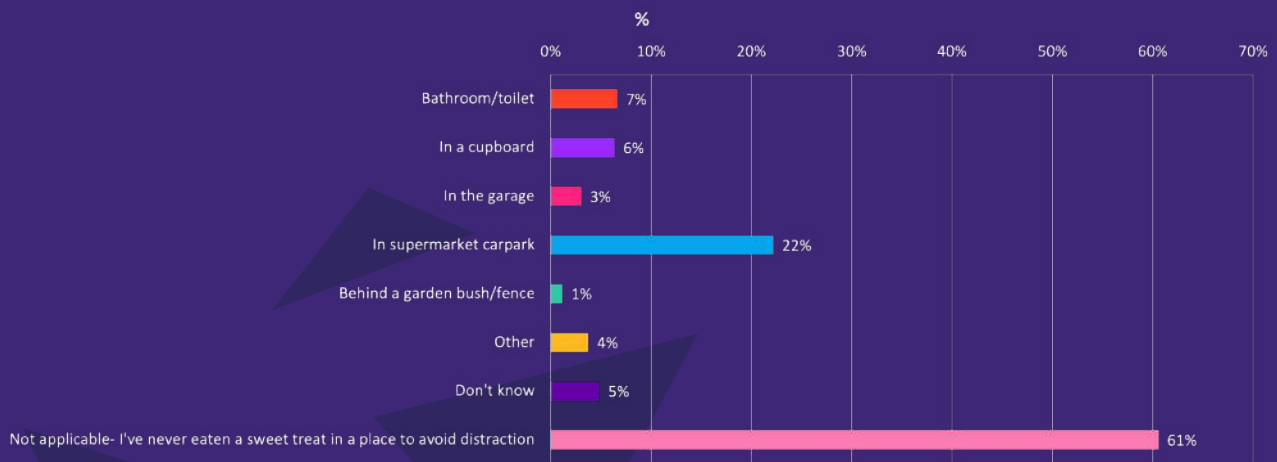
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (99)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (154)

# WEST MIDLANDS

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

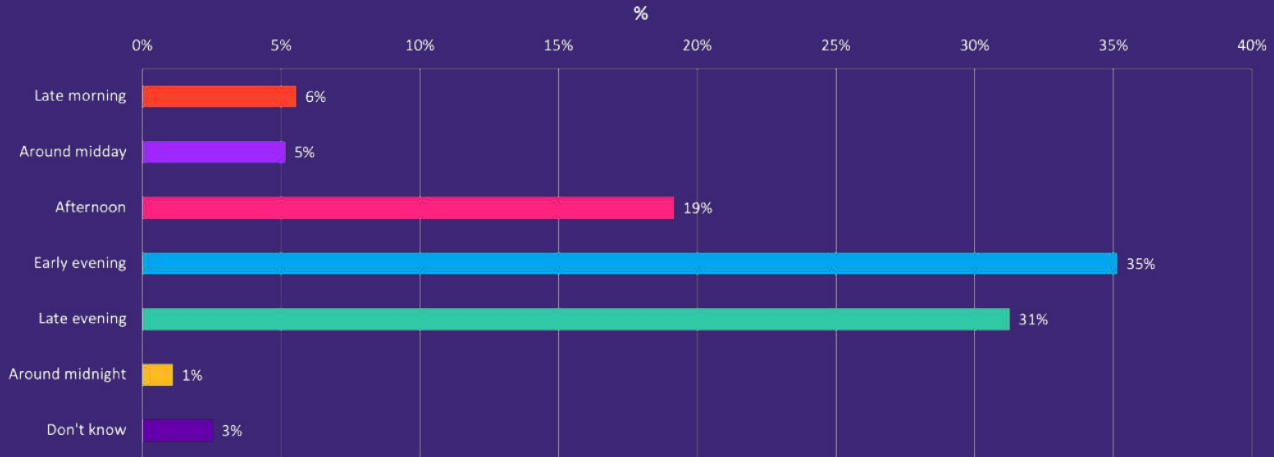


Unweighted base: All UK Adults who eat sweet treats (154)

# EAST OF ENGLAND

## QUESTION 1.

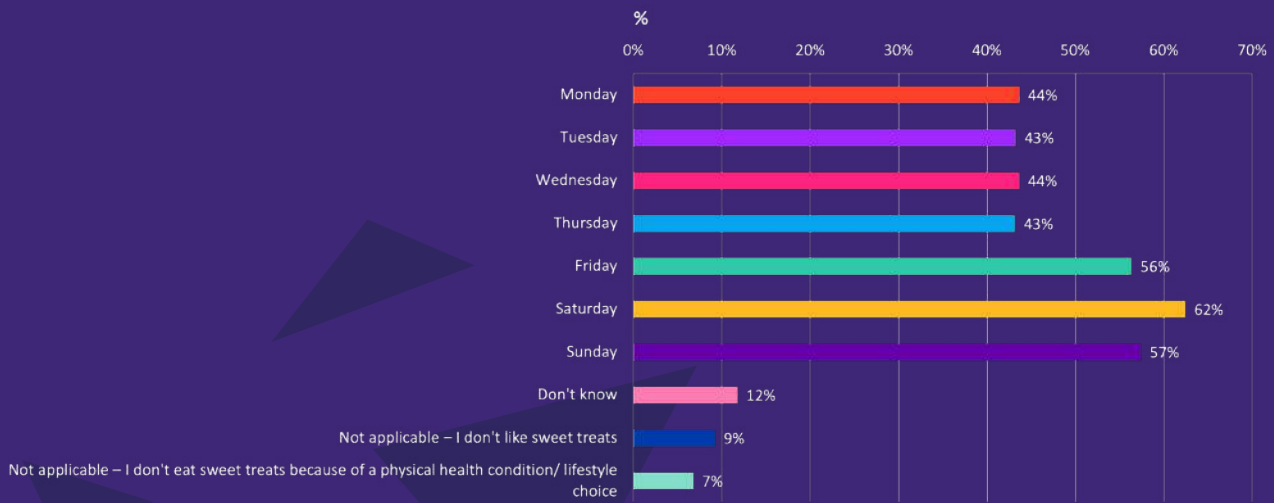
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (155)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

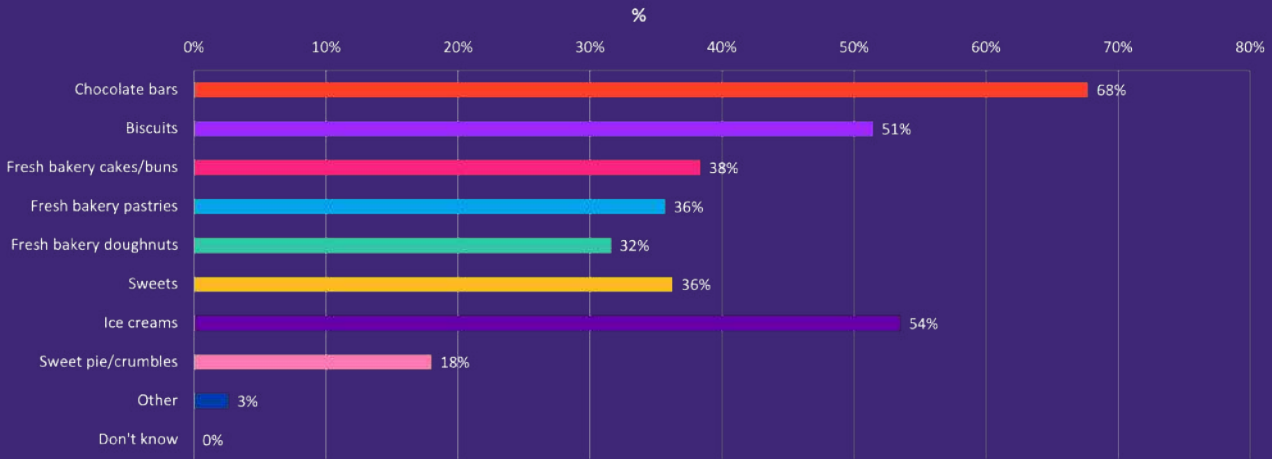


Unweighted base: All UK Adults who eat sweet treats (186)

# EAST OF ENGLAND

## QUESTION 3a.

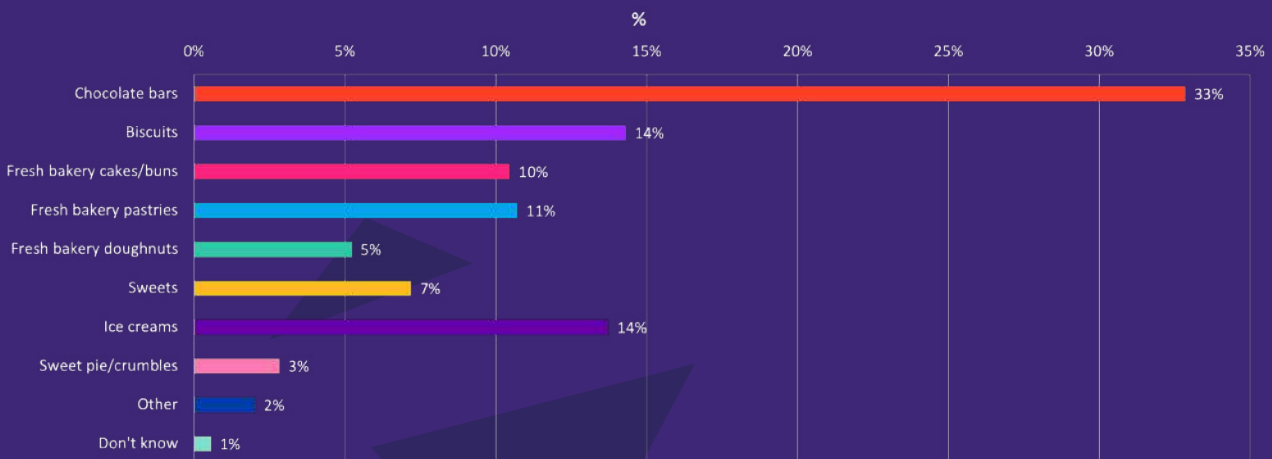
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (155)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?



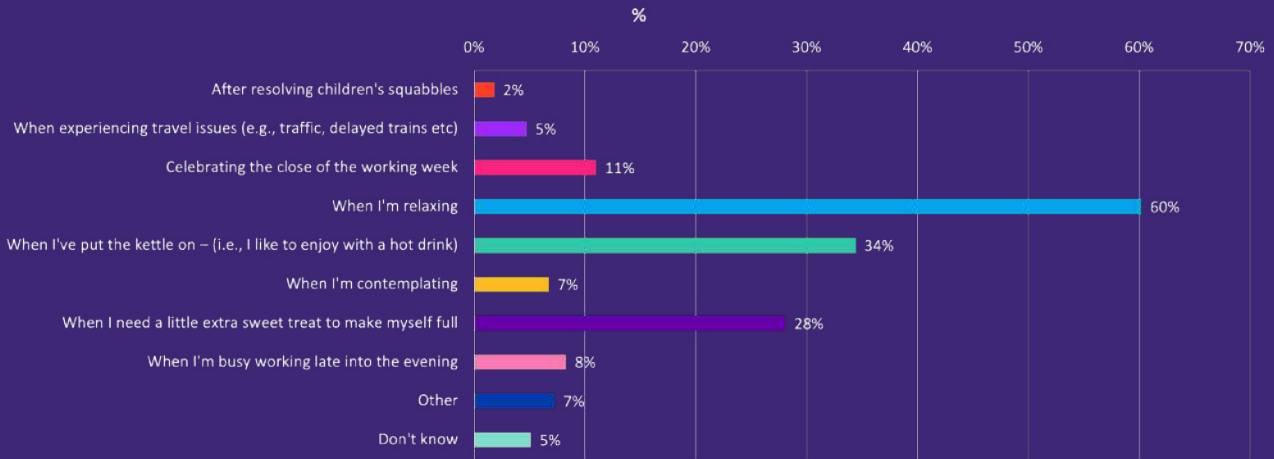
Unweighted base: All UK Adults who eat sweet treats (155)



# EAST OF ENGLAND

## QUESTION 4.

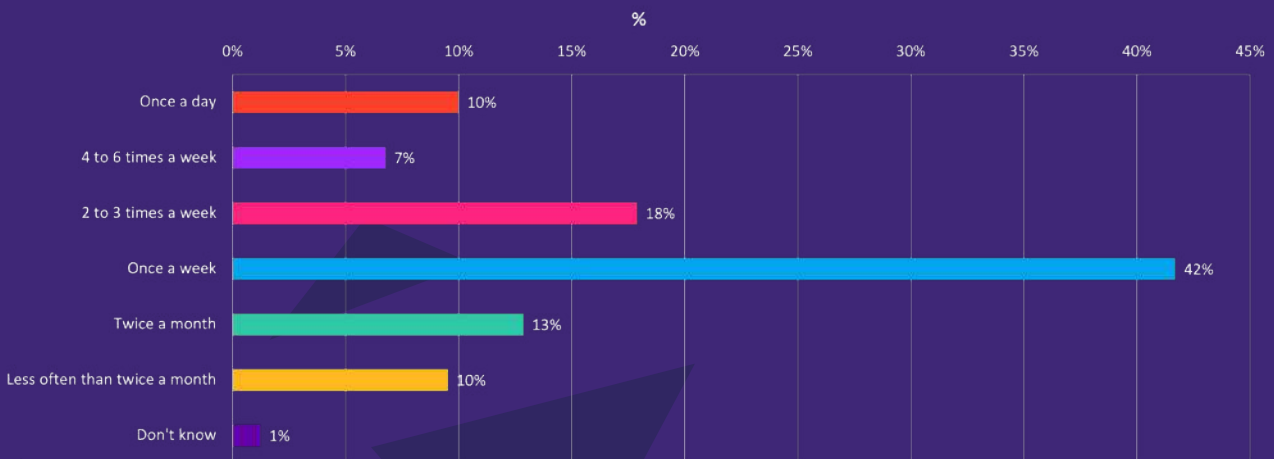
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (155)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

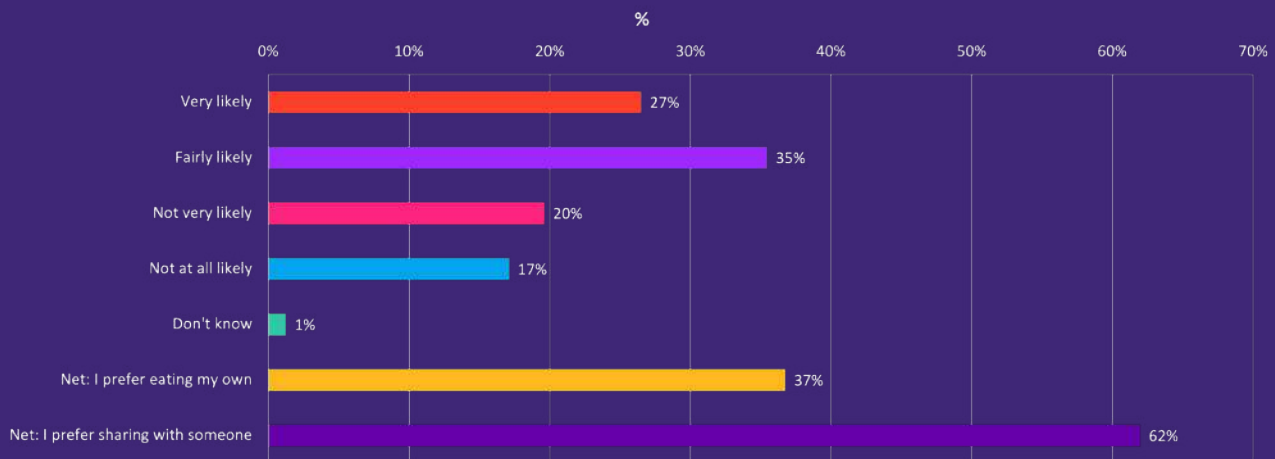


Unweighted base: All UK Adults who eat sweet treats (155)

# EAST OF ENGLAND

## QUESTION 6a.

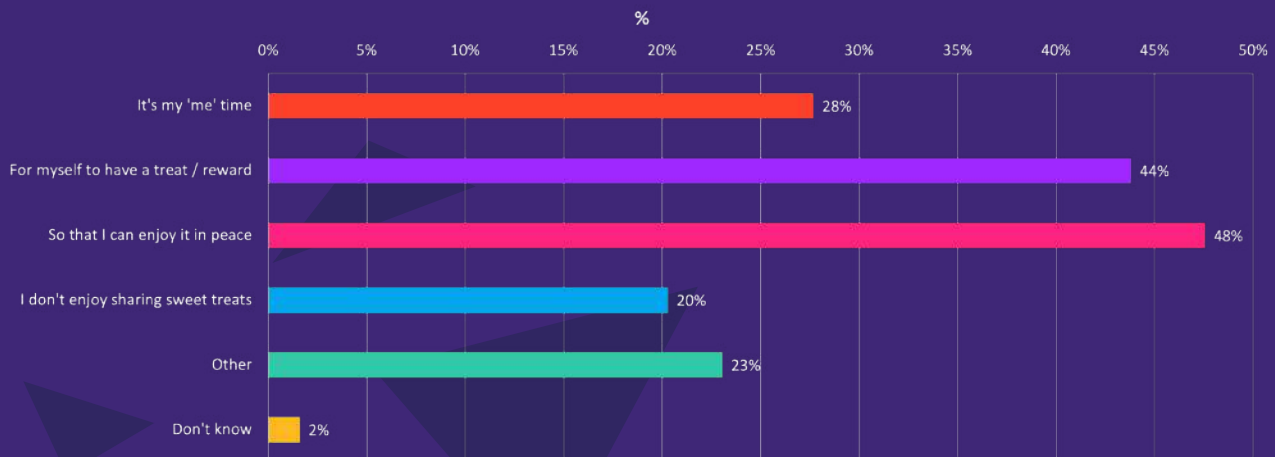
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (155)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

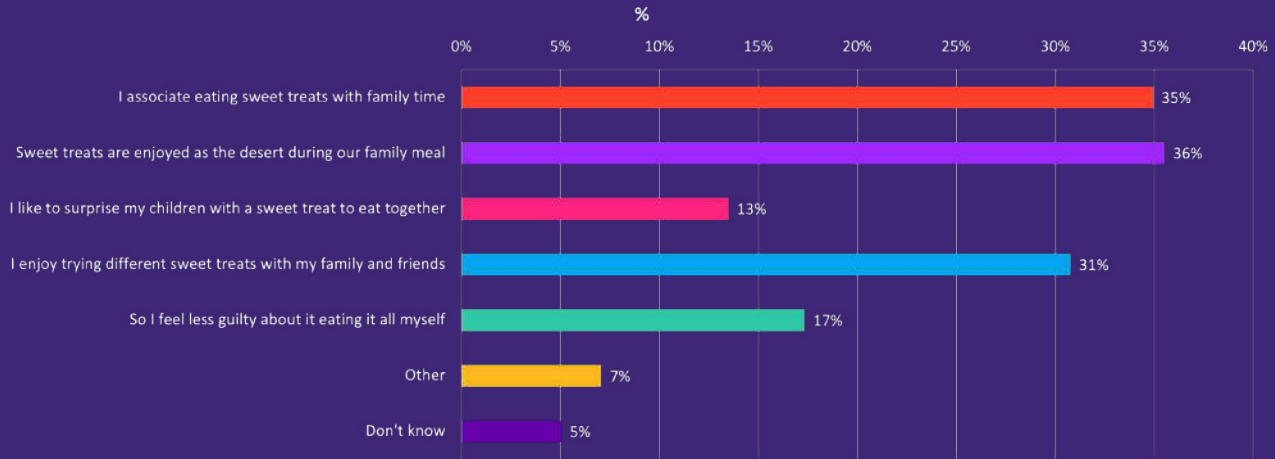


Unweighted base: All UK Adults who eat sweet treats (58)

# EAST OF ENGLAND

## QUESTION 6c.

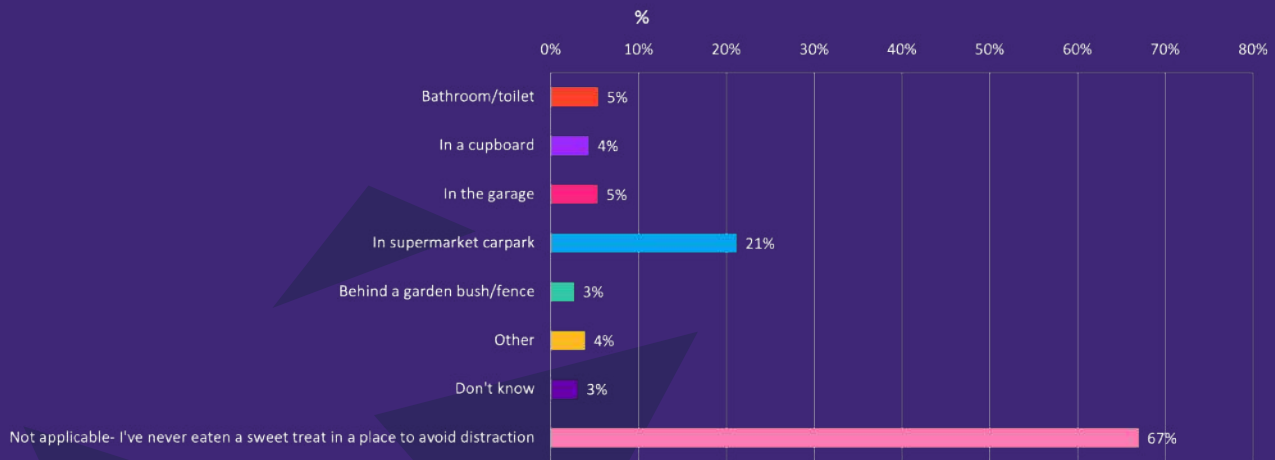
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (95)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (155)

# EAST OF ENGLAND

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

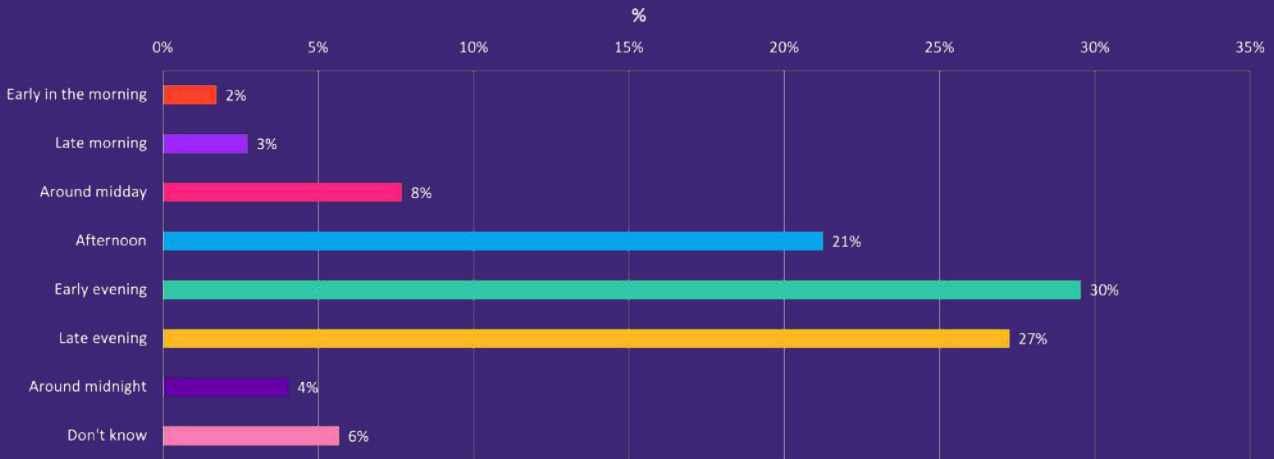


Unweighted base: All UK Adults who eat sweet treats (155)

# LONDON

## QUESTION 1.

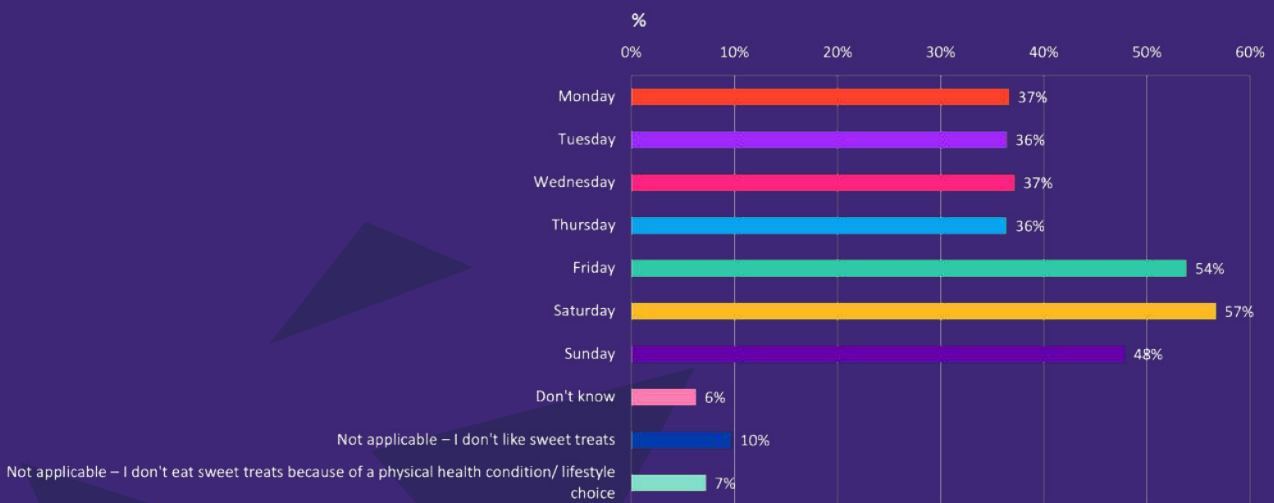
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (222)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

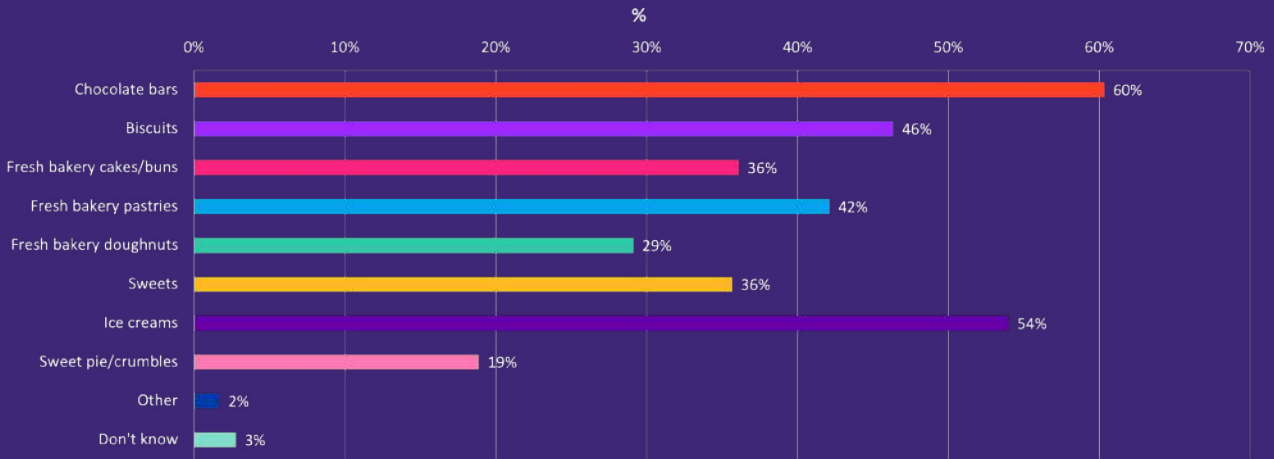


Unweighted base: All UK Adults who eat sweet treats (268)

# LONDON

## QUESTION 3a.

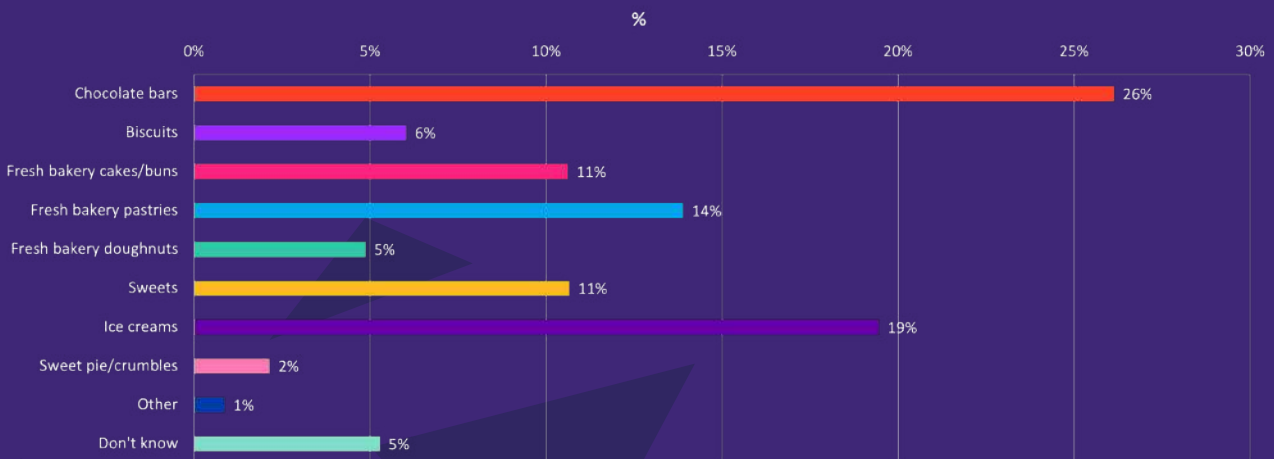
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (222)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

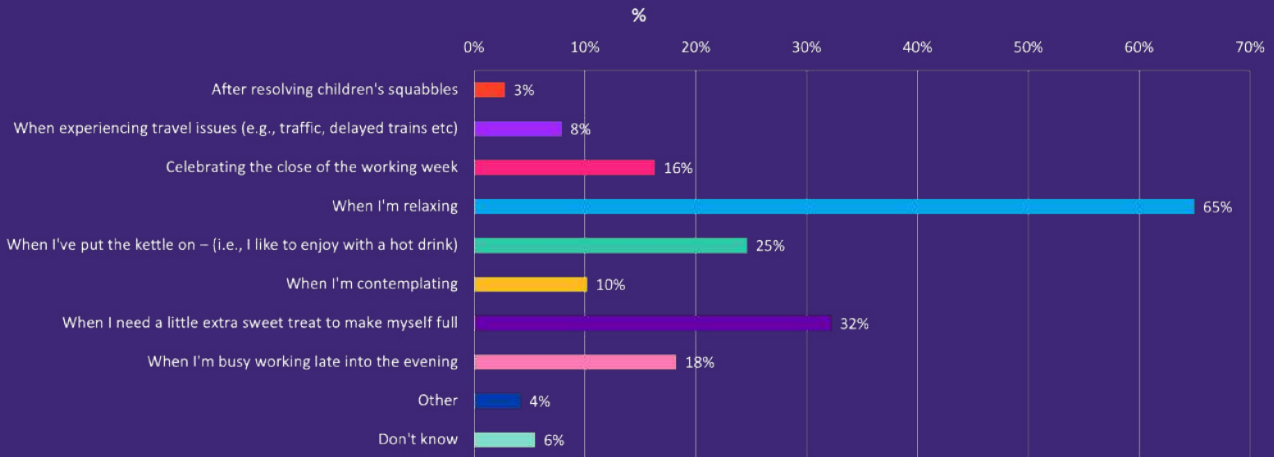


Unweighted base: All UK Adults who eat sweet treats (222)

# LONDON

## QUESTION 4.

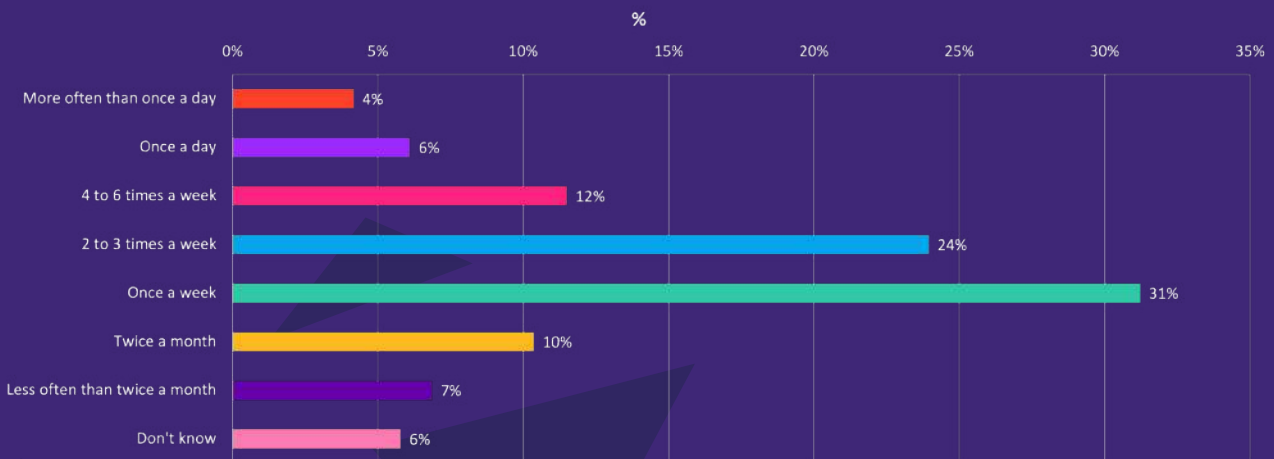
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (222)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

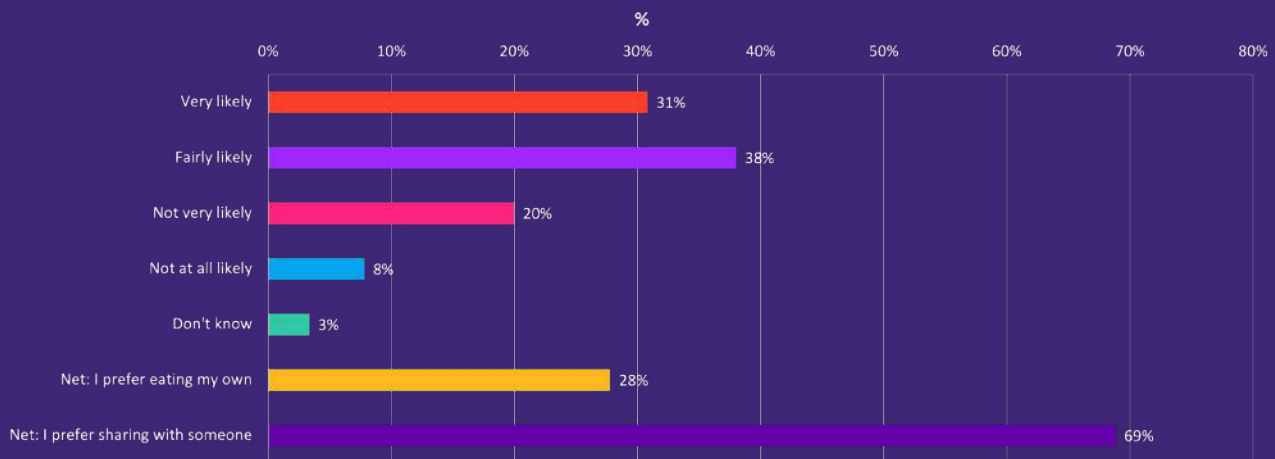


Unweighted base: All UK Adults who eat sweet treats (222)

# LONDON

## QUESTION 6a.

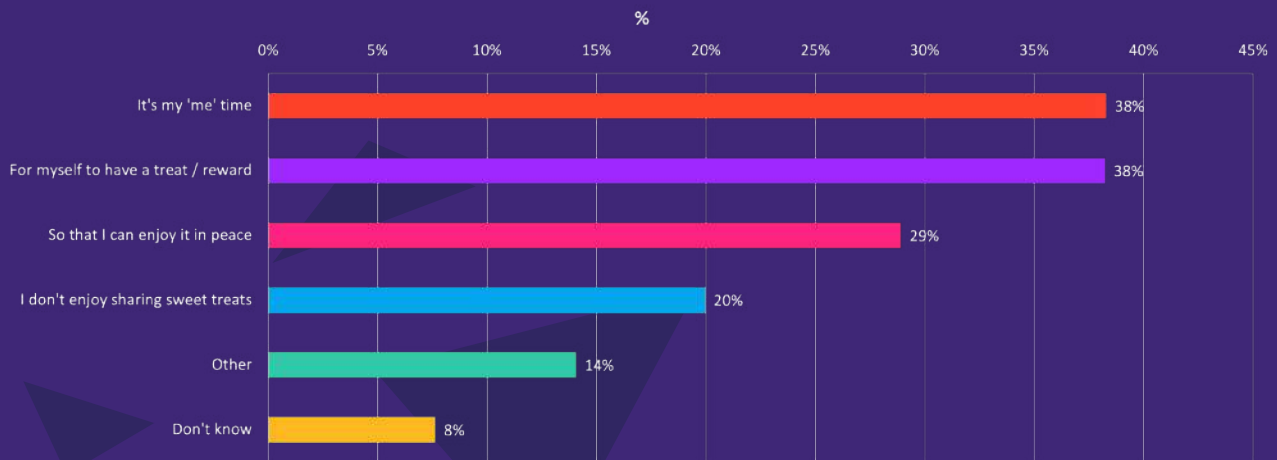
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (222)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



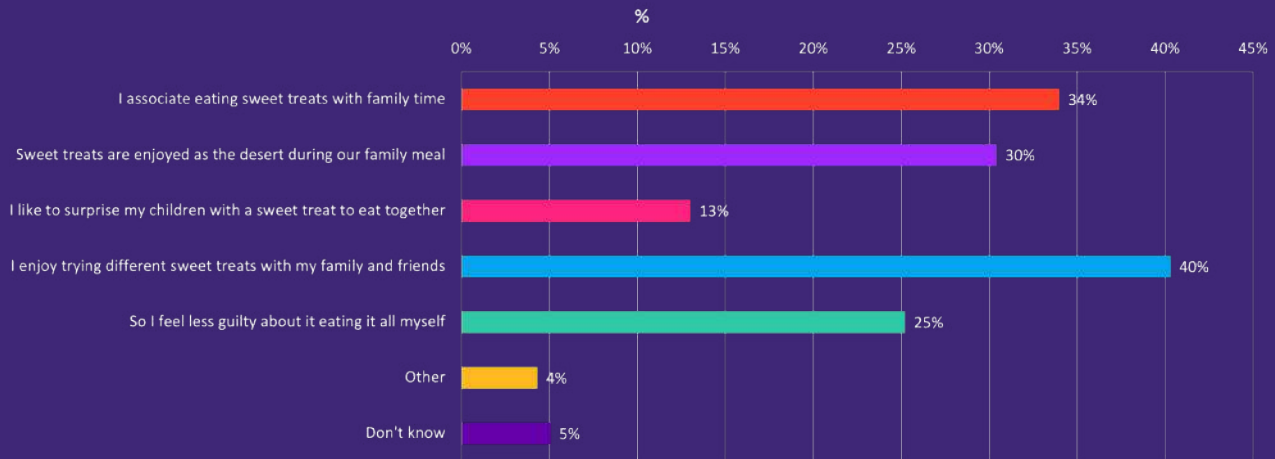
Unweighted base: All UK Adults who eat sweet treats (62)



# LONDON

## QUESTION 6c.

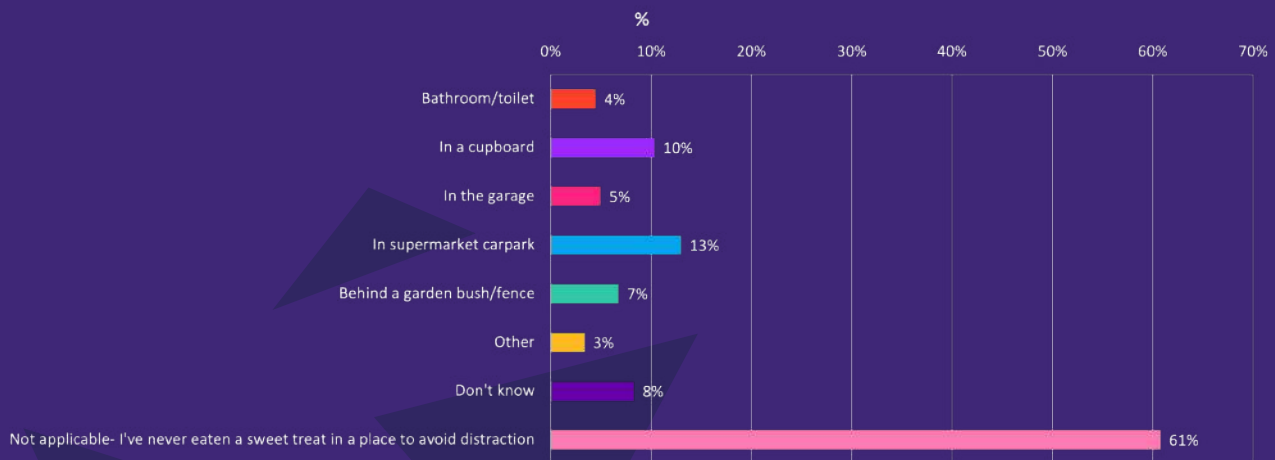
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (153)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (222)

# LONDON

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

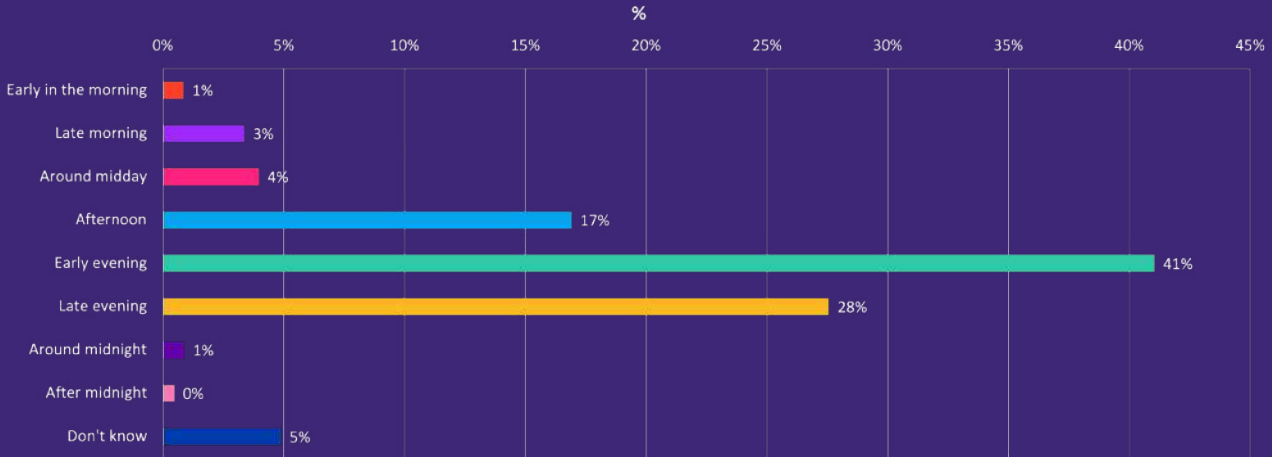


Unweighted base: All UK Adults who eat sweet treats (222)

# SOUTH EAST

## QUESTION 1.

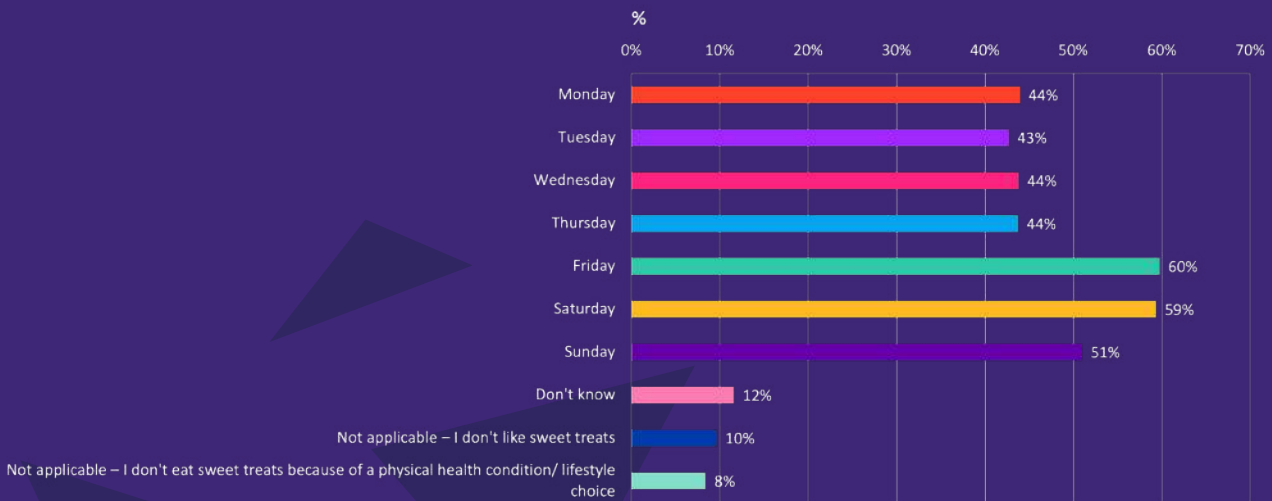
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (221)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

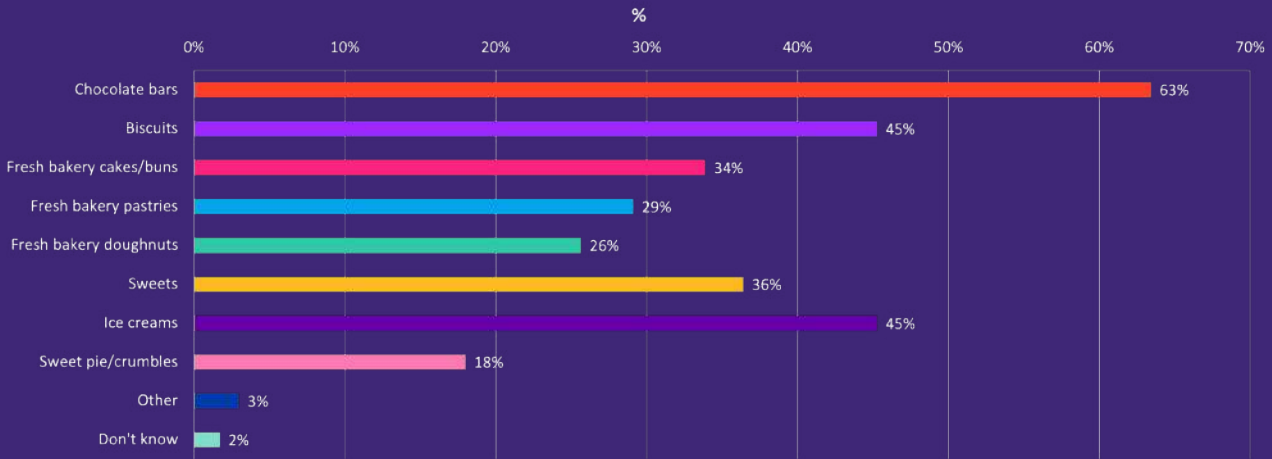


Unweighted base: All UK Adults who eat sweet treats (272)

# SOUTH EAST

## QUESTION 3a.

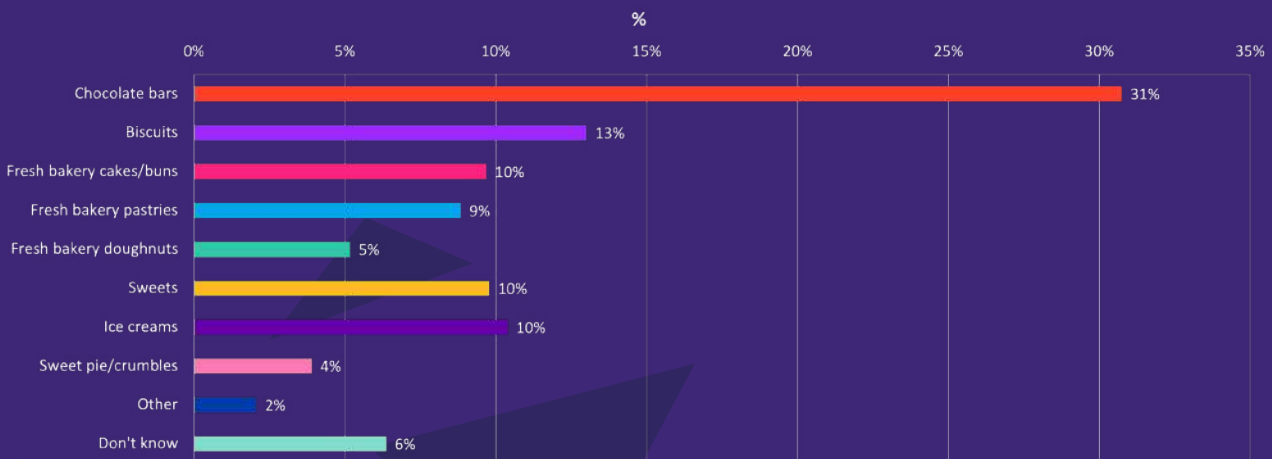
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (221)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

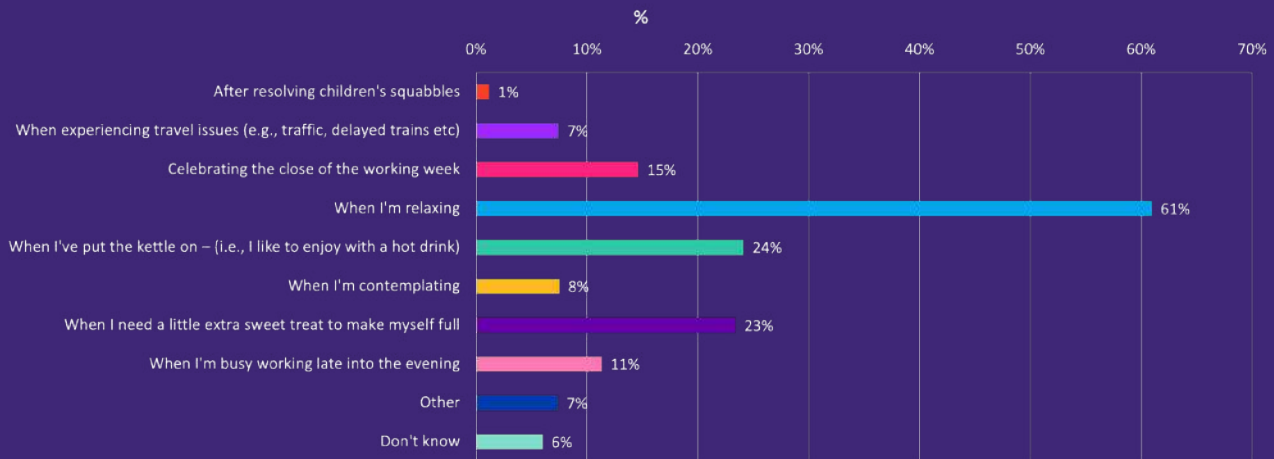


Unweighted base: All UK Adults who eat sweet treats (221)

# SOUTH EAST

## QUESTION 4.

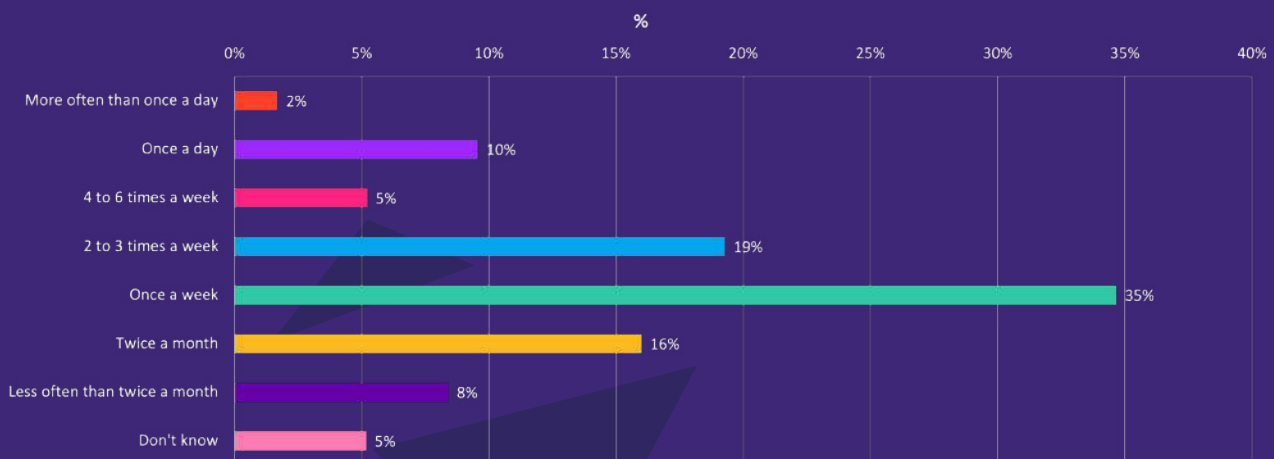
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (221)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

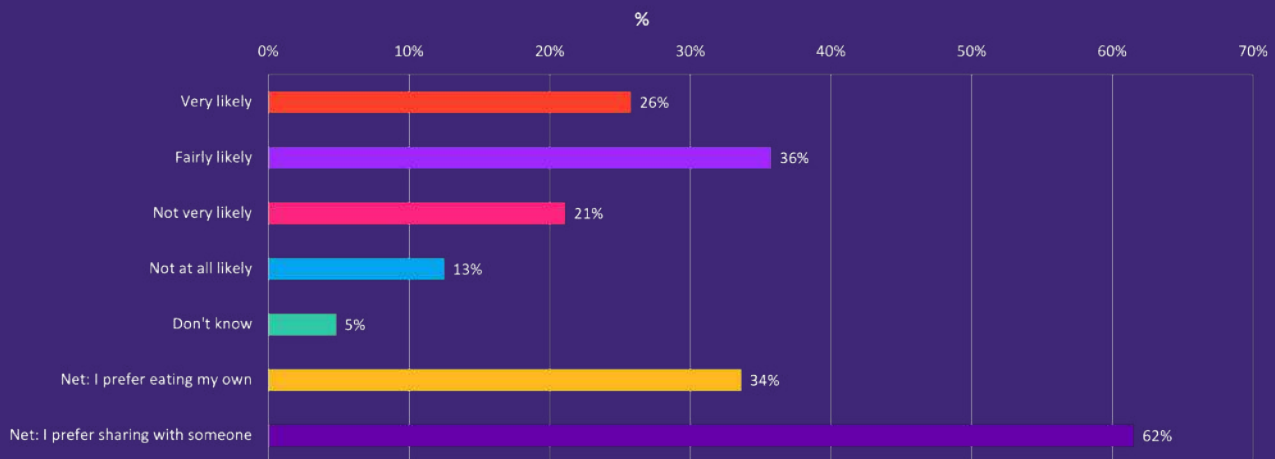


Unweighted base: All UK Adults who eat sweet treats (221)

# SOUTH EAST

## QUESTION 6a.

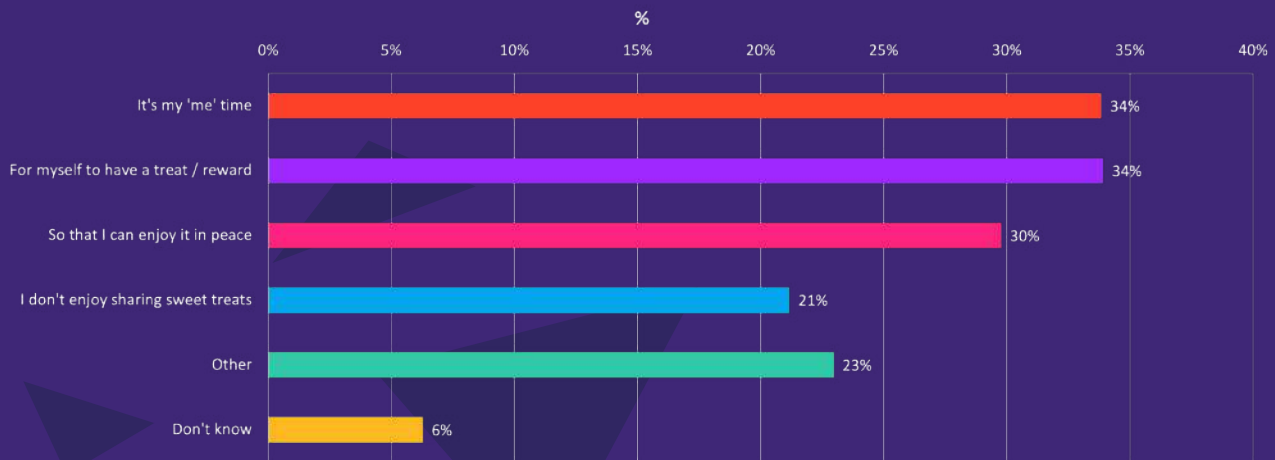
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (221)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

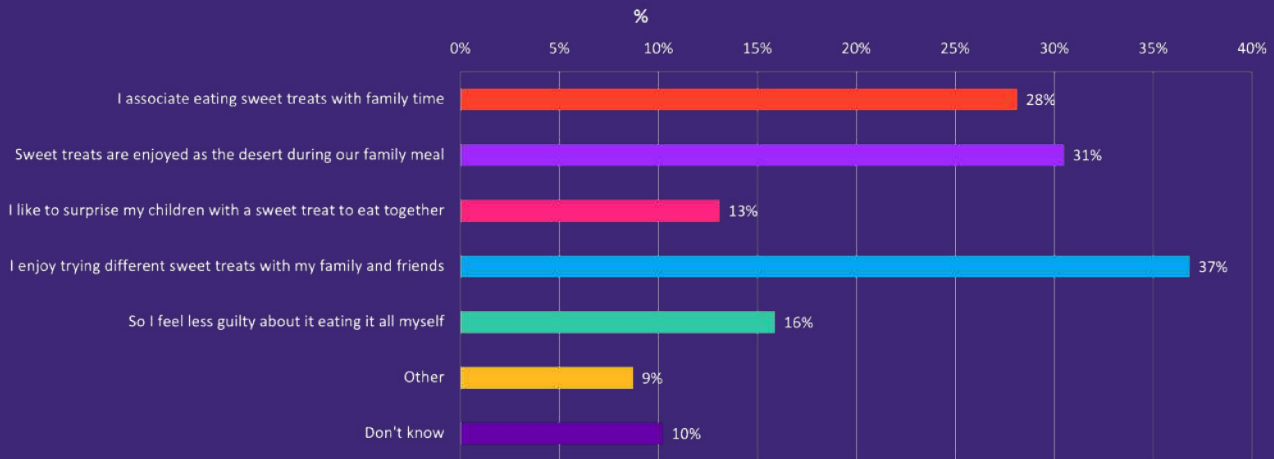


Unweighted base: All UK Adults who eat sweet treats (73)

# SOUTH EAST

## QUESTION 6c.

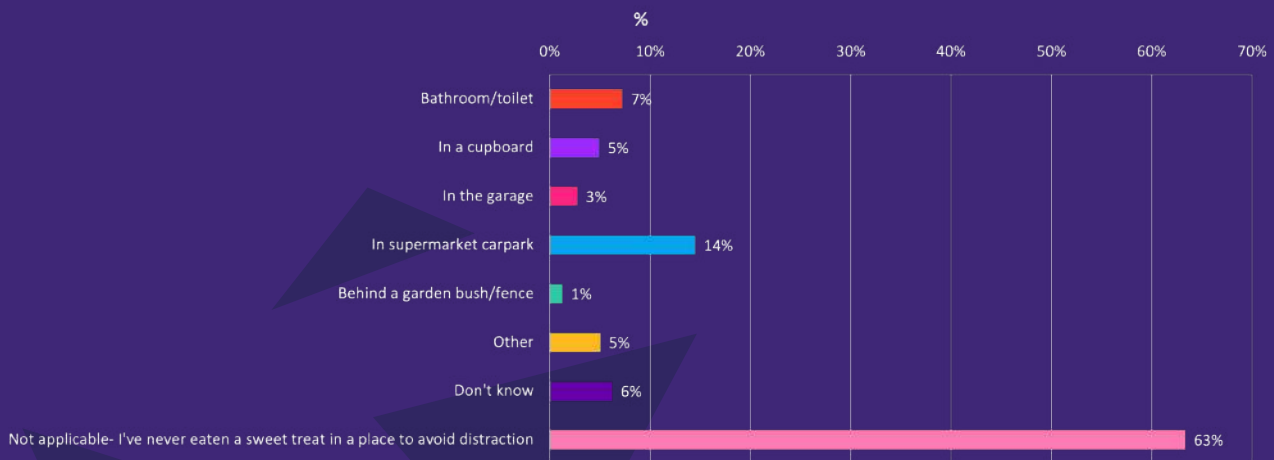
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (137)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (221)

# SOUTH EAST

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



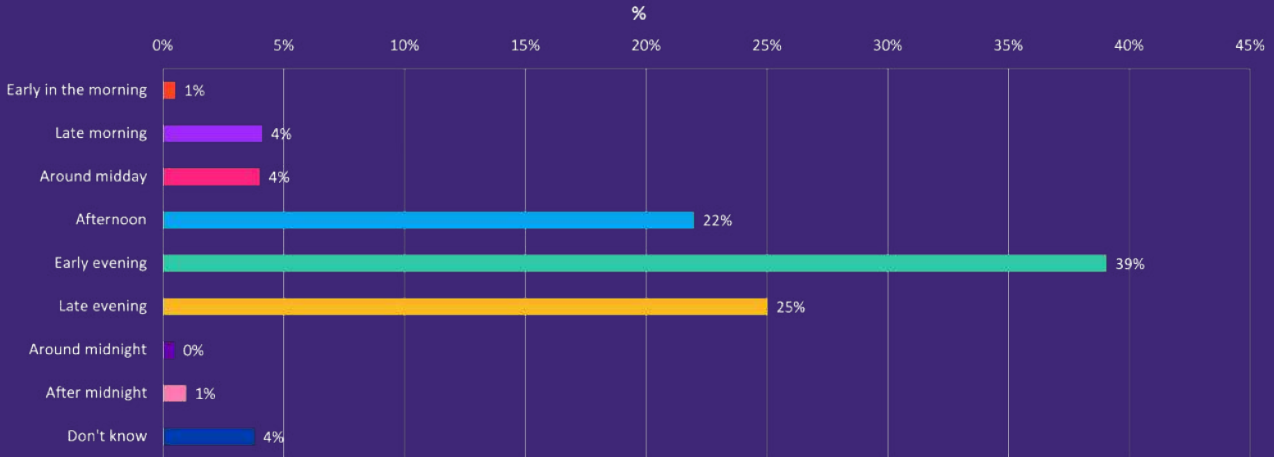
Unweighted base: All UK Adults who eat sweet treats (221)



# SOUTH WEST

## QUESTION 1.

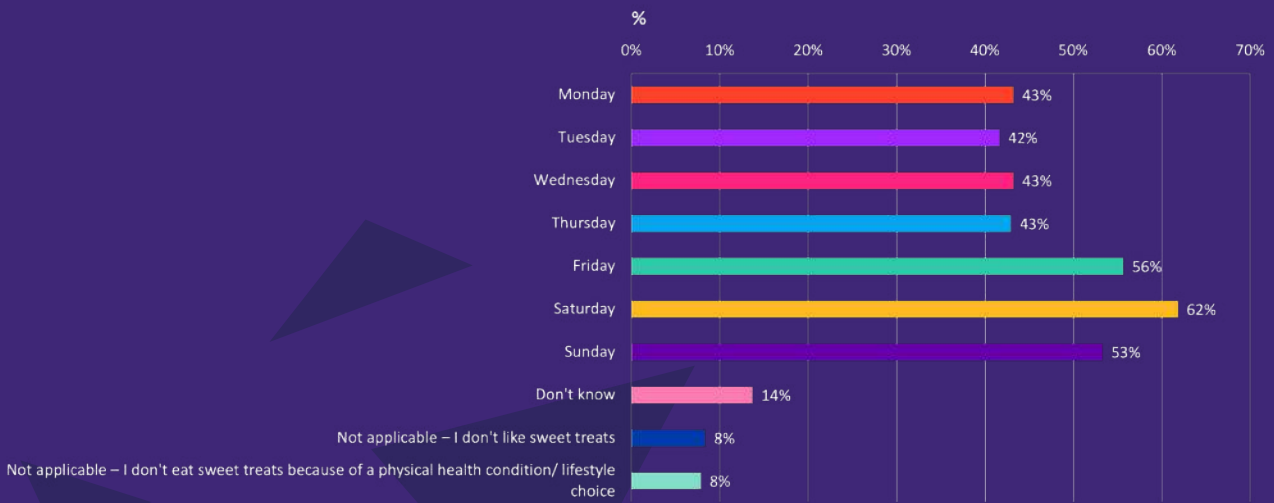
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (184)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

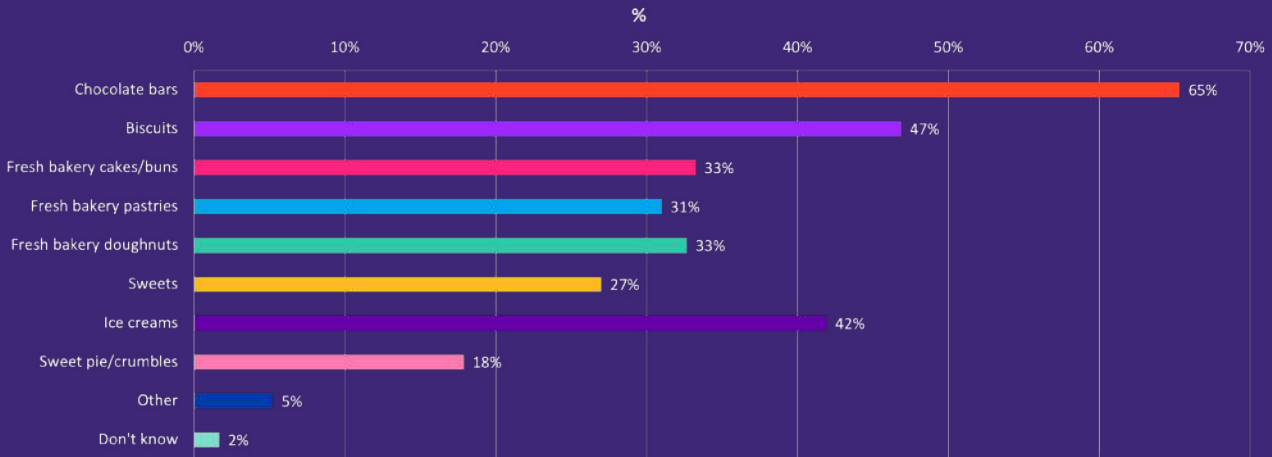


Unweighted base: All UK Adults who eat sweet treats (219)

# SOUTH WEST

## QUESTION 3a.

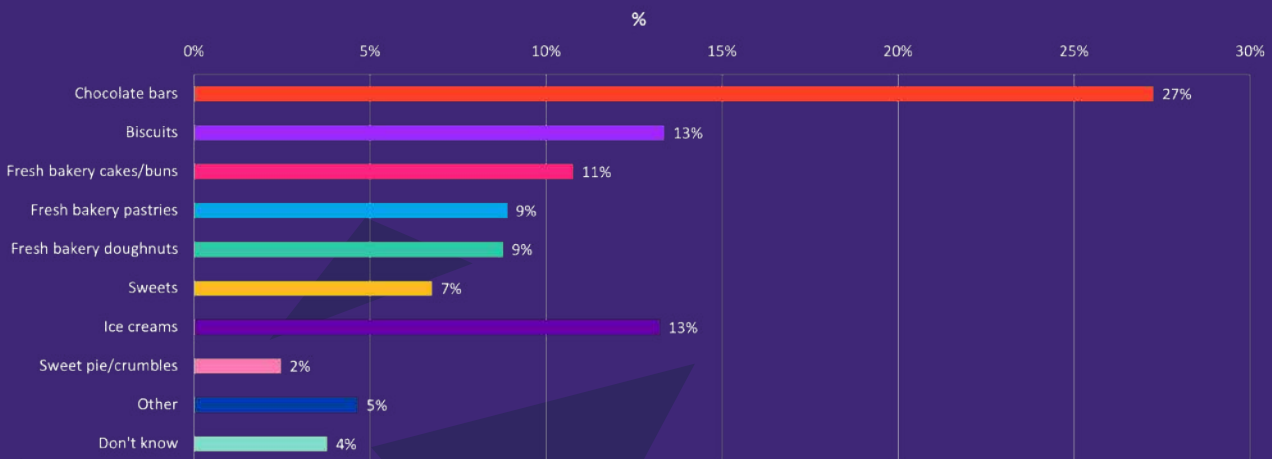
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (184)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER... WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

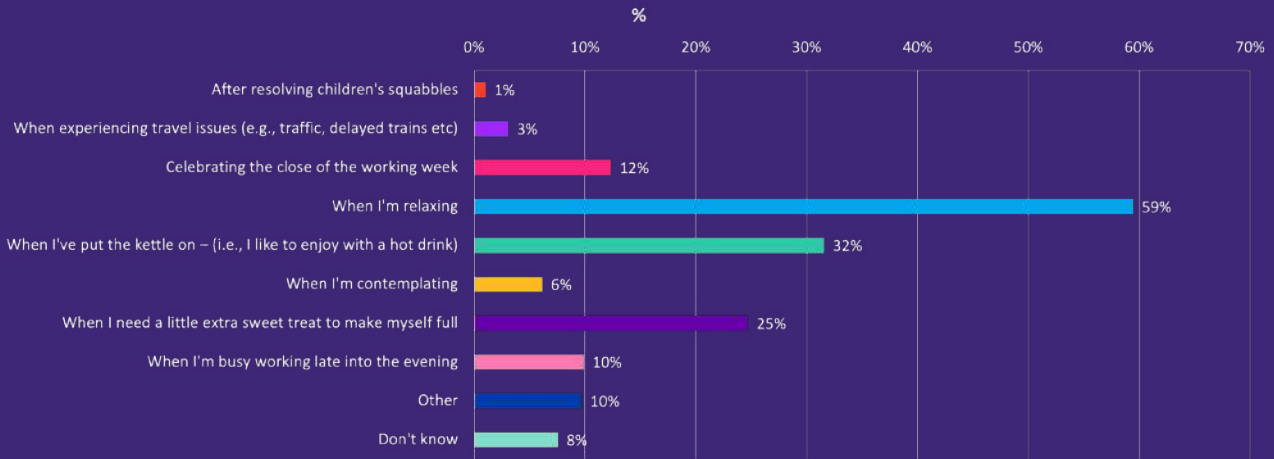


Unweighted base: All UK Adults who eat sweet treats (184)

# SOUTH WEST

## QUESTION 4.

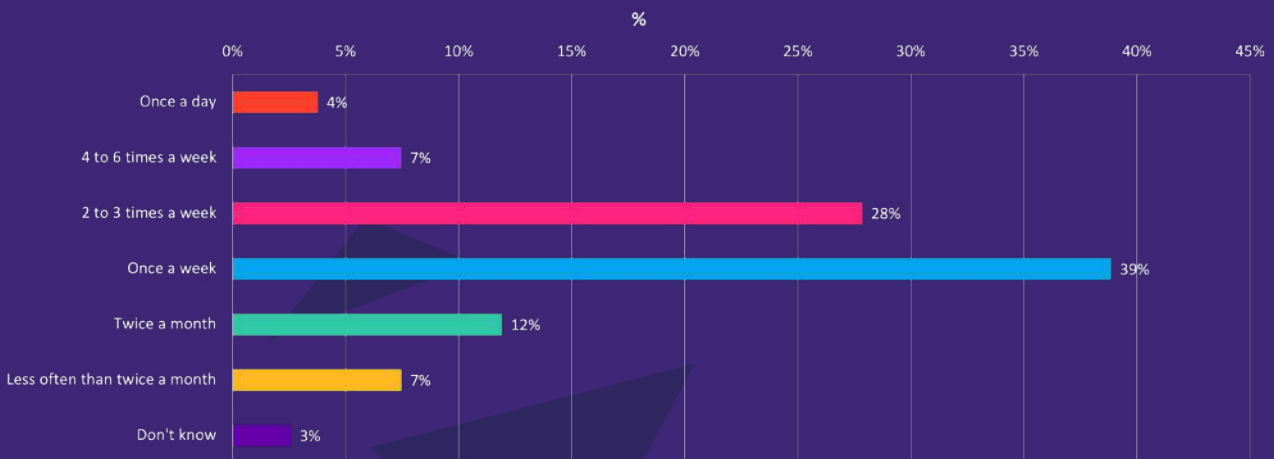
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (184)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

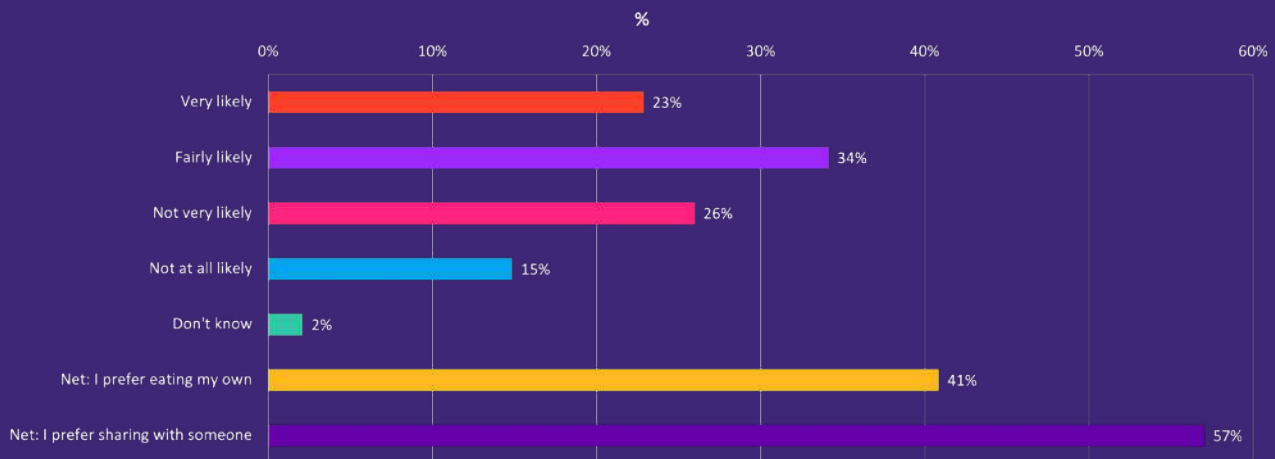


Unweighted base: All UK Adults who eat sweet treats (184)

# SOUTH WEST

## QUESTION 6a.

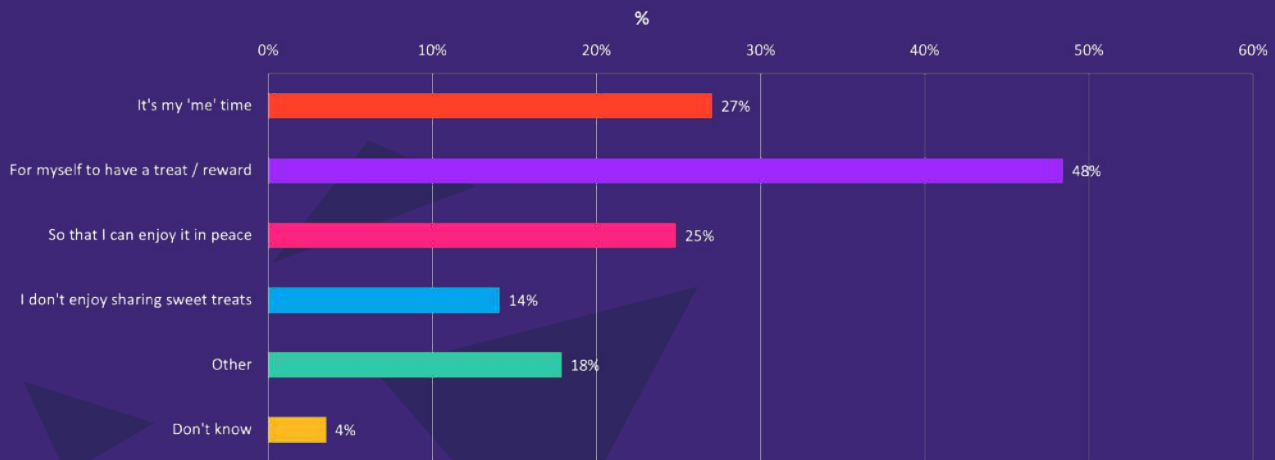
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (184)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

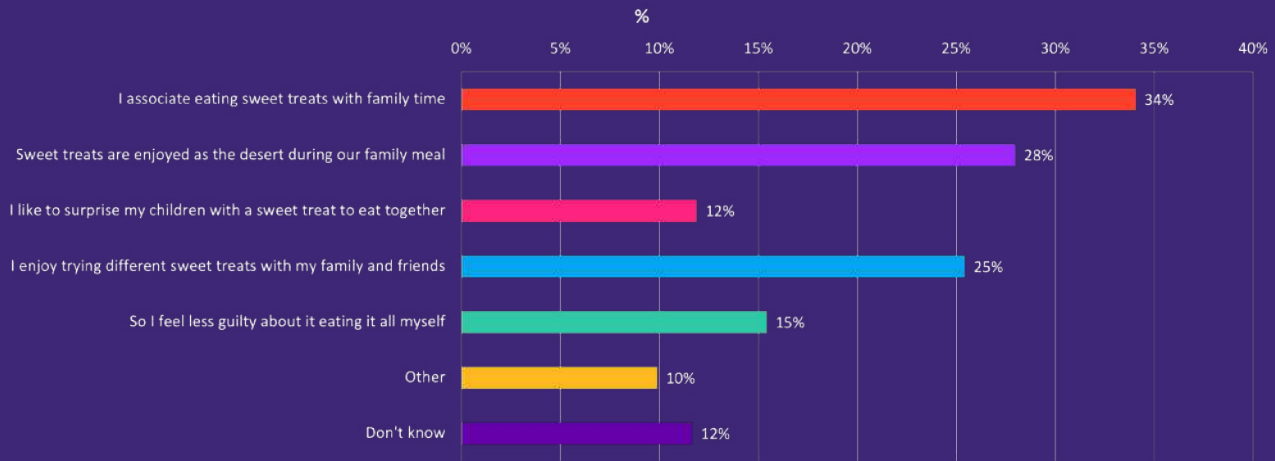


Unweighted base: All UK Adults who eat sweet treats (75)

# SOUTH WEST

## QUESTION 6c.

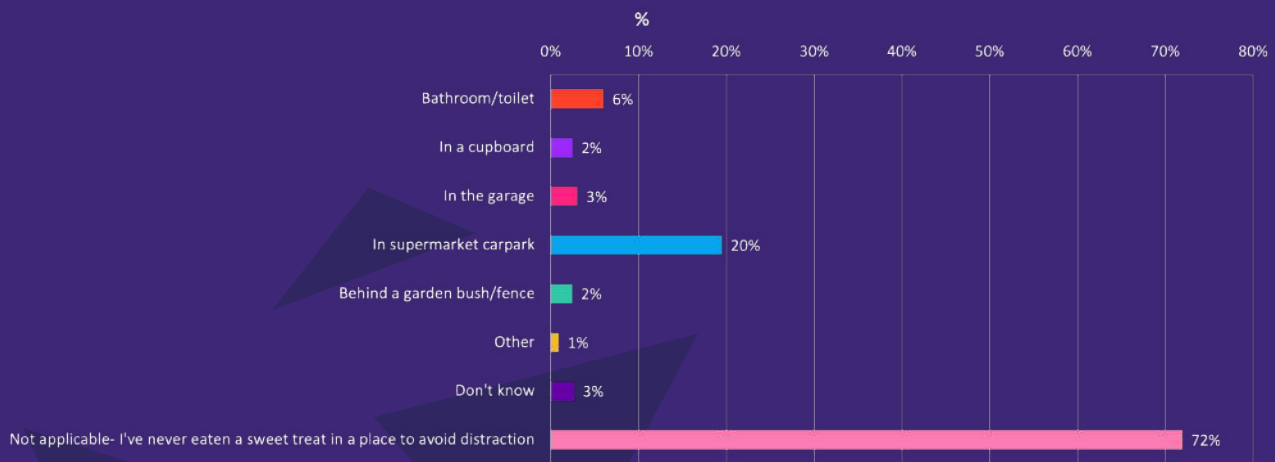
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (105)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (184)

# SOUTH WEST

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



Unweighted base: All UK Adults who eat sweet treats (184)

# ENGLAND (NET)

## QUESTION 1.

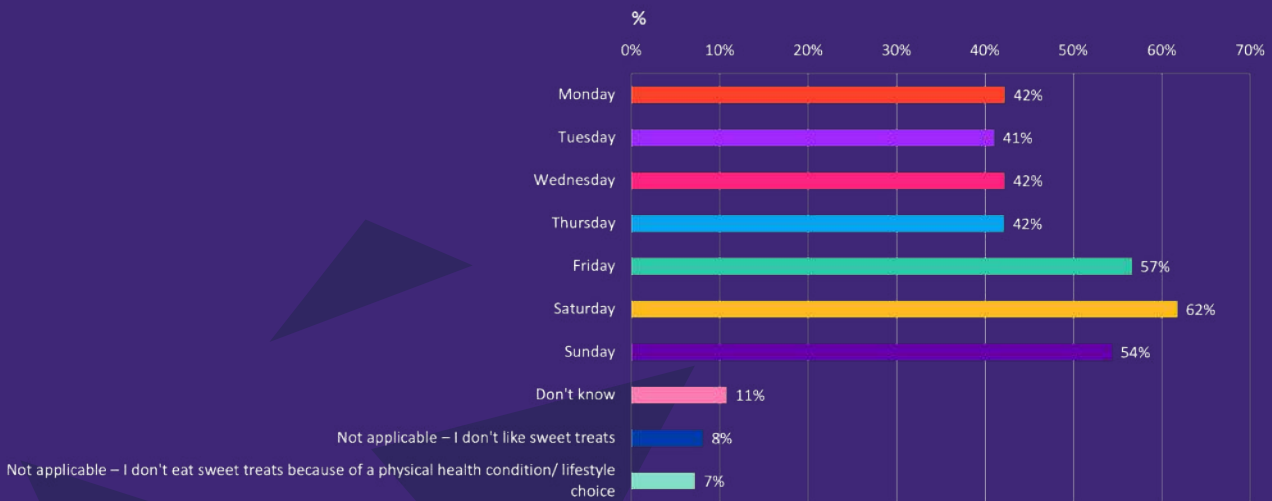
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (1507)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

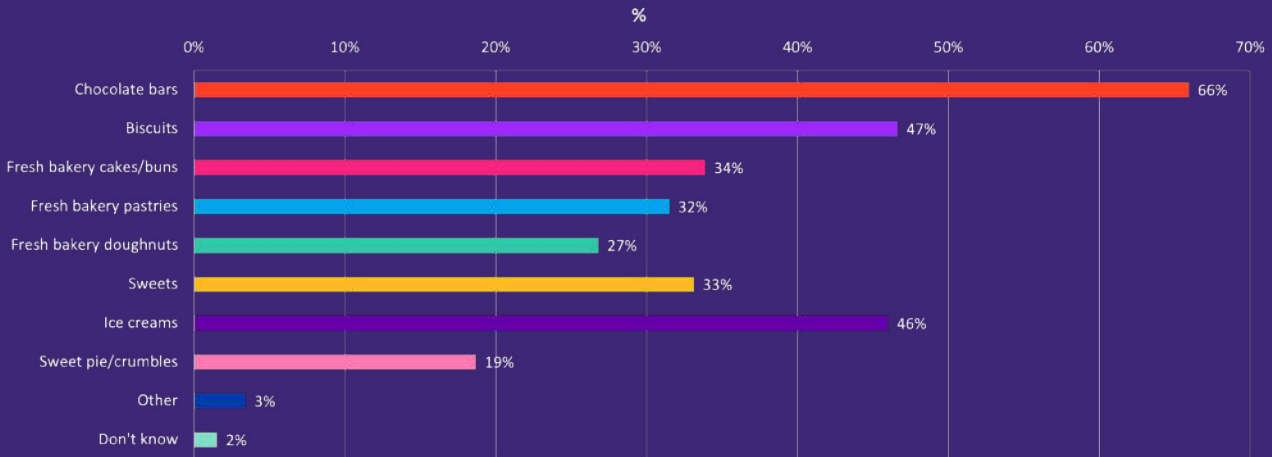


Unweighted base: All UK Adults who eat sweet treats (1788)

# ENGLAND (NET)

## QUESTION 3a.

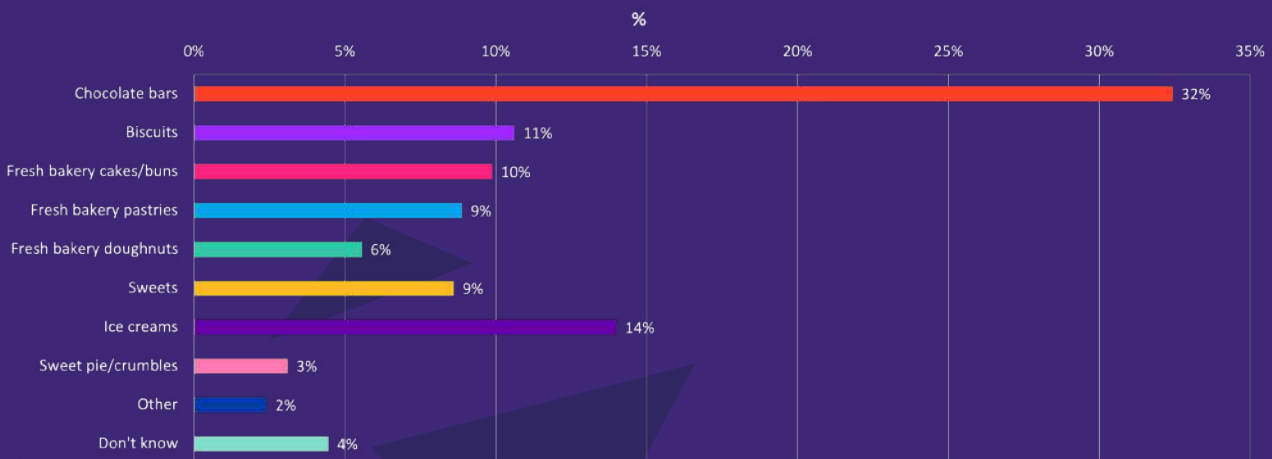
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (1507)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?



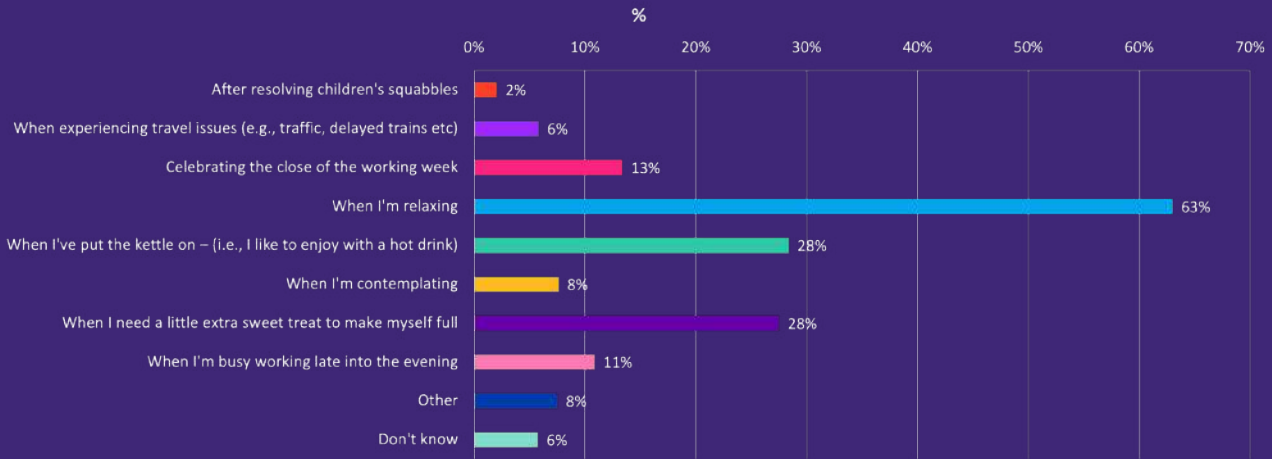
Unweighted base: All UK Adults who eat sweet treats (1507)



# ENGLAND (NET)

## QUESTION 4.

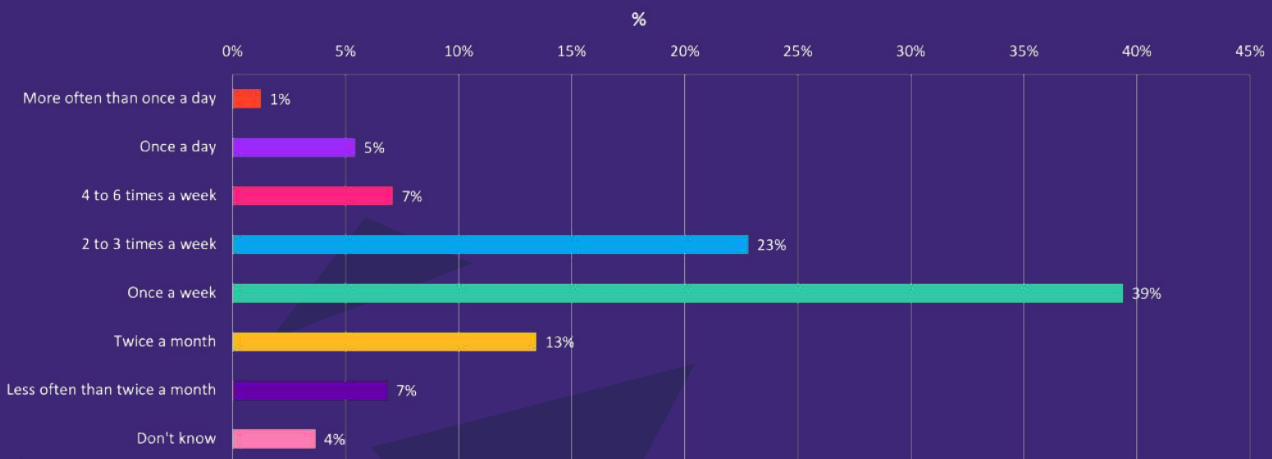
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (1507)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

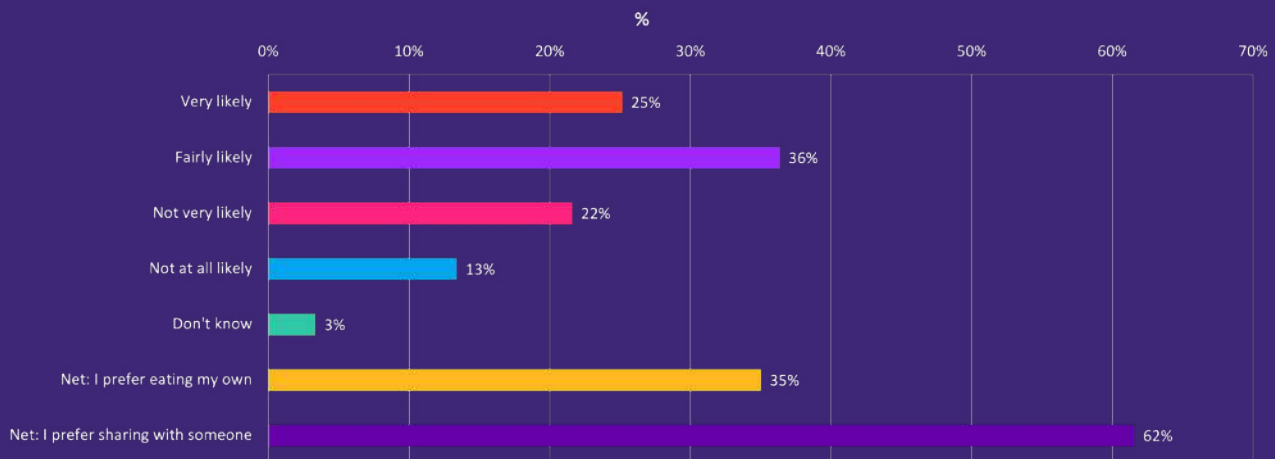


Unweighted base: All UK Adults who eat sweet treats (1507)

# ENGLAND (NET)

## QUESTION 6a.

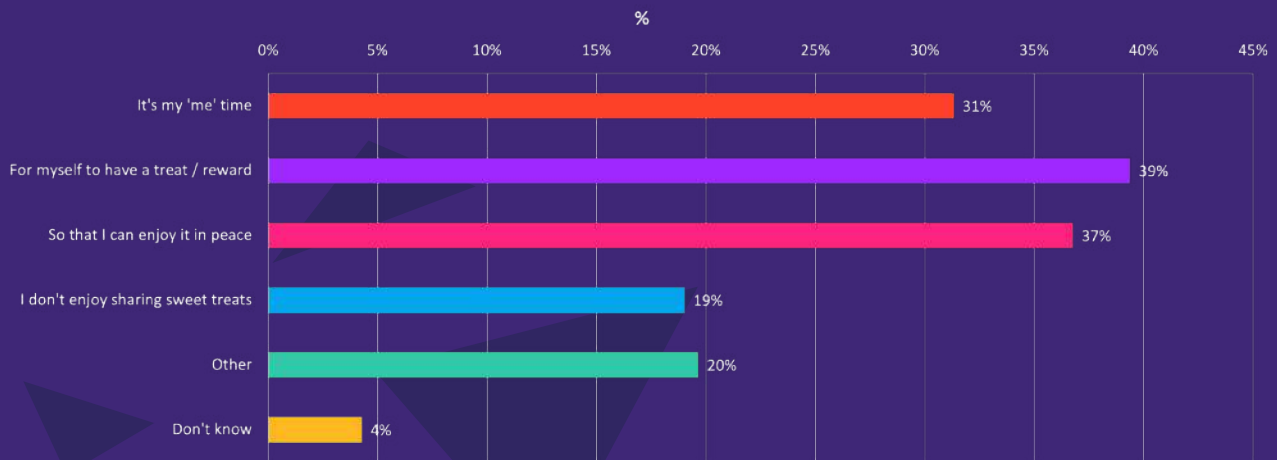
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (1507)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

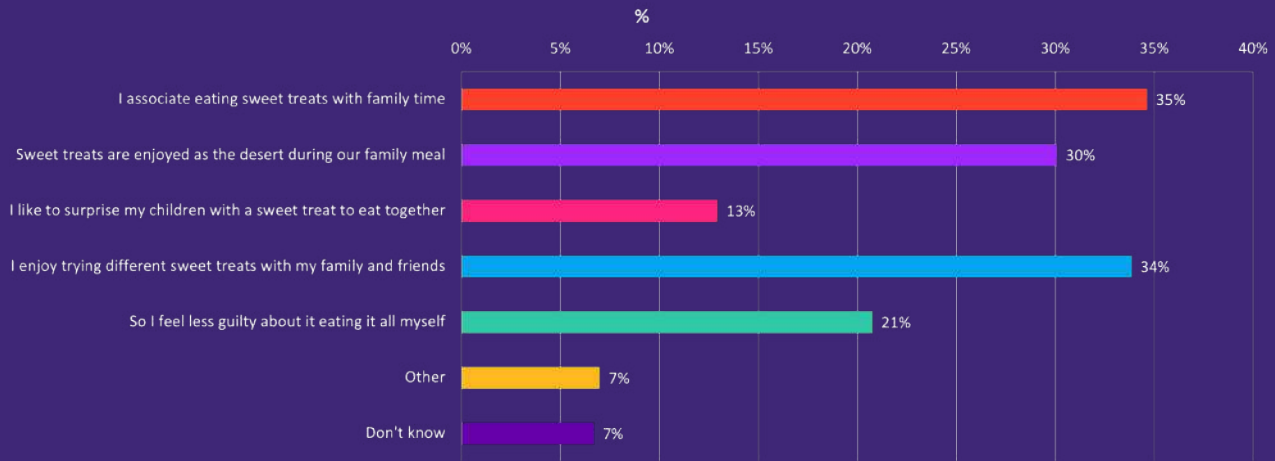


Unweighted base: All UK Adults who eat sweet treats (527)

# ENGLAND (NET)

## QUESTION 6c.

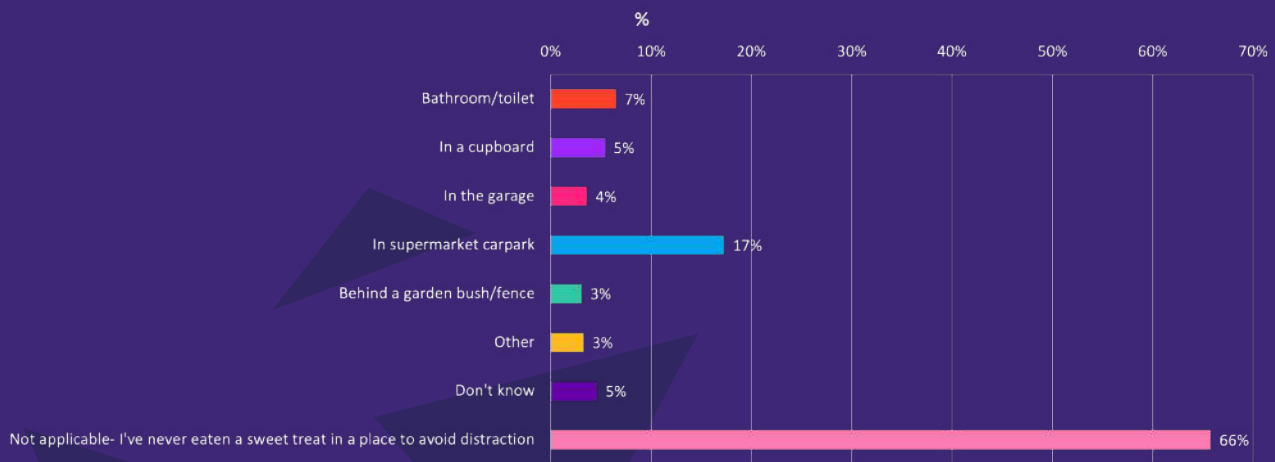
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (930)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (1507)

# ENGLAND (NET)

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

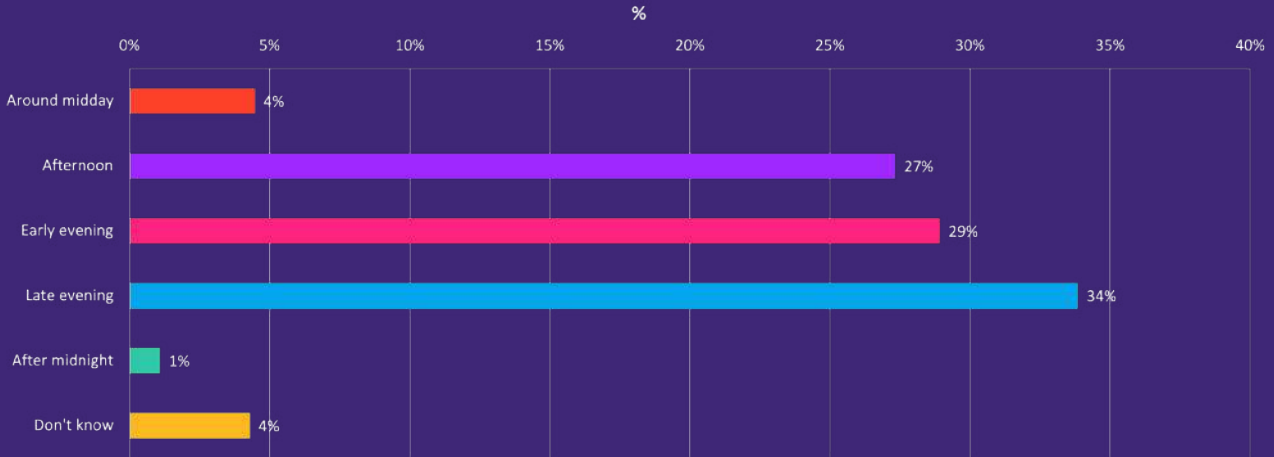


Unweighted base: All UK Adults who eat sweet treats (1507)

# WALES

## QUESTION 1.

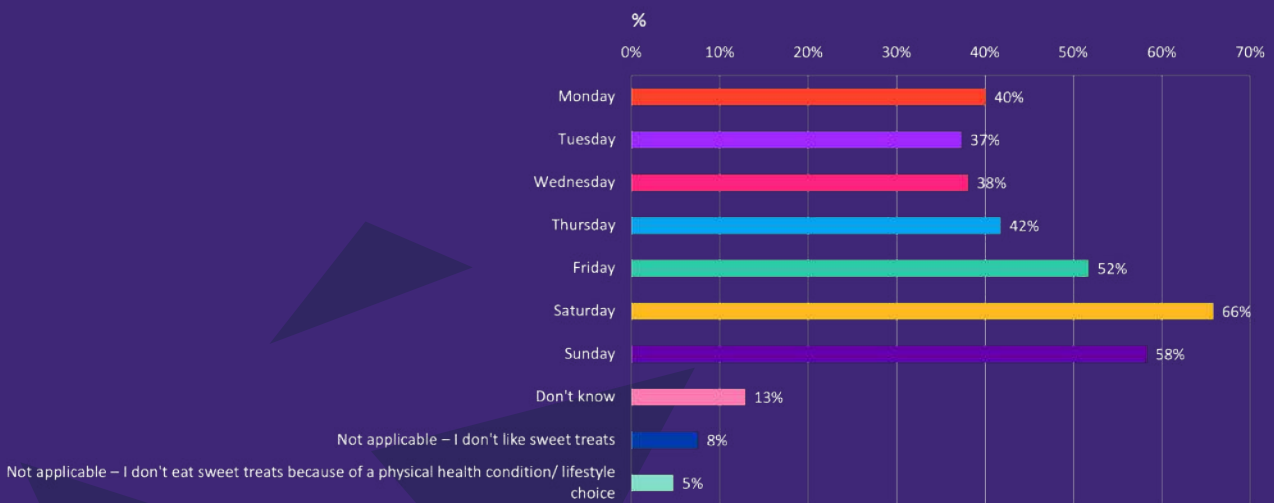
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (87)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

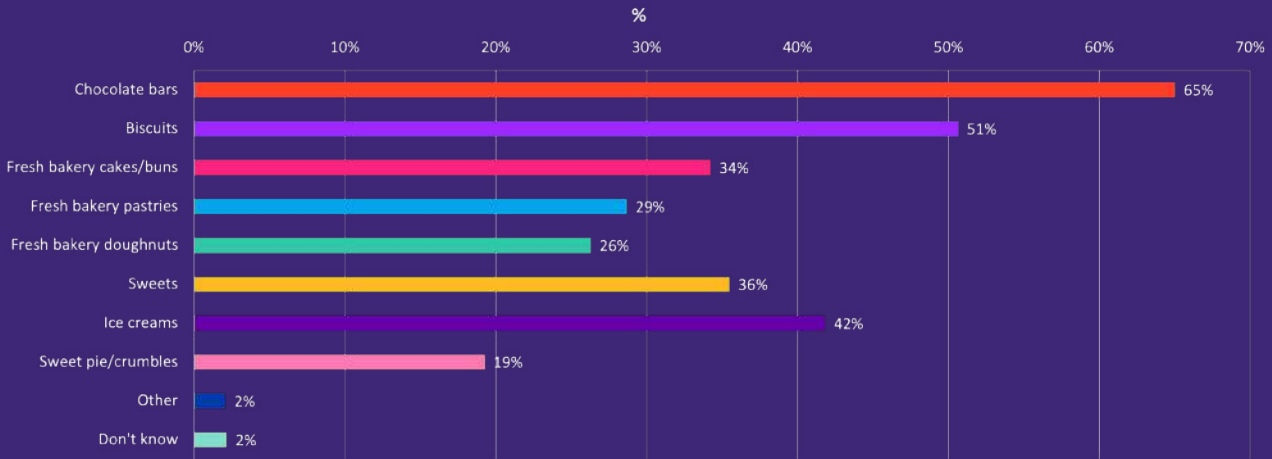


Unweighted base: All UK Adults who eat sweet treats (100)

# WALES

## QUESTION 3a.

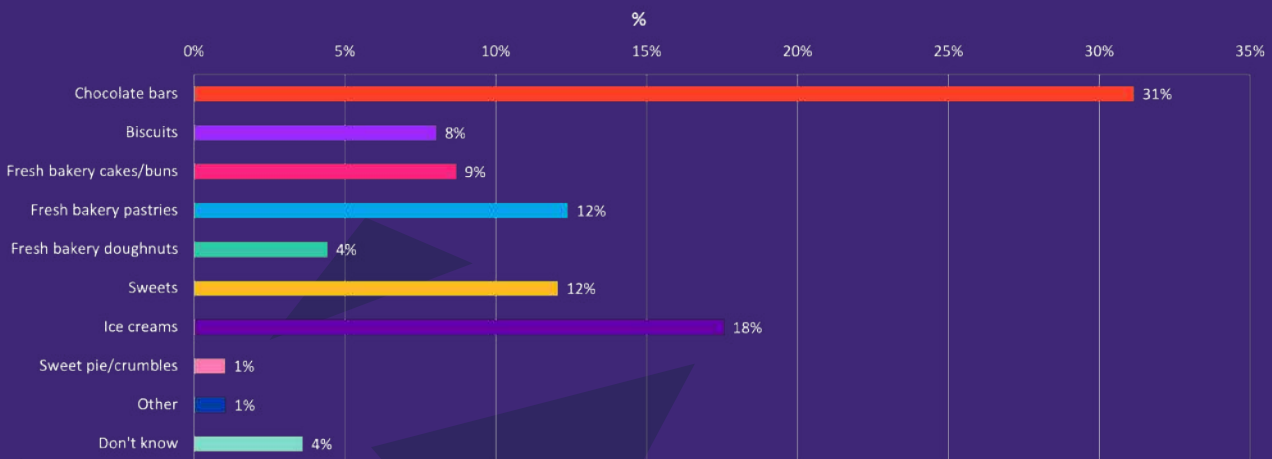
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (87)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

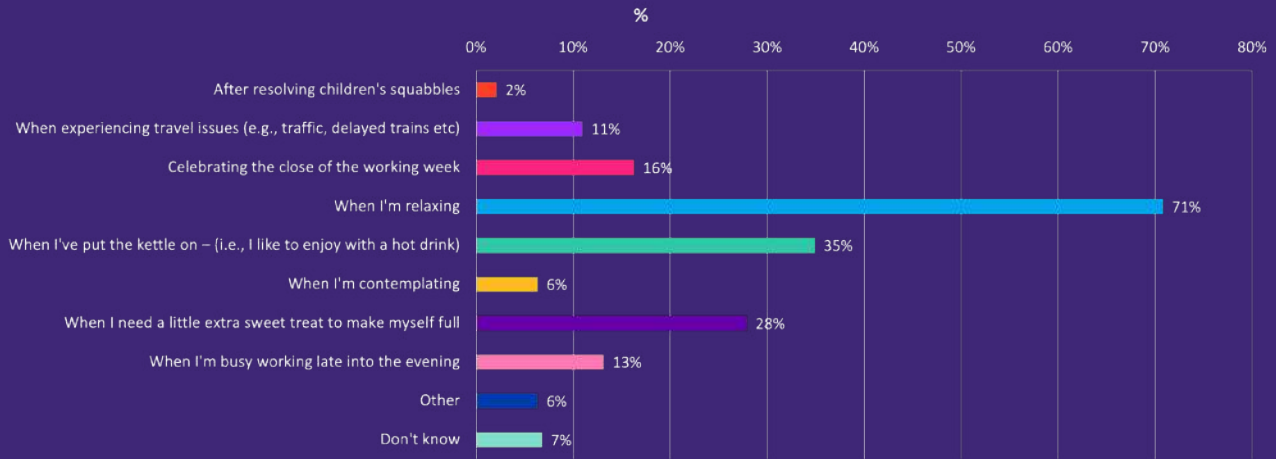


Unweighted base: All UK Adults who eat sweet treats (87)

# WALES

## QUESTION 4.

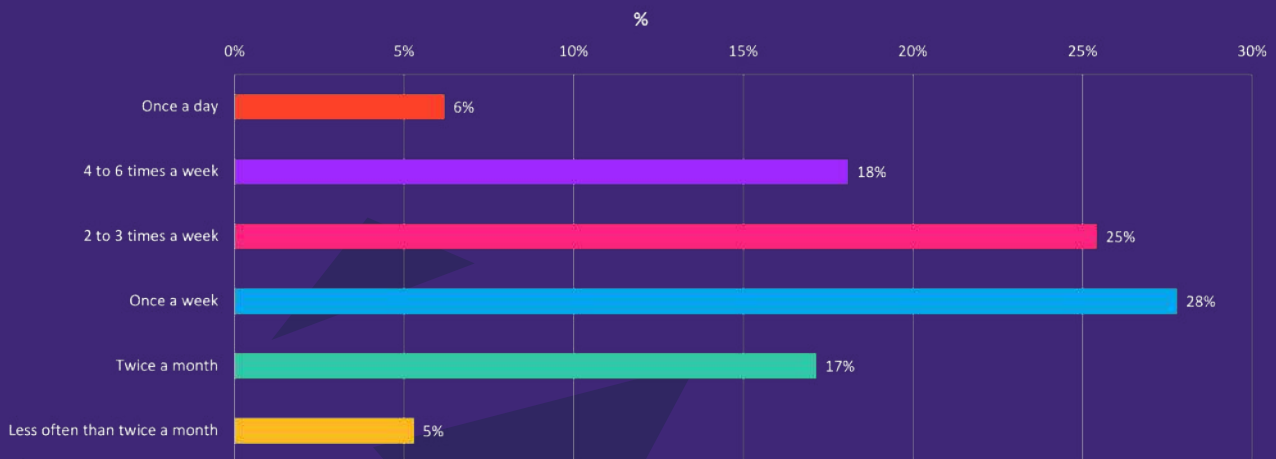
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (87)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

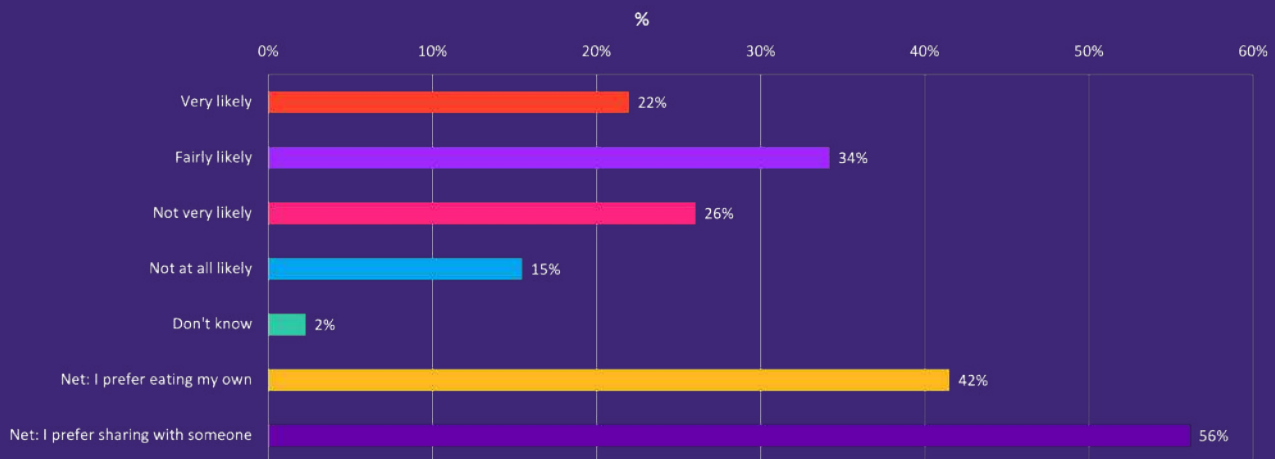


Unweighted base: All UK Adults who eat sweet treats (87)

# WALES

## QUESTION 6a.

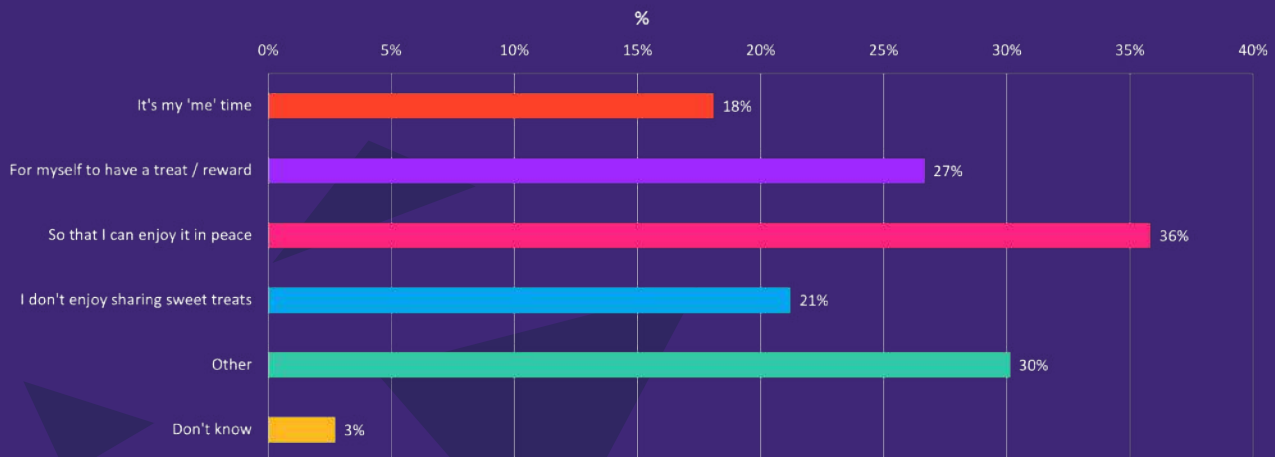
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (87)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



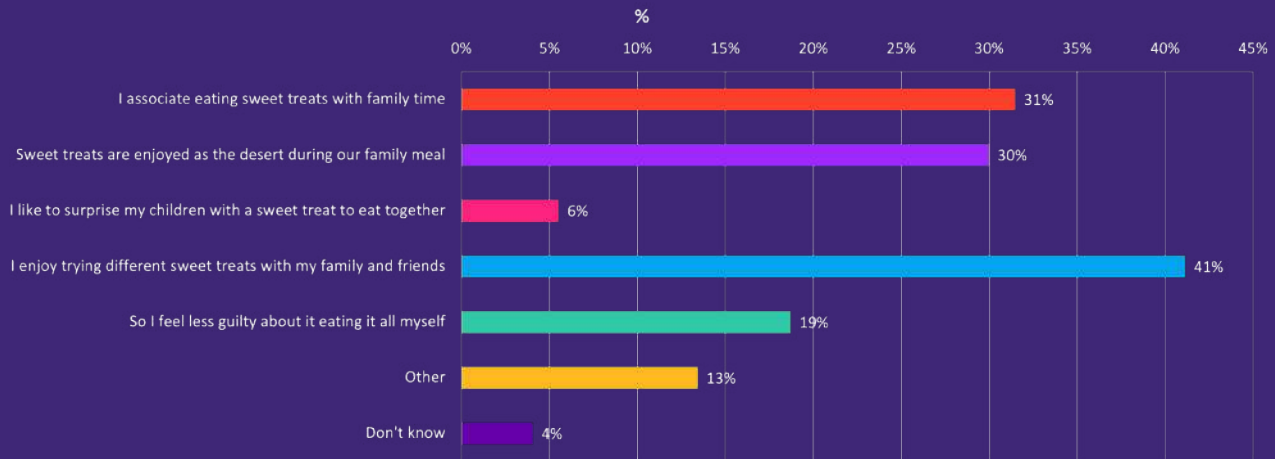
Unweighted base: All UK Adults who eat sweet treats (35)



# WALES

## QUESTION 6c.

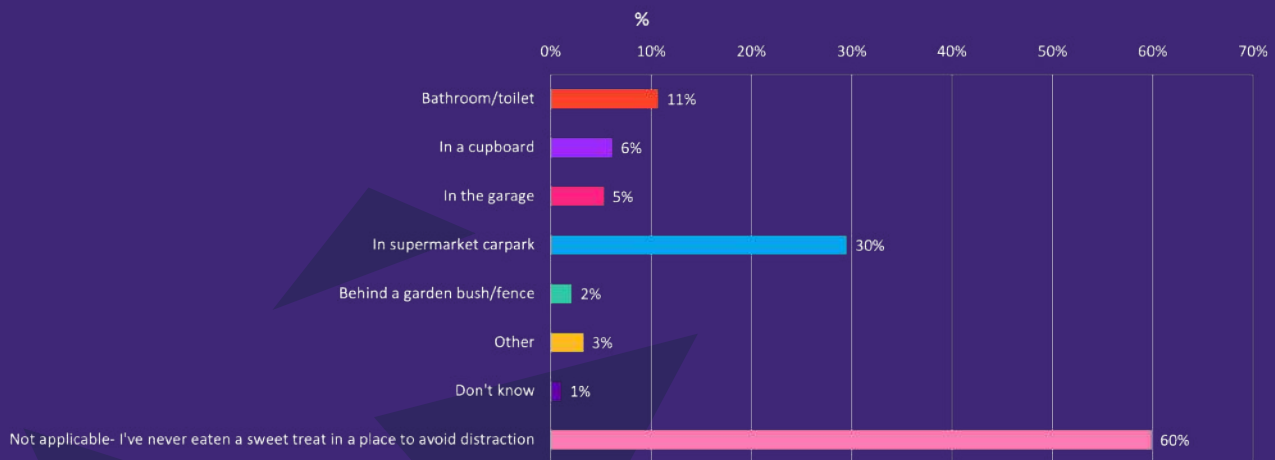
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (50)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (87)

# WALES

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?

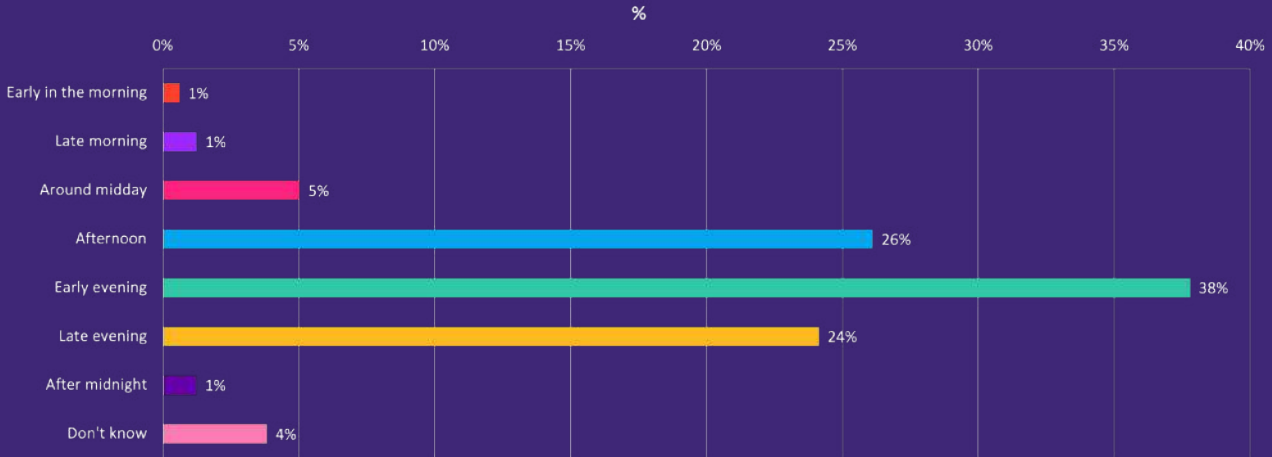


Unweighted base: All UK Adults who eat sweet treats (87)

# SCOTLAND

## QUESTION 1.

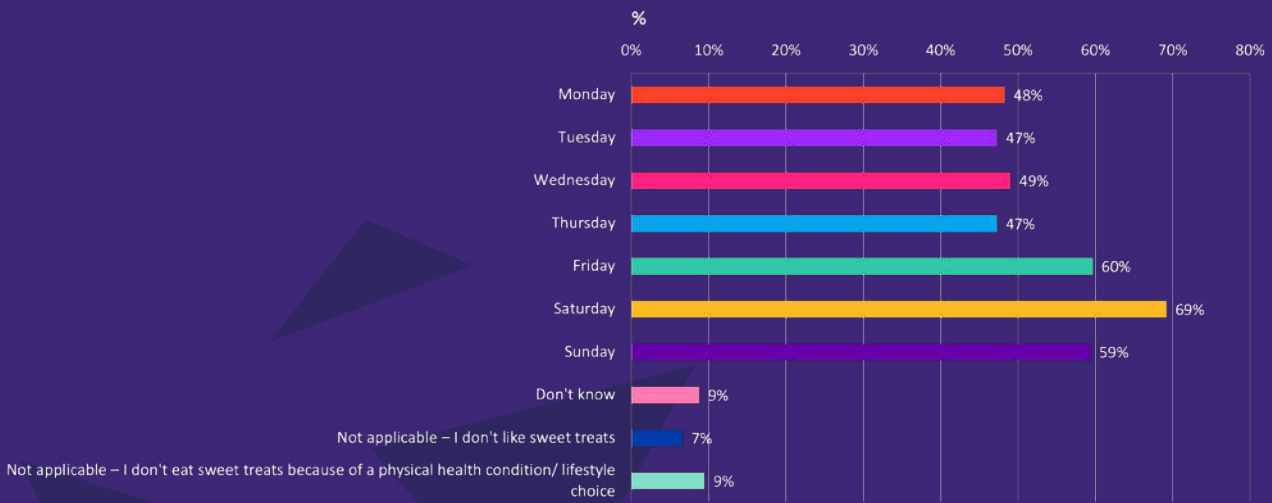
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (150)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

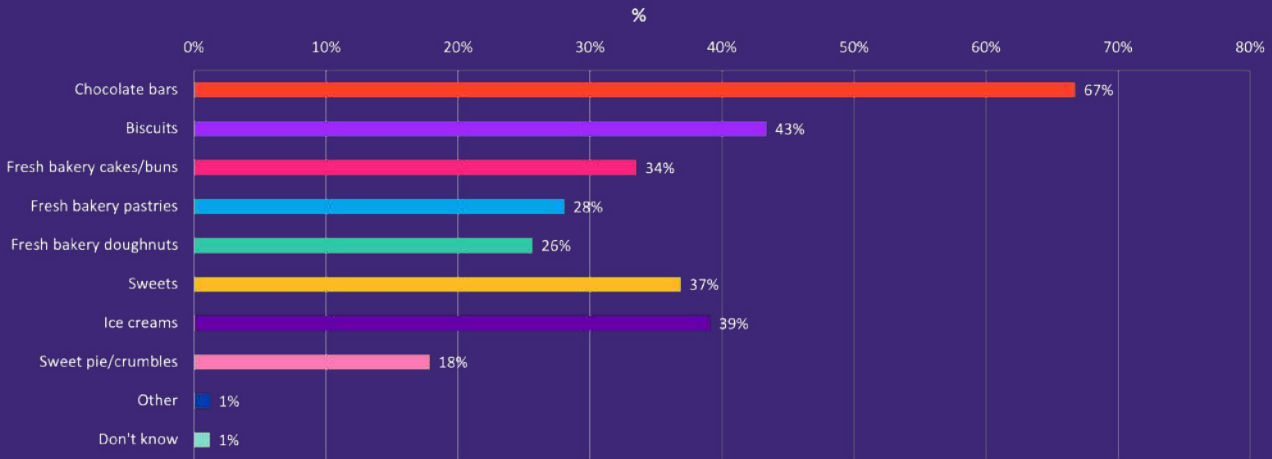


Unweighted base: All UK Adults who eat sweet treats (180)

# SCOTLAND

## QUESTION 3a.

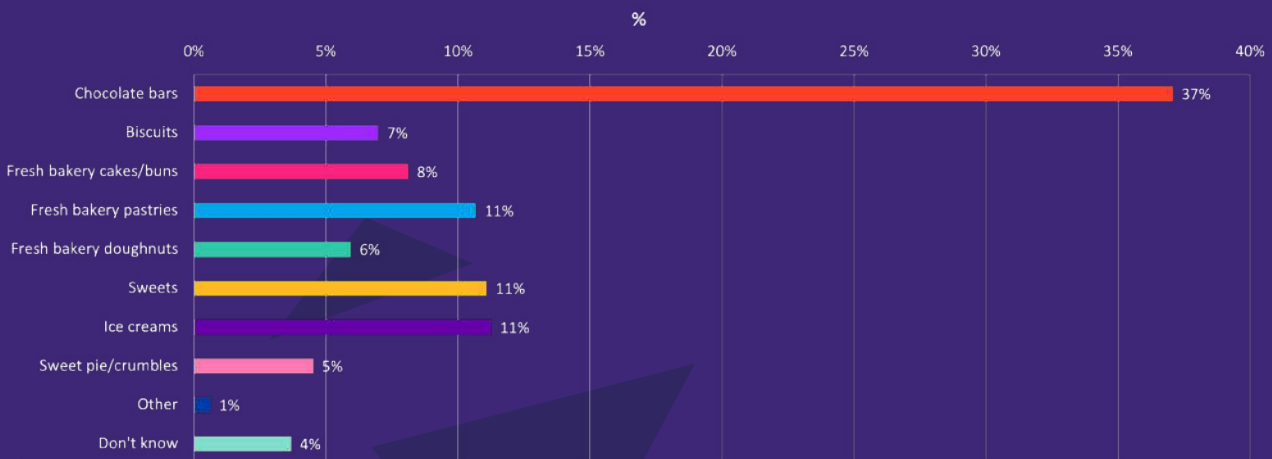
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (150)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

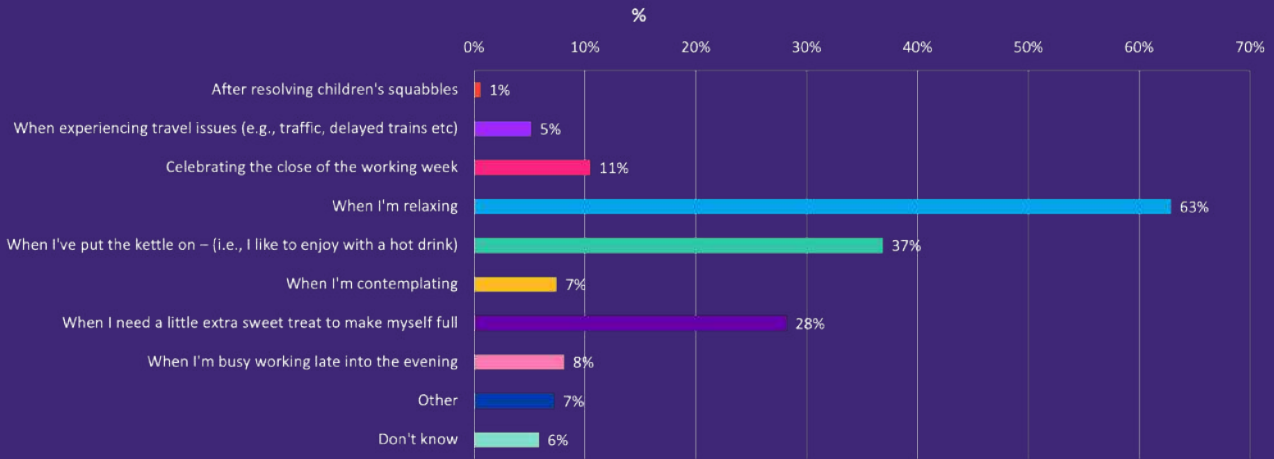


Unweighted base: All UK Adults who eat sweet treats (150)

# SCOTLAND

## QUESTION 4.

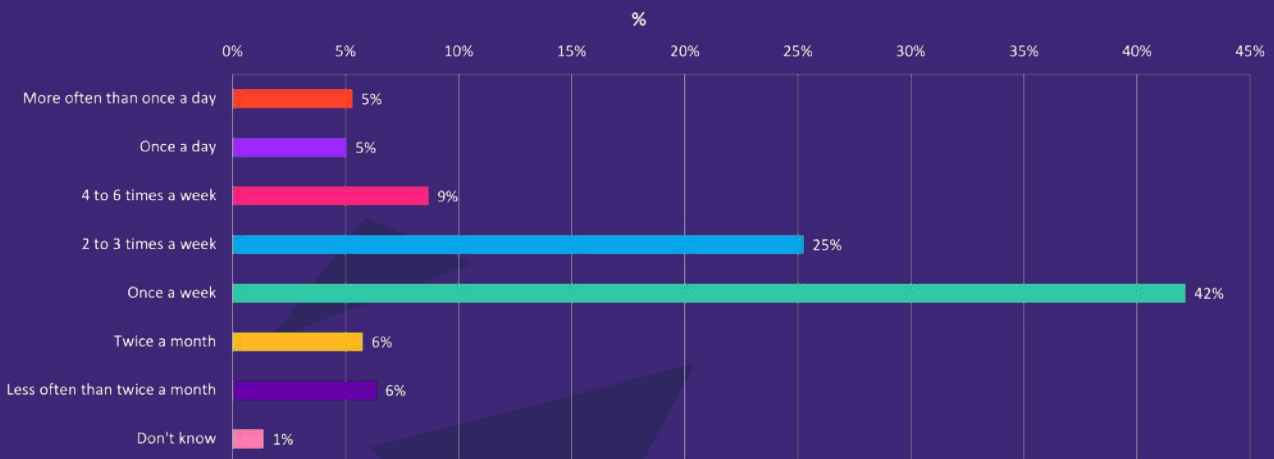
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (150)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

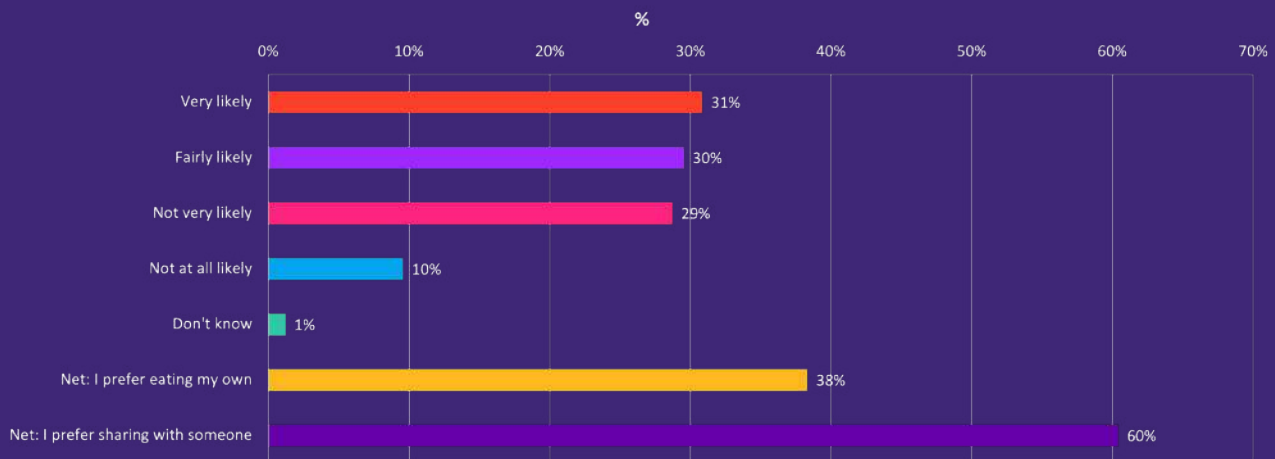


Unweighted base: All UK Adults who eat sweet treats (150)

# SCOTLAND

## QUESTION 6a.

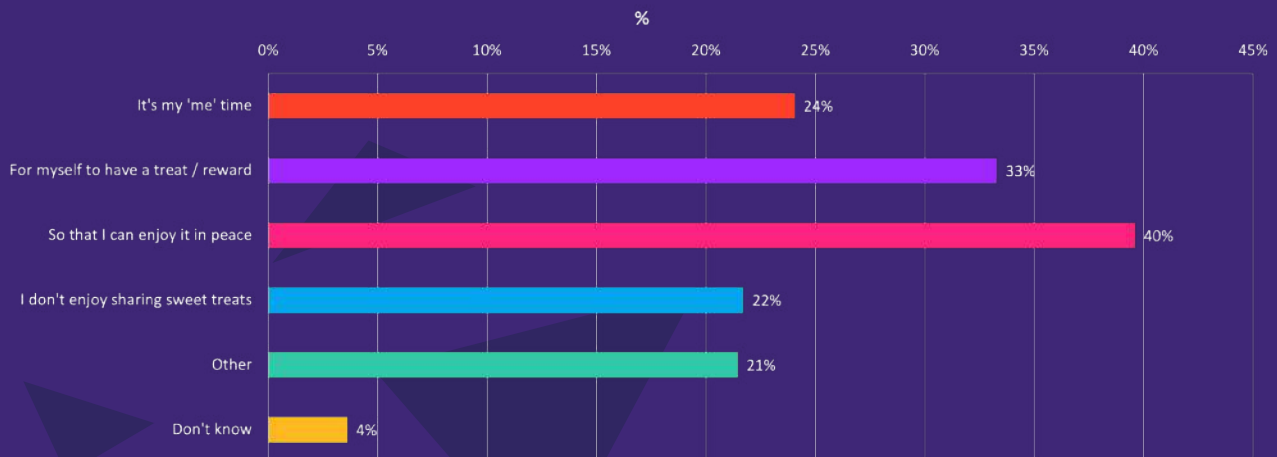
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (150)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

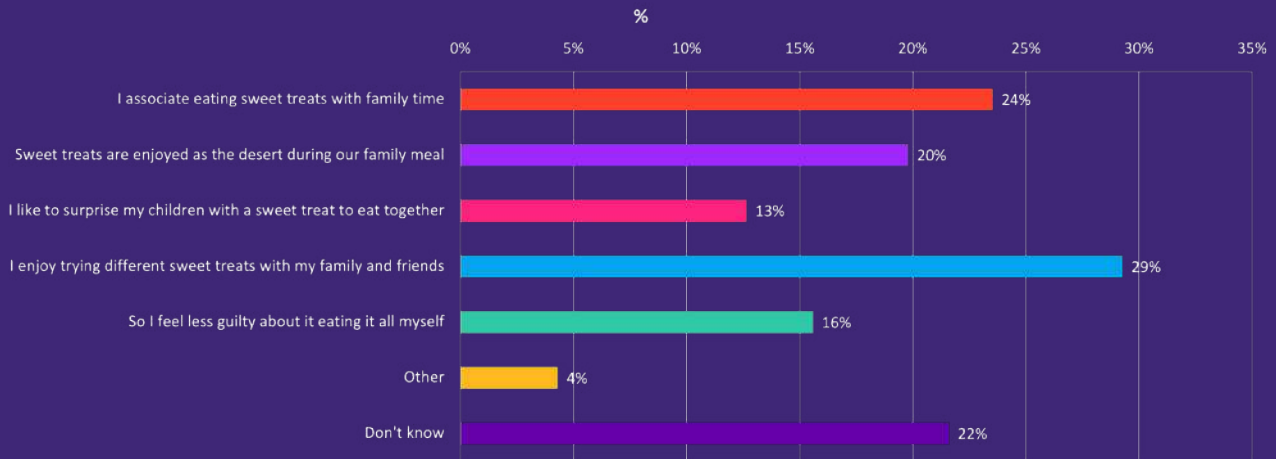


Unweighted base: All UK Adults who eat sweet treats (57)

# SCOTLAND

## QUESTION 6c.

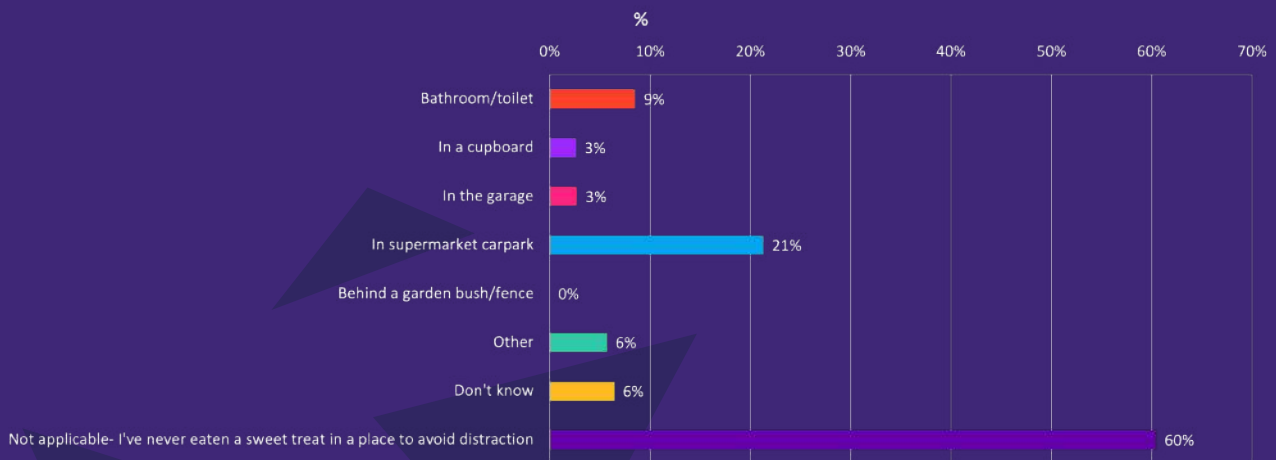
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (91)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (150)

# SCOTLAND

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



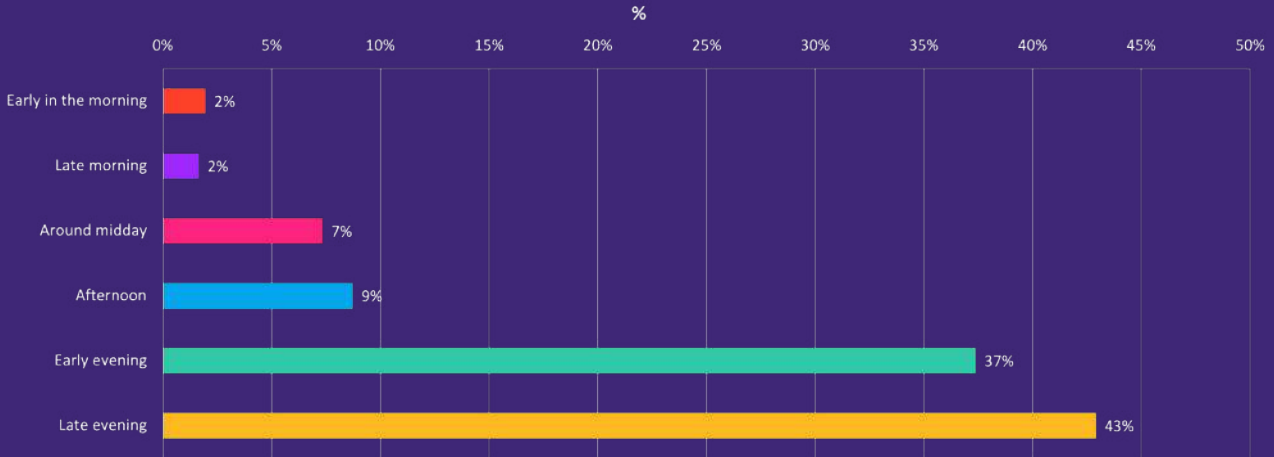
Unweighted base: All UK Adults who eat sweet treats (150)



# NORTHERN IRELAND

## QUESTION 1.

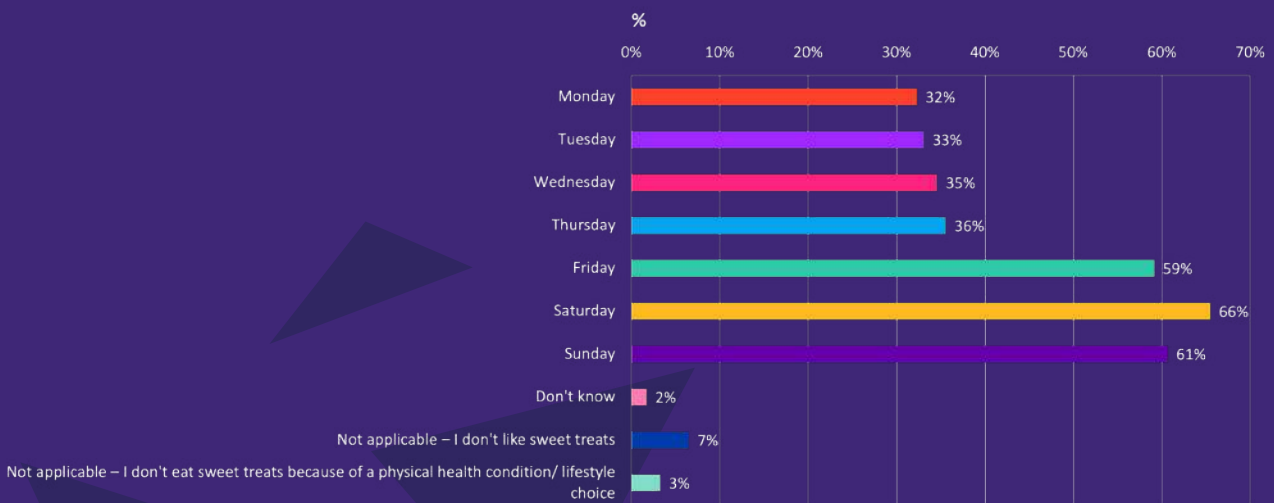
### IN GENERAL, WHAT TIME OF THE DAY DO YOU MOST LIKE TO EAT A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (54)

## QUESTION 2.

### FOR THE FOLLOWING QUESTION BY 'SWEET TREAT' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...IN GENERAL, WHICH, IF ANY, OF THE FOLLOWING DAYS OF THE WEEK, DO YOU FANCY A SWEET TREAT?

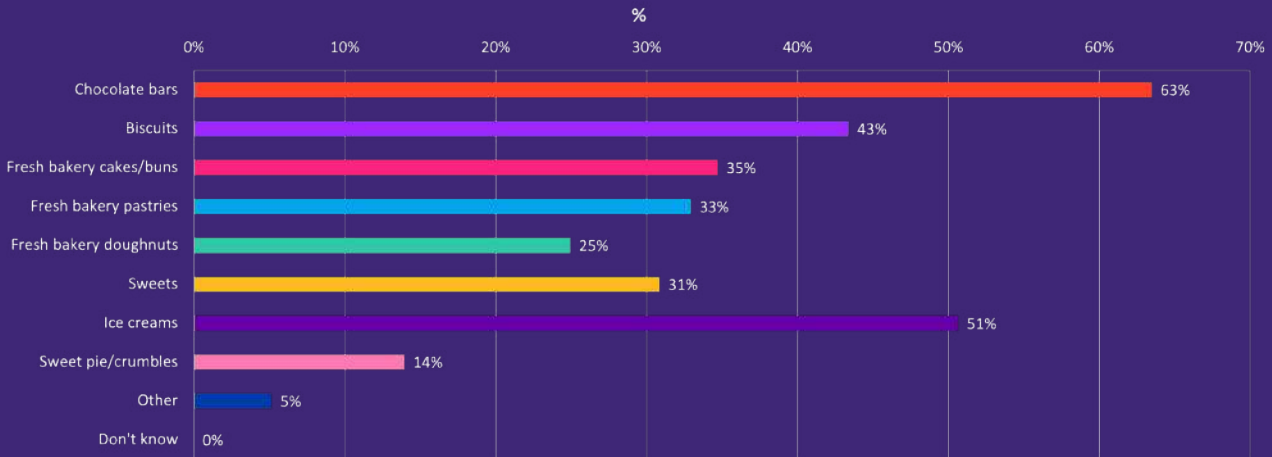


Unweighted base: All UK Adults who eat sweet treats (60)

# NORTHERN IRELAND

## QUESTION 3a.

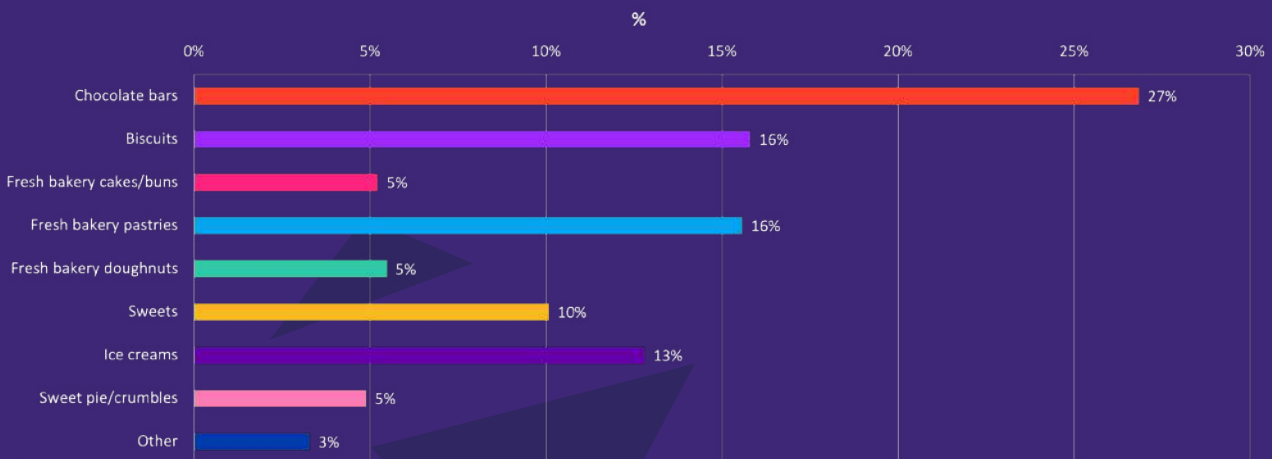
### WHICH, IF ANY, OF THE FOLLOWING SWEET TREATS DO YOU PREFER?



Unweighted base: All UK Adults who eat sweet treats (54)

## QUESTION 3b.

### AMONG THE SWEETS YOU PREFER...WHICH ONE, IF ANY, OF THE FOLLOWING SWEET TREATS IS YOUR FAVOURITE?

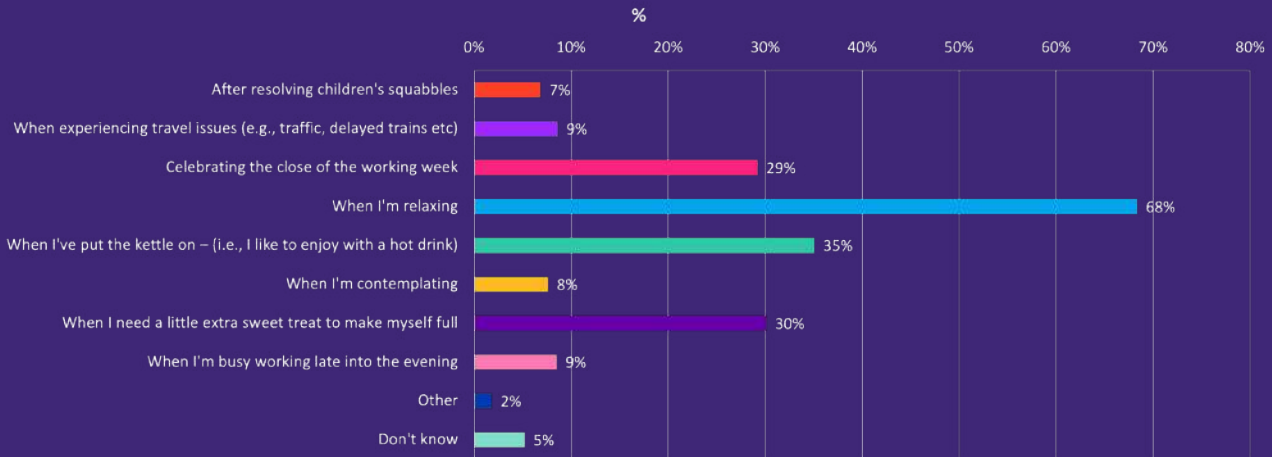


Unweighted base: All UK Adults who eat sweet treats (54)

# NORTHERN IRELAND

## QUESTION 4.

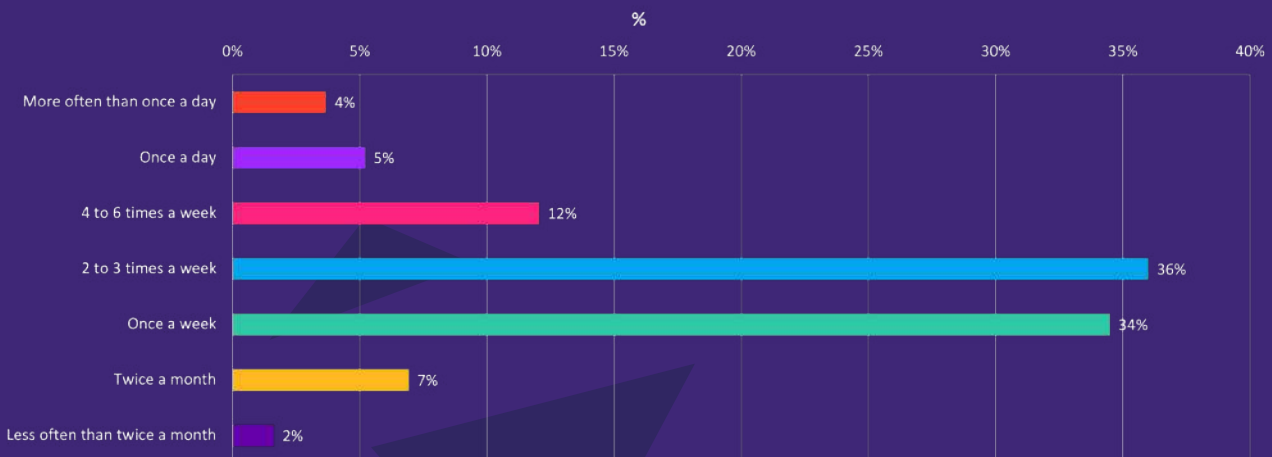
### ON WHICH, IF ANY, OF THE FOLLOWING OCCASION(S) DO YOU TEND TO ENJOY A SWEET TREAT?



Unweighted base: All UK Adults who eat sweet treats (54)

## QUESTION 5.

### APPROXIMATELY HOW OFTEN, IF AT ALL, DO YOU PURCHASE SWEET TREATS IN GENERAL?

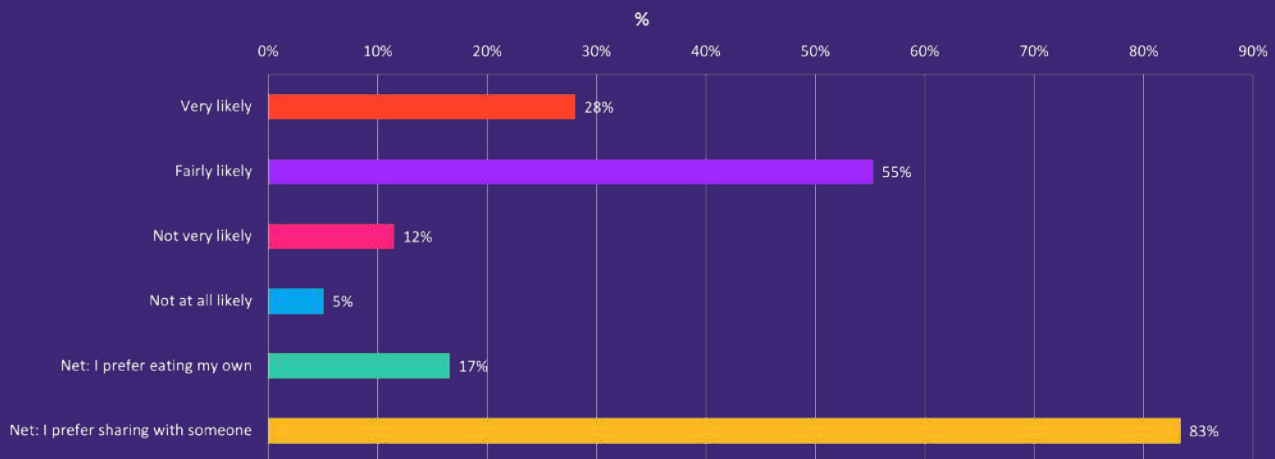


Unweighted base: All UK Adults who eat sweet treats (54)

# NORTHERN IRELAND

## QUESTION 6a.

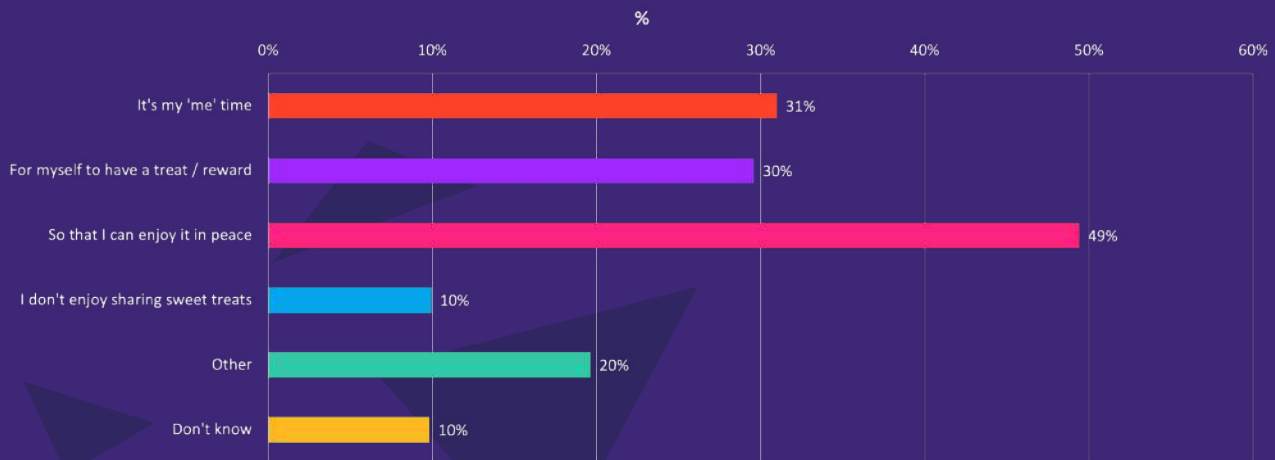
**AS A REMINDER, BY 'SWEET TREATS' WE MEAN TREATING YOURSELF WITH CHOCOLATES, ICE CREAM, CAKES, SWEETS ETC...HOW LIKELY, IF AT ALL, ARE YOU TO SHARE YOUR SWEET TREAT WITH SOMEONE ELSE?**



Unweighted base: All UK Adults who eat sweet treats (54)

## QUESTION 6b.

**YOU PREVIOUSLY MENTIONED, YOU ARE NOT LIKELY TO SHARE YOUR SWEET TREATS...WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**

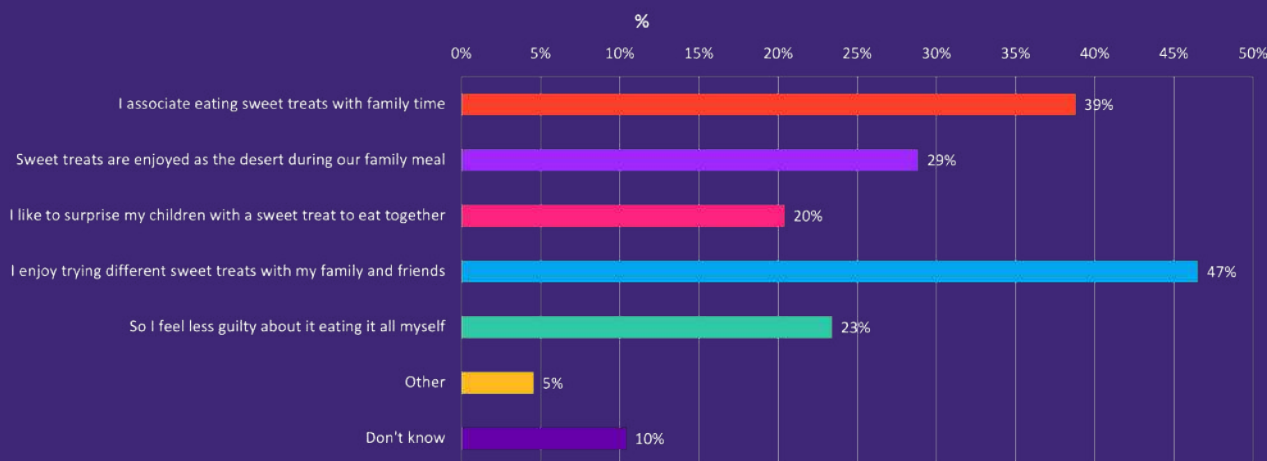


Unweighted base: All UK Adults who eat sweet treats (10)

# NORTHERN IRELAND

## QUESTION 6c.

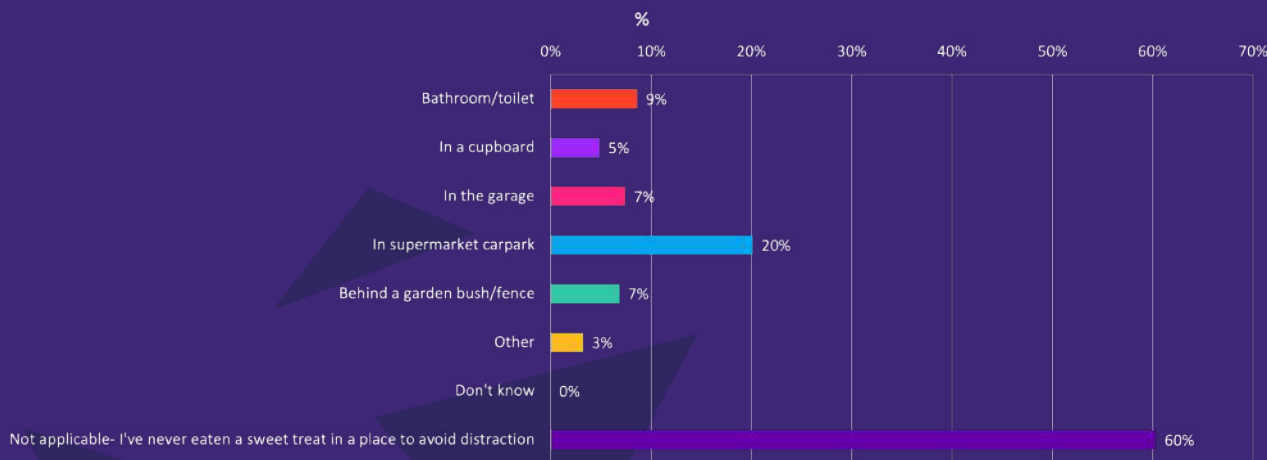
**YOU PREVIOUSLY MENTIONED, YOU ARE LIKELY TO SHARE YOUR SWEET TREATS... WHICH, IF ANY, OF THE FOLLOWING ARE THE REASONS FOR THIS?**



Unweighted base: All UK Adults who eat sweet treats (44)

## QUESTION 7.

**IN WHICH, IF ANY, OF THE FOLLOWING AMUSING PLACES YOU HAVE EVER ENJOYED A SWEET TREAT WITHOUT DISTRACTION?**



Unweighted base: All UK Adults who eat sweet treats (54)

# NORTHERN IRELAND

## QUESTION 8.

### HAVE YOU REWARDED YOURSELF WITH MORE SWEET TREATS SINCE THE INCREASED COST OF LIVING?



Unweighted base: All UK Adults who eat sweet treats (54)

**FOR MORE INFORMATION, CONTACT:**

Nicholas Bevan

European Communications Manager

M: 07525 670 573

E-mail: [Nicholas.Bevan@bakerandbaker.eu](mailto:Nicholas.Bevan@bakerandbaker.eu)

