

YouGov SixthSense Survey Results

Sample Size: 2387

Fieldwork: 2nd - 4th March 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2387	1189	1198	1222	1165	505	326	570	228	381	105	210	62
All UK adults	2387	1160	1227	1313	1074	570	384	528	222	296	117	201	69

Which of these drinks, if any, do you ever buy for or serve your children, whether at home or somewhere else? If you do not have children, please select 'None of these/ I do not have children'.

Fizzy drinks (e.g. Coke, Lemonade)	20%	20%	21%	20%	21%	23%	22%	18%	22%	12%	31%	20%	31%
Energy drinks (e.g. Red Bull, Lucozade Energy)	3%	2%	3%	3%	3%	3%	3%	3%	4%	2%	1%	5%	5%
Sports drinks (e.g. Gatorade, Lucozade Sport)	5%	4%	5%	5%	4%	5%	6%	4%	3%	4%	6%	6%	6%
Bottled water	19%	18%	21%	20%	19%	21%	22%	15%	22%	16%	18%	23%	22%
Diluted drinks (e.g. squash, Ribena)	26%	24%	28%	26%	27%	29%	30%	22%	27%	18%	32%	27%	29%
Ready-to-drink fruit drinks (not diluted)	17%	16%	19%	18%	16%	19%	18%	16%	19%	10%	27%	16%	15%
Pure fruit juices or smoothies	21%	18%	23%	22%	20%	21%	21%	23%	23%	17%	29%	18%	16%
Probiotic drink (e.g. Yakult)	5%	4%	6%	5%	5%	4%	4%	5%	8%	6%	6%	5%	6%
Flavoured milk drink	14%	11%	16%	14%	14%	13%	14%	13%	17%	11%	27%	13%	9%
Tea	13%	14%	12%	13%	12%	13%	15%	13%	13%	9%	17%	12%	17%
Coffee	6%	7%	6%	7%	6%	6%	5%	6%	7%	5%	9%	6%	15%
Chocolate or malt drink	13%	11%	15%	13%	12%	12%	13%	15%	15%	9%	18%	13%	10%
Other, please specify	2%	1%	2%	2%	1%	2%	-	3%	2%	2%	2%	2%	-
None of these/ I do not have children	63%	65%	61%	62%	63%	61%	61%	65%	61%	69%	53%	63%	60%

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2387	1189	1198	1222	1165	505	326	570	228	381	105	210	62
All UK adults	2387	1160	1227	1313	1074	570	384	528	222	296	117	201	69

Please record whether or not you agree with the following statements about non-alcoholic drinks. If you do not wish to answer a particular statement, or it does not apply to you, please select 'Neither/ Not applicable'.

Advertising of sugary soft drinks should be banned

Agree	29%	25%	33%	29%	29%	29%	29%	29%	29%	29%	33%	26%	25%
Disagree	48%	54%	43%	48%	49%	48%	52%	49%	45%	48%	40%	52%	47%
Neither/ Not applicable	23%	21%	24%	23%	22%	23%	19%	21%	26%	23%	28%	21%	27%

Soft drinks like Coca-Cola have too much influence on children

Agree	66%	63%	68%	66%	65%	66%	61%	68%	68%	66%	62%	70%	56%
Disagree	19%	21%	18%	20%	19%	19%	20%	18%	18%	20%	22%	19%	25%
Neither/ Not applicable	15%	16%	14%	14%	16%	15%	18%	14%	14%	14%	16%	11%	19%

Fizzy drinks are the main cause of obesity now

Agree	25%	24%	27%	25%	25%	24%	21%	26%	26%	29%	36%	23%	27%
Disagree	48%	50%	46%	46%	50%	50%	47%	49%	45%	45%	48%	48%	51%
Neither/ Not applicable	27%	26%	27%	28%	25%	27%	32%	25%	29%	26%	17%	29%	22%