

YouGov / DRD Partnership Survey Results

Sample Size: 1215 London Adults
Fieldwork: 16th - 20th November 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		London Region (1)					London Region (2)		
	Con	Lab	Lib Dem		Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London	
Weighted Sample	1215	309	508	81	569	377	594	621	132	652	245	185	717	498	172	138	185	289	176	326	635	
Unweighted Sample	1215	312	510	90	608	367	523	692	152	602	266	195	785	430	176	139	191	267	179	315	637	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The following are some of the initiatives pursued by the current Mayor of London. Which, if any, are the most important to you? Please tick up to three.

Making London safer for everyone	51	63	48	51	46	62	46	54	36	47	58	64	50	51	46	54	50	53	53	49	52
Tackling violent youth knife crime	49	66	48	48	44	65	46	52	38	41	61	70	45	56	46	55	56	45	51	43	53
Creating more homes for Londoners	38	27	48	36	46	32	38	38	29	37	45	38	36	41	48	33	31	42	34	45	34
Improving air quality across London	29	27	32	32	34	22	31	26	22	32	25	26	35	19	32	27	28	28	30	32	27
Freezing transport fares	25	23	27	21	24	27	24	25	19	29	25	13	27	21	26	30	21	25	21	26	24
Creating more employment opportunities	18	14	18	22	17	20	16	20	17	19	21	11	17	20	12	17	13	19	17	14	17
Campaigning against Brexit	16	3	21	40	27	3	16	15	15	19	13	8	20	10	19	16	15	15	13	21	13
Tackling hate crime against minorities	16	14	20	13	20	9	15	17	19	14	14	19	15	16	16	13	10	17	16	14	15
Supporting teachers in London schools	10	11	10	8	10	11	9	11	12	9	10	12	10	10	9	6	13	10	8	9	10
Tackling childhood obesity	3	3	4	3	5	2	4	3	7	3	3	2	4	2	3	3	5	3	1	3	3
None of these	2	3	0	0	2	2	3	2	5	2	1	4	3	2	3	4	4	1	3	2	3
Don't know	5	3	3	2	2	3	7	4	14	7	1	1	4	8	4	3	9	4	8	4	7

Which two or three, if any, of the following do you think is the main cause of childhood obesity? Please tick up to three.

Lack of parental discipline in the home environment	60	71	57	47	59	65	62	59	45	59	61	75	61	60	56	64	64	63	57	60	61
Widespread availability of high calorie food and drink	57	55	65	60	64	53	55	60	46	57	65	54	58	56	60	55	56	59	54	61	55
Reduction of physical education opportunities at school	34	42	36	33	36	40	30	38	21	29	46	46	31	39	43	31	33	35	33	41	32
Advertising of food and drink products that are high in fat, sugar or salt, on trains, tubes and buses	28	20	33	34	34	22	27	30	25	27	26	37	29	27	27	24	24	28	24	28	25
'Super-sized' portions by food retailers	21	18	20	43	23	20	18	24	21	20	21	21	22	18	14	23	27	21	23	17	24
Limited nutritional education in schools	19	13	24	22	23	14	16	21	26	19	16	14	20	16	23	24	18	14	19	19	19
Genetic make-up of children	9	9	10	8	9	11	8	10	9	9	6	10	9	9	11	13	5	8	9	8	9
Lack of government regulation	8	4	10	6	8	7	8	7	12	9	7	3	9	6	8	7	4	9	8	8	7
None of these	3	3	3	3	3	3	4	1	6	3	4	0	3	3	2	5	1	2	5	2	4
Don't know	6	4	3	5	2	5	9	4	11	8	2	1	5	9	3	3	10	7	6	5	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How effective, if at all, do you think the following are in tackling childhood obesity?

Advertising across London to promote healthy lifestyles

Very effective	11	10	14	5	13	10	10	13	8	13	11	10	12	10	14	14	7	11	8	12	10
Fairly effective	32	26	37	37	39	24	29	36	38	33	26	34	34	31	30	30	33	29	30	31	30
TOTAL EFFECTIVE	43	36	51	42	52	34	39	49	46	46	37	44	46	41	44	44	40	40	38	43	40
Fairly ineffective	32	37	32	34	31	37	31	32	29	29	35	37	33	30	30	35	33	35	34	34	33
Very ineffective	13	19	9	13	9	21	16	10	9	12	19	12	12	13	14	13	12	13	15	13	13
TOTAL INEFFECTIVE	45	56	41	47	40	58	47	42	38	41	54	49	45	43	44	48	45	48	49	47	46
Don't know	12	9	9	11	8	9	14	10	16	13	10	8	9	16	13	9	14	12	13	11	13

Nutritional information about food and drink products on labels and advertisements

Very effective	13	15	14	15	14	13	12	15	15	14	12	13	15	10	17	13	12	12	13	15	12
Fairly effective	33	30	39	33	37	30	28	38	30	33	29	38	34	31	24	41	31	33	28	27	33
TOTAL EFFECTIVE	46	45	53	48	51	43	40	53	45	47	41	51	49	41	41	54	43	45	41	42	45
Fairly ineffective	29	28	29	26	28	33	30	27	29	28	31	28	28	29	32	32	32	26	29	28	30
Very ineffective	14	18	10	14	12	18	17	11	6	13	18	17	13	15	16	5	12	17	19	18	13
TOTAL INEFFECTIVE	43	46	39	40	40	51	47	38	35	41	49	45	41	44	48	37	44	43	48	46	43
Don't know	11	9	8	13	9	7	13	9	20	12	10	4	9	14	11	9	14	12	11	12	11

Nutritional education in schools

Very effective	26	22	29	34	30	23	23	29	15	28	25	29	28	23	31	21	24	20	26	28	22
Fairly effective	42	43	47	32	45	41	38	45	45	40	41	44	43	39	42	55	39	43	37	43	43
TOTAL EFFECTIVE	68	65	76	66	75	64	61	74	60	68	66	73	71	62	73	76	63	63	63	71	65
Fairly ineffective	16	21	12	15	13	19	18	13	23	14	16	15	14	17	13	13	17	16	20	13	18
Very ineffective	6	6	4	9	4	8	6	5	3	4	10	8	5	6	4	2	6	9	6	5	6
TOTAL INEFFECTIVE	22	27	16	24	17	27	24	18	26	18	26	23	19	23	17	15	23	25	26	18	24
Don't know	12	8	8	10	8	10	15	8	13	14	9	4	10	14	10	8	13	12	11	11	11

Opportunities for kids to engage in physical activity in and out of school

Very effective	44	45	47	46	49	45	40	48	34	44	46	48	44	44	45	42	42	40	47	48	40
Fairly effective	33	34	35	38	36	31	31	34	36	33	31	34	35	29	35	37	33	35	29	34	34
TOTAL EFFECTIVE	77	79	82	84	85	76	71	82	70	77	77	82	79	73	80	79	75	75	76	82	74
Fairly ineffective	9	11	8	9	8	11	12	7	14	8	9	11	10	8	9	10	10	11	10	8	11
Very ineffective	5	4	4	0	3	7	5	5	3	4	7	5	3	7	3	4	4	5	4	2	6
TOTAL INEFFECTIVE	14	15	12	9	11	18	17	12	17	12	16	16	13	15	12	14	14	16	14	10	17
Don't know	9	6	5	8	5	6	12	7	13	11	7	2	7	13	7	6	11	9	10	8	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A healthy living campaign programme designed by the industry and government

Very effective	14	14	16	11	16	13	12	16	13	15	13	12	14	14	17	14	13	11	13	14	13
Fairly effective	33	29	38	37	38	28	30	36	32	32	29	40	35	30	33	37	30	32	26	33	31
TOTAL EFFECTIVE	47	43	54	48	54	41	42	52	45	47	42	52	49	44	50	51	43	43	39	47	44
Fairly ineffective	25	31	21	27	25	28	25	25	23	22	31	30	25	25	25	21	29	25	32	27	26
Very ineffective	12	13	12	10	9	18	16	9	11	13	15	9	12	13	10	12	10	17	12	12	13
TOTAL INEFFECTIVE	37	44	33	37	34	46	41	34	34	35	46	39	37	38	35	33	39	42	44	39	39
Don't know	16	13	14	16	12	12	17	14	20	18	11	9	14	18	16	17	18	14	16	15	17

A ban on advertising certain food and drink products deemed to be unhealthy on the Transport for London (TfL) network

Very effective	14	13	15	14	15	13	12	16	12	13	14	17	15	13	14	15	15	10	13	12	13
Fairly effective	28	26	34	27	35	21	29	27	32	28	27	28	30	25	23	27	32	29	30	26	30
TOTAL EFFECTIVE	42	39	49	41	50	34	41	43	44	41	41	45	45	38	37	42	47	39	43	38	43
Fairly ineffective	29	31	26	37	28	32	27	31	31	28	31	29	28	29	32	30	26	32	28	33	28
Very ineffective	15	19	13	9	10	24	17	13	6	15	19	17	15	15	18	13	14	16	16	15	16
TOTAL INEFFECTIVE	44	50	39	46	38	56	44	44	37	43	50	46	43	44	50	43	40	48	44	48	44
Don't know	14	11	11	13	11	10	15	12	19	16	9	8	11	17	13	15	13	14	13	14	13

Thinking about the different platforms on which advertising takes place...

Which ONE, if any, of the following do you think has the most influence on children?

Social media	48	49	50	49	49	50	46	44	47	52	46	47	49	49	49	45	47	45	48	46
TV channels	25	28	27	18	26	23	23	27	21	24	23	30	26	22	25	29	27	26	25	27
Online media channels	10	7	9	16	12	7	10	10	14	9	11	8	11	9	13	7	8	9	12	8
Outdoor advertising on billboards, buses, tubes, railway stations etc.	4	5	4	2	5	5	3	6	3	4	4	5	5	4	4	2	4	5	3	4
Newspapers and magazines	1	1	0	1	1	1	0	1	3	1	0	1	1	1	0	1	0	1	0	1
Radio broadcasts	1	0	0	1	0	1	1	0	1	1	0	0	1	0	0	1	0	1	0	0
None of the above	3	3	2	5	2	4	3	3	4	3	2	3	2	5	3	4	3	2	4	3
Don't know	10	8	7	7	6	9	11	8	11	11	8	7	8	11	7	8	13	10	11	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about outdoor advertising, e.g. advertising on billboards, on buses and bus stops, on the tube etc...

In general, do you think of these as being aimed primarily at children or adults?

Aimed primarily at children	5	6	5	5	6	4	5	6	9	5	6	1	6	5	7	4	4	5	4	5	5
Aimed primarily at adults	47	50	49	50	52	47	45	50	48	47	50	45	53	40	43	50	45	43	51	46	46
Aimed at both equally	35	33	37	41	35	36	36	35	26	35	34	43	33	38	38	37	38	39	30	37	37
Don't know	12	11	9	4	7	13	15	10	16	13	11	11	9	18	11	9	13	13	15	12	13

Thinking about the advertisement of unhealthy food and drink on the Transport for London (TfL) network, do you think there does or does not need to be evidence which proves it causes childhood obesity before deciding about a potential ban?

Does need evidence	42	45	41	51	43	45	44	41	40	42	44	44	45	39	48	45	45	39	32	42	41
Does not need evidence	35	31	42	35	40	32	35	35	33	34	37	38	36	35	34	33	35	38	40	37	36
Don't know	22	24	17	13	17	23	21	24	27	24	19	18	20	26	19	23	20	22	28	21	23