

YouGov / Cancer Research UK Survey Results

Sample Size: 1774 UK Adults
Fieldwork: 25th - 26th January 2016

	Vote in 2015					Gender		Age				Social Grade		Region					England	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England	
Weighted Sample	1774	589	486	126	200	860	914	211	451	607	506	1011	763	424	371	559	220	151	1487	
Unweighted Sample	1774	542	481	123	216	802	972	156	370	726	522	1071	703	421	377	570	196	159	1462	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What proportion of adults do you think are overweight or obese in the UK?

1 in 10	2	2	3	1	1	2	3	5	1	2	3	1	3	2	2	1	4	2	2
2 in 10	4	3	4	3	4	4	3	5	4	4	2	4	3	6	4	3	3	2	4
3 in 10	13	12	14	16	15	15	11	10	14	13	12	15	10	16	15	10	10	15	13
4 in 10	24	25	24	25	24	29	20	26	25	23	24	25	24	28	22	24	24	24	24
5 in 10	15	14	14	15	15	14	15	14	16	15	14	16	12	11	15	15	16	15	15
6 in 10	20	24	18	17	21	17	23	22	18	19	24	20	21	19	21	20	21	17	20
7 in 10	11	12	8	14	10	10	13	6	11	14	11	9	14	4	13	12	11	15	11
8 in 10	3	2	3	3	4	2	4	2	3	4	3	2	4	1	3	5	2	2	3
9 in 10	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0
10 in 10	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Don't know	8	6	11	5	5	7	9	10	8	8	7	7	9	11	5	9	8	7	7

Generally speaking, do you think there is, or is not a problem with overweight or obesity in children in the UK?

Is a problem with overweight and obesity in children	82	85	79	90	79	83	82	83	82	79	86	84	80	79	85	82	79	88	82
Is not a problem with overweight and obesity in children	8	8	9	5	12	8	9	5	9	9	8	7	10	8	8	8	11	5	9
Don't know	9	8	11	5	9	9	10	11	9	11	6	9	10	12	7	11	11	7	9

Below and on the next few pages are a number of questions relating to possible ways to reduce childhood obesity.

For each of the following, please say whether you think they should, or should not be reduced?

Advertising junk food on TV during family TV shows

Should be reduced	78	81	79	83	72	74	83	67	71	78	91	78	79	76	78	78	79	81	78
Should not be reduced	14	13	13	12	19	17	10	17	18	15	8	14	13	13	15	14	13	13	14
Don't know	8	6	9	5	9	9	7	16	12	8	2	8	8	10	7	8	9	6	8

Advertising junk food online

Should be reduced	69	75	67	76	60	65	74	54	58	70	85	68	71	61	71	69	71	76	69
Should not be reduced	18	16	20	13	24	22	15	30	25	17	10	20	16	23	18	18	17	14	19
Don't know	12	9	13	11	16	13	11	17	18	13	5	12	13	16	11	13	12	11	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Promoting junk food at supermarket checkouts																				
Should be reduced	75	79	76	80	67	69	81	58	66	77	89	74	77	77	75	74	74	81	75	
Should not be reduced	15	14	14	15	22	19	12	22	21	15	9	16	15	11	17	18	15	13	16	
Don't know	9	7	9	6	11	11	7	19	12	9	3	9	9	12	8	8	11	6	10	
Price promotions (e.g. 2 for 1) on junk food																				
Should be reduced	66	69	63	72	61	60	71	49	57	65	81	66	65	69	66	66	61	75	65	
Should not be reduced	25	26	25	23	30	29	21	34	32	25	15	24	26	20	27	26	28	17	26	
Don't know	9	6	12	5	10	11	8	16	11	10	4	9	9	11	7	9	11	9	9	
Generally speaking, to what extent would you support or oppose introducing a ban on junk food advertising on TV before the 9pm watershed?																				
Strongly support	40	44	40	43	34	36	44	24	34	39	52	37	43	45	39	38	40	41	40	
Tend to support	34	34	34	38	34	33	35	29	32	36	36	35	33	26	36	35	33	38	34	
TOTAL SUPPORT	74	78	74	81	68	69	79	53	66	75	88	72	76	71	75	73	73	79	74	
Tend to oppose	12	13	11	8	13	15	8	20	16	10	6	14	9	12	12	10	12	11	12	
Strongly oppose	6	5	6	7	12	9	3	12	6	6	3	6	6	7	7	5	6	2	6	
TOTAL OPPOSE	18	18	17	15	25	24	11	32	22	16	9	20	15	19	19	15	18	13	18	
Don't know	8	5	10	5	7	7	9	15	12	8	3	9	8	10	7	11	8	8	8	
Generally speaking, to what extent would you support or oppose introducing a tax on drinks with added sugar?																				
Strongly support	24	25	25	25	21	23	26	17	22	25	29	24	24	23	22	27	23	29	24	
Tend to support	31	31	30	45	22	30	32	32	30	29	34	32	29	29	32	31	28	35	30	
TOTAL SUPPORT	55	56	55	70	43	53	58	49	52	54	63	56	53	52	54	58	51	64	54	
Tend to oppose	20	22	20	17	22	22	19	23	21	20	19	20	20	22	19	19	23	18	21	
Strongly oppose	16	15	14	9	28	18	14	14	19	17	12	15	17	15	18	16	15	12	16	
TOTAL OPPOSE	36	37	34	26	50	40	33	37	40	37	31	35	37	37	37	35	38	30	37	
Don't know	9	7	10	4	7	7	10	15	9	9	6	8	10	11	9	7	10	6	9	