

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 1

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Summary**

**Base: All respondents**

	Products							
	Regular Easter egg	Smaller chocolate egg products, such as Creme Egg or Caramel Egg or Mini Eggs	Chocolate bunny products, such as Lindt gold bunny	Hot cross bun	Easter Egg themed cake	Other Easter related treats	Bought at least one of these products	Bought at least one of these products excl Hot cross buns
Unweighted base	2090	2090	2090	2090	2090	2090	2090	2090
Weighted base	2090	2090	2090	2090	2090	2090	2090	2090
NET: Bought at least one	479 23%	826 40%	407 19%	802 38%	149 7%	294 14%	1365 65%	1044 50%
10 or more	39 2%	127 6%	24 1%	164 8%	4 *	25 1%	494 24%	312 15%
9	14 1%	8 *	10 *	2 *	5 *	8 *	36 2%	26 1%
8	19 1%	13 1%	9 *	38 2%	9 *	3 *	52 2%	41 2%
7	11 1%	17 1%	11 1%	11 1%	7 *	10 *	51 2%	32 2%
6	40 2%	57 3%	18 1%	83 4%	14 1%	23 1%	101 5%	44 2%
5	31 2%	89 4%	43 2%	33 2%	13 1%	26 1%	85 4%	87 4%
4	34 2%	88 4%	41 2%	140 7%	11 1%	13 1%	156 7%	95 5%
3	56 3%	114 5%	53 3%	69 3%	11 1%	46 2%	97 5%	113 5%
2	108 5%	172 8%	88 4%	136 6%	24 1%	76 4%	150 7%	148 7%
1	126 6%	142 7%	109 5%	127 6%	48 2%	64 3%	142 7%	147 7%
None	1604 77%	1256 60%	1673 80%	1280 61%	1930 92%	1786 85%	721 35%	1040 50%
Rather not say	7 *	8 *	10 *	8 *	12 1%	10 *	4 *	6 *

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Table 1

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Summary****Base: All respondents**

	Products							
	Regular Easter egg	Smaller chocolate egg products, such as Creme Egg or Caramel Egg or Mini Eggs	Chocolate bunny products, such as Malteser or Lindt gold bunny	Hot cross bun	Easter Egg themed cake	Other Easter related treats	Bought at least one of these products	Bought at least one of these products excl Hot cross buns
Weighted base	2090	2090	2090	2090	2090	2090	2090	2090
Mean	0.86	1.69	0.68	1.86	0.26	0.52	4.04	2.76
Standard deviation	2.09	2.82	1.79	3.07	1.19	1.66	4.04	3.70
Standard error	0.05	0.06	0.04	0.07	0.03	0.04	0.09	0.08

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### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 2

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Regular Easter egg**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	479	208	270	79	119	101	76	55	48	127	129	95	127	41	30	58	46	57	30	16	35	43	73	38	13	114	199	82
	23%	20%	25%	34%	33%	30%	21%	18%	10%	22%	22%	22%	25%	23%	35%	25%	27%	32%	20%	16%	18%	16%	26%	21%	21%	29%	24%	43%
10 or more	39	13	25	5	11	10	6	6	1	6	5	12	16	3	4	6	3	5	3	-	2	5	5	4	-	12	15	8
	2%	1%	2%	2%	3%	3%	2%	2%	*	1%	1%	3%	3%	2%	5%	2%	2%	3%	2%	-	1%	2%	2%	2%	-	3%	2%	4%
9	14	6	9	4	3	4	-	1	2	2	6	2	5	-	3	3	1	1	3	-	-	-	3	-	2	9	6	
	1%	1%	1%	2%	1%	1%	-	*	*	*	1%	2	1%	-	4%	1%	1%	1	2%	-	-	-	1%	-	-	*	1%	3%
8	19	12	8	4	5	3	2	5	-	6	3	6	4	1	2	1	5	-	3	1	3	1	3	-	3	10	6	
	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	3%	*	3%	-	2%	1%	2%	*	1%	-	1%	1%	3%	
7	11	3	8	4	3	2	1	-	1	6	1	2	1	1	-	3	-	1	-	-	1	3	2	-	1	5	2	
	1%	*	1%	2%	1%	1%	*	-	*	1%	*	1%	*	1	-	1%	-	1	-	-	1%	1%	1%	-	-	*	1%	2
6	40	20	19	7	7	13	8	3	1	12	9	6	12	5	-	7	2	5	4	1	2	2	7	3	1	10	15	10
	2%	2%	2%	3%	2%	4%	2%	1%	*	2%	2%	2%	2%	3%	-	3%	1%	3%	3%	1%	1%	1%	3%	1%	2%	3%	2%	5%
5	31	15	16	4	11	7	7	1	2	9	7	5	11	1	7	7	3	2	1	1	1	1	3	3	-	8	17	5
	2%	1%	2%	2%	3%	2%	2%	*	*	2%	1%	1%	2%	1%	8%	3%	2%	1%	1%	1%	*	*	1%	1%	-	2%	2%	3%
4	34	18	16	3	10	10	6	3	3	11	10	5	8	6	-	4	3	1	-	1	4	8	3	5	1	8	13	6
	2%	2%	1%	1%	3%	3%	2%	1%	1%	2%	2%	1%	2%	3%	-	2%	2%	*	-	1%	2%	3%	1%	3%	1%	2%	2%	3%
3	56	24	32	9	14	9	6	4	13	19	11	9	16	6	4	5	4	6	6	2	4	4	9	4	1	11	21	12
	3%	2%	3%	4%	4%	3%	2%	1%	3%	3%	2%	2%	3%	4%	5%	2%	2%	3%	4%	2%	2%	2%	3%	2%	2%	3%	3%	6%
2	108	46	63	15	22	21	18	17	16	21	36	27	24	13	3	11	15	13	-	5	12	11	13	7	5	22	49	13
	5%	4%	6%	6%	6%	6%	5%	5%	3%	4%	6%	6%	5%	8%	4%	5%	9%	7%	-	5%	6%	4%	5%	4%	8%	6%	6%	7%
1	126	51	75	23	34	22	22	15	10	35	40	20	31	5	6	11	11	22	9	4	6	9	25	13	5	37	46	15
	6%	5%	7%	10%	9%	7%	6%	5%	2%	6%	7%	5%	6%	3%	7%	5%	6%	12%	6%	4%	3%	3%	9%	7%	8%	10%	6%	8%
None	1604	805	799	152	241	231	294	252	435	441	456	329	378	133	55	174	124	122	117	86	159	230	211	143	49	273	618	108
	77%	79%	75%	65%	67%	69%	79%	81%	90%	77%	78%	77%	74%	75%	65%	75%	73%	68%	79%	84%	82%	84%	74%	79%	78%	70%	76%	57%
Rather not say	7	6	1	1	2	2	-	2	-	2	2	1	2	2	-	1	-	1	1	-	1	1	-	-	1	2	2	1
	*	1%	*	*	1%	1%	-	1%	-	*	*	*	*	1%	-	*	-	1%	1%	-	*	*	-	-	1%	*	*	*

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Absolutes/col percents

Table 2

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Regular Easter egg**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	0.86	0.78	0.94	1.32	1.26	1.25	0.72	0.68	0.29	0.81	0.71	0.92	1.04	0.88	1.68	1.09	0.98	1.02	0.96	0.45	0.65	0.60	0.92	0.69	0.43	1.07	0.95	1.98
Standard deviation	2.09	1.97	2.19	2.53	2.46	2.49	1.86	1.97	1.11	1.95	1.80	2.27	2.36	2.00	3.01	2.40	2.19	2.22	2.41	1.29	1.79	1.78	2.15	1.83	1.06	2.30	2.20	3.03
Standard error	0.05	0.06	0.07	0.17	0.13	0.14	0.10	0.11	0.05	0.08	0.08	0.11	0.11	0.15	0.34	0.15	0.17	0.17	0.21	0.13	0.12	0.11	0.12	0.13	0.14	0.12	0.08	0.22

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### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 3

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Smaller chocolate egg products, such as Creme Egg or Caramel Egg or Mini Eggs**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North of Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	826	354	472	142	201	164	155	92	71	235	247	160	183	76	40	106	72	84	53	40	65	81	107	74	27	211	370	124
	40%	35%	44%	61%	56%	49%	42%	30%	15%	41%	42%	38%	36%	43%	47%	46%	42%	47%	36%	40%	33%	29%	38%	41%	43%	54%	45%	65%
10 or more	127	53	73	20	33	28	24	8	12	30	28	29	40	15	8	20	16	11	3	3	8	10	12	15	5	38	52	20
	6%	5%	7%	9%	9%	8%	7%	3%	3%	5%	5%	7%	8%	9%	9%	9%	10%	6%	2%	3%	4%	4%	4%	8%	8%	10%	6%	10%
9	8	5	3	1	2	2	2	-	1	1	3	1	3	-	1	-	1	-	1	-	-	-	3	1	1	2	4	3
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	1%	-	1%	-	-	1%	-	-	1%	1%	2%	*	1%	2%
8	13	7	6	2	3	3	2	1	1	2	5	3	3	2	-	3	-	-	-	1	-	5	2	-	-	2	4	5
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	1%	1%	1%	-	1%	-	-	-	1%	-	2%	1%	-	-	1%	1%	2%
7	17	8	9	1	7	2	5	1	2	4	5	6	2	-	1	2	1	3	-	-	-	2	6	2	-	3	9	2
	1%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	1%	*	-	1%	1%	1%	1%	-	-	-	1%	2%	1%	-	1%	1%	2%
6	57	18	39	9	11	18	7	9	2	17	13	13	14	4	5	4	3	6	4	4	6	7	9	5	-	11	27	9
	3%	2%	4%	4%	3%	5%	2%	3%	*	3%	2%	3%	3%	3%	6%	2%	2%	3%	3%	4%	3%	3%	3%	3%	-	3%	3%	5%
5	89	55	34	16	24	18	13	12	5	27	30	18	14	10	6	19	4	13	7	4	6	4	8	5	3	18	45	19
	4%	5%	3%	7%	7%	5%	4%	4%	1%	5%	5%	4%	3%	6%	7%	8%	3%	7%	4%	4%	3%	1%	3%	5%	5%	5%	6%	10%
4	88	41	47	15	26	16	12	11	8	31	19	17	20	5	1	10	4	14	12	6	5	9	12	6	4	22	45	15
	4%	4%	4%	6%	7%	5%	3%	4%	2%	5%	3%	4%	4%	3%	1%	4%	2%	8%	8%	6%	3%	3%	4%	3%	6%	6%	6%	8%
3	114	44	70	32	28	14	20	13	7	33	44	20	17	9	3	20	8	14	8	8	7	12	15	7	4	29	47	14
	5%	4%	7%	14%	8%	4%	5%	4%	1%	6%	8%	5%	3%	5%	3%	9%	5%	8%	6%	8%	4%	4%	5%	4%	6%	7%	6%	7%
2	172	66	106	29	30	31	43	19	20	46	48	34	44	18	11	18	18	13	8	8	15	19	19	16	8	45	71	23
	8%	6%	10%	12%	8%	9%	12%	6%	4%	8%	8%	8%	9%	10%	13%	8%	10%	7%	5%	8%	8%	7%	7%	9%	13%	12%	9%	12%
1	142	58	84	16	37	30	27	19	13	44	53	19	26	11	4	11	15	10	11	7	18	12	22	17	2	42	64	15
	7%	6%	8%	7%	10%	9%	7%	6%	3%	8%	9%	4%	5%	6%	5%	5%	9%	6%	8%	7%	9%	4%	8%	9%	3%	11%	8%	8%
None	1256	660	597	89	158	169	215	215	410	333	338	263	322	98	45	126	98	96	94	61	129	192	177	106	35	176	446	65
	60%	65%	56%	38%	44%	50%	58%	70%	85%	58%	58%	62%	63%	55%	53%	54%	58%	53%	63%	60%	66%	70%	62%	59%	56%	45%	55%	34%
Rather not say	8	6	2	1	2	2	-	2	1	3	2	1	2	3	-	1	-	-	1	-	1	1	-	-	1	1	2	1
	*	1%	*	*	1%	1%	-	1%	*	*	*	*	*	2%	-	*	-	-	1%	-	*	1%	-	-	1%	*	*	*

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Absolutes/col percents

Table 3

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Smaller chocolate egg products, such as Creme Egg or Caramel Egg or Mini Eggs**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	1.69	1.53	1.85	2.63	2.48	2.23	1.73	1.12	0.62	1.67	1.64	1.77	1.71	1.97	2.26	2.16	1.87	2.01	1.30	1.50	1.20	1.25	1.57	1.80	1.91	2.31	1.93	3.10
Standard deviation	2.82	2.73	2.89	3.05	3.18	3.16	2.85	2.22	1.92	2.70	2.66	2.95	3.01	3.09	3.27	3.12	3.13	2.83	2.22	2.44	2.38	2.50	2.71	3.04	2.99	3.15	2.90	3.31
Standard error	0.06	0.08	0.09	0.21	0.17	0.17	0.15	0.12	0.08	0.11	0.11	0.15	0.13	0.24	0.37	0.20	0.25	0.22	0.19	0.25	0.16	0.16	0.15	0.22	0.39	0.17	0.10	0.24

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 4

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**  
**Chocolate bunny products, such as Malteser or Lindt gold bunny**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	407	145	262	92	115	84	52	31	33	122	107	91	88	34	22	51	33	54	27	12	33	45	63	24	9	111	157	80
	19%	14%	24%	40%	32%	25%	14%	10%	7%	21%	18%	21%	17%	19%	26%	22%	20%	30%	18%	12%	17%	17%	22%	13%	14%	28%	19%	42%
10 or more	24	9	14	7	6	8	2	-	-	7	7	5	5	5	4	2	4	1	2	-	-	2	4	2	-	9	8	8
	1%	1%	1%	3%	2%	2%	1%	-	-	1%	1%	1%	1%	3%	4%	1%	2%	*	1%	-	-	1%	1%	1%	-	2%	1%	4%
9	10	5	6	5	2	2	1	-	-	4	1	2	3	1	-	-	1	3	2	-	-	-	2	-	1	5	4	3
	*	1%	1%	2%	1%	1%	*	-	-	1%	*	1%	1%	1%	-	-	1%	2%	1%	-	-	-	1%	-	1%	1%	*	2%
8	9	7	2	2	4	2	1	-	-	4	1	1	3	1	-	-	1	1	1	1	2	-	1	-	3	5	5	
	*	1%	*	1%	1%	1%	*	-	-	1%	*	*	1%	1%	-	-	1%	*	1%	1%	1%	1%	-	*	-	1%	1%	3%
7	11	7	3	3	3	3	1	1	-	3	3	1	3	3	1	1	1	-	-	-	*	-	2	1	-	3	4	5
	1%	1%	*	1%	1%	1%	*	*	-	1%	1%	*	1%	2%	1%	1%	1%	-	-	-	*	-	1%	1%	-	1%	*	3%
6	18	10	9	5	5	5	1	1	2	8	4	3	3	-	1	1	3	1	1	2	1	3	3	1	1	2	11	2
	1%	1%	1%	2%	1%	2%	*	*	*	1%	1%	1%	1%	-	2%	*	1%	1%	1%	2%	*	1%	1%	1%	2%	*	1%	1%
5	43	18	25	13	12	11	1	*	6	13	12	9	9	4	2	7	1	9	5	1	1	4	7	2	-	10	13	7
	2%	2%	2%	6%	3%	3%	*	*	1%	2%	2%	2%	2%	3%	2%	3%	1%	5%	3%	1%	1%	1%	2%	1%	-	3%	2%	4%
4	41	12	29	5	9	7	7	10	3	13	6	9	13	2	3	5	2	8	3	1	4	5	4	5	1	7	16	3
	2%	1%	3%	2%	3%	2%	2%	3%	1%	2%	1%	2%	3%	1%	3%	2%	1%	4%	2%	*	2%	2%	1%	3%	1%	2%	2%	2%
3	53	13	39	8	25	9	8	1	2	16	16	8	13	4	1	11	5	6	1	1	6	6	9	-	2	15	23	11
	3%	1%	4%	3%	7%	3%	2%	*	*	3%	3%	2%	3%	2%	1%	5%	3%	3%	1%	1%	3%	2%	3%	-	3%	4%	3%	6%
2	88	27	62	22	17	16	13	9	11	21	26	26	15	10	5	6	5	12	9	1	10	9	13	7	3	23	30	18
	4%	3%	6%	10%	5%	5%	3%	3%	2%	4%	4%	6%	3%	5%	6%	3%	3%	6%	6%	1%	5%	3%	5%	4%	5%	6%	4%	9%
1	109	37	72	22	32	21	16	9	9	34	30	26	20	5	5	18	10	14	4	5	9	15	19	5	1	34	43	17
	5%	4%	7%	10%	9%	6%	4%	3%	2%	6%	5%	6%	4%	3%	6%	8%	6%	8%	3%	5%	5%	5%	7%	3%	2%	9%	5%	9%
None	1673	869	804	138	243	249	318	277	449	446	479	332	417	140	63	181	137	126	120	89	161	227	220	156	53	275	659	109
	80%	85%	75%	60%	67%	74%	86%	90%	93%	78%	82%	78%	82%	80%	74%	78%	80%	70%	81%	88%	83%	83%	77%	87%	85%	71%	81%	58%
Rather not say	10	6	4	2	3	2	-	2	1	3	2	2	3	2	-	2	-	1	1	-	1	1	1	-	1	3	2	1
	*	1%	*	1%	1%	1%	-	1%	*	*	*	*	1%	1%	-	1%	-	1%	1%	-	*	1%	*	-	1%	1%	*	*

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 4

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Chocolate bunny products, such as Malteser or Lindt gold bunny**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	0.68	0.56	0.79	1.54	1.12	0.98	0.42	0.27	0.19	0.78	0.60	0.69	0.65	0.86	1.08	0.64	0.77	1.00	0.72	0.39	0.46	0.52	0.74	0.50	0.48	1.01	0.68	1.74
Standard deviation	1.79	1.73	1.84	2.63	2.18	2.22	1.37	0.94	0.81	1.93	1.66	1.77	1.79	2.22	2.44	1.57	2.10	1.99	1.66	1.37	1.24	1.53	1.85	1.60	1.47	2.22	1.80	2.85
Standard error	0.04	0.05	0.06	0.18	0.12	0.12	0.07	0.05	0.04	0.08	0.07	0.09	0.08	0.17	0.28	0.10	0.16	0.15	0.17	0.14	0.08	0.10	0.10	0.12	0.19	0.12	0.06	0.21



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 5

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Hot cross bun**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	802	380	422	80	122	115	145	122	218	236	225	168	172	43	33	83	55	80	59	38	87	94	132	85	14	164	297	97
	38%	37%	39%	35%	34%	34%	39%	39%	45%	41%	38%	40%	34%	24%	39%	36%	32%	44%	40%	37%	45%	34%	46%	47%	22%	42%	36%	51%
10 or more	164	86	78	10	14	23	26	26	64	52	48	24	39	5	2	13	9	18	12	7	21	26	26	24	1	29	53	19
	8%	8%	7%	4%	4%	7%	7%	8%	13%	9%	8%	6%	8%	3%	3%	6%	5%	10%	8%	7%	11%	9%	9%	13%	1%	7%	6%	10%
9	2	2	-	1	-	-	-	-	1	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1
	*	*	-	*	-	-	-	-	*	*	-	*	-	-	-	-	1%	-	-	-	-	-	*	-	-	*	-	1%
8	38	18	20	3	3	2	8	7	15	11	14	9	5	1	3	3	5	2	4	-	3	-	12	5	-	6	13	5
	2%	2%	2%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	1%	3%	1%	3%	1%	2%	-	2%	-	4%	3%	-	1%	2%	3%
7	11	7	4	3	3	4	-	-	1	5	3	3	-	1	-	-	1	4	-	-	1	3	-	1	-	5	3	4
	1%	1%	*	1%	1%	1%	-	-	*	1%	*	1%	-	1%	-	-	1%	2%	-	-	*	1%	-	*	-	1%	*	2%
6	83	42	42	7	4	14	16	14	27	21	27	14	22	8	5	4	7	8	10	1	9	8	17	4	2	21	21	14
	4%	4%	4%	3%	1%	4%	4%	5%	6%	4%	5%	3%	4%	5%	6%	2%	4%	4%	7%	1%	5%	3%	6%	2%	3%	5%	3%	7%
5	33	12	21	6	7	5	5	3	7	12	8	7	6	2	3	7	-	3	3	-	3	3	6	2	1	8	11	7
	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	3%	3%	-	2%	2%	-	2%	1%	2%	1%	1%	2%	1%	3%
4	140	73	67	10	16	20	25	28	40	40	29	37	35	4	8	17	15	9	7	9	15	13	23	16	5	25	57	12
	7%	7%	6%	4%	4%	6%	7%	9%	8%	7%	5%	9%	7%	2%	9%	7%	9%	5%	5%	9%	8%	5%	8%	9%	8%	6%	7%	6%
3	69	33	36	9	16	8	14	10	12	23	15	13	18	5	2	7	2	8	5	6	6	6	11	8	2	19	28	7
	3%	3%	3%	4%	4%	2%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	1%	4%	4%	5%	3%	2%	4%	5%	3%	5%	3%	4%
2	136	54	82	20	25	17	30	17	26	39	40	31	25	9	5	13	12	15	11	6	16	21	16	9	3	17	61	14
	6%	5%	8%	9%	7%	5%	8%	6%	5%	7%	7%	7%	5%	5%	6%	6%	7%	8%	7%	6%	8%	8%	6%	5%	5%	4%	7%	7%
1	127	54	73	11	34	20	20	17	24	31	42	30	23	8	5	17	5	12	7	10	13	15	20	15	1	34	49	13
	6%	5%	7%	5%	9%	6%	5%	6%	5%	6%	7%	7%	4%	4%	6%	7%	3%	6%	4%	10%	7%	5%	7%	8%	2%	9%	6%	7%
None	1280	634	646	151	236	218	225	187	264	332	362	255	331	133	52	147	114	100	88	63	107	179	152	96	48	222	518	92
	61%	62%	60%	65%	65%	65%	61%	61%	55%	58%	62%	60%	65%	76%	61%	63%	67%	55%	60%	63%	55%	65%	54%	53%	77%	57%	63%	49%
Rather not say	8	6	2	1	4	2	-	-	1	2	1	1	5	-	-	3	1	1	1	-	1	1	-	-	1	2	4	1
	*	1%	*	*	1%	1%	-	-	*	*	*	*	1%	-	-	1%	1%	1%	1%	-	*	*	-	-	1%	*	*	*

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 5

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Hot cross bun**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	1.86	1.90	1.81	1.50	1.23	1.64	1.82	1.96	2.60	2.08	1.86	1.73	1.71	1.03	1.65	1.55	1.59	2.22	2.04	1.45	2.23	1.70	2.38	2.47	0.83	1.98	1.62	2.65
Standard deviation	3.07	3.15	3.00	2.68	2.41	2.93	2.99	3.14	3.62	3.23	3.13	2.85	3.01	2.30	2.62	2.76	2.87	3.33	3.21	2.68	3.33	3.11	3.35	3.55	1.80	3.08	2.86	3.43
Standard error	0.07	0.10	0.09	0.18	0.13	0.16	0.16	0.17	0.16	0.13	0.13	0.14	0.13	0.18	0.30	0.18	0.23	0.26	0.28	0.28	0.23	0.19	0.19	0.26	0.23	0.16	0.10	0.25

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 6

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Easter Egg themed cake**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	149	74	74	36	45	37	18	6	7	50	32	29	38	15	11	13	13	23	12	5	12	13	22	6	3	45	62	51
	7%	7%	7%	16%	13%	11%	5%	2%	1%	9%	5%	7%	7%	9%	13%	6%	8%	13%	8%	5%	6%	5%	8%	3%	4%	12%	8%	27%
10 or more	4	-	4	1	1	-	3	-	-	1	1	1	1	-	-	1	-	1	-	-	-	1	1	-	-	4	-	-
	*	-	*	*	*	-	1%	-	-	*	*	*	*	-	-	*	-	1%	-	-	-	*	*	-	-	1%	-	-
9	5	4	1	3	1	1	-	-	-	2	2	1	-	-	-	1	2	-	-	-	-	2	-	-	1	3	3	
	*	*	*	1%	*	*	-	-	-	*	*	*	-	-	-	*	1%	-	-	-	-	-	1%	-	-	*	*	2%
8	9	8	1	-	2	6	1	-	-	4	2	1	2	2	1	-	3	3	-	-	-	1	-	-	5	3	5	
	*	1%	*	-	1%	2%	*	-	-	1%	*	*	*	1%	1%	-	2%	1%	-	-	-	*	-	-	1%	*	3%	
7	7	3	4	3	3	1	-	-	-	3	2	1	1	1	-	2	-	1	2	-	-	1	-	-	3	3	4	
	*	*	*	1%	1%	*	-	-	-	1%	*	*	*	1%	-	1%	-	*	2%	-	-	*	-	-	-	1%	*	2%
6	14	8	6	4	4	5	-	1	-	5	4	1	5	1	3	2	-	-	2	-	1	2	3	-	1	2	8	8
	1%	1%	1%	2%	1%	2%	-	*	-	1%	1%	*	1%	1%	4%	1%	-	-	1%	-	1%	1%	1%	-	2%	*	1%	4%
5	13	4	10	5	2	3	2	*	-	4	4	2	4	1	3	*	1	2	2	-	-	1	1	2	1	5	5	6
	1%	*	1%	2%	1%	1%	*	*	-	1%	1%	*	1%	1%	3%	*	1%	1%	1%	-	-	*	*	1%	1%	1%	1%	3%
4	11	11	1	1	8	3	-	-	-	5	1	3	3	2	-	1	-	2	1	-	-	3	2	1	-	3	5	6
	1%	1%	*	*	2%	1%	-	-	-	1%	*	1%	1%	1%	-	*	-	1%	1%	-	-	1%	1%	1%	-	1%	1%	3%
3	11	6	5	2	3	2	4	1	-	4	2	3	2	-	-	1	1	3	3	-	-	-	4	-	-	4	5	4
	1%	1%	*	1%	1%	1%	1%	*	-	1%	*	1%	*	-	-	*	*	1%	2%	-	-	-	1%	-	-	1%	1%	2%
2	24	15	10	7	10	3	1	-	3	7	6	4	7	-	1	-	3	3	1	3	3	2	6	1	-	5	13	8
	1%	1%	1%	3%	3%	1%	*	-	1%	1%	1%	1%	1%	-	1%	-	2%	2%	1%	3%	2%	1%	2%	1%	-	1%	2%	4%
1	48	16	33	9	11	13	8	4	4	14	8	12	14	8	3	5	3	9	1	2	8	3	4	2	1	14	16	7
	2%	2%	3%	4%	3%	4%	2%	1%	1%	2%	1%	3%	3%	5%	3%	2%	2%	5%	1%	2%	4%	1%	1%	1%	2%	4%	2%	4%
None	1930	935	994	193	313	295	352	300	476	519	554	391	467	159	74	219	155	157	135	97	182	259	260	174	59	340	752	137
	92%	92%	93%	83%	87%	88%	95%	97%	99%	91%	94%	92%	92%	90%	87%	94%	91%	87%	91%	95%	93%	95%	92%	97%	94%	88%	92%	72%
Rather not say	12	10	2	2	3	3	-	4	-	2	2	5	3	3	-	1	2	1	1	-	1	1	1	-	1	3	4	2
	1%	1%	*	1%	1%	1%	-	1%	-	*	*	1%	1%	1%	-	*	1%	1%	1%	-	*	1%	*	-	1%	1%	*	1%

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 6

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Easter Egg themed cake**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	0.26	0.30	0.23	0.62	0.46	0.43	0.18	0.04	0.02	0.34	0.22	0.22	0.25	0.29	0.53	0.26	0.36	0.44	0.34	0.07	0.11	0.19	0.30	0.10	0.16	0.49	0.28	1.24
Standard deviation	1.19	1.26	1.11	1.82	1.50	1.53	1.07	0.40	0.18	1.37	1.14	1.06	1.11	1.26	1.62	1.30	1.55	1.54	1.28	0.36	0.56	1.03	1.29	0.60	0.91	1.70	1.21	2.42
Standard error	0.03	0.04	0.03	0.13	0.08	0.08	0.06	0.02	0.01	0.06	0.05	0.05	0.05	0.10	0.18	0.08	0.12	0.12	0.11	0.04	0.04	0.06	0.07	0.04	0.12	0.09	0.04	0.18

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 7

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Other Easter related treats**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer	
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191	
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190	
NET: Bought at least one	294	139	155	55	87	67	39	23	23	84	87	59	64	26	14	35	25	38	27	14	22	29	36	23	5	75	132	76	
	14%	14%	14%	24%	24%	20%	11%	7%	5%	15%	15%	14%	13%	15%	16%	15%	14%	21%	18%	14%	11%	10%	13%	13%	8%	19%	16%	40%	
10 or more	25	12	14	6	9	7	2	-	1	7	3	9	6	1	-	6	3	1	1	-	2	6	3	3	-	5	11	7	
	1%	1%	1%	3%	2%	2%	1%	-	*	1%	1%	2%	1%	1%	-	2%	2%	1%	1%	-	1%	2%	1%	1%	-	1%	1%	3%	
9	8	5	3	3	1	3	1	-	-	4	-	-	4	-	-	1	-	4	2	-	-	-	1	-	-	4	2	2	
	*	*	*	1%	*	1%	*	-	-	1%	-	-	1%	-	-	1%	-	2%	2%	-	-	-	*	-	-	1%	*	1%	
8	3	2	1	1	-	1	-	-	1	1	2	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	2	1	
	*	*	*	*	-	*	-	-	*	*	*	-	-	-	1%	-	1%	-	-	-	*	-	-	-	-	-	-	*	1%
7	10	5	5	4	2	3	1	-	-	4	-	3	3	1	-	-	1	-	4	-	1	2	-	1	-	4	5	8	
	*	1%	*	2%	1%	1%	*	-	-	1%	-	1%	1%	1%	-	-	1%	-	3%	-	1%	1%	-	*	-	1%	1%	4%	
6	23	14	9	5	7	7	-	2	1	8	6	4	4	2	1	3	2	1	2	1	-	2	5	2	1	6	10	9	
	1%	1%	1%	2%	2%	2%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	-	1%	2%	1%	2%	2%	1%	5%	
5	26	12	14	5	12	4	3	2	1	6	10	3	8	4	3	9	-	2	1	2	1	1	2	1	1	5	13	7	
	1%	1%	1%	2%	3%	1%	1%	1%	*	1%	2%	1%	2%	2%	3%	4%	-	1%	1%	2%	*	1%	1%	*	1%	1%	2%	4%	
4	13	5	8	1	5	4	2	1	-	4	1	3	4	1	-	*	-	6	1	-	1	2	1	1	-	3	4	3	
	1%	*	1%	*	1%	1%	1%	*	-	1%	*	1%	1%	1%	-	*	-	3%	1%	-	*	1%	*	*	-	1%	1%	2%	
3	46	24	22	8	18	7	5	6	2	18	11	7	10	5	4	1	5	8	4	4	6	3	3	2	1	13	20	11	
	2%	2%	2%	4%	5%	2%	1%	2%	*	3%	2%	2%	2%	3%	5%	*	3%	4%	3%	4%	3%	1%	1%	1%	1%	3%	2%	6%	
2	76	32	44	14	18	13	12	8	12	16	30	17	13	5	3	9	7	6	9	5	3	5	14	8	2	15	36	18	
	4%	3%	4%	6%	5%	4%	3%	3%	2%	3%	5%	4%	3%	3%	4%	4%	4%	4%	6%	5%	1%	2%	5%	5%	2%	4%	4%	9%	
1	64	29	35	8	14	20	13	4	5	16	23	13	11	6	1	5	5	11	3	3	8	7	7	6	1	20	27	10	
	3%	3%	3%	3%	4%	6%	3%	1%	1%	3%	4%	3%	2%	4%	2%	2%	3%	6%	2%	3%	4%	2%	2%	3%	2%	5%	3%	5%	
None	1786	872	914	174	272	265	331	285	458	482	499	363	442	148	71	197	146	141	120	87	172	244	246	157	57	309	685	111	
	85%	86%	85%	75%	75%	79%	89%	92%	95%	85%	85%	86%	87%	84%	84%	85%	86%	78%	81%	86%	88%	89%	87%	87%	90%	80%	84%	59%	
Rather not say	10	9	1	3	3	2	-	2	1	4	2	2	2	3	-	1	-	1	1	-	1	1	1	-	1	4	2	3	
	*	1%	*	1%	1%	1%	-	1%	*	1%	*	*	*	2%	-	1%	-	1%	1%	-	*	*	*	-	1%	1%	*	1%	

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 7

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Other Easter related treats**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	0.52	0.53	0.52	1.06	0.95	0.78	0.31	0.21	0.14	0.59	0.44	0.54	0.54	0.51	0.57	0.68	0.57	0.72	0.73	0.39	0.39	0.46	0.46	0.44	0.25	0.73	0.59	1.76
Standard deviation	1.66	1.69	1.63	2.41	2.14	2.06	1.21	0.84	0.81	1.79	1.35	1.76	1.75	1.53	1.52	2.02	1.81	1.82	1.90	1.11	1.47	1.71	1.53	1.54	1.00	1.94	1.74	2.77
Standard error	0.04	0.05	0.05	0.17	0.12	0.11	0.06	0.05	0.04	0.07	0.06	0.09	0.08	0.12	0.17	0.13	0.14	0.14	0.17	0.11	0.10	0.11	0.09	0.11	0.13	0.10	0.06	0.20

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 8

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Bought at least one of these products**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Bought at least one	1365	609	756	178	266	229	233	184	275	388	396	285	295	112	58	152	114	133	93	62	119	162	199	123	40	297	541	152
	65%	60%	71%	77%	73%	69%	63%	59%	57%	68%	67%	67%	58%	63%	68%	65%	67%	74%	63%	61%	61%	59%	70%	68%	64%	76%	66%	80%
10 or more	494	226	267	74	102	88	78	59	93	144	134	98	118	39	23	65	41	52	36	14	45	50	72	50	6	107	202	87
	24%	22%	25%	32%	28%	26%	21%	19%	19%	25%	23%	23%	23%	22%	27%	28%	24%	29%	24%	14%	23%	18%	25%	28%	10%	28%	25%	46%
9	36	18	18	5	6	8	4	7	6	10	12	9	5	2	3	3	-	5	1	6	1	5	5	4	-	6	16	4
	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	4%	1%	-	3%	1%	6%	1%	2%	2%	2%	-	2%	2%	2%
8	52	25	28	5	16	4	10	7	10	14	10	12	17	4	1	8	4	6	3	3	4	3	10	4	4	8	19	6
	2%	2%	3%	2%	4%	1%	3%	2%	2%	2%	2%	3%	3%	2%	1%	3%	2%	3%	2%	3%	2%	1%	4%	2%	4%	2%	2%	3%
7	51	22	30	6	7	10	17	7	5	10	21	7	14	1	2	6	4	5	3	7	4	8	4	1	18	21	4	
	2%	2%	3%	2%	2%	3%	4%	2%	1%	2%	3%	2%	3%	1%	2%	2%	4%	2%	3%	3%	4%	1%	8%	2%	2%	5%	3%	2%
6	101	43	58	4	17	16	15	21	28	26	32	22	21	13	5	9	10	6	7	4	7	12	19	5	3	29	27	8
	5%	4%	5%	2%	5%	5%	4%	7%	6%	4%	6%	5%	4%	7%	6%	4%	6%	4%	5%	4%	3%	4%	7%	3%	5%	8%	3%	4%
5	85	33	52	18	17	8	16	9	16	21	27	21	16	7	6	11	2	5	8	2	9	14	10	9	2	14	39	5
	4%	3%	5%	8%	5%	2%	4%	3%	3%	4%	5%	5%	3%	4%	7%	5%	1%	3%	5%	2%	5%	5%	4%	5%	3%	4%	5%	2%
4	156	71	85	14	22	22	27	27	45	48	44	33	31	6	4	19	16	23	5	7	16	20	15	15	11	30	56	14
	7%	7%	8%	6%	6%	6%	7%	9%	9%	8%	7%	8%	6%	3%	5%	8%	10%	13%	4%	7%	8%	7%	5%	8%	17%	8%	7%	7%
3	97	44	53	18	22	9	15	15	18	29	24	26	19	12	3	11	8	12	7	8	8	5	16	3	4	21	39	8
	5%	4%	5%	8%	6%	3%	4%	5%	4%	5%	4%	6%	4%	7%	3%	5%	5%	7%	5%	8%	4%	2%	6%	1%	6%	5%	5%	4%
2	150	67	83	17	24	37	27	18	27	44	40	37	30	18	5	10	16	13	8	11	13	17	21	12	5	33	63	8
	7%	7%	8%	7%	7%	11%	7%	6%	6%	8%	7%	9%	6%	10%	6%	4%	10%	7%	5%	11%	6%	6%	8%	7%	9%	9%	8%	4%
1	142	60	82	17	32	27	25	15	26	44	54	20	25	11	5	11	10	7	12	4	9	31	21	17	4	31	60	9
	7%	6%	8%	7%	9%	8%	7%	5%	5%	8%	9%	5%	5%	6%	6%	5%	6%	4%	8%	4%	5%	11%	7%	10%	6%	8%	7%	4%
None	721	408	313	54	94	103	137	126	208	181	191	139	210	65	27	81	57	48	54	39	75	112	85	57	22	91	275	37
	35%	40%	29%	23%	26%	31%	37%	41%	43%	32%	33%	33%	41%	37%	32%	35%	33%	26%	37%	39%	39%	41%	30%	32%	35%	23%	34%	19%
Rather not say	4	3	1	-	2	2	-	-	-	1	-	1	2	-	-	1	-	-	1	-	1	1	-	-	1	1	2	1
	*	*	*	-	1%	1%	-	-	-	*	-	*	*	-	-	*	-	-	1%	-	*	*	-	-	1%	*	*	*

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 8

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Bought at least one of these products**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	4.04	3.74	4.32	4.94	4.66	4.23	3.81	3.61	3.45	4.16	4.04	4.13	3.81	3.73	4.49	4.38	4.03	4.79	3.93	3.44	3.87	3.32	4.40	4.34	3.21	4.74	4.09	6.12
Standard deviation	4.04	4.06	4.00	4.09	4.08	4.12	3.96	3.92	3.92	4.05	3.99	3.98	4.12	3.98	4.16	4.17	4.00	4.05	4.09	3.78	4.05	3.88	4.06	4.19	3.35	3.97	4.07	4.16
Standard error	0.09	0.13	0.12	0.28	0.22	0.22	0.21	0.22	0.17	0.16	0.17	0.20	0.18	0.31	0.47	0.26	0.31	0.31	0.36	0.39	0.28	0.24	0.23	0.30	0.44	0.21	0.15	0.30



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 9

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Bought at least one of these products excl Hot cross buns**

**Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer	
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191	
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190	
NET: Bought at least one	1044	438	606	169	240	196	183	131	126	290	309	210	235	95	46	121	87	108	67	49	82	113	146	93	35	252	441	133	
	50%	43%	57%	73%	66%	58%	49%	42%	26%	51%	53%	49%	46%	54%	54%	52%	51%	60%	45%	49%	42%	41%	52%	51%	56%	65%	54%	70%	
10 or more	312	137	175	66	86	66	49	26	19	89	79	67	77	28	20	49	30	34	21	9	24	27	36	29	6	78	144	67	
	15%	13%	16%	28%	24%	20%	13%	8%	4%	16%	13%	16%	15%	16%	23%	21%	18%	19%	14%	9%	12%	10%	13%	16%	10%	20%	18%	35%	
9	26	9	17	4	6	7	3	3	4	7	4	8	7	3	1	4	-	2	-	2	1	4	7	2	-	7	10	4	
	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	3%	1%	2%	-	1%	-	2%	1%	1%	2%	2%	-	2%	1%	2%	
8	41	20	20	4	17	6	8	5	1	11	9	9	11	5	1	3	5	5	2	4	2	2	7	2	2	8	20	7	
	2%	2%	2%	2%	5%	2%	2%	2%	*	2%	2%	2%	2%	3%	1%	1%	3%	3%	2%	4%	2%	2%	3%	1%	3%	2%	2%	4%	
7	32	14	18	3	7	8	6	3	4	8	10	4	10	1	1	4	2	2	-	3	3	7	5	1	5	15	5		
	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	-	1%	1%	3%	2%	1%	1%	2%	3%	
6	44	14	29	4	12	6	7	9	6	9	18	9	8	6	3	6	5	2	1	2	5	4	6	4	1	12	17	4	
	2%	1%	3%	2%	3%	2%	2%	3%	1%	2%	3%	2%	2%	3%	3%	3%	3%	1%	1%	2%	3%	1%	2%	2%	2%	3%	2%	2%	
5	87	42	45	20	13	10	15	13	16	23	26	23	16	8	7	14	2	9	8	4	6	9	9	9	1	15	34	6	
	4%	4%	4%	9%	4%	3%	4%	4%	3%	4%	4%	5%	3%	5%	8%	6%	1%	5%	6%	3%	3%	3%	3%	5%	2%	4%	4%	3%	
4	95	33	62	15	19	21	20	7	14	27	27	21	20	7	2	9	7	17	5	6	6	14	14	3	7	23	37	12	
	5%	3%	6%	6%	5%	6%	5%	2%	3%	5%	5%	5%	4%	4%	2%	4%	4%	9%	3%	6%	3%	5%	5%	1%	11%	6%	4%	6%	
3	113	48	65	15	28	16	20	16	19	27	42	23	20	12	3	13	6	17	8	11	10	11	15	6	2	30	44	12	
	5%	5%	6%	6%	8%	5%	5%	5%	4%	5%	7%	5%	4%	7%	3%	6%	4%	9%	5%	11%	5%	4%	5%	3%	3%	8%	5%	6%	
2	148	62	86	19	19	30	29	24	26	38	46	26	37	14	6	12	15	14	7	9	13	15	18	15	10	40	53	8	
	7%	6%	8%	8%	5%	9%	8%	8%	5%	7%	8%	6%	7%	8%	8%	5%	9%	8%	5%	9%	7%	5%	6%	8%	10%	15%	10%	6%	4%
1	147	58	89	18	34	27	27	24	17	50	48	21	28	10	3	7	14	7	12	3	13	24	28	20	5	36	67	8	
	7%	6%	8%	8%	9%	8%	7%	8%	4%	9%	8%	5%	6%	6%	4%	3%	8%	4%	8%	3%	7%	9%	10%	11%	7%	9%	8%	4%	
None	1040	577	463	63	119	137	187	177	357	279	277	214	270	80	39	112	83	72	80	52	112	160	137	87	27	135	376	56	
	50%	57%	43%	27%	33%	41%	51%	57%	74%	49%	47%	50%	53%	45%	46%	48%	49%	40%	54%	51%	57%	58%	48%	49%	43%	35%	46%	29%	
Rather not say	6	5	1	-	2	2	-	2	-	1	2	1	2	2	-	1	-	-	1	-	1	1	-	-	1	1	2	1	
	*	1%	*	-	1%	1%	-	1%	-	*	*	*	*	1%	-	*	-	-	1%	-	*	*	-	-	1%	*	*	*	

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 9

**Q.1 Roughly how many of the following have you bought at a supermarket so far and already consumed so far in 2019?**

**Bought at least one of these products excl Hot cross buns**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Mean	2.76	2.43	3.08	4.46	4.07	3.39	2.59	2.02	1.15	2.78	2.69	2.91	2.70	3.05	3.54	3.40	2.89	3.43	2.48	2.42	2.26	2.02	2.71	2.74	2.56	3.56	3.09	5.09
Standard deviation	3.70	3.61	3.76	4.07	4.07	3.96	3.56	3.19	2.47	3.74	3.55	3.79	3.77	3.78	4.13	4.05	3.85	3.82	3.63	3.32	3.49	3.28	3.64	3.76	3.30	3.88	3.87	4.31
Standard error	0.08	0.11	0.12	0.28	0.22	0.21	0.19	0.18	0.11	0.15	0.15	0.19	0.17	0.29	0.47	0.26	0.30	0.30	0.32	0.34	0.24	0.20	0.21	0.27	0.43	0.21	0.14	0.31

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 10

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Summary****Base: All respondents**

	I have been tempted by the Easter eggs or other Easter related treats that are put on display near supermarket checkouts	My child has been tempted by the Easter eggs or other Easter related treats that are put on display near supermarket checkouts	Supermarkets should stop placing Easter eggs and other Easter related treats next to checkouts	Supermarkets start selling Easter eggs and other Easter related treats too early	Holidays or special occasions are used too much to advertise and sell unhealthy food	When supermarkets push seasonal products it makes my diet less healthy than it would normally be	Supermarkets should be limited in how far in advance of a special occasion they can advertise and sell seasonal products	I'm more likely to buy Easter related treats when they're placed right by the supermarket checkouts	Healthier products should be placed near supermarket checkouts	Supermarkets should spend more time advertising the British fruits and vegetables that are currently in season
Unweighted base	2090	449	2090	2090	2090	2090	2090	2090	2090	2090
Weighted base	2090	443	2090	2090	2090	2090	2090	2090	2090	2090
NET: Agree	713 34%	252 57%	1098 53%	1613 77%	1420 68%	784 38%	1283 61%	499 24%	1355 65%	1574 75%
Strongly agree (+2)	229 11%	121 27%	568 27%	1032 49%	693 33%	256 12%	692 33%	136 7%	691 33%	860 41%
Slightly agree (+1)	484 23%	131 30%	530 25%	581 28%	727 35%	528 25%	591 28%	363 17%	664 32%	714 34%
Neither agree nor disagree (0)	348 17%	78 18%	626 30%	275 13%	432 21%	606 29%	425 20%	540 26%	564 27%	383 18%
Slightly disagree (-1)	315 15%	41 9%	216 10%	103 5%	113 5%	259 12%	182 9%	368 18%	81 4%	55 3%
Strongly disagree (-2)	681 33%	61 14%	107 5%	56 3%	69 3%	388 19%	147 7%	632 30%	49 2%	38 2%
NET: Disagree	996 48%	101 23%	323 15%	159 8%	182 9%	647 31%	329 16%	1000 48%	130 6%	93 4%
Don't Know	33 2%	12 3%	43 2%	43 2%	55 3%	53 3%	53 3%	50 2%	40 2%	40 2%
Mean	-0.36	0.49	0.60	1.19	0.91	*	0.74	-0.49	0.91	1.12
Standard deviation	1.42	1.36	1.15	1.03	1.04	1.29	1.22	1.28	0.99	0.93
Standard error	0.03	0.07	0.03	0.02	0.02	0.03	0.03	0.03	0.02	0.02

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 11  
**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples. To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets? I have been tempted by the Easter eggs or other Easter related treats that are put on display near supermarket checkouts**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	713	284	429	132	177	142	125	83	54	196	224	147	146	52	32	89	61	63	42	34	55	91	106	59	29	177	320	94
	34%	28%	40%	57%	49%	43%	34%	27%	11%	34%	38%	35%	29%	30%	37%	38%	36%	35%	28%	34%	28%	33%	37%	33%	46%	46%	39%	49%
Strongly agree (+2)	229	92	136	56	53	48	35	29	8	68	61	49	50	17	10	29	23	29	17	9	13	22	42	10	8	62	99	33
	11%	9%	13%	24%	15%	14%	9%	9%	2%	12%	10%	11%	10%	9%	12%	13%	14%	16%	11%	8%	6%	8%	15%	6%	13%	16%	12%	17%
Slightly agree (+1)	484	192	293	76	125	94	90	54	45	128	162	98	96	36	22	59	38	34	25	26	42	69	64	49	21	116	221	61
	23%	19%	27%	33%	34%	28%	24%	18%	9%	22%	28%	23%	19%	20%	26%	25%	22%	19%	17%	25%	22%	25%	23%	27%	33%	30%	27%	32%
Neither agree nor disagree (0)	348	187	161	38	65	51	71	48	75	86	93	73	97	30	14	37	32	39	28	20	26	44	48	23	8	64	138	23
	17%	18%	15%	16%	18%	15%	19%	16%	15%	16%	17%	17%	19%	17%	16%	16%	19%	21%	19%	20%	13%	16%	17%	13%	14%	16%	17%	12%
Slightly disagree (-1)	315	153	162	23	46	54	53	58	82	81	98	63	74	42	15	32	26	23	25	12	37	24	45	30	5	55	127	23
	15%	15%	15%	10%	13%	16%	14%	19%	17%	14%	17%	15%	14%	24%	18%	14%	15%	13%	17%	12%	19%	9%	16%	17%	7%	14%	16%	12%
Strongly disagree (-2)	681	373	308	28	68	79	117	120	269	202	162	134	182	50	24	71	51	54	50	32	77	111	78	62	21	82	225	48
	33%	37%	29%	12%	19%	24%	32%	39%	56%	35%	28%	32%	36%	29%	28%	30%	30%	30%	33%	32%	39%	41%	28%	34%	34%	21%	28%	25%
NET: Disagree	996	526	470	51	113	133	170	178	351	283	260	197	256	92	39	103	77	77	74	44	113	135	124	92	26	137	352	71
	48%	52%	44%	22%	31%	40%	46%	57%	73%	50%	44%	46%	50%	52%	46%	44%	45%	42%	50%	43%	58%	49%	44%	51%	41%	35%	43%	37%
Don't Know	33	23	10	11	6	8	4	-	4	5	11	8	9	2	1	5	-	2	3	3	1	3	6	7	-	10	8	3
	2%	2%	1%	5%	2%	2%	1%	-	1%	1%	2%	2%	2%	1%	1%	2%	-	1%	2%	3%	*	1%	2%	4%	-	3%	1%	1%
Mean	-0.36	-0.52	-0.20	0.49	0.14	-0.07	-0.35	-0.60	-1.16	-0.39	-0.24	-0.33	-0.48	-0.42	-0.25	-0.24	-0.25	-0.21	-0.45	-0.34	-0.63	-0.49	-0.19	-0.48	-0.16	0.05	-0.20	0.05
Standard deviation	1.42	1.39	1.44	1.32	1.35	1.42	1.39	1.39	1.11	1.46	1.40	1.43	1.40	1.35	1.41	1.45	1.44	1.47	1.41	1.39	1.36	1.44	1.45	1.37	1.50	1.40	1.41	1.48
Standard error	0.03	0.04	0.04	0.09	0.07	0.08	0.08	0.08	0.05	0.06	0.06	0.07	0.06	0.10	0.16	0.09	0.11	0.11	0.12	0.15	0.09	0.09	0.08	0.10	0.19	0.08	0.05	0.11

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 12

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**My child has been tempted by the Easter eggs or other Easter related treats that are put on display near supermarket checkouts**

**Base: All respondents with children under 15**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri- vate
Unweighted base	449	198	251	15	167	179	71	13	4	123	121	99	106	42	15	56	35	36	20	24	44	63	62	38	14	124	207	58
Weighted base	443	200	243	15	170	169	71	15	4	109	121	104	109	49	20	54	35	39	19	26	35	66	51	34	15	131	209	55
NET: Agree	252	103	148	7	97	106	35	6	1	66	64	57	64	27	18	30	19	26	9	11	17	36	30	19	11	76	114	32
	57%	52%	61%	47%	57%	63%	49%	37%	24%	60%	53%	55%	59%	55%	88%	56%	54%	66%	46%	44%	48%	55%	59%	55%	69%	58%	54%	59%
Strongly agree (+2)	121	45	76	5	47	50	16	2	1	33	28	27	33	11	14	15	7	13	5	3	8	21	13	6	4	35	42	14
	27%	23%	31%	31%	28%	30%	23%	11%	24%	30%	23%	26%	30%	23%	69%	28%	19%	33%	27%	13%	23%	32%	26%	16%	27%	27%	20%	26%
Slightly agree (+1)	131	58	73	2	50	57	18	4	-	33	36	31	31	15	4	15	12	13	4	8	9	15	17	13	7	40	72	18
	30%	29%	30%	16%	29%	34%	26%	26%	-	30%	30%	29%	28%	32%	18%	28%	34%	33%	18%	31%	25%	23%	33%	38%	42%	31%	34%	33%
Neither agree nor disagree (0)	78	40	38	4	34	22	16	3	-	17	19	21	21	10	2	11	6	7	2	5	6	13	10	7	1	20	38	9
	18%	20%	16%	24%	20%	13%	22%	20%	-	15%	16%	21%	19%	21%	8%	21%	16%	18%	12%	18%	17%	19%	19%	20%	4%	16%	18%	16%
Slightly disagree (-1)	41	24	17	1	13	16	8	3	-	9	18	9	4	2	1	3	6	3	3	4	2	5	7	3	1	15	24	9
	9%	12%	7%	7%	7%	10%	12%	18%	-	8%	15%	9%	4%	5%	4%	5%	16%	9%	17%	17%	6%	8%	14%	8%	6%	11%	11%	15%
Strongly disagree (-2)	61	25	35	3	23	22	9	3	1	14	18	11	18	7	-	7	5	3	4	5	9	10	3	5	2	17	29	6
	14%	13%	14%	22%	13%	13%	12%	19%	22%	12%	15%	11%	16%	14%	-	14%	14%	7%	20%	20%	25%	15%	6%	15%	14%	13%	14%	10%
NET: Disagree	101	49	52	4	35	38	17	6	1	23	36	21	22	9	1	10	11	6	7	10	11	15	10	8	3	32	52	14
	23%	24%	22%	29%	21%	23%	24%	38%	22%	21%	30%	20%	20%	18%	4%	19%	30%	16%	38%	38%	32%	23%	21%	24%	19%	24%	25%	25%
Don't Know	12	8	4	-	4	2	3	1	2	4	2	4	3	3	-	3	-	-	1	-	1	2	1	1	1	3	5	-
	3%	4%	2%	-	2%	1%	5%	5%	54%	4%	1%	4%	2%	6%	-	5%	-	-	5%	-	4%	3%	1%	2%	8%	2%	2%	-
Mean	0.49	0.38	0.57	0.27	0.52	0.58	0.38	-0.10	0.07	0.59	0.32	0.52	0.54	0.48	1.53	0.53	0.29	0.76	0.16	-0.01	0.13	0.52	0.59	0.33	0.68	0.49	0.36	0.49
Standard deviation	1.36	1.32	1.38	1.57	1.34	1.36	1.33	1.37	2.77	1.35	1.39	1.29	1.40	1.33	0.83	1.36	1.35	1.22	1.58	1.38	1.54	1.42	1.22	1.31	1.39	1.36	1.31	1.31
Standard error	0.07	0.10	0.09	0.40	0.11	0.10	0.16	0.40	1.96	0.12	0.13	0.13	0.14	0.21	0.21	0.19	0.23	0.20	0.36	0.28	0.24	0.18	0.16	0.21	0.39	0.12	0.09	0.17

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 13  
**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples. To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets? Supermarkets should stop placing Easter eggs and other Easter related treats next to checkouts**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1098	494	604	96	162	160	190	192	299	308	289	221	279	87	44	121	93	97	74	58	111	128	159	88	38	190	392	90
	53%	48%	56%	41%	45%	48%	51%	62%	62%	54%	49%	52%	55%	49%	52%	52%	55%	54%	50%	58%	57%	47%	56%	49%	61%	49%	48%	47%
Strongly agree (+2)	568	245	323	39	75	80	107	110	158	162	133	117	156	45	20	52	49	44	36	29	60	73	83	51	27	92	192	50
	27%	24%	30%	17%	21%	24%	29%	35%	33%	28%	23%	28%	31%	25%	23%	22%	29%	24%	24%	29%	31%	27%	29%	28%	43%	24%	23%	26%
Slightly agree (+1)	530	249	281	57	87	80	83	82	141	146	156	104	124	42	25	69	44	53	38	29	51	55	77	36	11	99	200	40
	25%	24%	26%	25%	24%	24%	22%	26%	29%	26%	27%	25%	24%	24%	29%	30%	26%	29%	26%	29%	26%	20%	27%	20%	18%	25%	25%	21%
Neither agree nor disagree (0)	626	322	304	68	109	101	129	80	141	148	202	129	147	61	28	61	47	51	51	27	60	88	75	60	17	112	265	56
	30%	32%	28%	29%	30%	30%	35%	26%	29%	26%	34%	31%	29%	34%	33%	26%	28%	28%	34%	27%	31%	32%	26%	33%	27%	29%	32%	30%
Slightly disagree (-1)	216	116	101	39	51	37	37	22	30	70	51	49	46	18	8	34	19	13	12	9	18	33	26	18	8	46	97	21
	10%	11%	9%	17%	14%	11%	10%	7%	6%	12%	9%	11%	9%	10%	10%	15%	11%	7%	8%	9%	9%	12%	9%	10%	12%	12%	12%	11%
Strongly disagree (-2)	107	59	48	14	29	26	10	15	13	37	30	17	24	8	2	12	11	14	8	4	5	22	10	12	-	27	48	20
	5%	6%	5%	6%	8%	8%	3%	5%	3%	6%	5%	4%	5%	4%	2%	5%	6%	8%	5%	4%	3%	8%	3%	6%	-	7%	6%	11%
NET: Disagree	323	175	149	53	80	63	46	37	43	107	81	65	70	25	10	46	30	27	20	13	23	55	36	30	8	72	145	41
	15%	17%	14%	23%	22%	19%	13%	12%	9%	19%	14%	15%	14%	14%	12%	20%	18%	15%	14%	13%	12%	20%	13%	16%	12%	19%	18%	21%
Don't Know	43	30	13	15	11	11	5	1	-	8	15	8	12	4	2	5	-	5	3	3	1	3	14	4	-	13	16	3
	2%	3%	1%	6%	3%	3%	1%	*	-	1%	3%	2%	2%	2%	3%	2%	-	3%	2%	3%	*	1%	5%	2%	-	3%	2%	1%
Mean	0.60	0.51	0.69	0.31	0.36	0.46	0.66	0.81	0.83	0.58	0.54	0.62	0.69	0.57	0.63	0.50	0.60	0.57	0.56	0.72	0.73	0.45	0.73	0.55	0.92	0.49	0.49	0.42
Standard deviation	1.15	1.16	1.14	1.15	1.20	1.21	1.08	1.14	1.04	1.21	1.10	1.13	1.15	1.12	1.03	1.15	1.20	1.18	1.12	1.11	1.08	1.23	1.11	1.20	1.10	1.19	1.15	1.28
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.12	0.07	0.09	0.09	0.10	0.12	0.07	0.08	0.06	0.09	0.14	0.06	0.04	0.09

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 14

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Supermarkets start selling Easter eggs and other Easter related treats too early**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1613	744	869	145	267	243	285	265	409	431	449	316	417	142	62	175	132	145	116	72	157	203	220	132	56	294	600	129
	77%	73%	81%	62%	74%	73%	77%	86%	85%	75%	77%	74%	82%	81%	73%	75%	77%	80%	78%	71%	81%	74%	77%	73%	90%	76%	73%	68%
Strongly agree (+2)	1032	457	575	73	152	160	188	178	281	272	278	214	269	90	43	106	93	88	71	44	111	116	133	91	45	183	372	77
	49%	45%	54%	32%	42%	48%	51%	58%	58%	48%	47%	50%	53%	51%	51%	46%	55%	49%	48%	44%	57%	42%	47%	50%	72%	47%	45%	41%
Slightly agree (+1)	581	287	294	71	115	83	97	87	128	159	171	102	148	52	18	68	39	57	45	28	46	87	87	41	11	110	228	52
	28%	28%	27%	31%	32%	25%	26%	28%	27%	28%	29%	24%	29%	30%	22%	29%	23%	31%	30%	28%	24%	32%	31%	23%	18%	28%	28%	27%
Neither agree nor disagree (0)	275	163	112	34	51	48	61	29	51	76	80	62	56	16	17	31	24	18	18	19	23	43	39	23	4	54	127	33
	13%	16%	10%	15%	14%	14%	17%	9%	10%	13%	14%	15%	11%	9%	20%	13%	14%	10%	12%	19%	12%	16%	14%	13%	6%	14%	16%	17%
Slightly disagree (-1)	103	59	44	21	22	25	14	10	10	37	28	27	11	8	2	18	7	8	5	3	10	12	12	14	3	23	51	14
	5%	6%	4%	9%	6%	8%	4%	3%	2%	6%	5%	6%	2%	5%	2%	8%	4%	4%	4%	3%	5%	5%	4%	8%	4%	6%	6%	7%
Strongly disagree (-2)	56	27	30	16	14	7	5	4	9	17	18	7	14	6	2	7	5	6	4	3	3	10	4	5	-	7	24	8
	3%	3%	3%	7%	4%	2%	1%	1%	2%	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%	2%	3%	4%	2%	3%	-	2%	3%	4%
NET: Disagree	159	86	73	38	36	32	19	14	20	54	46	34	26	14	4	25	12	14	9	6	13	23	17	19	3	30	75	22
	8%	8%	7%	16%	10%	10%	5%	5%	4%	9%	8%	8%	5%	8%	4%	11%	7%	8%	6%	6%	7%	8%	6%	11%	4%	8%	9%	12%
Don't Know	43	27	16	15	8	11	4	1	4	10	12	13	9	4	2	3	3	4	4	3	1	5	9	6	-	11	16	5
	2%	3%	1%	7%	2%	3%	1%	*	1%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	*	2%	3%	3%	-	3%	2%	3%	
Mean	1.19	1.10	1.27	0.76	1.04	1.12	1.23	1.38	1.38	1.13	1.15	1.19	1.30	1.22	1.20	1.08	1.24	1.21	1.21	1.09	1.30	1.06	1.20	1.15	1.58	1.17	1.09	0.96
Standard deviation	1.03	1.05	1.00	1.23	1.09	1.07	0.95	0.89	0.90	1.07	1.04	1.03	0.96	1.04	1.00	1.09	1.03	1.02	0.99	1.03	0.98	1.06	0.95	1.10	0.79	1.01	1.07	1.14
Standard error	0.02	0.03	0.03	0.09	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.11	0.07	0.08	0.08	0.09	0.11	0.07	0.07	0.05	0.08	0.10	0.05	0.04	0.08

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 15

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Holidays or special occasions are used too much to advertise and sell unhealthy food**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1420	675	745	133	231	234	255	216	351	388	383	296	354	119	46	164	113	115	102	71	135	198	185	121	51	255	537	124
	68%	66%	70%	58%	64%	70%	69%	70%	73%	68%	65%	70%	70%	67%	54%	70%	66%	64%	69%	70%	69%	72%	65%	67%	81%	66%	66%	65%
Strongly agree (+2)	693	318	375	57	103	109	127	113	183	186	191	138	178	61	28	74	53	55	44	36	75	88	81	63	35	120	251	56
	33%	31%	35%	25%	28%	33%	34%	37%	38%	33%	33%	33%	35%	35%	33%	32%	31%	31%	30%	35%	38%	32%	29%	35%	56%	31%	31%	29%
Slightly agree (+1)	727	357	371	76	129	125	128	102	167	202	192	158	176	58	18	90	61	60	58	35	60	110	104	58	16	135	286	68
	35%	35%	35%	33%	36%	37%	34%	33%	35%	35%	33%	37%	35%	33%	21%	39%	36%	33%	39%	34%	31%	40%	36%	32%	25%	35%	35%	36%
Neither agree nor disagree (0)	432	225	207	49	78	54	83	71	98	105	138	86	104	39	26	45	34	41	30	20	46	41	66	39	6	84	182	39
	21%	22%	19%	21%	22%	16%	22%	23%	20%	18%	24%	20%	20%	22%	30%	19%	20%	23%	20%	19%	24%	15%	23%	21%	9%	22%	22%	20%
Slightly disagree (-1)	113	46	67	22	16	28	15	14	18	41	30	23	19	9	9	13	14	7	4	5	9	13	17	8	5	19	49	10
	5%	5%	6%	10%	4%	8%	4%	4%	4%	7%	5%	5%	4%	5%	11%	6%	8%	4%	3%	5%	5%	5%	6%	5%	8%	5%	6%	5%
Strongly disagree (-2)	69	40	29	11	22	9	7	9	10	24	20	10	16	5	1	7	7	10	9	3	4	10	6	6	1	16	29	13
	3%	4%	3%	5%	6%	3%	2%	3%	2%	4%	3%	2%	3%	3%	1%	3%	4%	6%	6%	3%	2%	4%	2%	3%	1%	4%	3%	7%
NET: Disagree	182	86	96	33	38	37	22	23	29	64	50	33	35	14	10	19	21	17	13	8	13	23	23	14	6	35	77	24
	9%	8%	9%	14%	10%	11%	6%	7%	6%	11%	9%	8%	7%	8%	12%	8%	12%	10%	9%	8%	7%	9%	8%	8%	9%	9%	9%	13%
Don't Know	55	34	21	16	14	10	10	-	6	13	17	10	15	4	3	5	2	7	3	3	-	12	10	7	1	13	21	4
	3%	3%	2%	7%	4%	3%	3%	-	1%	2%	3%	2%	3%	2%	4%	2%	1%	4%	2%	3%	-	4%	3%	4%	1%	3%	3%	2%
Mean	0.91	0.88	0.95	0.68	0.79	0.91	0.98	0.96	1.04	0.87	0.88	0.95	0.97	0.93	0.77	0.93	0.82	0.83	0.86	0.97	0.99	0.96	0.87	0.94	1.27	0.86	0.86	0.76
Standard deviation	1.04	1.04	1.03	1.13	1.11	1.05	0.97	1.02	0.97	1.09	1.04	0.98	1.01	1.03	1.08	1.00	1.09	1.10	1.08	1.04	1.01	1.02	0.98	1.04	1.02	1.06	1.05	1.15
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.05	0.08	0.12	0.06	0.09	0.09	0.11	0.07	0.06	0.06	0.08	0.13	0.06	0.04	0.08



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 16

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**When supermarkets push seasonal products it makes my diet less healthy than it would normally be**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	784	329	455	117	163	147	145	93	119	218	215	160	190	67	31	100	69	74	50	43	66	91	108	56	29	169	320	89
	38%	32%	42%	51%	45%	44%	39%	30%	25%	38%	37%	38%	37%	38%	36%	43%	41%	41%	34%	42%	34%	33%	38%	31%	46%	44%	39%	47%
Strongly agree (+2)	256	95	160	52	55	42	49	28	30	66	70	61	58	18	13	30	29	28	18	11	19	31	34	15	9	59	108	32
	12%	9%	15%	22%	15%	13%	13%	9%	6%	12%	12%	14%	11%	10%	15%	13%	17%	16%	12%	11%	10%	11%	12%	8%	15%	15%	13%	17%
Slightly agree (+1)	528	234	294	65	108	105	95	65	89	152	145	99	132	49	18	70	40	46	32	32	47	60	74	41	19	110	213	57
	25%	23%	28%	28%	30%	32%	26%	21%	18%	27%	25%	23%	26%	28%	21%	30%	24%	25%	22%	31%	24%	22%	26%	23%	31%	28%	26%	30%
Neither agree nor disagree (0)	606	312	295	52	102	92	105	103	153	153	167	144	144	50	30	56	51	48	41	32	61	81	89	53	14	110	232	50
	29%	31%	28%	22%	28%	28%	28%	33%	32%	27%	28%	34%	28%	29%	36%	24%	30%	27%	28%	31%	31%	30%	31%	29%	23%	28%	28%	26%
Slightly disagree (-1)	259	138	121	26	42	42	56	34	59	60	90	43	66	23	15	30	24	20	18	5	21	36	33	26	6	41	102	17
	12%	14%	11%	11%	12%	13%	15%	11%	12%	11%	15%	10%	13%	13%	18%	13%	14%	11%	12%	5%	11%	13%	12%	15%	10%	11%	13%	9%
Strongly disagree (-2)	388	207	181	20	42	42	57	79	148	131	99	68	91	28	6	42	27	35	36	19	45	60	41	38	13	54	142	32
	19%	20%	17%	8%	12%	13%	15%	25%	31%	23%	17%	16%	18%	16%	7%	18%	16%	19%	24%	19%	23%	22%	14%	21%	20%	14%	17%	17%
NET: Disagree	647	345	303	46	84	85	113	112	207	191	188	111	157	51	21	72	51	56	54	24	66	96	74	64	19	95	245	48
	31%	34%	28%	20%	23%	25%	31%	36%	43%	33%	32%	26%	31%	29%	24%	31%	30%	31%	37%	23%	34%	35%	26%	36%	30%	24%	30%	26%
Don't Know	53	35	18	17	12	10	7	1	4	9	17	10	17	8	3	5	-	3	3	3	2	5	12	7	1	14	21	3
	3%	3%	2%	7%	3%	3%	2%	*	1%	2%	3%	2%	3%	5%	4%	2%	-	2%	2%	3%	1%	2%	4%	4%	1%	4%	3%	1%
Mean	*	-0.13	0.12	0.48	0.26	0.19	0.07	-0.23	-0.43	-0.07	*	0.10	*	0.04	0.21	0.07	0.12	0.06	-0.16	0.12	-0.13	-0.12	0.10	-0.18	0.10	0.21	0.05	0.22
Standard deviation	1.29	1.26	1.30	1.24	1.21	1.21	1.26	1.29	1.27	1.33	1.26	1.26	1.27	1.24	1.13	1.31	1.29	1.34	1.35	1.26	1.29	1.31	1.22	1.26	1.36	1.25	1.28	1.31
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.06	0.06	0.10	0.13	0.08	0.10	0.11	0.12	0.13	0.09	0.08	0.07	0.09	0.18	0.07	0.05	0.10

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 17

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Supermarkets should be limited in how far in advance of a special occasion they can advertise and sell seasonal products**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1283	575	708	113	202	202	229	213	323	341	345	264	333	112	51	138	108	112	90	63	135	146	178	106	43	233	476	103
	61%	56%	66%	49%	56%	60%	62%	69%	67%	60%	59%	62%	66%	64%	60%	59%	64%	62%	61%	62%	69%	53%	63%	59%	69%	60%	58%	54%
Strongly agree (+2)	692	313	379	49	95	112	134	118	185	180	182	159	171	66	26	72	60	54	48	32	66	72	99	68	30	126	244	55
	33%	31%	35%	21%	26%	33%	36%	38%	38%	32%	31%	37%	34%	37%	30%	31%	35%	30%	32%	34%	34%	26%	35%	38%	48%	32%	30%	29%
Slightly agree (+1)	591	262	329	64	107	90	95	96	138	161	163	105	161	47	26	66	48	58	42	31	69	73	80	37	13	107	231	48
	28%	26%	31%	28%	30%	27%	26%	31%	29%	28%	25%	32%	32%	27%	30%	28%	28%	32%	29%	30%	35%	27%	28%	21%	21%	28%	28%	25%
Neither agree nor disagree (0)	425	224	201	53	85	59	83	48	98	105	130	96	95	34	19	46	41	39	31	23	31	63	54	33	11	85	176	48
	20%	22%	19%	23%	24%	18%	22%	16%	20%	18%	22%	23%	19%	19%	22%	20%	24%	22%	21%	22%	16%	23%	19%	18%	18%	22%	22%	25%
Slightly disagree (-1)	182	98	84	28	42	26	32	22	33	56	59	26	41	10	9	26	12	13	15	6	13	33	22	19	5	31	86	22
	9%	10%	8%	12%	12%	8%	9%	7%	7%	10%	10%	6%	8%	6%	10%	11%	7%	7%	10%	6%	6%	12%	8%	10%	7%	8%	11%	12%
Strongly disagree (-2)	147	93	54	23	21	36	18	24	25	55	39	25	29	15	3	20	9	11	7	4	15	24	20	16	3	25	62	12
	7%	9%	5%	10%	6%	11%	5%	8%	5%	10%	7%	6%	6%	8%	4%	9%	5%	6%	5%	4%	8%	9%	7%	9%	5%	7%	8%	6%
NET: Disagree	329	191	138	51	62	61	51	46	58	111	98	51	69	25	12	46	21	24	23	11	27	57	42	34	8	56	148	34
	16%	19%	13%	22%	17%	18%	14%	15%	12%	19%	17%	12%	14%	14%	14%	20%	12%	13%	15%	11%	14%	21%	15%	19%	12%	14%	18%	18%
Don't Know	53	29	23	15	12	13	7	3	4	14	15	13	10	5	3	4	-	5	4	5	1	8	10	8	1	14	18	5
	3%	3%	2%	7%	3%	4%	2%	1%	1%	2%	3%	3%	2%	3%	3%	2%	-	3%	3%	5%	*	3%	3%	4%	1%	4%	2%	3%
Mean	0.74	0.61	0.86	0.40	0.61	0.67	0.81	0.85	0.89	0.64	0.68	0.84	0.82	0.81	0.75	0.62	0.81	0.75	0.75	0.83	0.82	0.52	0.78	0.72	1.00	0.74	0.64	0.61
Standard deviation	1.22	1.28	1.15	1.26	1.17	1.32	1.17	1.23	1.15	1.29	1.21	1.18	1.16	1.25	1.13	1.27	1.15	1.16	1.18	1.10	1.19	1.26	1.22	1.33	1.20	1.20	1.23	1.21
Standard error	0.03	0.04	0.04	0.09	0.06	0.07	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.10	0.13	0.08	0.09	0.09	0.10	0.12	0.08	0.08	0.07	0.10	0.16	0.06	0.04	0.09

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 18  
**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples. To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets? I'm more likely to buy Easter related treats when they're placed right by the supermarket checkouts**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	499	229	271	111	110	97	88	53	41	152	147	88	112	39	16	55	46	49	32	23	43	65	73	36	23	131	206	76
	24%	22%	25%	48%	30%	29%	24%	17%	8%	27%	25%	21%	22%	22%	18%	23%	27%	27%	22%	23%	22%	24%	26%	20%	37%	34%	25%	40%
Strongly agree (+2)	136	50	86	35	29	31	19	16	5	41	37	29	30	10	10	13	15	19	5	2	13	18	22	5	4	35	61	22
	7%	5%	8%	15%	8%	9%	5%	5%	1%	7%	6%	7%	6%	6%	11%	6%	9%	10%	4%	2%	7%	7%	8%	3%	7%	9%	7%	12%
Slightly agree (+1)	363	179	184	76	80	65	69	37	35	111	110	60	82	29	6	42	31	30	27	21	31	47	50	31	19	96	145	54
	17%	18%	17%	33%	22%	20%	19%	12%	7%	19%	19%	14%	16%	16%	7%	18%	18%	17%	18%	21%	16%	17%	18%	17%	30%	25%	18%	29%
Neither agree nor disagree (0)	540	253	287	41	104	86	109	87	114	120	152	125	142	44	29	55	45	49	40	24	52	71	73	46	13	106	211	43
	26%	25%	27%	18%	29%	26%	30%	28%	24%	21%	26%	30%	28%	25%	34%	24%	26%	27%	27%	23%	27%	26%	26%	26%	20%	27%	26%	22%
Slightly disagree (-1)	368	177	192	35	63	70	67	53	79	90	116	81	82	36	18	55	31	28	20	21	36	37	50	28	8	60	165	20
	18%	17%	18%	15%	17%	21%	18%	17%	16%	16%	20%	19%	16%	20%	21%	23%	18%	16%	13%	21%	19%	14%	18%	16%	13%	16%	20%	10%
Strongly disagree (-2)	632	330	302	30	75	71	100	112	245	199	158	118	156	54	20	64	46	49	51	30	63	93	78	64	19	80	218	45
	30%	32%	28%	13%	21%	21%	27%	36%	51%	35%	27%	28%	31%	31%	23%	27%	27%	27%	34%	30%	32%	34%	27%	36%	31%	21%	27%	24%
NET: Disagree	1000	506	494	65	138	141	167	166	324	289	274	199	238	90	37	118	78	77	71	52	99	131	128	92	27	141	383	65
	48%	50%	46%	28%	38%	42%	45%	54%	67%	51%	47%	47%	47%	51%	44%	51%	46%	43%	48%	51%	51%	48%	45%	51%	43%	36%	47%	34%
Don't Know	50	32	18	15	11	11	5	4	4	9	14	12	15	3	4	5	2	5	6	3	-	7	10	6	-	11	18	6
	2%	3%	2%	7%	3%	3%	1%	1%	1%	2%	2%	3%	3%	2%	4%	2%	1%	3%	4%	3%	-	3%	3%	3%	-	3%	2%	3%
Mean	-0.49	-0.56	-0.42	0.24	-0.21	-0.26	-0.44	-0.68	-1.09	-0.53	-0.43	-0.48	-0.51	-0.55	-0.39	-0.50	-0.38	-0.34	-0.59	-0.57	-0.54	-0.53	-0.40	-0.66	-0.31	-0.15	-0.42	-0.06
Standard deviation	1.28	1.26	1.29	1.29	1.25	1.27	1.22	1.23	1.07	1.34	1.25	1.24	1.26	1.25	1.26	1.23	1.30	1.34	1.25	1.20	1.27	1.31	1.29	1.23	1.36	1.27	1.27	1.37
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.06	0.06	0.10	0.15	0.08	0.10	0.11	0.11	0.13	0.09	0.08	0.07	0.09	0.18	0.07	0.05	0.10

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 19

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Healthier products should be placed near supermarket checkouts**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1355	614	741	161	237	220	230	199	308	378	361	279	337	110	55	148	112	113	98	74	124	183	178	110	50	257	502	123
	65%	60%	69%	69%	66%	66%	62%	64%	64%	66%	61%	66%	66%	62%	65%	63%	66%	63%	66%	73%	64%	67%	63%	61%	80%	66%	61%	65%
Strongly agree (+2)	691	289	401	68	118	118	124	110	152	192	176	145	178	43	27	79	53	60	52	37	56	101	90	61	32	140	244	64
	33%	28%	38%	29%	33%	35%	34%	36%	32%	34%	30%	34%	35%	25%	32%	34%	31%	33%	35%	36%	29%	37%	32%	34%	51%	36%	30%	34%
Slightly agree (+1)	664	325	339	93	119	102	105	89	156	187	185	134	159	67	28	69	59	53	45	37	68	82	88	49	18	117	258	60
	32%	32%	32%	40%	33%	31%	28%	29%	32%	33%	31%	32%	31%	38%	33%	30%	35%	30%	31%	36%	35%	30%	31%	27%	29%	30%	32%	31%
Neither agree nor disagree (0)	564	311	254	41	83	77	117	91	156	144	182	113	126	52	24	66	45	51	38	21	59	71	80	51	7	90	237	45
	27%	30%	24%	17%	23%	23%	32%	29%	32%	25%	31%	27%	25%	30%	28%	28%	26%	28%	26%	21%	30%	26%	28%	28%	12%	23%	29%	24%
Slightly disagree (-1)	81	41	40	10	20	16	12	15	8	30	18	15	18	6	3	11	6	5	2	3	8	8	9	13	5	19	43	15
	4%	4%	4%	4%	5%	5%	3%	5%	2%	5%	3%	3%	4%	4%	4%	5%	3%	3%	2%	3%	4%	3%	3%	7%	9%	5%	5%	8%
Strongly disagree (-2)	49	26	23	9	14	11	6	3	6	10	15	7	17	5	2	4	4	5	7	-	3	9	9	2	-	10	20	3
	2%	3%	2%	4%	4%	3%	2%	1%	1%	2%	3%	2%	3%	3%	2%	2%	2%	3%	5%	-	2%	3%	3%	1%	-	3%	2%	1%
NET: Disagree	130	67	63	18	34	27	19	18	15	40	33	22	36	12	5	15	10	10	9	3	11	17	18	15	5	29	63	17
	6%	7%	6%	8%	9%	8%	5%	6%	3%	7%	6%	5%	7%	7%	6%	6%	6%	6%	6%	3%	6%	6%	6%	8%	9%	7%	8%	9%
Don't Know	40	28	13	12	8	10	5	1	4	8	12	11	9	3	1	5	4	6	3	3	1	3	8	4	-	12	15	4
	2%	3%	1%	5%	2%	3%	1%	*	1%	1%	2%	3%	2%	2%	1%	2%	2%	3%	2%	3%	*	1%	3%	2%	-	3%	2%	2%
Mean	0.91	0.82	1.00	0.92	0.87	0.93	0.90	0.93	0.92	0.92	0.85	0.96	0.93	0.79	0.89	0.91	0.90	0.91	0.93	1.09	0.85	0.95	0.88	0.88	1.22	0.95	0.83	0.90
Standard deviation	0.99	0.99	0.98	1.01	1.06	1.05	0.97	0.97	0.91	0.99	0.98	0.96	1.03	0.96	0.98	0.98	0.97	1.00	1.05	0.85	0.94	1.03	1.01	1.01	0.97	1.03	1.00	1.01
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.07	0.11	0.06	0.08	0.08	0.09	0.09	0.06	0.06	0.06	0.07	0.13	0.06	0.04	0.07

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 20

**Q.2 Seasonal products are products that supermarkets sell and advertise as part of holidays and special occasions such as Christmas, Easter, Halloween, Valentine's, Mother's and Father's Day. Examples of these products include Easter eggs, Valentine's Day chocolates, mince pies, tubs of chocolates such as Quality Street or Celebrations and toffee apples.**

**To what extent do you agree or disagree with the following statements on the marketing and availability of seasonal products in supermarkets?**

**Supermarkets should spend more time advertising the British fruits and vegetables that are currently in season**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Agree	1574	724	850	150	271	246	271	240	395	440	429	312	393	134	60	178	129	137	120	80	147	195	208	140	47	293	593	140
	75%	71%	79%	65%	75%	74%	73%	78%	82%	77%	73%	74%	77%	76%	70%	76%	76%	76%	81%	79%	76%	71%	73%	77%	75%	75%	72%	74%
Strongly agree (+2)	860	381	479	80	130	127	146	135	241	246	226	172	217	58	32	84	72	83	60	47	88	106	120	79	32	167	291	74
	41%	37%	45%	35%	36%	38%	39%	44%	50%	43%	38%	40%	43%	33%	38%	36%	42%	46%	41%	46%	45%	39%	42%	44%	50%	43%	36%	39%
Slightly agree (+1)	714	343	371	70	141	119	125	105	154	194	204	140	176	75	27	95	58	54	60	33	59	89	88	61	15	126	302	66
	34%	34%	35%	30%	39%	36%	34%	34%	32%	34%	35%	33%	35%	43%	32%	41%	34%	30%	40%	33%	31%	32%	31%	34%	25%	32%	37%	35%
Neither agree nor disagree (0)	383	217	166	43	68	63	80	57	72	92	118	92	81	34	18	44	31	30	15	15	36	59	56	32	12	71	168	35
	18%	21%	15%	19%	19%	19%	22%	18%	15%	16%	20%	22%	16%	19%	21%	19%	18%	17%	10%	14%	19%	22%	20%	18%	19%	18%	21%	18%
Slightly disagree (-1)	55	29	26	11	7	12	8	9	8	18	15	8	14	4	5	5	6	6	6	3	6	6	4	1	4	10	26	5
	3%	3%	2%	5%	2%	4%	2%	3%	2%	3%	2%	2%	3%	2%	6%	2%	4%	3%	4%	3%	3%	2%	1%	1%	6%	3%	3%	3%
Strongly disagree (-2)	38	24	14	10	9	6	7	2	4	10	10	6	12	2	-	3	3	3	3	1	5	10	4	3	-	2	21	6
	2%	2%	1%	4%	3%	2%	2%	1%	1%	2%	2%	1%	2%	1%	-	1%	2%	2%	2%	1%	2%	4%	2%	2%	-	1%	3%	3%
NET: Disagree	93	53	41	20	16	18	15	11	13	28	25	14	26	6	5	8	9	9	9	4	10	16	9	4	4	12	47	11
	4%	5%	4%	9%	4%	5%	4%	4%	3%	5%	4%	3%	5%	3%	6%	3%	6%	5%	6%	4%	5%	6%	3%	2%	6%	3%	6%	6%
Don't Know	40	26	14	18	6	7	4	2	3	11	15	7	7	3	2	3	-	5	3	3	1	4	11	5	-	12	11	4
	2%	3%	1%	8%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	3%	1%	-	3%	2%	3%	*	1%	4%	3%	-	3%	1%	2%
Mean	1.12	1.03	1.21	0.94	1.05	1.07	1.08	1.18	1.29	1.16	1.08	1.11	1.14	1.06	1.06	1.09	1.11	1.19	1.16	1.23	1.14	1.01	1.15	1.21	1.19	1.19	1.01	1.06
Standard deviation	0.93	0.97	0.89	1.09	0.93	0.94	0.93	0.88	0.85	0.93	0.93	0.91	0.95	0.85	0.92	0.87	0.96	0.95	0.93	0.90	0.98	1.02	0.91	0.88	0.96	0.87	0.96	0.99
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.06	0.08	0.07	0.08	0.09	0.07	0.06	0.05	0.06	0.12	0.05	0.03	0.07

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 21  
**Gender**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Male	1020	1020	-	92	162	171	207	157	231	320	291	195	215	98	30	114	70	90	71	90	130	134	96	30	169	483	119	
	49%	100%	-	40%	45%	51%	56%	51%	48%	56%	49%	46%	42%	56%	35%	49%	41%	50%	45%	70%	46%	48%	47%	53%	48%	44%	59%	63%
Female	1070	-	1070	140	199	164	163	153	252	251	297	230	293	78	55	119	100	90	81	31	105	143	150	85	33	219	334	70
	51%	-	100%	60%	55%	49%	44%	49%	52%	44%	51%	54%	58%	44%	65%	51%	59%	50%	55%	30%	54%	52%	53%	47%	52%	56%	41%	37%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 22  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
18-24	232 11%	92 9%	140 13%	232 100%	-	-	-	-	-	87 15%	82 14%	28 7%	35 7%	14 8%	9 11%	23 10%	24 14%	27 15%	24 16%	7 7%	18 9%	31 11%	38 13%	16 9%	1 1%	54 14%	77 9%	47 25%
25-34	362 17%	162 16%	199 19%	-	362 100%	-	-	-	-	95 17%	98 17%	88 21%	81 16%	41 23%	12 15%	52 22%	26 15%	32 18%	22 15%	20 20%	32 17%	46 17%	50 18%	21 12%	7 11%	89 23%	197 24%	49 26%
35-44	334 16%	171 17%	164 15%	-	-	334 100%	-	-	-	82 14%	95 16%	72 17%	85 17%	43 24%	13 15%	36 16%	21 12%	28 16%	20 14%	26 25%	29 15%	50 18%	26 9%	30 16%	14 22%	99 26%	164 20%	29 15%
45-54	370 18%	207 20%	163 15%	-	-	-	370 100%	-	-	80 14%	112 19%	86 20%	92 18%	34 19%	14 17%	43 18%	38 22%	27 15%	20 13%	15 15%	27 14%	46 17%	41 15%	39 22%	26 41%	99 26%	196 24%	29 15%
55-64	309 15%	157 15%	153 14%	-	-	-	-	309 100%	-	77 13%	70 12%	71 17%	92 18%	18 10%	11 13%	24 10%	26 15%	29 16%	25 17%	14 13%	37 19%	38 14%	59 21%	20 11%	10 16%	38 10%	142 17%	16 8%
65+	483 23%	231 23%	252 24%	-	-	-	-	-	483 100%	149 26%	129 22%	80 19%	124 24%	28 16%	26 30%	55 24%	36 21%	37 20%	37 25%	19 19%	51 26%	64 23%	70 25%	54 30%	5 8%	9 2%	41 5%	20 11%
NET: 18-34	593 28%	254 25%	339 32%	232 100%	362 100%	-	-	-	-	182 32%	180 31%	116 27%	116 23%	54 31%	22 25%	75 32%	50 29%	60 33%	46 31%	27 27%	51 26%	77 28%	87 31%	37 21%	8 13%	143 37%	274 33%	97 51%
NET: 35-54	704 34%	378 37%	326 30%	-	-	334 100%	370 100%	-	-	162 28%	207 35%	158 37%	176 35%	77 43%	27 31%	79 34%	58 34%	55 30%	40 27%	41 40%	56 29%	96 35%	68 24%	69 38%	40 63%	198 51%	360 44%	57 30%
NET: 55+	792 38%	387 38%	405 38%	-	-	-	-	309 100%	483 100%	226 40%	200 34%	150 35%	216 42%	45 26%	37 43%	79 34%	62 36%	66 37%	62 42%	33 33%	88 45%	101 37%	129 45%	74 41%	15 24%	47 12%	184 22%	36 19%
Average age	48.03	48.90	47.21	21.55	30.27	39.65	49.45	59.36	71.51	47.54	46.84	47.99	50.00	45.09	50.52	47.22	47.41	45.98	47.42	47.13	49.64	47.54	49.49	51.38	47.36	40.27	42.86	38.61

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 23  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
A	159 8%	88 9%	71 7%	26 11%	31 8%	17 5%	17 5%	20 7%	48 10%	159 28%	-	-	-	10 6%	5 6%	15 6%	6 3%	20 11%	5 3%	8 8%	11 6%	32 12%	24 9%	19 11%	4 6%	23 6%	62 8%	18 10%
B	411 20%	232 23%	180 17%	60 26%	65 18%	66 20%	63 17%	57 18%	101 21%	411 72%	-	-	-	27 15%	12 14%	36 15%	22 13%	42 23%	24 16%	18 18%	46 24%	68 25%	65 23%	35 19%	16 26%	99 25%	157 19%	58 31%
C1	587 28%	291 28%	297 28%	82 35%	98 27%	95 29%	112 30%	70 23%	129 27%	-	587 100%	-	-	54 31%	27 32%	64 28%	57 33%	40 22%	46 31%	36 36%	59 30%	63 23%	81 28%	44 25%	16 26%	144 37%	250 31%	51 27%
C2	424 20%	195 19%	230 21%	28 12%	88 24%	72 22%	86 23%	71 23%	80 17%	-	-	424 100%	-	48 27%	10 11%	44 19%	41 24%	32 18%	26 18%	20 20%	38 19%	58 21%	60 21%	36 20%	12 19%	73 19%	202 25%	40 21%
D	257 12%	123 12%	134 13%	23 10%	48 13%	51 15%	48 13%	44 14%	43 9%	-	-	-	257 51%	15 9%	14 16%	35 15%	25 15%	30 17%	26 17%	11 11%	21 11%	29 10%	23 8%	23 13%	5 9%	42 11%	146 18%	16 9%
E	251 12%	92 9%	159 15%	12 5%	33 9%	33 10%	44 12%	47 15%	82 17%	-	-	-	251 49%	21 12%	17 20%	39 17%	21 12%	17 9%	22 15%	7 7%	21 11%	24 9%	31 11%	22 12%	9 15%	7 2%	1 *	5 3%
NET: AB	570 27%	320 31%	251 23%	87 37%	95 26%	82 25%	80 22%	77 25%	149 31%	570 100%	-	-	-	37 21%	17 20%	51 22%	27 16%	62 34%	28 19%	26 26%	57 29%	101 37%	89 31%	54 30%	20 32%	121 31%	220 27%	77 40%
NET: ABC1	1158 55%	610 60%	548 51%	169 73%	193 53%	178 53%	192 52%	147 48%	279 58%	570 100%	587 100%	-	-	91 52%	45 53%	115 49%	84 49%	102 56%	75 50%	62 61%	115 59%	163 60%	170 60%	99 55%	36 58%	265 68%	469 57%	128 67%
NET: C2DE	932 45%	410 40%	522 49%	63 27%	168 47%	157 47%	178 48%	162 52%	204 42%	-	-	424 100%	508 100%	85 48%	40 47%	118 51%	86 51%	79 44%	73 50%	39 39%	79 41%	110 40%	114 40%	81 45%	26 42%	123 32%	349 43%	62 33%
NET: DE	508 24%	215 21%	293 27%	35 15%	81 22%	85 25%	92 25%	92 30%	124 26%	-	-	-	508 100%	37 21%	31 36%	73 31%	46 27%	47 26%	47 32%	19 18%	42 21%	53 19%	54 19%	45 25%	15 23%	49 13%	147 18%	22 11%



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 24  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Scotland	176	98	78	14	41	43	34	18	28	37	54	48	37	176	-	-	-	-	-	-	-	-	-	-	-	41	72	19
	8%	10%	7%	6%	11%	13%	9%	6%	6%	7%	9%	11%	7%	100%	-	-	-	-	-	-	-	-	-	-	-	11%	9%	10%
North East	85	30	55	9	12	13	14	11	26	17	27	10	31	-	85	-	-	-	-	-	-	-	-	-	-	8	27	5
	4%	3%	5%	4%	3%	4%	4%	4%	5%	3%	5%	2%	6%	-	100%	-	-	-	-	-	-	-	-	-	-	2%	3%	3%
North West	233	114	119	23	52	36	43	24	55	51	64	44	73	-	-	233	-	-	-	-	-	-	-	-	-	45	93	17
	11%	11%	11%	10%	14%	11%	12%	8%	11%	9%	11%	10%	14%	-	-	100%	-	-	-	-	-	-	-	-	-	11%	11%	9%
Yorkshire & Humberside	170	70	100	24	26	21	38	26	36	27	57	41	46	-	-	-	170	-	-	-	-	-	-	-	-	32	71	22
	8%	7%	9%	10%	7%	6%	10%	8%	8%	5%	10%	10%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	8%	9%	12%
West Midlands	180	90	90	27	32	28	27	29	37	62	40	32	47	-	-	-	-	180	-	-	-	-	-	-	-	43	68	19
	9%	9%	8%	12%	9%	8%	7%	9%	8%	11%	7%	7%	9%	-	-	-	-	100%	-	-	-	-	-	-	-	11%	8%	10%
East Midlands	148	67	81	24	22	20	20	25	37	28	46	26	47	-	-	-	-	-	148	-	-	-	-	-	-	22	50	13
	7%	7%	8%	10%	6%	6%	5%	8%	8%	5%	8%	6%	9%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	6%	7%
Wales	101	71	31	7	20	26	15	14	19	26	36	20	19	-	-	-	-	-	-	101	-	-	-	-	-	25	42	7
	5%	7%	3%	3%	6%	8%	4%	4%	4%	5%	6%	5%	4%	-	-	-	-	-	-	100%	-	-	-	-	-	6%	5%	4%
Eastern	195	90	105	18	32	29	27	37	51	57	59	38	42	-	-	-	-	-	-	-	195	-	-	-	-	32	79	11
	9%	9%	10%	8%	9%	9%	7%	12%	11%	10%	10%	9%	8%	-	-	-	-	-	-	-	100%	-	-	-	-	8%	10%	6%
London	274	130	143	31	46	50	46	38	64	101	63	58	53	-	-	-	-	-	-	-	-	274	-	-	-	50	109	27
	13%	13%	13%	13%	13%	15%	12%	12%	13%	18%	11%	14%	10%	-	-	-	-	-	-	-	-	100%	-	-	-	13%	13%	14%
South East	284	134	150	38	50	26	41	59	70	89	81	60	54	-	-	-	-	-	-	-	-	-	284	-	-	52	99	24
	14%	13%	14%	16%	14%	8%	11%	19%	15%	16%	14%	14%	11%	-	-	-	-	-	-	-	-	-	100%	-	-	14%	12%	13%
South West	180	96	85	16	21	30	39	20	54	54	44	36	45	-	-	-	-	-	-	-	-	-	-	180	-	25	79	21
	9%	9%	8%	7%	6%	9%	11%	6%	11%	10%	8%	9%	9%	-	-	-	-	-	-	-	-	-	-	100%	-	7%	10%	11%
Northern Ireland	63	30	33	1	7	14	26	10	5	20	16	12	15	-	-	-	-	-	-	-	-	-	-	-	63	12	28	4
	3%	3%	3%	*	2%	4%	7%	3%	1%	4%	3%	3%	3%	-	-	-	-	-	-	-	-	-	-	-	100%	3%	3%	2%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 25

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Yes	1306	665	642	180	250	191	205	184	297	436	366	284	220	116	54	155	105	101	84	67	113	195	175	105	37	260	566	150
	62%	65%	60%	77%	69%	57%	55%	60%	61%	76%	62%	67%	43%	66%	63%	66%	62%	56%	57%	66%	58%	71%	62%	58%	59%	67%	69%	79%
No	784	355	428	52	112	143	165	125	186	134	221	140	288	60	32	78	65	80	64	34	82	79	109	75	26	128	252	40
	38%	35%	40%	23%	31%	43%	45%	40%	39%	24%	38%	33%	57%	34%	37%	34%	38%	44%	43%	34%	42%	29%	38%	42%	41%	33%	31%	21%

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 26  
**Opinion Influencer**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ireland		Public	Private
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Yes	190	119	70	47	49	29	29	16	20	77	51	40	22	19	5	17	22	19	13	7	11	27	24	21	4	57	82	190
	9%	12%	7%	20%	14%	9%	8%	5%	4%	13%	9%	10%	4%	11%	6%	7%	13%	11%	9%	7%	6%	10%	9%	12%	6%	15%	10%	100%
No	1900	901	1000	185	312	306	341	294	463	494	536	384	486	157	80	217	148	161	135	94	184	247	260	159	59	331	736	-
	91%	88%	93%	80%	86%	91%	92%	95%	96%	87%	91%	90%	96%	89%	94%	93%	87%	89%	91%	93%	94%	90%	91%	88%	94%	85%	90%	-

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 27  
Tenure  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Homeowners	1354	693	662	118	175	195	243	222	401	450	397	293	214	104	49	152	110	123	99	74	137	148	181	137	41	262	534	127
	65%	68%	62%	51%	48%	58%	66%	72%	83%	79%	68%	69%	42%	59%	58%	65%	65%	68%	67%	73%	70%	54%	64%	76%	65%	68%	65%	67%
Owned outright - without mortgage	754	369	385	46	39	41	96	158	373	234	208	164	149	41	30	89	63	62	56	38	78	88	106	82	20	75	220	58
	36%	36%	36%	20%	11%	12%	26%	51%	77%	41%	35%	39%	29%	23%	36%	38%	37%	35%	38%	38%	40%	32%	38%	45%	31%	19%	27%	31%
Owned with a mortgage or loan	600	324	277	72	136	154	147	63	28	216	189	130	65	63	19	63	47	61	43	35	58	60	74	55	21	188	314	68
	29%	32%	26%	31%	38%	46%	40%	21%	6%	38%	32%	31%	13%	36%	22%	27%	27%	34%	29%	35%	30%	22%	26%	30%	34%	48%	38%	36%
NET: Renters	699	305	394	97	178	138	120	85	81	107	179	125	288	69	35	80	58	51	48	26	52	122	96	42	20	120	268	60
	33%	30%	37%	42%	49%	41%	32%	28%	17%	19%	30%	29%	57%	39%	41%	34%	34%	28%	32%	26%	27%	45%	34%	24%	32%	31%	33%	31%
NET: Rent from Council/ Housing Association	425	181	245	40	99	85	80	64	57	44	98	72	211	47	28	47	39	27	29	18	29	82	52	20	10	64	146	23
	20%	18%	23%	17%	27%	25%	22%	21%	12%	8%	17%	17%	42%	27%	33%	20%	23%	15%	19%	18%	15%	30%	18%	11%	16%	17%	18%	12%
Rented from the council	272	112	160	15	67	61	53	41	35	24	52	47	148	33	21	22	25	17	19	11	17	64	23	12	7	41	86	10
	13%	11%	15%	6%	19%	18%	14%	13%	7%	4%	9%	11%	29%	19%	25%	9%	15%	10%	13%	11%	9%	23%	8%	6%	11%	10%	10%	5%
Rented from a housing association	154	69	85	26	32	24	27	23	22	20	46	25	63	14	6	25	13	10	10	7	11	17	29	8	3	24	60	13
	7%	7%	8%	11%	9%	7%	7%	7%	5%	4%	8%	6%	12%	8%	8%	11%	8%	5%	6%	7%	6%	6%	10%	5%	3	6%	7%	7%
Rented from someone else	274	125	149	56	79	53	40	21	25	63	81	53	77	22	7	33	20	24	19	8	24	41	44	22	11	56	122	36
	13%	12%	14%	24%	22%	16%	11%	7%	5%	11%	14%	13%	15%	13%	8%	14%	11%	13%	13%	8%	12%	15%	15%	12%	17%	14%	15%	19%
Rent free	36	22	14	17	9	2	7	2	-	13	12	6	5	3	1	1	2	6	1	1	6	4	7	1	1	6	16	4
	2%	2%	1%	7%	2%	1%	2%	1%	-	2%	2%	1%	1%	2%	2%	1%	3%	1%	1%	3%	1%	3%	1%	2%	1%	2%	2%	2%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 28

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Priv-ate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
No formal education	17	9	9	-	2	1	2	4	8	2	1	5	10	-	-	2	2	1	1	2	-	5	3	-	1	1	4	-
	1%	1%	1%	-	1%	*	1%	1%	2%	*	*	1%	2%	-	-	1%	1%	1%	1%	2%	-	2%	1%	-	2%	*	*	-
Primary	11	3	8	-	3	2	-	2	4	-	-	1	10	-	2	-	2	-	1	2	-	2	1	1	-	1	3	-
	1%	*	1%	-	1%	1%	-	1%	1%	-	-	*	2%	-	2%	-	1%	-	1%	2%	-	1%	1%	*	-	*	*	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1621	776	846	118	249	236	313	279	426	391	449	352	429	130	70	166	147	139	111	71	169	203	244	141	31	262	631	112
	78%	76%	79%	51%	69%	70%	85%	90%	88%	69%	76%	83%	84%	74%	82%	71%	86%	77%	75%	70%	87%	74%	86%	78%	49%	68%	77%	59%
University degree or equivalent professional qualification, NVQ level 4, etc.	281	150	131	62	65	64	43	17	30	115	89	47	31	29	7	46	13	22	23	19	16	36	22	27	20	76	132	46
	13%	15%	12%	27%	18%	19%	12%	6%	6%	20%	15%	11%	6%	17%	8%	20%	8%	12%	16%	18%	8%	13%	8%	15%	32%	20%	16%	24%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	89	48	42	16	31	26	10	4	2	42	28	11	8	8	5	11	3	8	5	4	6	14	7	9	10	44	35	22
	4%	5%	4%	7%	9%	8%	3%	1%	*	7%	5%	3%	2%	4%	5%	5%	2%	5%	4%	4%	3%	5%	3%	5%	15%	11%	4%	12%
Still in full time education	38	17	21	34	3	1	-	-	-	13	17	5	4	6	-	3	2	6	4	3	2	8	3	2	1	2	3	8
	2%	2%	2%	15%	1%	*	-	-	-	2%	3%	1%	1%	4%	-	1%	1%	3%	3%	2%	1%	3%	1%	1%	1%	*	*	4%
Don't know	4	3	2	-	-	-	-	-	4	1	1	1	1	1	-	1	-	-	1	-	-	-	1	1	-	-	-	-
	*	*	*	-	-	-	-	-	1%	*	*	*	*	1%	-	*	-	-	1%	-	-	-	*	1%	-	-	-	-
Prefer not to answer	28	16	13	2	9	5	1	2	9	7	3	3	15	2	2	5	2	4	1	1	2	7	2	1	-	2	9	2
	1%	2%	1%	1%	2%	2%	*	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	*	-	*	1%	1%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 29

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Yes - responsible for half or more of the items bought	1867	857	1011	153	337	321	342	287	428	483	529	387	469	169	78	209	148	155	135	98	168	244	249	159	54	355	735	161
	89%	84%	94%	66%	93%	96%	92%	93%	89%	85%	90%	91%	92%	96%	92%	90%	87%	86%	91%	96%	86%	89%	88%	88%	86%	91%	90%	85%
No - not responsible for most of the items bought	223	163	59	79	25	13	28	22	55	88	59	37	39	7	7	24	23	25	13	4	26	30	35	21	8	33	83	29
	11%	16%	6%	34%	7%	4%	8%	7%	11%	15%	10%	9%	8%	4%	8%	10%	13%	14%	9%	4%	14%	11%	12%	12%	14%	9%	10%	15%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 30  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
No cars in the household	439	179	259	60	84	76	82	56	81	64	112	59	204	46	33	48	32	32	36	16	28	89	51	13	14	67	135	28
	21%	18%	24%	26%	23%	23%	22%	18%	17%	11%	19%	14%	40%	26%	38%	20%	19%	18%	25%	16%	14%	33%	18%	7%	23%	17%	17%	15%
NET: Any	1651	841	811	172	278	259	288	253	402	507	475	366	304	130	52	186	138	148	112	85	167	185	233	167	48	321	683	162
	79%	82%	76%	74%	77%	77%	78%	82%	83%	89%	81%	86%	60%	74%	62%	80%	81%	82%	75%	84%	86%	67%	82%	93%	77%	83%	83%	85%
1	848	416	432	39	137	142	138	138	254	224	239	181	204	76	30	98	72	72	66	36	84	112	104	77	19	130	329	64
	41%	41%	40%	17%	38%	42%	37%	45%	53%	39%	41%	43%	40%	43%	35%	42%	42%	40%	45%	36%	43%	41%	37%	43%	30%	34%	40%	34%
2	612	330	282	70	120	98	106	92	125	215	188	138	71	46	20	71	48	56	36	41	69	47	90	68	19	154	256	73
	29%	32%	26%	30%	33%	29%	29%	30%	26%	38%	32%	33%	14%	26%	24%	31%	28%	31%	24%	40%	35%	17%	32%	38%	31%	40%	31%	38%
3+	192	95	97	63	21	19	43	24	22	68	48	47	29	8	2	16	18	20	9	9	14	26	39	21	10	37	98	25
	9%	9%	9%	27%	6%	6%	12%	8%	5%	12%	8%	11%	6%	5%	2%	7%	11%	11%	6%	9%	7%	9%	14%	12%	16%	10%	12%	13%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 31  
To which of the following ethnic groups do you consider you belong?  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
White	1934	953	980	192	318	292	349	306	477	526	545	397	465	173	81	212	159	156	142	98	188	210	274	179	61	349	751	163
	93%	93%	92%	83%	88%	87%	94%	99%	99%	92%	93%	94%	92%	98%	96%	91%	94%	86%	96%	97%	96%	77%	97%	99%	98%	90%	92%	86%
NET: BAME	130	51	79	37	29	39	20	3	3	38	40	21	32	3	2	14	8	21	6	3	5	57	10	1	1	32	59	24
	6%	5%	7%	16%	8%	12%	5%	1%	1%	7%	7%	5%	6%	1%	2%	6%	5%	12%	4%	3%	3%	21%	3%	1%	2%	8%	7%	13%
Mixed	36	14	21	6	9	13	6	1	-	10	13	4	9	-	-	2	2	3	2	1	3	19	2	-	1	17	17	4
	2%	1%	2%	3%	3%	4%	2%	*	-	2%	2%	1%	2%	-	-	1%	1%	2%	1%	1%	2%	7%	1%	-	1%	4%	2%	2%
Asian	56	22	35	22	13	15	5	-	1	13	17	8	19	3	1	8	6	12	4	1	2	17	3	-	-	10	21	12
	3%	2%	3%	10%	3%	5%	1%	-	*	2%	3%	2%	4%	1%	1%	3%	3%	7%	3%	1%	1%	6%	1%	-	-	3%	3%	6%
Black	26	10	16	3	5	8	7	1	1	7	8	8	4	-	-	2	-	4	-	-	-	15	4	1	-	4	16	6
	1%	1%	1%	1%	2%	2%	2%	*	*	1%	1%	2%	1%	-	-	1%	-	2%	-	-	-	5%	1%	1%	-	1%	2%	3%
Chinese	8	3	4	3	1	2	1	-	-	7	1	-	-	-	-	1	-	1	-	-	1	4	-	-	-	1	4	2
	*	*	*	1%	*	1%	*	-	-	1%	*	-	-	-	-	1%	-	1%	-	-	*	2%	-	-	-	*	*	1%
Other ethnic group	4	1	3	2	1	-	-	1	1	2	1	2	1	-	-	2	-	-	-	1	-	1	1	-	1	1	1	1
	*	*	*	1%	*	-	-	*	*	*	*	*	*	-	-	1%	-	-	-	1%	-	*	*	-	1%	*	*	1%
Prefer not to answer	26	16	10	3	15	4	2	1	3	7	2	7	11	1	2	7	3	3	-	-	2	7	-	1	-	7	8	2
	1%	2%	1%	1%	4%	1%	*	*	1%	1%	*	2%	2%	1%	2%	3%	2%	2%	-	-	1%	3%	-	1%	-	2%	1%	1%



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 32

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Christian	1022	487	535	55	111	135	176	197	348	282	271	214	255	67	44	111	87	89	72	49	90	137	134	99	43	176	358	89
	49%	48%	50%	24%	31%	40%	48%	64%	72%	49%	46%	50%	50%	38%	52%	48%	51%	49%	49%	48%	46%	50%	47%	55%	68%	45%	44%	47%
NET: Other	115	47	68	25	20	23	17	7	23	29	34	21	31	3	3	10	12	22	10	1	8	33	11	3	-	17	39	20
	6%	5%	6%	11%	5%	7%	5%	2%	5%	5%	6%	5%	6%	1%	3%	4%	7%	12%	7%	1%	4%	12%	4%	2%	-	4%	5%	10%
Muslim	46	20	26	19	11	11	4	1	-	9	12	8	18	-	1	6	4	15	4	-	2	13	1	-	-	7	15	9
	2%	2%	2%	8%	3%	3%	1%	*	-	2%	2%	2%	3%	-	1%	3%	2%	8%	3%	-	1%	5%	*	-	-	2%	2%	5%
Hindu	3	2	1	1	1	2	-	-	-	1	2	-	-	1	-	1	-	-	-	-	-	1	-	1	-	1	2	2
	*	*	*	*	*	1%	-	-	-	*	*	-	-	1%	-	*	-	-	-	-	-	*	-	*	-	*	*	1%
Jewish	20	9	10	1	-	1	3	2	13	7	4	5	4	-	1	-	1	1	-	1	3	11	2	-	-	2	4	1
	1%	1%	1%	1%	-	*	1%	1%	3%	1%	1%	1%	1%	-	1%	-	1%	1%	-	1%	1%	4%	1%	-	-	1%	*	1%
Sikh	3	1	3	1	-	-	2	-	1	2	-	2	-	-	-	-	2	-	-	-	-	1	1	-	-	-	2	2
	*	*	*	*	-	-	*	-	*	*	-	*	-	-	-	-	1%	-	-	-	-	*	*	-	-	-	*	1%
Buddhist	6	3	4	-	1	1	1	1	3	2	2	1	1	1	-	-	-	2	1	-	-	1	2	-	-	1	1	2
	*	*	*	-	*	*	*	*	1%	*	*	*	*	1%	-	-	-	1%	1%	-	-	*	1%	-	-	*	*	1%
Other	36	12	24	3	7	8	7	4	6	8	14	5	8	-	1	3	5	4	5	-	4	8	5	2	-	5	15	4
	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	-	1%	1%	3%	2%	4%	-	2%	3%	2%	1%	-	1%	2%	2%
None	904	467	438	140	212	171	172	101	107	241	272	186	206	101	36	104	69	62	64	49	91	96	135	79	19	182	408	75
	43%	46%	41%	60%	59%	51%	47%	33%	22%	42%	46%	44%	41%	57%	43%	45%	41%	34%	43%	48%	47%	35%	48%	44%	30%	47%	50%	39%
Prefer not to say	49	19	30	12	19	5	5	4	5	19	11	3	16	6	2	8	2	8	2	3	5	8	4	-	1	13	12	6
	2%	2%	3%	5%	5%	1%	1%	1%	1%	3%	2%	1%	3%	4%	2%	3%	1%	5%	1%	3%	3%	3%	1%	-	2%	3%	2%	3%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 33  
Which of the following best describes where you live?  
Base: All respondents

	Gender			Age							Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Urban	1678	833	845	187	295	279	317	236	364	457	472	332	417	144	76	197	134	156	111	63	138	264	215	132	47	314	668	151
	80%	82%	79%	81%	82%	83%	86%	76%	75%	80%	80%	78%	82%	82%	89%	84%	79%	87%	75%	63%	71%	97%	76%	73%	76%	81%	82%	79%
Urban - Population over 10,000	878	470	408	117	158	155	166	124	159	256	254	169	199	87	37	95	66	80	58	22	54	216	82	62	19	172	368	96
	42%	46%	38%	50%	44%	46%	45%	40%	33%	45%	43%	40%	39%	49%	43%	41%	39%	45%	39%	22%	28%	79%	29%	35%	31%	44%	45%	51%
Town and Fringe	800	363	437	71	137	124	151	112	205	201	218	163	218	58	39	102	68	76	53	42	84	49	133	70	28	142	300	55
	38%	36%	41%	30%	38%	37%	41%	36%	43%	35%	37%	38%	43%	33%	46%	44%	40%	42%	36%	41%	43%	18%	47%	39%	45%	37%	37%	29%
NET: Rural	412	187	225	45	67	56	53	73	119	113	115	92	91	32	9	36	36	24	37	38	57	9	69	48	15	74	150	39
	20%	18%	21%	19%	18%	17%	14%	24%	25%	20%	20%	22%	18%	18%	11%	16%	21%	13%	25%	37%	29%	3%	24%	27%	24%	19%	18%	21%
Village	363	167	196	39	62	47	46	67	103	102	102	81	78	23	8	34	35	23	33	30	51	9	65	42	10	69	132	36
	17%	16%	18%	17%	17%	14%	12%	22%	21%	18%	17%	19%	15%	13%	10%	15%	21%	13%	22%	30%	26%	3%	23%	23%	16%	18%	16%	19%
Hamlet & Isolated Dwelling	48	19	29	6	5	9	7	6	15	12	13	11	13	10	1	2	1	1	4	8	6	-	5	7	5	5	17	3
	2%	2%	3%	2%	1%	3%	2%	2%	3%	2%	2%	3%	3%	5%	1%	1%	*	*	3%	8%	3%	-	2%	4%	8%	1%	2%	2%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 34

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Working	1206	652	554	131	285	264	295	180	50	341	394	275	196	113	35	137	104	111	72	67	112	159	152	104	40	388	818	140
	58%	64%	52%	57%	79%	79%	80%	58%	10%	60%	67%	65%	39%	64%	41%	59%	61%	62%	49%	66%	57%	58%	53%	58%	64%	100%	100%	73%
Working full time - working 30 hours per week or more	953	576	377	100	237	219	251	123	22	282	320	213	138	90	23	111	86	88	55	58	83	129	112	85	34	311	642	112
	46%	56%	35%	43%	66%	66%	68%	40%	5%	49%	55%	50%	27%	51%	27%	48%	50%	49%	37%	57%	43%	47%	39%	47%	54%	80%	78%	59%
Working part time - working between 8 and 29 hours per week	253	77	176	31	48	44	44	57	28	59	73	62	58	23	12	26	18	23	17	9	28	30	40	20	6	77	176	28
	12%	8%	16%	13%	13%	13%	12%	18%	6%	10%	12%	15%	12%	13%	15%	11%	10%	13%	12%	9%	15%	11%	14%	11%	10%	20%	22%	15%
NET: Not working	884	368	516	101	76	71	75	129	432	230	194	149	312	63	50	96	67	69	76	35	83	115	132	76	23	-	-	50
	42%	36%	48%	43%	21%	21%	20%	42%	90%	40%	33%	35%	61%	36%	59%	41%	39%	38%	51%	34%	43%	42%	47%	42%	36%	-	-	27%
Not working but seeking work or temporarily unemployed or sick	72	36	36	12	20	18	11	11	-	10	4	9	49	7	9	10	1	9	6	4	5	8	8	3	2	-	-	4
	3%	4%	3%	5%	5%	6%	3%	4%	-	2%	1%	2%	10%	4%	10%	4%	1%	5%	4%	4%	3%	3%	3%	2%	3%	-	-	2%
Not working and not seeking work/ student	188	93	95	85	21	20	35	26	1	38	44	17	89	17	7	18	20	17	19	6	14	26	25	11	8	-	-	22
	9%	9%	9%	37%	6%	6%	9%	8%	*	7%	7%	4%	18%	9%	8%	8%	12%	9%	13%	6%	7%	10%	9%	6%	14%	-	-	11%
Retired on a state pension only	133	29	103	-	-	-	*	2	130	11	14	22	87	8	7	17	15	12	9	3	19	14	11	16	1	-	-	3
	6%	3%	10%	-	-	-	*	1%	27%	2%	2%	5%	17%	4%	8%	7%	9%	7%	6%	3%	10%	5%	4%	9%	1%	-	-	2%
Retired with a private pension	345	201	145	-	-	-	4	47	294	144	117	55	29	22	19	35	21	27	30	17	31	43	62	34	5	-	-	16
	17%	20%	14%	-	-	-	1%	15%	61%	25%	20%	13%	6%	12%	23%	15%	12%	15%	20%	17%	16%	16%	22%	19%	8%	-	-	8%
House person, housewife, househusband, etc.	147	9	137	3	35	33	25	43	7	26	15	47	58	9	8	16	10	5	13	4	13	24	26	12	7	-	-	6
	7%	1%	13%	1%	10%	10%	7%	14%	2%	5%	3%	11%	11%	5%	9%	7%	6%	3%	8%	4%	7%	9%	9%	6%	11%	-	-	3%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 35

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	1128	619	509	109	267	259	263	182	48	345	358	239	186	103	34	139	94	93	61	56	118	138	155	102	35	354	774	133
Weighted base	1206	652	554	131	285	264	295	180	50	341	394	275	196	113	35	137	104	111	72	67	112	159	152	104	40	388	818	140
NET: Public Sector	388	169	219	54	89	99	99	38	9	121	144	73	49	41	8	45	32	43	22	25	32	50	52	25	12	388	-	57
	32%	26%	40%	41%	31%	38%	34%	21%	18%	36%	37%	27%	25%	36%	23%	32%	31%	39%	30%	37%	29%	32%	35%	24%	30%	100%	-	41%
A nationalised industry/state corporation	31	19	13	3	7	8	12	1	-	9	7	8	8	3	-	5	3	3	2	1	1	10	1	2	-	31	-	6
	3%	3%	2%	3%	2%	3%	4%	1%	-	3%	2%	3%	4%	3%	-	4%	3%	3%	2%	2%	*	6%	1%	2%	-	8%	-	4%
Central government or civil service (including Courts service and Bank of England)	54	31	23	11	5	16	15	4	3	34	12	6	2	4	-	3	3	8	2	6	3	8	7	6	3	54	-	12
	4%	5%	4%	9%	2%	6%	5%	2%	6%	10%	3%	2%	1%	4%	-	2%	3%	7%	3%	8%	3%	5%	4%	6%	8%	14%	-	8%
Local government or council (including fire services, police and local authority controlled schools/colleges)	139	55	83	14	34	34	38	16	2	39	68	21	11	16	3	20	13	9	9	12	12	12	21	5	6	139	-	13
	11%	8%	15%	11%	12%	13%	13%	9%	4%	11%	17%	8%	5%	14%	10%	15%	12%	8%	13%	18%	10%	8%	14%	5%	15%	36%	-	9%
A university, or other grant funded establishment (include opted-out schools)	34	18	16	4	10	5	11	3	2	9	15	7	4	1	1	4	2	6	4	3	1	7	4	2	-	34	-	8
	3%	3%	3%	3%	3%	2%	4%	2%	5%	3%	4%	3%	2%	1%	4%	3%	2%	5%	5%	4%	1%	5%	3%	2%	-	9%	-	6%
A health authority or NHS Trust	84	25	59	15	19	26	15	9	1	24	26	16	18	10	3	8	5	11	3	2	10	4	14	10	3	84	-	13
	7%	4%	11%	11%	7%	10%	5%	5%	2%	7%	7%	6%	9%	9%	7%	6%	5%	10%	5%	2%	9%	3%	9%	9%	7%	22%	-	9%
The armed forces	3	2	1	-	1	1	1	-	-	-	1	2	-	1	-	-	-	-	-	-	2	-	-	-	-	3	-	-
	*	*	*	-	*	*	*	-	-	-	*	1%	-	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-
Other public sector occupation (Please specify as much detail as possible)	43	18	25	6	12	10	8	5	1	7	15	14	8	6	1	4	6	5	2	2	3	9	5	-	43	-	6	
	4%	3%	4%	5%	4%	4%	3%	3%	2%	2%	4%	5%	4%	5%	3%	3%	6%	5%	2%	2%	3%	6%	4%	-	11%	-	4%	
NET: Private Sector	818	483	334	77	197	164	196	142	41	220	250	202	147	72	27	93	71	68	50	42	79	109	99	79	28	-	818	82
	68%	74%	60%	59%	69%	62%	66%	79%	82%	64%	63%	73%	75%	64%	77%	68%	69%	61%	70%	63%	71%	68%	65%	76%	70%	-	100%	59%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 35

**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	1206	652	554	131	285	264	295	180	50	341	394	275	196	113	35	137	104	111	72	67	112	159	152	104	40	388	818	140
A charity, voluntary organisation or trust	37	20	17	6	7	4	8	10	1	12	14	8	3	8	-	5	2	2	1	-	4	5	5	3	2	-	37	5
	3%	3%	3%	5%	2%	2%	3%	6%	2%	4%	4%	3%	1%	7%	-	4%	2%	2%	-	-	3%	3%	3%	2%	5%	-	5%	4%
Self-employed (Private sector)	143	98	45	6	27	27	34	33	16	35	36	46	27	6	5	17	7	9	12	12	15	27	14	13	6	-	143	17
	12%	15%	8%	5%	9%	10%	12%	19%	31%	10%	9%	17%	14%	5%	13%	13%	7%	8%	17%	18%	14%	17%	9%	13%	14%	-	17%	12%
None of the above/ I work in the Private sector	638	366	272	64	163	133	154	99	25	172	199	149	118	58	22	70	62	57	38	30	60	77	80	63	20	-	638	60
	53%	56%	49%	49%	57%	50%	52%	55%	49%	51%	51%	54%	60%	52%	64%	51%	60%	52%	52%	45%	54%	48%	53%	60%	51%	-	78%	43%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 36

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
No children aged 18 or under	1510	748	761	211	183	129	232	279	476	427	434	286	363	112	61	168	120	131	120	69	151	193	215	135	34	226	533	116
	72%	73%	71%	91%	51%	39%	63%	90%	99%	75%	74%	67%	72%	64%	71%	72%	70%	73%	81%	68%	78%	71%	76%	75%	55%	58%	65%	61%
NET: Yes	575	268	307	19	175	205	138	31	7	142	152	136	144	64	24	64	49	48	28	32	44	81	68	45	28	161	280	71
	28%	26%	29%	8%	49%	61%	37%	10%	1%	25%	26%	32%	28%	36%	29%	28%	29%	27%	19%	32%	22%	29%	24%	25%	45%	42%	34%	38%
NET: Any 5-18	465	222	243	7	118	169	135	31	5	115	116	111	122	55	20	51	44	37	18	23	33	68	58	32	26	133	221	57
	22%	22%	23%	3%	33%	51%	36%	10%	1%	20%	20%	26%	24%	31%	23%	22%	26%	21%	12%	23%	17%	25%	20%	18%	41%	34%	27%	30%
NET: Any 11-18	301	152	149	4	49	100	117	28	3	65	64	76	96	35	15	32	30	21	16	16	21	42	36	21	16	70	158	32
	14%	15%	14%	2%	14%	30%	32%	9%	1%	11%	11%	18%	19%	20%	17%	14%	18%	12%	11%	16%	11%	15%	13%	12%	26%	18%	19%	17%
Yes - children aged under 5 years old	219	86	134	16	110	83	8	1	2	55	68	48	48	17	5	22	21	25	12	14	18	30	29	21	5	68	101	28
	10%	8%	12%	7%	30%	25%	2%	*	*	10%	12%	11%	9%	10%	6%	10%	12%	14%	8%	14%	9%	11%	10%	11%	8%	17%	12%	15%
Yes - children aged 5 to 10 years old	247	107	140	6	93	104	35	7	2	70	62	55	60	26	9	31	19	23	7	10	20	43	32	16	12	78	105	35
	12%	11%	13%	3%	26%	31%	9%	2%	*	12%	11%	13%	12%	15%	11%	14%	11%	13%	5%	10%	10%	16%	11%	9%	18%	20%	13%	18%
Yes - children aged 11 to 15 years old	215	108	107	1	48	85	66	13	2	46	44	50	74	22	14	23	21	17	11	12	16	30	25	18	6	53	109	19
	10%	11%	10%	*	13%	25%	18%	4%	*	8%	7%	12%	15%	13%	16%	10%	12%	9%	7%	12%	8%	11%	9%	10%	10%	14%	13%	10%
Yes - children aged 16 to 18 years old	132	68	64	4	6	37	68	16	2	33	31	33	34	15	4	10	14	9	8	6	8	15	17	11	13	31	71	16
	6%	7%	6%	2%	2%	11%	18%	5%	*	6%	5%	8%	7%	9%	5%	4%	8%	5%	6%	6%	4%	6%	6%	6%	21%	8%	9%	8%
Refused	5	3	2	2	3	-	-	-	-	1	1	2	1	-	-	1	1	1	-	-	-	-	1	1	-	1	4	2
	*	*	*	1%	1%	-	-	-	-	*	*	1%	*	-	-	1%	1%	1%	-	-	-	-	*	*	-	*	1%	1%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 37  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Anglia	216 10%	90 9%	126 12%	29 12%	43 12%	29 9%	29 8%	40 13%	47 10%	57 10%	65 11%	39 9%	55 11%	-	-	1 1%	1 1%	-	26 18%	-	163 84%	-	23 8%	1 *	1 1%	40 10%	82 10%	13 7%
Border	15 1%	7 1%	8 1%	2 1%	2 1%	2 *	3 1%	1 *	5 1%	4 1%	4 1%	1 *	5 1%	6 3%	-	9 4%	-	-	-	-	-	-	-	-	-	3 1%	5 1%	1 *
Central	266 13%	138 14%	127 12%	35 15%	41 11%	41 12%	43 12%	44 14%	62 13%	74 13%	74 11%	47 13%	67 13%	2 1%	-	-	-	162 90%	95 64%	-	1 1%	-	3 1%	3 2%	-	53 14%	103 13%	23 12%
Granada	222 11%	111 11%	111 10%	18 8%	50 14%	35 11%	45 12%	23 7%	51 11%	47 8%	61 10%	45 10%	69 14%	-	-	218 93%	-	-	-	3 3%	1 1%	-	-	-	-	42 11%	90 11%	16 8%
London	405 19%	190 19%	215 20%	49 21%	67 18%	62 19%	64 17%	64 21%	100 21%	148 26%	102 17%	82 19%	73 14%	-	-	-	-	2 1%	-	-	29 15%	274 100%	99 35%	1 *	-	79 20%	152 19%	40 21%
Meridian	183 9%	88 9%	95 9%	19 8%	29 8%	22 7%	28 8%	36 12%	49 10%	56 10%	44 7%	46 11%	38 8%	-	-	1 *	-	-	-	-	-	-	159 56%	23 13%	-	27 7%	71 9%	15 8%
STV	170 8%	96 9%	74 7%	13 6%	41 11%	41 12%	32 9%	18 6%	25 5%	36 6%	51 9%	47 11%	36 7%	168 95%	2 2%	-	-	-	-	-	-	-	-	-	-	40 10%	69 8%	18 10%
Tyne Tees	85 4%	32 3%	53 5%	8 4%	10 3%	13 4%	14 4%	11 4%	29 6%	18 3%	27 5%	10 2%	29 6%	1 *	82 97%	-	2 1%	-	-	-	-	-	-	-	-	8 2%	26 3%	5 3%
Wales	100 5%	69 7%	31 3%	7 3%	21 6%	26 8%	12 3%	14 4%	19 4%	26 5%	35 6%	21 5%	18 4%	-	-	1 1%	-	-	-	99 97%	-	-	-	-	-	25 6%	42 5%	7 4%
West	57 3%	35 3%	22 2%	9 4%	8 2%	6 2%	12 3%	5 2%	15 3%	18 3%	17 3%	11 3%	10 2%	-	-	3 1%	-	10 6%	-	-	-	-	-	44 24%	-	5 1%	22 3%	8 4%
Westcountry	114 5%	55 5%	59 6%	14 6%	15 4%	20 6%	21 6%	11 4%	32 7%	34 6%	24 4%	21 5%	36 7%	-	-	-	-	5 3%	-	-	-	-	-	109 60%	-	20 5%	50 6%	14 7%
Yorkshire	196 9%	81 8%	115 11%	28 12%	27 8%	24 7%	40 11%	33 11%	43 9%	30 5%	66 11%	44 10%	56 11%	-	1 1%	-	167 98%	1 1%	27 18%	-	-	-	-	-	-	33 9%	78 10%	25 13%
UTV	62 3%	30 3%	32 3%	1 *	6 2%	14 4%	26 7%	10 3%	5 1%	20 4%	16 3%	12 3%	14 3%	-	-	-	-	-	-	-	-	-	-	-	62 99%	12 3%	28 3%	4 2%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 38  
Marital Status  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Single	566 27%	296 29%	270 25%	188 81%	124 34%	87 26%	104 28%	42 13%	22 5%	150 26%	176 30%	90 21%	150 30%	44 25%	20 23%	67 29%	56 33%	54 30%	44 30%	26 25%	46 24%	86 31%	67 24%	44 25%	12 20%	119 31%	250 31%	68 36%
NET: Married/ Civil partnership/ co habiting	1276 61%	644 63%	632 59%	41 18%	226 63%	220 66%	230 62%	213 69%	346 72%	379 66%	337 57%	305 72%	255 50%	119 67%	52 61%	140 60%	98 58%	111 61%	81 55%	60 59%	122 63%	150 55%	179 63%	121 67%	43 69%	243 62%	500 61%	112 59%
Married	960 46%	502 49%	458 43%	9 4%	127 35%	149 44%	173 47%	180 58%	322 67%	299 52%	249 42%	230 54%	182 36%	83 47%	40 47%	107 46%	70 41%	81 45%	56 38%	44 43%	97 50%	110 40%	141 50%	95 53%	35 57%	174 45%	337 41%	84 44%
Civil Partnership	16 1%	9 1%	8 1%	4 2%	7 2%	4 1%	1 *	1 *	-	2 *	5 1%	5 1%	5 1%	1 1%	3 3%	1 *	1 1%	-	-	2 2%	-	3 1%	3 1%	1 *	1 1%	2 1%	8 1%	2 1%
Co Habiting	300 14%	133 13%	167 16%	28 12%	92 26%	67 20%	56 15%	32 10%	24 5%	78 14%	84 14%	70 17%	68 13%	35 20%	9 11%	32 14%	27 16%	30 16%	25 17%	14 14%	25 13%	37 14%	35 12%	25 14%	7 11%	66 17%	155 19%	26 14%
NET: Widowed/ separated/ divorced	232 11%	75 7%	157 15%	1 *	8 2%	21 6%	35 9%	54 17%	115 24%	40 7%	73 12%	24 6%	94 19%	13 7%	14 16%	25 11%	15 9%	14 8%	23 15%	14 14%	25 13%	32 12%	36 13%	15 8%	7 12%	21 5%	63 8%	9 5%
Widowed	80 4%	22 2%	59 5%	-	-	-	2 1%	14 4%	65 13%	15 3%	25 4%	7 2%	34 7%	5 3%	7 8%	7 3%	9 5%	3 1%	5 4%	6 6%	9 5%	14 5%	7 3%	7 4%	1 2%	1 *	10 1%	5 3%
Separated	37 2%	14 1%	24 2%	1 *	4 1%	11 3%	9 2%	6 2%	7 1%	7 1%	13 2%	4 1%	13 3%	4 2%	4 5%	5 2%	-	4 2%	2 2%	-	5 3%	2 1%	8 3%	-	3 5%	8 2%	16 2%	1 *
Divorced	115 6%	40 4%	75 7%	-	4 1%	9 3%	24 7%	34 11%	43 9%	19 3%	35 6%	14 3%	47 9%	4 2%	3 3%	13 5%	7 4%	7 4%	15 10%	8 8%	11 5%	17 6%	21 7%	7 4%	3 5%	13 3%	36 4%	3 2%
Prefer not to answer	15 1%	4 *	11 1%	3 1%	4 1%	6 2%	1 *	1 *	-	1 *	1 *	5 1%	8 2%	1 *	-	1 *	1 *	2 1%	-	1 1%	2 1%	5 2%	2 1%	-	-	5 1%	6 1%	1 *



## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 39

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Glasgow	84	50	34	8	14	22	16	7	17	17	27	20	20	84	-	-	-	-	-	-	-	-	-	-	-	25	25	7
	4%	5%	3%	4%	4%	7%	4%	4%	4%	3%	5%	5%	4%	48%	-	-	-	-	-	-	-	-	-	-	-	6%	3%	4%
Edinburgh	78	38	40	6	25	17	17	5	9	17	24	23	13	76	2	-	-	-	-	-	-	-	-	-	-	13	42	11
	4%	4%	4%	2%	7%	5%	5%	2%	2%	3%	4%	5%	3%	43%	2%	-	-	-	-	-	-	-	-	-	-	3%	5%	6%
Newcastle	90	31	59	12	13	13	14	12	26	20	28	10	32	-	81	6	-	-	-	-	3	-	-	-	-	10	30	6
	4%	3%	5%	5%	4%	4%	4%	4%	5%	4%	5%	2%	6%	-	96%	2%	-	-	-	-	1%	-	-	-	-	3%	4%	3%
Leeds	90	40	50	15	14	14	18	13	15	21	30	18	21	-	-	1	89	-	-	-	-	-	-	-	-	16	43	16
	4%	4%	5%	7%	4%	4%	5%	4%	3%	4%	5%	4%	4%	-	-	*	52%	-	-	-	-	-	-	-	-	4%	5%	8%
Hull	32	12	20	3	3	3	6	6	10	2	11	10	9	-	-	-	29	-	2	-	-	-	-	-	-	4	10	5
	2%	1%	2%	1%	1%	1%	2%	2%	2%	*	2%	2%	2%	-	-	-	17%	-	2%	-	-	-	-	-	-	1%	1%	3%
Sheffield	61	25	36	5	12	6	12	11	16	5	23	12	22	-	-	-	48	1	13	-	-	-	-	-	-	13	22	4
	3%	2%	3%	2%	3%	2%	3%	3%	3%	1%	4%	3%	4%	-	-	-	28%	1%	9%	-	-	-	-	-	-	3%	3%	2%
Manchester	165	74	91	17	40	25	29	17	38	32	44	43	47	-	-	156	1	7	1	-	-	-	-	-	-	31	68	10
	8%	7%	9%	8%	11%	7%	8%	5%	8%	6%	7%	10%	9%	-	-	67%	1%	4%	*	-	-	-	-	-	-	8%	8%	5%
Liverpool	76	48	28	4	17	12	19	9	16	20	25	10	21	-	-	63	-	-	-	13	-	-	-	-	-	18	29	8
	4%	5%	3%	2%	5%	3%	5%	3%	3%	4%	4%	2%	4%	-	-	27%	-	-	-	13%	-	-	-	-	-	5%	4%	4%
Nottingham	95	49	47	17	16	15	14	14	20	18	29	22	26	-	-	-	-	-	90	-	5	-	-	-	-	16	32	9
	5%	5%	4%	8%	4%	5%	4%	4%	4%	3%	5%	5%	5%	-	-	-	-	-	61%	-	3%	-	-	-	-	4%	4%	5%
Birmingham	170	85	85	26	26	26	27	28	37	59	45	24	43	-	-	-	158	10	1	-	-	-	-	1	-	41	64	19
	8%	8%	8%	11%	7%	8%	7%	9%	8%	10%	8%	6%	8%	-	-	-	87%	7%	1%	-	-	-	-	1%	-	11%	8%	10%
Norwich	83	35	48	8	16	13	10	16	21	21	25	17	20	-	-	-	-	-	-	83	-	1	-	-	-	10	35	5
	4%	3%	5%	3%	4%	4%	3%	5%	4%	4%	4%	4%	4%	-	-	-	-	-	-	42%	-	*	-	-	-	3%	4%	2%
Milton Keynes	71	28	43	12	16	8	7	12	16	15	24	12	20	-	-	-	-	20	-	26	1	23	-	-	-	12	31	4
	3%	3%	4%	5%	4%	2%	2%	4%	3%	3%	4%	3%	4%	-	-	-	-	14%	-	14%	*	8%	-	-	-	3%	4%	2%
Brighton	45	26	19	2	4	5	9	14	12	11	12	13	10	-	-	-	-	-	-	-	-	1	44	-	-	10	14	3
	2%	3%	2%	1%	1%	1%	2%	4%	3%	2%	2%	3%	2%	-	-	-	-	-	-	-	-	*	15%	-	-	3%	2%	1%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 39

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Oxford	24 1%	11 1%	14 1%	3 1%	7 2%	6 2%	4 1%	1 *	4 1%	8 1%	7 1%	6 1%	4 1%	-	-	-	-	-	-	-	-	-	17 6%	7 4%	-	5 1%	10 1%	2 1%
London	482 23%	239 23%	242 23%	58 25%	77 21%	71 21%	83 23%	78 25%	115 24%	173 30%	124 21%	98 23%	87 17%	-	-	-	-	2 1%	2 2%	-	65 34%	269 98%	142 50%	2 1%	-	91 23%	187 23%	47 24%
Southampton	60 3%	28 3%	33 3%	7 3%	11 3%	5 1%	7 2%	13 4%	18 4%	20 4%	14 2%	14 3%	12 2%	-	-	-	-	-	-	-	-	-	43 15%	17 9%	-	7 2%	24 3%	4 2%
Bristol	92 4%	54 5%	38 4%	13 6%	13 4%	12 4%	17 4%	11 4%	27 6%	29 5%	24 4%	16 4%	23 5%	-	-	1 *	-	3 2%	-	-	-	1 1%	-	87 48%	-	12 3%	39 5%	15 8%
Plymouth	54 3%	25 2%	29 3%	2 1%	4 1%	12 4%	16 4%	7 2%	14 3%	14 3%	9 2%	12 3%	18 4%	-	-	-	-	-	-	-	-	-	-	54 30%	-	11 3%	25 3%	4 2%
Cardiff	76 4%	53 5%	23 2%	6 3%	15 4%	23 7%	11 3%	9 3%	12 2%	19 3%	29 5%	15 4%	14 3%	-	-	-	-	-	-	75 74%	-	-	-	1 1%	-	19 5%	35 4%	4 2%
Belfast	63 3%	30 3%	33 3%	1 *	7 2%	14 4%	26 7%	10 3%	5 1%	20 4%	16 3%	12 3%	15 3%	-	-	-	-	-	-	-	-	-	-	-	63 100%	12 3%	28 3%	4 2%
None of these	97 5%	39 4%	58 5%	7 3%	13 4%	14 4%	10 3%	19 6%	35 7%	26 5%	18 3%	20 5%	33 7%	16 9%	2 2%	7 3%	3 2%	10 6%	9 6%	12 12%	13 7%	1 *	15 5%	10 6%	-	14 3%	25 3%	5 3%

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 40

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate	Opin-ion Influencer	
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191	
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190	
Up to £7,000	(3.5)	84 4%	29 3%	55 5%	16 7%	23 6%	14 4%	10 3%	12 4%	8 2%	1 *	24 4%	5 1%	54 11%	12 7%	7 8%	16 7%	7 4%	6 3%	5 3%	1 1%	6 3%	7 3%	10 4%	2 1%	4 6%	2 *	14 2%	5 3%
£7,001 to £14,000	(10.5)	214 10%	64 6%	150 14%	15 6%	27 7%	30 9%	39 11%	38 12%	66 14%	17 3%	40 7%	24 6%	132 26%	18 10%	22 26%	27 12%	26 15%	14 8%	21 14%	9 9%	22 11%	13 5%	23 8%	14 7%	5 7%	21 5%	57 7%	6 3%
£14,001 to £21,000	(17.5)	286 14%	130 13%	155 15%	32 14%	34 9%	38 11%	50 13%	42 14%	89 19%	39 7%	81 14%	58 14%	107 21%	17 10%	7 8%	38 16%	27 16%	23 13%	27 18%	22 22%	25 13%	24 9%	41 15%	21 12%	12 19%	30 8%	101 12%	13 7%
£21,001 to £28,000	(24.5)	232 11%	92 9%	139 13%	22 10%	44 12%	38 11%	38 10%	41 13%	49 10%	41 7%	92 16%	50 12%	49 10%	20 12%	10 12%	21 9%	17 10%	30 17%	20 13%	11 11%	14 7%	22 8%	28 10%	31 17%	7 11%	55 14%	82 10%	17 9%
£28,001 to £34,000	(31)	205 10%	103 10%	103 10%	18 8%	42 12%	31 9%	37 10%	29 9%	48 10%	52 9%	62 11%	64 15%	27 5%	21 12%	3 3%	25 11%	21 12%	23 13%	17 12%	10 10%	20 10%	19 7%	25 9%	18 10%	3 5%	43 11%	88 11%	27 14%
£34,001 to £41,000	(37.5)	194 9%	117 12%	77 7%	13 6%	37 10%	34 10%	32 9%	36 12%	42 9%	62 11%	64 11%	44 10%	24 5%	20 11%	4 5%	14 6%	16 9%	23 13%	8 5%	6 6%	22 11%	17 6%	31 11%	25 14%	8 13%	45 12%	91 11%	22 12%
£41,001 to £48,000	(44.5)	162 8%	89 9%	72 7%	18 8%	40 11%	28 8%	24 6%	21 7%	31 6%	47 8%	60 10%	42 10%	13 3%	8 5%	6 7%	18 8%	15 9%	11 6%	6 4%	14 14%	12 6%	29 11%	23 8%	15 8%	3 5%	42 11%	77 9%	19 10%
£48,001 to £55,000	(51.5)	141 7%	88 9%	53 5%	14 6%	27 8%	18 5%	39 11%	24 8%	18 4%	69 12%	34 6%	27 6%	11 2%	11 6%	4 5%	14 6%	11 7%	10 6%	8 5%	5 5%	17 9%	27 10%	19 7%	11 6%	5 9%	38 10%	76 9%	13 7%
£55,001 to £62,000	(58.5)	84 4%	53 5%	31 3%	6 3%	22 6%	28 8%	14 4%	4 1%	10 2%	45 8%	20 3%	16 4%	3 *	10 6%	2 2%	13 6%	4 2%	6 3%	4 3%	3 3%	4 2%	16 6%	14 5%	5 3%	3 5%	26 7%	42 5%	11 6%
£62,001 to £69,000	(65.5)	52 2%	34 3%	18 2%	10 4%	11 3%	9 3%	14 4%	5 2%	4 1%	28 5%	15 3%	7 2%	3 1%	3 2%	2 1%	7 4%	3 2%	3 2%	4 4%	5 2%	11 4%	6 4%	4 2%	1 1%	15 4%	31 4%	12 4%	
£69,001 to £76,000	(72.5)	49 2%	30 3%	20 2%	7 3%	10 3%	9 3%	10 3%	5 1%	9 2%	30 5%	10 2%	8 2%	2 *	4 2%	2 2%	7 3%	- -	1 1%	2 1%	- -	8 4%	8 3%	9 3%	6 3%	1 2%	14 4%	30 4%	3 2%
£76,001 to £83,000	(79.5)	25 1%	18 2%	8 1%	1 *	6 2%	2 1%	7 2%	5 2%	4 1%	17 3%	4 1%	3 1%	- -	4 2%	2 2%	2 1%	- -	1 1%	- -	1 1%	12 4%	1 *	1 1%	- -	5 1%	14 2%	3 2%	
£83,001 or more	(86)	75 4%	52 5%	23 2%	15 7%	14 4%	17 5%	17 5%	6 2%	5 1%	45 8%	18 3%	11 3%	1 *	2 1%	1 1%	9 4%	5 3%	7 4%	2 1%	5 2%	18 7%	12 4%	9 5%	2 3%	20 5%	41 5%	18 10%	

**Easter Egg Survey**  
**ONLINE Fieldwork: 22nd - 24th March 2019**

Absolutes/col percents

Table 40

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Opinion Influencer
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
Prefer not to answer	287	122	165	45	24	39	39	41	100	76	64	64	83	26	14	26	15	20	25	12	31	49	40	20	9	31	75	19
	14%	12%	15%	20%	7%	12%	10%	13%	21%	13%	11%	15%	16%	15%	16%	11%	9%	11%	17%	12%	16%	18%	14%	11%	14%	8%	9%	10%
Average income (£000's)	34.20	38.62	29.80	36.23	36.43	36.60	36.74	31.59	29.01	47.21	33.68	35.02	19.00	32.76	27.08	32.59	30.67	32.95	28.01	32.68	34.46	43.78	35.55	35.87	32.29	40.91	39.25	43.61

## Easter Egg Survey

### ONLINE Fieldwork: 22nd - 24th March 2019

Absolutes/col percents

Table 41

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2090	1044	1046	211	346	342	346	331	514	617	573	393	507	169	78	249	162	166	132	93	215	259	313	194	60	354	774	191
Weighted base	2090	1020	1070	232	362	334	370	309	483	570	587	424	508	176	85	233	170	180	148	101	195	274	284	180	63	388	818	190
NET: Yes	463	198	265	47	59	62	94	79	122	88	114	73	189	39	23	63	45	25	34	23	41	45	68	42	14	62	110	36
	22%	19%	25%	20%	16%	18%	25%	25%	25%	15%	19%	17%	37%	22%	28%	27%	26%	14%	23%	23%	21%	16%	24%	23%	23%	16%	13%	19%
Yes - physical condition	264	111	153	16	20	32	54	49	92	44	55	48	117	22	12	29	22	17	22	18	26	23	38	26	7	24	56	14
	13%	11%	14%	7%	6%	10%	15%	16%	19%	8%	9%	11%	23%	12%	14%	12%	13%	9%	15%	18%	13%	8%	14%	15%	12%	6%	7%	7%
Yes - mental condition	196	82	114	35	40	38	49	26	7	33	50	26	87	17	8	29	26	10	18	7	20	11	24	14	11	41	50	22
	9%	8%	11%	15%	11%	11%	13%	9%	1%	6%	8%	6%	17%	10%	10%	13%	15%	6%	12%	7%	10%	4%	8%	8%	17%	10%	6%	11%
Yes - disability	141	65	77	7	13	13	30	29	50	30	33	19	59	10	7	20	12	7	12	9	10	17	18	15	4	17	21	11
	7%	6%	7%	3%	3%	4%	8%	10%	10%	5%	6%	4%	12%	6%	9%	9%	7%	4%	8%	9%	5%	6%	6%	8%	6%	4%	3%	6%
Yes - other	16	10	6	2	6	1	1	3	3	5	2	4	6	2	4	-	1	-	-	-	2	1	4	1	-	1	7	1
	1%	1%	1%	1%	2%	*	*	1%	1%	1%	*	1%	1%	1%	4%	-	*	-	-	-	1%	1%	2%	1%	-	*	1%	1%
No	1568	795	772	178	281	261	271	225	352	471	465	335	296	133	57	157	121	151	111	76	149	219	211	135	48	317	692	149
	75%	78%	72%	77%	78%	78%	73%	73%	73%	83%	79%	79%	58%	76%	67%	67%	71%	84%	75%	75%	77%	80%	74%	75%	76%	82%	85%	79%
Prefer not to say	59	26	33	6	21	12	5	6	9	12	8	16	23	4	4	14	5	4	3	3	4	9	5	4	1	9	16	5
	3%	3%	3%	3%	6%	3%	1%	2%	2%	2%	1%	4%	5%	2%	5%	6%	3%	2%	2%	3%	2%	3%	2%	2%	1%	2%	2%	2%