

## **DREAMS COME TRUE Survey Reveals that Wagon Wheels Reminds UK Most of Childhood**

- *With 43 per cent of the vote - Wagon Wheels prove the most popular teatime treat to make people nostalgic of their childhoods*
- *A notable female bias pushes Pink Wafer Fingers to second place with 35 per cent*

National children's charity Dreams Come True today launches [Dream Tea 2015](#) – its annual fundraising campaign, taking place in June. The Dream Tea rallies people across the country to take time out, gather friends and take part in the nation's favourite pastime; having a cup of tea and a slice of cake or biscuit, all while raising funds to provide the power of dream fulfilment to unwell children.

To mark the launch of this national campaign, Dreams Come True conducted a nationwide survey to find out what tea-time treats remind people most of their childhood.

From 1000 respondents, polled across the country, the One Poll survey highlights that regardless of gender, and region (except Scotland and Wales, which preferred Jammy Dodgers), Wagon Wheels remind most of their childhoods, with 43 per cent of the vote.

Pink Wafer Fingers came in second place with nearly 35 per cent of the vote, but interestingly this tea-time treat proved much more reminiscent of childhood for females – around 43.5 per cent, compared to males with 26 per cent. Gender comparison also revealed further divergence between the sexes on Iced Gems – 41.5 per cent females to 22.5 per cent males. And 29.5 per cent of females had fond memories of Fondant Fancies versus 15 per cent of males.

In close third place, Jammy Dodgers, pulled in 33 per cent of the UK vote, and were notably more popular than Wagon Wheels in Scotland – 47 per cent, compared to Wagon Wheels at 44.5 per cent: And in Wales, 42 per cent voted for Jammy Dodgers compared to 38 per cent for Wagon Wheels.

Across the age groups, the survey highlights different trends regarding either availability or popularity of different tea-time treats between generations; most notably with Battenburg cake, where 40 per cent of Over 55s chose this tea-time treat as reminiscent of their childhoods, compared to just 20 per cent of 18 to 24 year olds. Jammy Dodgers also saw a marked discrepancy between the generations, with 46 per cent of 18 to 24s citing these as a memorable childhood tea-time treat compared to just 25.5 per cent of Over 55s.

Peter Newman, Chief Executive, Dreams Come True, said: "We thought an interesting and fun insight into the nation's childhood memories of tea-time treats would be a fantastic way launch the 2015 Dream Tea Campaign. We hope the survey results will inspire people around the country to take a walk down memory lane, put their kettles on and organise their favourite tea-time treats with groups of friends to help raise £500K in June 2015, to fulfill 200 dreams for terminally and seriously ill children. Every single person who organises or takes part in Dream Tea will be helping to put a great big smile on the faces of some very special children. So let's crack open the Wagon Wheels, Jammy Dodgers and Battenburg and get those kettles singing!"

## **About the Dream Tea**

The Dream Tea is a fun excuse to gather friends, family, colleagues, classmates, bake or buy some cakes and take time out to enjoy a good cuppa and a chat. It's an easy way to raise money, which will make a huge difference to the lives of these very special children and their families. The Dream Tea will take place (Insert date), but people are encouraged to host Dream Teas at any time of the year.

Dream Tea is as big or small as the host desires – from a ten minute tea break with work colleagues, to an indulgent vintage-inspired tea party or school cake competition. 2015 Dream Tea [Fundraising packs](#) are available from Dreams Come True. These provide a range of fun ideas on how to raise money, such as guessing the weight of a cupcake to what teatime treat your friends could most be associated.

## **TEA-TIME TREATS SURVEY RESULTS**

### **1000 respondents**

Female = 51.30 per cent (513 responses)

Male = 48.70 per cent (487 responses)

### **Q: Which of the following tea-time treat reminds you of your childhood?**

#### **UK**

Wagon Wheel 42.80% (428 respondents)  
Pink Wafer Fingers 34.80% (348 respondents)  
Jammy Dodgers 32.70% (327 respondents)  
Iced Gems 32.10% (321 respondents)  
Battenburg 31.60% (316 respondents)  
Custard Cream 31.20% (312 respondents)  
Victoria Sponge 26.00% (260 respondents)  
Jaffa Cake 24.80% (248 respondents)  
Tea Cakes 22.70% (227 respondents)  
Fondant Fancies 22.30% (223 respondents)  
Bakewell Tart 16.90% (169 respondents)  
Crispy Cake 12.10% (121 respondents)  
Eccles Cake 11.50% (115 respondents)  
Banana Cake 4.70% (47 respondents)  
Devonshire Apple Cake 2.40% (24 respondents)

## TOP FOUR TEATIME TREATS PER REGION

### LONDON

Wagon Wheels	40.46%
<b>Battenburg</b>	<b>37.40%</b>
Pink Wafer Fingers	35.11%
Jaffa	
Cake	30.53%

### SOUTH EAST

Wagon Wheels	43.88%
Pink Wafer Fingers	41.01%
Iced Gems	39.57%
Battenburg	37.41%

### SOUTH WEST

Wagon Wheels	43.88%
Pink Wafer Fingers	36.67%
Iced Gems	33.33%
Custard Creams	32.22%
Creams	27.78%

### EAST ANGLIA

Wagon Wheels	38.89%
<b>Jammy Dodgers</b>	<b>28.89%</b>
Iced Gems	31.11%
Custard	

### EAST MIDLANDS

Wagon Wheels	39.71%
<b>Victoria Sponge</b>	<b>35.39%</b>
Fingers	35.56%
Pink Wafer Fingers	33.82%
Iced Gems/Battenburg	32.35%
Creams	30.00%

### WEST MIDLANDS

Wagon Wheels	42.22%
Pink Wafer	
Battenburg	34.44%
Custard	

### NORTH EAST WEST

Wagon Wheels	44.74%
<b>Custard Creams</b>	<b>42.11%</b>
<b>Dodgers</b>	<b>40.00%</b>
Pink Wafer Fingers	39.47%
Battenburg/Iced Gems	28.95%
Creams	30.00%

### NORTH

Wagon Wheels	48.18%
<b>Jammy</b>	
Iced Gems	33.64%
Custard	

## YORKSHIRE & THE HUMBER

Wagon Wheels	48.15%
Pink Wafer Fingers	38.27%
Custard Creams	34.57%
Sponge	34.00%
Iced Gems	30.86%

## SCOTLAND

<b>*Jammy Dodgers</b>	<b>46.91%</b>
Wagon Wheels	44.44%
Custard Creams	39.51%
<b>Cakes</b>	<b>40.63%</b>
Jaffa Cakes	37.04%

## WALES

<b>*Jammy Dodgers</b>	<b>42.00%</b>
Wagon Wheels	38.00%
Battenburg/Victoria	
Pink Wafer Fingers	28.00%

## NORTHERN IRELAND

Wagon Wheels	50.00%
Jammy Dodgers	46.88%
<b>Tea</b>	
Jaffa Cakes	37.50%