

## YouGov Survey Results

Sample Size: 2774 GB Adults  
Fieldwork: 21st - 22nd June 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b> 2774	788	900	196	862	719	636	1348	1426	336	707	949	782	1581	1193	355	902	594	682	241
Unweighted Sample	788	866	187	859	693	640	1293	1481	187	740	1088	759	1787	987	453	913	504	639	265
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which of the following do you prefer?

Milk chocolate	<b>52</b>	49	59	48	48	56	53	51	53	67	58	51	41	51	53	53	47	60	51	53
Dark chocolate	<b>31</b>	34	27	33	34	27	33	31	31	14	22	33	43	34	27	29	34	25	32	31
White chocolate	<b>11</b>	11	8	15	12	8	10	11	10	13	13	10	9	10	12	10	12	9	9	12
None of these	<b>4</b>	3	5	2	4	6	2	4	4	2	4	4	7	4	5	5	4	4	5	4
Not sure	<b>2</b>	2	1	2	2	1	2	3	2	5	3	2	1	2	3	3	2	2	3	1

### And do you think chocolate is better eaten chilled, or at room temperature?

Chilled	<b>48</b>	50	46	40	53	49	42	52	44	35	44	55	48	47	49	49	49	47	39
At room temperature	<b>46</b>	46	47	56	43	44	52	41	50	54	50	41	45	47	44	43	45	43	55
Not sure	<b>6</b>	4	6	4	4	7	5	7	6	11	6	5	7	6	7	8	5	9	6