

## The UK's favourite biscuit

It's a controversial subject, one that can divide even the closest of friends: what is the UK's favourite biscuit? We conducted a survey and our respondents said...

...The UK's favourite biscuit is a Chocolate Hob Nob (18%)

2<sup>nd</sup> Chocolate Digestive

3<sup>rd</sup> Bourbon

### 1. What's your favourite biscuit?

Answer Choices	Responses
▼ Hob Nob (chocolate)	18.41% 58
▼ Digestive (chocolate)	12.38% 39
▼ Bourbon	9.52% 30
▼ Shortbread	8.57% 27
▼ Custard Creams	8.25% 26
▼ Choc Chip Cookie	6.98% 22
▼ Jaffa cakes	6.67% 21
▼ Digestive (plain)	6.35% 20
▼ Fig Rolls	5.40% 17
▼ Ginger Nuts	4.44% 14
▼ Chocolate Fingers	2.86% 9
▼ Hob Nob (plain)	2.22% 7
▼ Jammy Dodgers	1.59% 5
▼ Party Rings	1.59% 5
▼ Pink Wafers	1.27% 4
▼ Crunch Cream	1.27% 4
▼ Rich Tea	0.95% 3
▼ Lemon Puff	0.95% 3
▼ Nice	0.32% 1
Total	315

**FACT:** McVitie's introduced Chocolate Hob Nobs in 1987, following the huge demand for the original version, which launched in 1985.

## 2. How many biscuits do you eat in one sitting, on average?

The average person eats three biscuits in a sitting (25%)

A greedy 11% eat the entire pack in one go

Answer Choices	Responses	
Three	25.24%	79
Two	24.60%	77
Four	17.57%	55
Five+	16.93%	53
The whole pack	10.54%	33
One	5.11%	16
Total		313

**FACT:** Putting a slice of bread in the biscuit tin can make them stay fresher for longer – if you've any biscuits left, that is.

## 3. Where's the best place to eat a biscuit?

Curled up on the sofa – 77%

Just 5% tolerate biscuit crumbs in the bed

Other suggestions given:

“In the kitchen, hiding from the children”

“Where is a bad place to enjoy a biscuit?”

“In my mouth”

Answer Choices	Responses	
Curled up on the sofa	77.00%	231
In the office	11.00%	33
At friend's/ family member's house	6.33%	19
In bed	4.67%	14
In the car / train / bus	1.00%	3
Total		300

#### 4. When do you like to eat your biscuits?

Three o'clocksies: 22%

6% said 'any time'

Answer Choices	Responses	
Three o'clocksies	22.00%	66
Late evening	15.00%	45
Mid morning	12.00%	36
Late afternoon	11.33%	34
Elevensies	11.00%	33
Early evening	9.00%	27
Early afternoon	5.33%	16
Suppertime	4.00%	12
Late night	4.00%	12
Dinnertime	2.67%	8
Early morning	2.67%	8
Lunchtime	1.00%	3
Total		300

#### 5. To dunk or not to dunk?

49% - Undecided (it depends on the biscuit)

26% - No, never!

25% - Always!

Answer Choices	Responses	
Yes - always	24.44%	77
Maybe - depends on the biscuit	49.21%	155
No - never ever!	26.35%	83
Total		315

**FACT:** Scientists say dunking your biscuit into a milky drink causes 11 times more flavour release than eating the biscuit dry.

## 6. What's the perfect drink to accompany your biscuit?

63% - Tea

20% - Coffee

7% - Hot chocolate

Answer Choices	Responses	
Tea	63.02%	196
Coffee	20.26%	63
Hot chocolate	7.40%	23
Milk	3.22%	10
Squash	2.57%	8
Water	2.57%	8
Fizzy pop	0.96%	3
Total		311

### Sources:

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