

## YouGov / Freud Communications Survey Results

Sample Size: 1527  
Fieldwork: 5th - 8th February 2010

	Total	Are you...?		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1546	641	905	84	263	285	272	642	878	667	395	241	138	174	380	68	150
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

How often, on average, do you take part in sporting activities such as (or similar to) tennis, golf, swimming, football, squash and riding?

Everyday	1%	2%	1%	2%	4%	0%	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	2%
Virtually everyday	5%	7%	4%	11%	7%	6%	3%	4%	5%	6%	4%	6%	2%	4%	6%	12%	9%
Twice a week	10%	14%	8%	20%	10%	10%	8%	9%	11%	10%	12%	7%	12%	8%	11%	6%	12%
Once a week	10%	10%	10%	20%	13%	11%	6%	8%	13%	7%	8%	12%	10%	5%	14%	8%	9%
Once a fortnight	3%	3%	3%	5%	5%	3%	3%	1%	3%	3%	4%	2%	3%	4%	2%	7%	2%
Once a month	4%	3%	5%	4%	9%	6%	2%	2%	4%	4%	4%	4%	5%	3%	3%	14%	4%
Less than once a month	19%	18%	19%	11%	19%	24%	20%	17%	18%	19%	20%	19%	23%	17%	17%	12%	17%
Never	46%	42%	50%	26%	31%	37%	57%	58%	44%	49%	45%	50%	42%	55%	45%	38%	45%
Don't know	1%	1%	1%	1%	1%	2%	0%	0%	0%	1%	1%	1%	0%	0%	3%	0%	

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Communications Survey  
Results**

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	Total	Working Status						Marital Status					Children in Household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	1546	780	245	42	288	35	156	808	191	166	52	286	1059	197	165	63
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

**How often, on average, do you take part in sporting activities such as (or similar to) tennis, golf, swimming, football, squash and riding?**

Everyday	1%	1%	2%	4%	-	-	-	1%	2%	1%	-	2%	1%	2%	2%	-
Virtually everyday	5%	6%	7%	4%	4%	9%	3%	5%	6%	3%	3%	8%	5%	5%	7%	7%
Twice a week	10%	10%	13%	28%	9%	7%	5%	9%	13%	11%	7%	13%	10%	11%	10%	19%
Once a week	10%	11%	9%	20%	9%	12%	4%	10%	6%	6%	12%	14%	10%	12%	8%	11%
Once a fortnight	3%	4%	2%	2%	-	4%	4%	3%	6%	2%	-	2%	2%	6%	3%	3%
Once a month	4%	5%	4%	5%	3%	3%	5%	5%	6%	2%	4%	4%	4%	6%	6%	9%
Less than once a month	19%	21%	21%	13%	13%	11%	16%	20%	23%	21%	18%	13%	18%	18%	23%	20%
Never	46%	42%	41%	23%	62%	55%	60%	47%	37%	55%	57%	43%	50%	39%	41%	28%
Don't know	1%	1%	0%	-	1%	-	3%	1%	0%	-	-	2%	1%	1%	1%	2%

	Total		Are you...?		Age					Social Grade		Region					
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

**For how long each day, on average, do you walk to and from places (e.g. shopping, walking to and from work etc.)?**

No time	13%	12%	14%	10%	8%	10%	20%	14%	13%	14%	13%	14%	17%	8%	12%	18%	15%
Up to half an hour	44%	44%	44%	35%	44%	44%	45%	45%	47%	39%	42%	46%	43%	42%	48%	35%	40%
More than half up to one hour	26%	25%	27%	26%	33%	31%	18%	26%	27%	26%	27%	24%	26%	33%	26%	31%	20%
More than one up to two hours	12%	13%	11%	18%	11%	11%	10%	12%	11%	13%	12%	11%	8%	12%	9%	16%	20%
More than two up to three hours	2%	1%	2%	2%	1%	1%	4%	1%	1%	3%	2%	1%	3%	3%	1%	-	2%
More than three hours	2%	4%	1%	6%	1%	2%	2%	1%	1%	3%	2%	3%	2%	1%	2%	-	2%
Don't know	1%	2%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	-	2%

**For approximately how many hours a day would you say you are sitting down (e.g. at a desk, at home, while travelling to work etc.)?**

3 hours or less	11%	9%	12%	11%	12%	12%	13%	9%	7%	16%	10%	15%	12%	6%	12%	12%	7%
More than 3 up to 4 hours	16%	14%	17%	10%	19%	16%	11%	19%	14%	19%	19%	14%	11%	14%	18%	23%	9%
More than 4 up to 5 hours	15%	14%	15%	11%	9%	9%	14%	22%	14%	16%	14%	11%	17%	13%	17%	15%	20%
More than 5 up to 6 hours	13%	13%	14%	11%	11%	14%	14%	14%	15%	11%	11%	14%	15%	12%	13%	13%	18%
More than 6 up to 7 hours	11%	13%	9%	16%	10%	13%	11%	9%	12%	9%	9%	13%	11%	13%	12%	8%	9%
More than 7 up to 8 hours	9%	9%	9%	5%	10%	12%	10%	7%	10%	7%	10%	11%	9%	7%	9%	8%	7%
More than 8 up to 9 hours	7%	8%	7%	7%	8%	8%	7%	6%	9%	5%	8%	6%	5%	11%	6%	4%	8%
More than 9 up to 10 hours	6%	8%	5%	13%	8%	7%	8%	3%	7%	5%	8%	6%	9%	8%	3%	5%	6%
More than 10 up to 11 hours	3%	3%	3%	4%	4%	2%	5%	2%	4%	2%	3%	1%	3%	4%	4%	3%	7%
More than 11 up to 12 hours	2%	1%	2%	5%	3%	2%	-	1%	2%	2%	1%	3%	-	3%	1%	4%	1%
More than 12 hours	5%	5%	4%	4%	6%	4%	6%	4%	6%	3%	5%	6%	4%	7%	3%	3%	5%
Don't know	2%	2%	3%	3%	1%	2%	1%	3%	1%	4%	2%	1%	3%	2%	3%	1%	3%

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**For how long each day, on average, do you walk to and from places (e.g. shopping, walking to and from work etc.)?**

No time	13%	12%	14%	4%	13%	10%	25%	14%	14%	16%	15%	9%	14%	13%	14%	5%
Up to half an hour	44%	47%	40%	27%	45%	34%	36%	46%	42%	47%	45%	37%	43%	46%	43%	49%
More than half up to one hour	26%	26%	30%	33%	26%	20%	24%	25%	25%	25%	32%	30%	25%	25%	32%	32%
More than one up to two hours	12%	11%	12%	25%	13%	15%	8%	10%	16%	10%	9%	13%	12%	10%	8%	12%
More than two up to three hours	2%	1%	2%	5%	1%	13%	-	2%	1%	-	-	3%	1%	3%	2%	-
More than three hours	2%	2%	1%	7%	1%	-	1%	1%	1%	1%	-	5%	2%	2%	1%	2%
Don't know	1%	1%	1%	-	1%	7%	5%	1%	1%	-	-	3%	2%	1%	1%	-

**For approximately how many hours a day would you say you are sitting down (e.g. at a desk, at home, while travelling to work etc.)?**

3 hours or less	11%	9%	14%	11%	9%	13%	18%	12%	9%	9%	8%	11%	7%	15%	18%	25%
More than 3 up to 4 hours	16%	13%	20%	15%	21%	10%	19%	19%	14%	12%	19%	11%	15%	17%	18%	26%
More than 4 up to 5 hours	15%	12%	19%	12%	24%	10%	12%	16%	14%	16%	26%	10%	16%	15%	10%	11%
More than 5 up to 6 hours	13%	14%	12%	14%	13%	13%	13%	13%	14%	15%	16%	12%	14%	12%	13%	14%
More than 6 up to 7 hours	11%	13%	11%	8%	9%	13%	4%	10%	12%	7%	11%	14%	11%	13%	12%	1%
More than 7 up to 8 hours	9%	10%	9%	6%	7%	3%	9%	9%	10%	9%	7%	7%	9%	7%	9%	8%
More than 8 up to 9 hours	7%	10%	3%	9%	5%	5%	4%	6%	6%	10%	4%	9%	8%	8%	6%	5%
More than 9 up to 10 hours	6%	8%	4%	12%	3%	9%	2%	6%	7%	3%	2%	9%	6%	7%	7%	5%
More than 10 up to 11 hours	3%	4%	2%	-	2%	7%	3%	2%	2%	8%	-	5%	5%	1%	1%	-
More than 11 up to 12 hours	2%	2%	1%	4%	-	3%	1%	1%	5%	-	-	3%	2%	2%	1%	3%
More than 12 hours	5%	4%	3%	4%	4%	5%	10%	4%	4%	7%	5%	6%	6%	4%	2%	1%
Don't know	2%	1%	2%	4%	4%	8%	5%	2%	3%	3%	3%	3%	3%	0%	2%	3%

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All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

At which, if any, of the following mealtimes do you and your family (e.g. partner, children etc.) normally have a meal together? (Please tick all that apply)

Supper	16%	15%	16%	16%	11%	13%	11%	22%	16%	16%	15%	11%	17%	19%	15%	22%	18%
Tea/ dinner	72%	74%	71%	77%	72%	73%	73%	70%	70%	75%	79%	80%	73%	50%	70%	78%	68%
Lunch	16%	19%	15%	8%	10%	9%	6%	31%	17%	16%	14%	18%	20%	11%	20%	14%	14%
Breakfast	22%	22%	22%	11%	18%	18%	15%	32%	23%	20%	22%	24%	24%	14%	25%	28%	16%
Other	2%	1%	2%	-	2%	3%	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%	1%
Never	5%	5%	5%	9%	6%	4%	7%	3%	5%	5%	5%	3%	5%	5%	5%	7%	7%
Not applicable	15%	13%	16%	8%	13%	12%	14%	19%	16%	13%	10%	13%	11%	24%	17%	8%	22%

At which, if any, of the following points in your life do you remember first being overweight? (Please tick the option which BEST applies. If you are not overweight now but consider yourself to have been during your life, please tick the option when you remember first realising this. If you have never been overweight, please tick the 'not applicable option')

Childhood (i.e. 12 or under)	10%	7%	13%	18%	12%	12%	12%	6%	10%	10%	8%	13%	9%	16%	10%	12%	7%
Adolescence/ as a teenager	17%	13%	19%	30%	22%	21%	13%	10%	17%	16%	12%	18%	20%	22%	15%	20%	16%
When I stopped regular exercise	12%	19%	7%	13%	17%	14%	12%	8%	14%	10%	12%	14%	18%	13%	8%	4%	14%
When I stopped smoking	9%	12%	7%	-	6%	7%	8%	13%	7%	11%	11%	5%	6%	5%	10%	16%	10%
When I had a child	11%	0%	19%	2%	9%	12%	14%	13%	10%	12%	11%	12%	11%	10%	12%	10%	8%
When I had an injury or disease (which still affects me)	8%	8%	8%	4%	2%	5%	11%	12%	6%	10%	10%	6%	7%	4%	8%	10%	11%
When I had an injury or disease (which no longer affects me)	3%	3%	3%	6%	4%	2%	2%	3%	3%	3%	3%	4%	1%	1%	3%	3%	3%
When I retired	5%	6%	4%	-	-	0%	-	14%	5%	5%	4%	3%	8%	3%	7%	6%	5%
When I got a car	4%	5%	2%	4%	4%	3%	7%	2%	4%	3%	6%	5%	2%	1%	2%	8%	1%
Other	10%	12%	9%	5%	10%	14%	13%	8%	13%	8%	11%	12%	8%	8%	9%	9%	16%
Can't remember	6%	9%	4%	1%	6%	6%	6%	8%	6%	7%	5%	6%	8%	11%	6%	2%	4%
Not applicable, I have never been overweight	4%	4%	5%	12%	8%	4%	2%	2%	4%	4%	5%	3%	2%	6%	7%	-	3%
Prefer not to say	1%	1%	1%	4%	1%	1%	1%	0%	1%	1%	1%	1%	-	-	1%	-	0%

	Total	Working Status						Marital Status					Children in Household			
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Unweighted Base	1546	780	245	42	288	35	156	808	191	166	52	286	1059	197	165	63
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

At which, if any, of the following mealtimes do you and your family (e.g. partner, children etc.) normally have a meal together? (Please tick all that apply)

Supper	16%	13%	16%	19%	22%	13%	18%	20%	17%	7%	5%	11%	17%	10%	14%	5%
Tea/ dinner	72%	71%	74%	82%	70%	55%	76%	86%	83%	45%	34%	53%	68%	83%	83%	90%
Lunch	16%	7%	18%	5%	44%	14%	21%	24%	16%	7%	5%	6%	20%	11%	6%	7%
Breakfast	22%	16%	20%	11%	42%	18%	28%	30%	24%	11%	11%	9%	23%	17%	21%	21%
Other	2%	2%	2%	-	2%	-	2%	2%	2%	1%	4%	1%	1%	2%	2%	7%
Never	5%	6%	2%	5%	3%	12%	4%	3%	5%	5%	3%	9%	6%	4%	2%	2%
Not applicable	15%	14%	11%	9%	21%	26%	13%	1%	3%	46%	56%	31%	19%	4%	2%	-

At which, if any, of the following points in your life do you remember first being overweight? (Please tick the option which BEST applies. If you are not overweight now but consider yourself to have been during your life, please tick the option when you remember first realising this. If you have never been overweight, please tick the 'not applicable option')

Childhood (i.e. 12 or under)	10%	10%	12%	22%	3%	18%	16%	9%	7%	9%	7%	16%	10%	11%	9%	16%
Adolescence/ as a teenager	17%	19%	16%	25%	8%	10%	16%	13%	16%	17%	7%	27%	16%	19%	21%	4%
When I stopped regular exercise	12%	16%	9%	18%	6%	16%	3%	11%	13%	7%	5%	17%	11%	11%	12%	22%
When I stopped smoking	9%	9%	8%	-	11%	11%	8%	11%	7%	7%	8%	4%	9%	9%	8%	9%
When I had a child	11%	6%	24%	4%	8%	13%	22%	15%	8%	14%	18%	2%	9%	11%	18%	30%
When I had an injury or disease (which still affects me)	8%	5%	8%	-	17%	1%	15%	9%	7%	10%	16%	4%	8%	10%	6%	1%
When I had an injury or disease (which no longer affects me)	3%	3%	3%	4%	3%	-	3%	3%	4%	0%	3%	4%	4%	1%	1%	-
When I retired	5%	0%	5%	-	25%	-	0%	6%	3%	6%	18%	1%	7%	0%	1%	3%
When I got a car	4%	5%	1%	4%	1%	9%	1%	3%	6%	3%	2%	5%	3%	8%	3%	2%
Other	10%	14%	6%	4%	7%	12%	6%	11%	15%	12%	10%	6%	10%	11%	13%	5%
Can't remember	6%	7%	4%	2%	6%	7%	6%	6%	7%	9%	-	5%	7%	6%	3%	2%
Not applicable, I have never been overweight	4%	5%	3%	13%	2%	-	4%	3%	5%	5%	4%	8%	4%	3%	4%	5%
Prefer not to say	1%	1%	-	4%	0%	3%	-	0%	2%	-	2%	2%	1%	-	1%	1%

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**Approximately how much, if any, weight would you like to lose?**

	None	1%	2%	1%	5%	1%	2%	0%	0%	1%	2%	2%	0%	-	1%	2%	-	1%
One to five pounds (0.45 to 2.27 kilograms)	11%	10%	11%	20%	15%	8%	7%	10%	11%	10%	9%	12%	11%	17%	13%	3%	6%	
More than five up to ten pounds (more than 2.27 up to 4.54 kilograms)	15%	15%	15%	14%	20%	17%	9%	16%	17%	13%	14%	18%	13%	20%	12%	15%	15%	
More than ten pounds up to one stone (more than 4.54 up to 6.40 kilograms)	20%	22%	19%	17%	15%	20%	17%	25%	19%	21%	20%	20%	27%	16%	18%	21%	24%	
More than one up to two stone (more than 6.40 up to 12.70 kilograms)	23%	27%	19%	21%	23%	19%	25%	23%	23%	22%	25%	16%	21%	16%	27%	29%	22%	
More than two up to three stone (more than 12.70 up to 19.10 kilograms)	12%	11%	13%	7%	11%	11%	16%	11%	11%	12%	13%	15%	11%	9%	10%	10%	12%	
More than three up to four stone (more than 19.10 up to 25.40 kilograms)	6%	4%	7%	3%	6%	7%	8%	5%	5%	6%	6%	4%	5%	6%	5%	12%	7%	
More than four up to five stone (more than 25.40 up to 31.75 kilograms)	4%	4%	5%	5%	2%	4%	8%	3%	4%	5%	4%	5%	3%	6%	4%	6%	5%	
More than five stone (more than 31.75 kilograms)	6%	3%	8%	4%	5%	10%	8%	4%	6%	7%	5%	8%	5%	7%	8%	4%	5%	
Don't know	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	4%	-	3%	1%	1%	
Prefer not to say	0%	0%	1%	2%	1%	1%	0%	0%	1%	0%	1%	-	-	2%	-	-	1%	

**Have you made some attempt at weight loss/ control since the beginning of 2010?**

Yes, I have	57%	53%	61%	68%	59%	55%	52%	58%	59%	56%	58%	61%	60%	58%	54%	59%	56%
No, I have not	43%	47%	39%	32%	41%	45%	48%	42%	41%	44%	42%	39%	40%	42%	46%	41%	44%

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All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

**Approximately how much, if any, weight would you like to lose?**

None	1%	2%	1%	3%	-	-	-	1%	2%	0%	-	2%	1%	4%	1%	-
One to five pounds (0.45 to 2.27 kilograms)	11%	10%	14%	23%	11%	-	8%	7%	16%	6%	16%	16%	10%	9%	13%	11%
More than five up to ten pounds (more than 2.27 up to 4.54 kilograms)	15%	16%	20%	9%	14%	7%	11%	14%	15%	21%	14%	14%	16%	16%	11%	14%
More than ten pounds up to one stone (more than 4.54 up to 6.40 kilograms)	20%	20%	17%	21%	25%	19%	18%	21%	20%	23%	21%	16%	21%	15%	19%	22%
More than one up to two stone (more than 6.40 up to 12.70 kilograms)	23%	24%	17%	16%	27%	29%	18%	23%	23%	20%	22%	23%	22%	30%	22%	16%
More than two up to three stone (more than 12.70 up to 19.10 kilograms)	12%	12%	13%	10%	10%	24%	9%	14%	11%	10%	14%	9%	12%	11%	13%	19%
More than three up to four stone (more than 19.10 up to 25.40 kilograms)	6%	5%	8%	4%	5%	3%	8%	7%	5%	7%	1%	4%	6%	5%	9%	4%
More than four up to five stone (more than 25.40 up to 31.75 kilograms)	4%	5%	3%	3%	3%	10%	7%	5%	2%	6%	1%	5%	5%	3%	3%	8%
More than five stone (more than 31.75 kilograms)	6%	5%	6%	6%	2%	2%	19%	7%	3%	5%	6%	6%	6%	6%	7%	6%
Don't know	2%	1%	3%	5%	1%	5%	2%	2%	1%	1%	4%	2%	2%	2%	2%	-
Prefer not to say	0%	1%	-	-	0%	-	-	0%	0%	1%	-	1%	1%	-	0%	-

**Have you made some attempt at weight loss/ control since the beginning of 2010?**

Yes, I have	57%	56%	61%	65%	59%	63%	55%	57%	53%	57%	53%	62%	58%	55%	58%	55%
No, I have not	43%	44%	39%	35%	41%	37%	45%	43%	47%	43%	47%	38%	42%	45%	42%	45%

	Total	Are you...?		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1546	641	905	84	263	285	272	642	878	667	395	241	138	174	380	68	150
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

Which, if any, of the following do you wish you could restrict your daily intake of, but find it difficult to do so? (Please tick all that apply)

Porridge	2%	1%	2%	2%	1%	0%	1%	3%	1%	2%	2%	2%	1%	2%	2%	3%	1%
Milk	5%	5%	4%	9%	4%	4%	3%	4%	5%	4%	4%	5%	6%	4%	4%	3%	5%
Dried fruit	1%	1%	2%	2%	0%	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	-	1%
Breakfast cereals	3%	4%	3%	8%	3%	2%	1%	4%	4%	3%	2%	3%	8%	3%	2%	4%	2%
Bread, rolls	33%	31%	35%	45%	32%	34%	29%	32%	32%	35%	36%	33%	37%	32%	28%	40%	34%
Peas, beans	1%	2%	1%	2%	-	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	-	0%
Cream	4%	3%	4%	3%	2%	2%	3%	6%	4%	4%	3%	3%	5%	5%	5%	1%	3%
Bananas	1%	1%	1%	-	-	0%	1%	2%	1%	1%	1%	-	2%	2%	1%	-	-
Condensed milk	1%	1%	1%	-	0%	1%	2%	2%	1%	1%	2%	-	4%	1%	1%	-	2%
Tinned fruit	1%	1%	1%	-	-	1%	1%	1%	0%	1%	1%	-	1%	0%	0%	-	-
None of these	58%	59%	57%	45%	60%	56%	65%	58%	59%	57%	55%	59%	52%	59%	64%	52%	59%
Don't know	3%	4%	3%	3%	3%	5%	1%	3%	3%	4%	4%	3%	3%	2%	3%	5%	2%

	Total	Working Status						Marital Status					Children in Household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/D ivedorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	1546	780	245	42	288	35	156	808	191	166	52	286	1059	197	165	63
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

Which, if any, of the following do you wish you could restrict your daily intake of, but find it difficult to do so? (Please tick all that apply)

Porridge	2%	1%	2%	3%	3%	-	2%	2%	0%	1%	1%	2%	2%	1%	1%	1%
Milk	5%	5%	4%	7%	4%	7%	4%	3%	7%	4%	6%	6%	5%	5%	4%	4%
Dried fruit	1%	1%	2%	2%	2%	-	2%	2%	-	1%	-	2%	1%	2%	-	2%
Breakfast cereals	3%	3%	2%	8%	6%	-	2%	2%	4%	2%	-	5%	4%	1%	1%	3%
Bread, rolls	33%	34%	38%	41%	30%	24%	28%	30%	39%	37%	24%	36%	34%	31%	30%	32%
Peas, beans	1%	1%	1%	5%	2%	4%	1%	1%	-	2%	1%	2%	2%	1%	1%	-
Cream	4%	4%	2%	-	7%	2%	4%	5%	3%	3%	7%	2%	4%	5%	1%	2%
Bananas	1%	1%	-	-	2%	4%	1%	1%	-	1%	-	1%	1%	0%	-	-
Condensed milk	1%	1%	0%	-	2%	-	3%	2%	2%	1%	1%	1%	1%	2%	1%	2%
Tinned fruit	1%	1%	0%	-	2%	-	1%	1%	-	1%	1%	-	1%	-	1%	-
None of these	58%	57%	55%	55%	61%	71%	63%	61%	50%	58%	65%	56%	58%	58%	63%	54%
Don't know	3%	3%	3%	-	2%	2%	5%	3%	6%	3%	2%	2%	3%	2%	5%	7%

	Total	Are you...?		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
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All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

Which, if any, of the following do you wish you could restrict your daily intake of, but find it difficult to do so? (Please tick all that apply)

Sweets, chocolates, ice cream	40%	35%	44%	52%	47%	42%	42%	32%	41%	40%	39%	44%	39%	37%	42%	36%	39%
Pastries, cakes, biscuits, buns	40%	36%	43%	40%	35%	42%	40%	41%	37%	43%	37%	40%	37%	42%	42%	45%	38%
Bread, rolls	33%	31%	35%	45%	32%	34%	29%	32%	32%	35%	36%	33%	37%	32%	28%	40%	34%
Potatoes (fried)/ chips	19%	21%	18%	27%	23%	14%	18%	18%	18%	20%	19%	24%	21%	18%	16%	13%	16%
Butter, margarine	19%	17%	20%	22%	18%	15%	21%	19%	17%	21%	20%	20%	18%	16%	20%	18%	13%
Potatoes (other)	15%	14%	16%	18%	12%	14%	11%	19%	12%	19%	15%	19%	15%	13%	16%	16%	8%
Fatty meats, fatty bacon, fatty fish	14%	17%	13%	23%	16%	11%	15%	13%	12%	18%	13%	15%	21%	14%	13%	22%	9%
Sugar	14%	15%	13%	30%	19%	11%	11%	11%	12%	16%	13%	13%	15%	18%	16%	7%	12%
Wine	14%	13%	14%	13%	13%	11%	15%	15%	16%	11%	14%	9%	14%	18%	15%	10%	11%
Beer	11%	21%	4%	11%	14%	11%	16%	8%	11%	11%	15%	11%	8%	9%	11%	12%	11%
Sauces (e.g. mayonnaise)	11%	11%	11%	20%	12%	8%	11%	11%	10%	13%	10%	11%	15%	13%	13%	9%	6%
Pork pies, sausages, pate	11%	16%	8%	10%	8%	11%	14%	12%	9%	14%	14%	10%	10%	7%	12%	15%	8%
Fast food (e.g. McDonalds, KFC)	10%	9%	11%	24%	21%	11%	7%	3%	8%	13%	8%	13%	13%	18%	8%	11%	5%
Soft drinks	10%	10%	10%	24%	16%	9%	7%	6%	8%	12%	5%	11%	13%	14%	11%	13%	11%
Ready meals	10%	9%	11%	12%	10%	7%	13%	9%	9%	11%	8%	10%	11%	11%	8%	11%	13%
Heavy puddings	9%	10%	9%	14%	11%	7%	7%	10%	9%	10%	8%	12%	12%	9%	10%	12%	5%
Pasta	8%	5%	10%	18%	9%	7%	8%	5%	8%	7%	4%	9%	8%	12%	10%	6%	7%
Jam, honey, marmalade	6%	7%	5%	6%	4%	2%	2%	10%	5%	7%	5%	5%	8%	7%	7%	1%	4%
Spirits	6%	7%	5%	7%	6%	6%	5%	5%	5%	6%	6%	5%	5%	6%	6%	4%	5%
Milk	5%	5%	4%	9%	4%	4%	3%	4%	5%	4%	4%	5%	6%	4%	4%	3%	5%
Milk puddings (e.g. custard)	4%	4%	4%	5%	4%	2%	5%	4%	3%	5%	3%	6%	4%	3%	4%	4%	3%
Cream	4%	3%	4%	3%	2%	2%	3%	6%	4%	4%	3%	3%	5%	5%	5%	1%	3%
Rice	4%	2%	5%	7%	4%	3%	2%	3%	4%	3%	2%	6%	2%	8%	4%	2%	2%
Breakfast cereals	3%	4%	3%	8%	3%	2%	1%	4%	4%	3%	2%	3%	8%	3%	2%	4%	2%
Porridge	2%	1%	2%	2%	1%	0%	1%	3%	1%	2%	2%	2%	1%	2%	2%	3%	1%
Dried fruit	1%	1%	2%	2%	0%	1%	1%	2%	1%	2%	1%	1%	3%	2%	1%	-	1%
Condensed milk	1%	1%	1%	-	0%	1%	2%	2%	1%	1%	2%	-	4%	1%	1%	-	2%
Peas, beans	1%	2%	1%	2%	-	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	-	0%
Bananas	1%	1%	1%	-	-	0%	1%	2%	1%	1%	1%	-	2%	2%	1%	-	-
Tinned fruit	1%	1%	1%	-	-	1%	1%	1%	0%	1%	1%	-	1%	0%	0%	-	-
None of These	15%	16%	13%	13%	12%	12%	15%	17%	15%	14%	15%	15%	20%	12%	12%	17%	14%
Don't Know	1%	1%	1%	2%	2%	2%	0%	1%	1%	1%	2%	1%	-	0%	1%	2%	2%

	Total	Working Status						Marital Status					Children in Household			
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Unweighted Base	1546	780	245	42	288	35	156	808	191	166	52	286	1059	197	165	63
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

Which, if any, of the following do you wish you could restrict your daily intake of, but find it difficult to do so? (Please tick all that apply)

Sweets, chocolates, ice cream	40%	40%	39%	56%	33%	55%	47%	38%	44%	37%	29%	47%	39%	46%	41%	39%
Pastries, cakes, biscuits, buns	40%	37%	47%	42%	40%	49%	42%	41%	42%	42%	40%	35%	39%	43%	44%	45%
Bread, rolls	33%	34%	38%	41%	30%	24%	28%	30%	39%	37%	24%	36%	34%	31%	30%	32%
Potatoes (fried)/ chips	19%	20%	16%	26%	18%	31%	16%	17%	25%	15%	10%	22%	20%	21%	12%	14%
Butter, margarine	19%	17%	23%	9%	22%	14%	22%	18%	23%	20%	19%	17%	19%	18%	15%	17%
Potatoes (other)	15%	14%	12%	18%	23%	7%	14%	15%	15%	13%	15%	17%	16%	13%	12%	14%
Fatty meats, fatty bacon, fatty fish	14%	14%	12%	26%	13%	26%	15%	13%	16%	12%	9%	19%	15%	16%	10%	17%
Sugar	14%	13%	16%	32%	11%	17%	14%	11%	16%	11%	15%	23%	15%	12%	11%	13%
Wine	14%	15%	14%	19%	16%	5%	4%	14%	14%	13%	12%	13%	15%	12%	7%	8%
Beer	11%	15%	9%	8%	9%	1%	6%	12%	10%	10%	3%	14%	11%	15%	7%	11%
Sauces (e.g. mayonnaise)	11%	11%	8%	30%	12%	11%	11%	11%	11%	11%	7%	14%	13%	8%	7%	10%
Pork pies, sausages, pate	11%	10%	9%	8%	14%	25%	12%	12%	11%	11%	9%	11%	11%	12%	11%	12%
Fast food (e.g. McDonalds, KFC)	10%	12%	13%	17%	2%	18%	8%	8%	12%	7%	-	19%	10%	13%	7%	12%
Soft drinks	10%	11%	9%	19%	6%	2%	14%	9%	8%	8%	5%	16%	10%	8%	13%	10%
Ready meals	10%	10%	12%	4%	7%	28%	6%	9%	9%	13%	11%	11%	11%	11%	3%	6%
Heavy puddings	9%	9%	7%	9%	9%	9%	14%	8%	12%	10%	-	11%	10%	12%	4%	5%
Pasta	8%	9%	7%	17%	6%	7%	7%	6%	8%	8%	7%	13%	9%	7%	7%	2%
Jam, honey, marmalade	6%	4%	8%	2%	10%	3%	7%	5%	7%	7%	5%	6%	7%	3%	1%	7%
Spirits	6%	6%	4%	10%	6%	1%	4%	5%	6%	5%	2%	8%	7%	4%	4%	1%
Milk	5%	5%	4%	7%	4%	7%	4%	3%	7%	4%	6%	6%	5%	5%	4%	4%
Milk puddings (e.g. custard)	4%	3%	3%	-	5%	4%	6%	3%	7%	3%	-	4%	4%	4%	2%	3%
Cream	4%	4%	2%	-	7%	2%	4%	5%	3%	3%	7%	2%	4%	5%	1%	2%
Rice	4%	3%	4%	12%	3%	6%	6%	3%	3%	4%	3%	6%	4%	6%	3%	4%
Breakfast cereals	3%	3%	2%	8%	6%	-	2%	2%	4%	2%	-	5%	4%	1%	1%	3%
Porridge	2%	1%	2%	3%	3%	-	2%	2%	0%	1%	1%	2%	2%	1%	1%	1%
Dried fruit	1%	1%	2%	2%	2%	-	2%	2%	-	1%	-	2%	1%	2%	-	2%
Condensed milk	1%	1%	0%	-	2%	-	3%	2%	2%	1%	1%	1%	1%	2%	1%	2%
Peas, beans	1%	1%	1%	5%	2%	4%	1%	1%	-	2%	1%	2%	2%	1%	1%	-
Bananas	1%	1%	-	-	2%	4%	1%	1%	-	1%	-	1%	1%	0%	-	-
Tinned fruit	1%	1%	0%	-	2%	-	1%	1%	-	1%	1%	-	1%	-	1%	-
None of These	15%	14%	12%	10%	18%	20%	16%	16%	13%	15%	15%	13%	15%	12%	15%	8%
Don't Know	1%	2%	1%	-	-	2%	2%	1%	4%	1%	-	0%	1%	-	3%	2%

	Total	Are you...?		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1546	641	905	84	263	285	272	642	878	667	395	241	138	174	380	68	150
<b>All GB adults who felt that you have weighed more than they would like to in the last 3 months</b>	1527	653	874	153	243	289	294	549	851	676	394	257	151	175	352	73	126

Which, if any, of the following snacks do you usually have on a daily basis? (Please tick all that apply)

Elevenes/ mid-morning	17%	15%	18%	19%	24%	21%	15%	12%	19%	14%	12%	16%	17%	16%	21%	19%	19%
Pre-dinner	5%	6%	5%	13%	8%	5%	2%	3%	6%	4%	3%	4%	5%	9%	7%	1%	5%
Something last thing at night	25%	27%	24%	26%	25%	25%	25%	26%	24%	27%	29%	26%	27%	20%	22%	27%	29%
Other snacks during the day	24%	21%	27%	21%	25%	26%	30%	21%	22%	27%	23%	26%	21%	27%	23%	29%	28%
Not applicable, I don't snack on a daily basis	29%	31%	27%	21%	19%	23%	28%	38%	29%	28%	32%	28%	31%	29%	28%	23%	19%

Have you ever cut out or drastically reduced one or more meals from your normal daily intake over a sustained period (e.g. a month)?

Yes, I have	37%	37%	37%	44%	34%	37%	37%	37%	36%	39%	41%	35%	33%	39%	40%	28%	33%
No, I have not	57%	58%	57%	47%	61%	58%	56%	59%	59%	54%	53%	60%	64%	52%	56%	64%	62%
Can't recall	6%	5%	6%	9%	5%	6%	7%	4%	4%	7%	6%	5%	2%	9%	5%	8%	5%

	Total	Working Status						Marital Status					Children in Household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	1546	780	245	42	288	35	156	808	191	166	52	286	1059	197	165	63
All GB adults who felt that you have weighed more than they would like to in the last 3 months	1527	800	228	58	247	37	158	757	195	155	49	333	1026	205	171	65

Which, if any, of the following snacks do you usually have on a daily basis? (Please tick all that apply)

Elevenes/ mid-morning	17%	20%	15%	16%	11%	18%	13%	18%	15%	13%	12%	19%	17%	14%	17%	20%
Pre-dinner	5%	6%	4%	13%	3%	6%	2%	4%	5%	6%	2%	9%	5%	4%	8%	7%
Something last thing at night	25%	21%	28%	40%	26%	27%	38%	25%	29%	25%	27%	24%	24%	30%	28%	27%
Other snacks during the day	24%	26%	23%	16%	20%	25%	26%	23%	26%	25%	31%	25%	23%	26%	25%	33%
Not applicable, I don't snack on a daily basis	29%	27%	30%	16%	39%	24%	22%	31%	25%	31%	29%	23%	31%	27%	22%	14%

Have you ever cut out or drastically reduced one or more meals from your normal daily intake over a sustained period (e.g. a month)?

Yes, I have	37%	37%	34%	36%	37%	47%	45%	36%	33%	42%	45%	41%	37%	37%	40%	36%
No, I have not	57%	59%	63%	54%	57%	42%	45%	58%	63%	54%	52%	52%	58%	56%	55%	60%
Can't recall	6%	5%	3%	10%	6%	11%	9%	6%	4%	4%	4%	7%	6%	7%	4%	3%