

YouGov / Cancer Research UK Survey Results

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Plaid	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Mid and West	North	Cardiff and South Central	South East	South West
Weighted Sample	1067	270	394	84	402	442	517	550	121	409	264	274	533	533	204	221	238	221	184
Unweighted Sample	1067	306	422	93	508	421	454	613	90	371	284	322	547	520	204	249	192	225	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much influence, if any, do the following factors have on your decision-making when purchasing unhealthy food and drink?

If the product is on a temporary price reduction deal (e.g. 50% off)

Large influence	27	22	29	27	27	26	27	26	41	33	21	16	26	27	23	30	28	26	25
Some influence	41	35	47	42	45	40	41	40	38	39	45	41	41	41	45	42	36	38	45
TOTAL LARGE / SOME INFLUENCE	68	57	76	69	72	66	68	66	79	72	66	57	67	68	68	72	64	64	70
Not much influence	15	19	13	18	13	16	14	15	9	13	17	18	15	15	14	14	15	14	15
No influence	14	22	9	13	12	16	15	14	3	11	15	23	16	13	15	12	19	15	11
TOTAL NOT MUCH / NO INFLUENCE	29	41	22	31	25	32	29	29	12	24	32	41	31	28	29	26	34	29	26
Don't know	3	2	3	0	3	3	3	4	10	4	2	2	2	5	3	3	2	6	3

If the product is on a multi-buy price deal (e.g. buy one, get one free)

Large influence	18	12	19	23	18	15	17	18	30	23	12	11	19	17	15	17	20	19	17
Some influence	40	33	46	42	43	38	39	40	37	43	46	30	36	43	40	43	42	34	41
TOTAL LARGE / SOME INFLUENCE	58	45	65	65	61	53	56	58	67	66	58	41	55	60	55	60	62	53	58
Not much influence	21	26	20	21	19	23	22	20	18	19	20	26	23	19	24	22	17	20	24
No influence	18	28	12	14	16	21	18	17	5	12	20	30	19	16	18	16	20	22	13
TOTAL NOT MUCH / NO INFLUENCE	39	54	32	35	35	44	40	37	23	31	40	56	42	35	42	38	37	42	37
Don't know	3	1	3	0	3	2	3	4	9	4	2	2	2	5	3	3	2	6	4

Where the product is placed in-store (e.g. by the checkouts, end of aisle etc)

Large influence	7	6	8	4	7	6	6	8	10	7	7	6	8	6	5	6	7	6	10
Some influence	18	12	21	23	22	14	15	20	19	20	16	15	19	17	11	22	22	18	15
TOTAL LARGE / SOME INFLUENCE	25	18	29	27	29	20	21	28	29	27	23	21	27	23	16	28	29	24	25
Not much influence	29	27	30	36	27	30	29	29	28	32	27	26	30	28	32	32	27	27	26
No influence	42	51	38	36	40	47	45	38	31	36	46	50	41	42	46	36	40	41	45
TOTAL NOT MUCH / NO INFLUENCE	71	78	68	72	67	77	74	67	59	68	73	76	71	70	78	68	67	68	71
Don't know	5	3	4	1	4	3	5	5	13	5	4	3	3	7	5	4	4	8	4

YouGov / Cancer Research UK Surv

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Weekly supermarket spend (£)					Parental Status				Income (£)				
	Total	£0 - £30	£30 - £50	£50 - £70	£70 - £100	£100+	Parent of under 18	Parent of 18 and over	Parent of any age	Not a parent	Under 20,000	20,000 to 39,999	40,000 to 59,000	Over 60,000
Weighted Sample	1067	166	263	205	213	105	242	448	648	419	299	295	95	55
Unweighted Sample	1067	159	258	210	214	118	229	488	679	388	286	315	102	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much influence, if any, do the following factors have on your decision-making when purchasing unhealthy food and drink?

If the product is on a temporary price reduction deal (e.g. 50% off)

Large influence	27	30	28	28	29	24	28	20	23	33	24	25	27	28
Some influence	41	44	40	43	35	40	45	42	44	37	40	41	45	49
TOTAL LARGE / SOME INFLUENCE	68	74	68	71	64	64	73	62	67	70	64	66	72	77
Not much influence	15	9	14	17	17	21	12	17	16	13	17	16	11	16
No influence	14	14	16	10	17	13	11	18	15	13	16	17	15	8
TOTAL NOT MUCH / NO INFLUENCE	29	23	30	27	34	34	23	35	31	26	33	33	26	24
Don't know	3	3	2	2	2	3	4	2	3	5	3	1	2	0

If the product is on a multi-buy price deal (e.g. buy one, get one free)

Large influence	18	18	20	14	21	16	21	13	16	21	16	15	19	15
Some influence	40	49	42	47	31	34	39	38	39	41	35	44	44	43
TOTAL LARGE / SOME INFLUENCE	58	67	62	61	52	50	60	51	55	62	51	59	63	58
Not much influence	21	18	18	19	28	26	23	22	23	18	26	19	18	31
No influence	18	12	18	18	19	21	13	24	20	15	20	21	19	11
TOTAL NOT MUCH / NO INFLUENCE	39	30	36	37	47	47	36	46	43	33	46	40	37	42
Don't know	3	3	2	2	1	3	3	2	2	5	3	2	1	0

Where the product is placed in-store (e.g. by the checkouts, end of aisle etc)

Large influence	7	8	6	5	10	8	7	5	6	8	8	6	6	4
Some influence	18	19	20	18	13	14	21	16	18	16	13	17	29	20
TOTAL LARGE / SOME INFLUENCE	25	27	26	23	23	22	28	21	24	24	21	23	35	24
Not much influence	29	21	32	35	25	34	28	29	28	30	28	29	27	41
No influence	42	44	40	40	50	40	39	45	43	40	47	44	38	32
TOTAL NOT MUCH / NO INFLUENCE	71	65	72	75	75	74	67	74	71	70	75	73	65	73
Don't know	5	8	3	3	2	4	6	4	4	6	4	4	1	2

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Plaid	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Mid and West	North	Cardiff and South Central	South East	South West
Weighted Sample	1067	270	394	84	402	442	517	550	121	409	264	274	533	533	204	221	238	221	184
Unweighted Sample	1067	306	422	93	508	421	454	613	90	371	284	322	547	520	204	249	192	225	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Advertisements on social media / TV / Billboards

Large influence	5	5	5	8	5	5	5	5	6	6	2	5	5	5	5	4	4	5	6
Some influence	14	12	14	12	14	13	13	14	15	16	14	10	15	13	11	13	16	14	14
TOTAL LARGE / SOME INFLUENCE	19	17	19	20	19	18	18	19	21	22	16	15	20	18	16	17	20	19	20
Not much influence	27	20	31	25	26	27	27	27	38	30	24	21	28	27	23	32	25	30	26
No influence	50	61	45	54	52	53	51	49	31	44	58	61	51	49	57	48	53	44	50
TOTAL NOT MUCH / NO INFLUENCE	77	81	76	79	78	80	78	76	69	74	82	82	79	76	80	80	78	74	76
Don't know	4	2	4	2	4	3	3	5	9	4	2	3	2	6	4	3	2	7	4

Taste of the product

Large influence	52	48	56	56	54	51	51	54	75	57	47	40	53	51	52	50	56	52	52
Some influence	30	34	29	29	31	32	30	29	8	26	38	37	30	30	30	36	28	24	33
TOTAL LARGE / SOME INFLUENCE	82	82	85	85	85	83	81	83	83	83	85	77	83	81	82	86	84	76	85
Not much influence	7	5	7	7	4	6	7	7	7	7	6	8	6	8	7	8	7	6	6
No influence	7	11	5	5	8	8	9	6	1	5	7	14	8	7	8	5	8	10	6
TOTAL NOT MUCH / NO INFLUENCE	14	16	12	12	12	14	16	13	8	12	13	22	14	15	15	13	15	16	12
Don't know	3	2	2	3	3	3	2	4	9	3	2	1	2	4	3	2	1	7	3

Quality of the product

Large influence	36	41	36	47	36	39	37	36	46	32	38	37	38	35	42	32	35	38	35
Some influence	37	37	42	29	41	36	36	39	29	39	40	35	37	38	36	43	42	25	41
TOTAL LARGE / SOME INFLUENCE	73	78	78	76	77	75	73	75	75	71	78	72	75	73	78	75	77	63	76
Not much influence	12	8	11	13	11	12	14	10	12	13	11	11	11	13	8	14	14	13	11
No influence	10	12	6	10	9	9	10	10	3	10	9	14	11	9	10	8	8	14	8
TOTAL NOT MUCH / NO INFLUENCE	22	20	17	23	20	21	24	20	15	23	20	25	22	22	18	22	22	27	19
Don't know	4	2	3	1	3	3	3	5	10	6	2	2	3	6	4	3	1	9	5

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Weekly supermarket spend (£)					Parental Status				Income (£)				
	Total	£0 - £30	£30 - £50	£50 - £70	£70 - £100	£100+	Parent of under 18	Parent of 18 and over	Parent of any age	Not a parent	Under 20,000	20,000 to 39,999	40,000 to 59,000	Over 60,000
Weighted Sample	1067	166	263	205	213	105	242	448	648	419	299	295	95	55
Unweighted Sample	1067	159	258	210	214	118	229	488	679	388	286	315	102	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Advertisements on social media / TV / Billboards

Large influence	5	4	5	3	7	4	3	4	4	6	4	5	7	1
Some influence	14	8	15	19	12	17	15	14	14	13	12	12	19	9
TOTAL LARGE / SOME INFLUENCE	19	12	20	22	19	21	18	18	18	19	16	17	26	10
Not much influence	27	20	30	29	27	25	35	23	28	27	22	29	30	35
No influence	50	63	49	47	51	51	42	57	51	48	59	51	43	55
TOTAL NOT MUCH / NO INFLUENCE	77	83	79	76	78	76	77	80	79	75	81	80	73	90
Don't know	4	5	2	1	3	3	4	3	3	5	3	2	1	0

Taste of the product

Large influence	52	60	48	52	51	57	53	45	47	60	47	53	56	59
Some influence	30	24	36	34	28	26	27	36	34	23	35	28	27	38
TOTAL LARGE / SOME INFLUENCE	82	84	84	86	79	83	80	81	81	83	82	81	83	97
Not much influence	7	7	7	7	10	5	11	7	9	5	8	9	6	1
No influence	7	5	8	5	10	10	5	9	8	7	9	8	8	2
TOTAL NOT MUCH / NO INFLUENCE	14	12	15	12	20	15	16	16	17	12	17	17	14	3
Don't know	3	4	1	2	1	2	3	2	2	5	2	1	2	0

Quality of the product

Large influence	36	41	36	32	36	50	30	36	34	40	34	35	38	49
Some influence	37	39	38	44	33	31	39	38	39	35	40	37	38	40
TOTAL LARGE / SOME INFLUENCE	73	80	74	76	69	81	69	74	73	75	74	72	76	89
Not much influence	12	8	15	12	14	9	15	13	13	10	10	14	11	9
No influence	10	7	9	10	13	9	11	10	10	9	12	12	10	3
TOTAL NOT MUCH / NO INFLUENCE	22	15	24	22	27	18	26	23	23	19	22	26	21	12
Don't know	4	5	3	2	3	2	6	3	4	6	4	2	3	0

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Plaid	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Mid and West	North	Cardiff and South Central	South East	South West
Weighted Sample	1067	270	394	84	402	442	517	550	121	409	264	274	533	533	204	221	238	221	184
Unweighted Sample	1067	306	422	93	508	421	454	613	90	371	284	322	547	520	204	249	192	225	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much influence, if any, do you think the following factors have on getting people to buy unhealthy food at the supermarket?

Price deals that offer extra items for free (e.g. buy one get one free)

Large influence	45	40	50	49	53	41	44	47	48	45	43	47	51	40	46	47	48	45	40
Some influence	41	43	38	41	39	41	41	40	31	39	46	42	39	42	42	44	38	38	41
TOTAL LARGE / SOME INFLUENCE	86	83	88	90	92	82	85	87	79	84	89	89	90	82	88	91	86	83	81
Not much influence	7	8	6	5	4	7	8	5	7	8	6	5	4	9	3	4	8	6	12
No influence	3	5	1	2	1	5	4	2	1	4	2	4	3	3	2	2	4	5	2
TOTAL NOT MUCH / NO INFLUENCE	10	13	7	7	5	12	12	7	8	12	8	9	7	12	5	6	12	11	14
Don't know	5	4	4	2	3	5	4	6	12	4	3	3	3	6	6	3	2	7	5

Price deals that reduce the price of each item (e.g. 50% off)

Large influence	50	42	53	50	54	46	49	51	58	51	46	48	54	45	55	54	51	45	42
Some influence	38	46	36	39	37	40	38	37	24	33	45	44	37	38	35	37	38	36	44
TOTAL LARGE / SOME INFLUENCE	88	88	89	89	91	86	87	88	82	84	91	92	91	83	90	91	89	81	86
Not much influence	6	5	5	8	5	5	7	5	6	8	6	2	4	7	3	4	6	7	8
No influence	3	4	2	2	1	5	4	2	2	4	1	3	2	4	2	2	3	5	2
TOTAL NOT MUCH / NO INFLUENCE	9	9	7	10	6	10	11	7	8	12	7	5	6	11	5	6	9	12	10
Don't know	4	3	3	2	3	4	3	5	10	4	3	3	3	5	5	2	2	7	4

Where items are placed (e.g. end of aisle, checkouts)

Large influence	22	22	22	22	25	19	19	25	15	21	24	25	25	20	16	24	24	21	25
Some influence	43	44	45	52	47	43	42	44	37	38	49	48	47	39	51	45	45	37	36
TOTAL LARGE / SOME INFLUENCE	65	66	67	74	72	62	61	69	52	59	73	73	72	59	67	69	69	58	61
Not much influence	20	18	20	9	17	20	22	18	23	25	15	15	15	24	17	18	16	23	24
No influence	10	12	9	12	6	13	13	7	12	11	9	8	9	11	9	9	11	10	10
TOTAL NOT MUCH / NO INFLUENCE	30	30	29	21	23	33	35	25	35	36	24	23	24	35	26	27	27	33	34
Don't know	5	4	4	5	4	5	4	7	12	6	4	4	4	7	6	5	4	8	5

Sample Size: 1067 Welsh Adults
Fieldwork: 19th - 22nd November 2018

	Weekly supermarket spend (£)					Parental Status				Income (£)				
	Total	£0 - £30	£30 - £50	£50 - £70	£70 - £100	£100+	Parent of under 18	Parent of 18 and over	Parent of any age	Not a parent	Under 20,000	20,000 to 39,999	40,000 to 59,000	Over 60,000
Weighted Sample	1067	166	263	205	213	105	242	448	648	419	299	295	95	55
Unweighted Sample	1067	159	258	210	214	118	229	488	679	388	286	315	102	57
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much influence, if any, do you think the following factors have on getting people to buy unhealthy food at the supermarket?

Price deals that offer extra items for free (e.g. buy one get one free)

Large influence	45	46	42	44	56	46	44	46	45	46	43	47	36	54
Some influence	41	39	45	42	34	42	45	42	43	37	43	43	48	40
TOTAL LARGE / SOME INFLUENCE	86	85	87	86	90	88	89	88	88	83	86	90	84	94
Not much influence	7	8	7	10	4	2	5	7	6	7	8	5	6	6
No influence	3	2	2	3	3	3	2	2	2	4	2	3	7	0
TOTAL NOT MUCH / NO INFLUENCE	10	10	9	13	7	5	7	9	8	11	10	8	13	6
Don't know	5	5	3	1	2	7	4	4	4	6	4	2	4	0

Price deals that reduce the price of each item (e.g. 50% off)

Large influence	50	51	49	50	56	49	49	49	48	52	45	53	42	61
Some influence	38	36	39	38	35	41	39	41	41	32	41	40	45	34
TOTAL LARGE / SOME INFLUENCE	88	87	88	88	91	90	88	90	89	84	86	93	87	95
Not much influence	6	8	6	7	4	2	7	4	5	7	8	3	3	4
No influence	3	1	3	4	3	1	2	3	2	3	2	3	7	1
TOTAL NOT MUCH / NO INFLUENCE	9	9	9	11	7	3	9	7	7	10	10	6	10	5
Don't know	4	5	3	1	1	7	3	3	3	6	3	2	3	0

Where items are placed (e.g. end of aisle, checkouts)

Large influence	22	26	21	19	24	23	22	26	25	18	28	20	18	17
Some influence	43	37	45	47	43	44	44	43	44	41	36	49	48	63
TOTAL LARGE / SOME INFLUENCE	65	63	66	66	67	67	66	69	69	59	64	69	66	80
Not much influence	20	17	20	21	23	19	20	18	18	22	22	16	17	15
No influence	10	11	11	10	8	7	9	8	9	11	9	11	14	5
TOTAL NOT MUCH / NO INFLUENCE	30	28	31	31	31	26	29	26	27	33	31	27	31	20
Don't know	5	8	3	3	2	7	4	4	4	8	4	4	4	0