

YouGov / Sunday Times Survey Results

Sample Size: 1962

Fieldwork: 10th - 11th May 2007

Weighted sample

Unweighted Sample

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands + Wales	North	Scotland
1961	594	526	236	942	1020	604	659	698	1054	904	414	392	467	513	175
1962	640	593	216	952	1010	502	481	979	1153	806	325	487	418	536	196
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you believe organic food is better or worse for your health than conventionally produced food?

Organic food is better	45	45	44	51	40	50	46	50	40	50	40	52	44	45	41	45
Organic food is worse	1	2	1	0	2	1	2	1	1	1	1	1	2	1	1	0
Makes no difference	47	50	49	44	51	43	45	42	54	45	50	42	48	49	51	43
Don't know	6	3	6	6	7	6	7	7	5	4	9	5	6	5	7	11

Given the option of two labelling schemes for food would you prefer...?

A "traffic light" scheme that gives foods a number of green, amber or red "lights" depending on amounts of fat, sugar and salt.	55	57	61	52	51	58	52	54	58	57	52	55	54	51	59	53
A labelling scheme that tells you what proportion of the nutrients in your recommended daily diet will be provided by a serving of the product	32	32	29	42	34	31	35	32	30	33	32	33	33	36	29	32
Not sure	13	11	10	7	15	12	13	14	13	10	16	12	12	14	13	15

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

Do you think producers of sugary fizzy drinks and foods high in fat, sugar and salt should be allowed to sponsor sporting events, such as Premier League football and the Olympics, or be banned from sponsoring them?

Allowed to sponsor	40	44	38	30	45	34	45	39	35	38	42	39	40	42	36	43
Banned from sponsoring	49	45	51	61	44	54	45	49	52	51	46	50	50	47	50	43
Don't know	12	11	11	9	11	12	10	12	13	12	12	11	10	11	14	14

When you see the descriptions 'free range' or 'organic' in the supermarkets, do you generally trust that the produce is sourced as described?

Yes, I do trust such descriptions	54	55	55	63	51	57	67	56	43	59	49	58	57	53	52	52
No, I do not trust them	35	37	34	26	39	31	19	35	48	32	38	33	33	40	34	35
Don't know	11	8	11	11	10	12	14	10	9	9	13	10	11	8	14	13

Do you think that food manufacturers deliberately promote foods high in sugar, fat and salt?

Yes, I think they do	56	55	59	61	59	54	52	59	57	59	53	61	53	60	51	60
No, I don't think they do	27	32	26	24	27	27	33	25	25	27	28	25	31	29	26	27
Don't know	16	13	15	15	13	19	15	16	18	14	19	15	16	12	23	13

Who do you blame more for the obesity and poor health that sometimes results?

The manufacturers	17	15	21	17	17	18	17	20	16	16	19	20	16	17	17	15
Consumers who buy these products	76	80	75	75	78	75	74	73	81	79	74	74	77	78	75	79
Don't know	6	5	4	9	5	7	9	7	4	5	8	5	7	5	8	6

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1961	594	526	236	942	1020	604	659	698	1054	904	414	392	467	513	175
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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Should children be banned from buying and consuming unhealthy snack foods, as with cigarettes and alcohol?

Yes, they should be banned	31	30	33	33	32	29	22	29	41	32	30	33	28	28	33	34
No, they should not	57	62	56	53	56	58	62	61	49	56	58	55	60	62	55	50
Don't know	12	8	11	15	11	13	15	11	11	12	13	12	12	11	13	16

Do you think the NHS should or should not provide free treatment to people who are clinically obese?

Yes, it should	31	32	30	29	30	32	20	36	36	29	34	28	31	32	31	35
Yes, but only if obese patients agree to change their lifestyle	52	53	54	51	51	53	56	50	50	55	49	53	51	52	52	52
No, it should not	13	12	14	17	16	10	17	11	12	13	13	14	15	13	13	8
Don't know	4	3	2	3	3	4	7	3	2	3	5	5	3	2	5	6

Do you think the NHS currently does or does not provide free treatment to people who are clinically obese?

Yes, it does	52	54	52	51	56	48	50	54	52	58	45	53	54	52	49	54
Yes, but only if obese patients agree to change their lifestyle	23	24	24	22	23	22	22	22	23	19	27	21	23	21	27	17
No, it does not	8	8	7	6	6	10	5	9	9	8	9	9	7	9	7	7
Don't know	18	14	18	20	16	19	22	15	16	16	20	17	17	17	18	22

Do you think the government should take more action to encourage supermarkets and major retailers to source their food locally?

Yes, the Government should take more action	65	62	68	70	64	66	65	68	63	65	65	65	66	65	63	71
No, the Government should not interfere in such decisions	27	34	23	24	30	25	23	25	32	28	26	27	28	26	28	23
Don't know	8	4	9	6	6	10	12	8	5	6	10	8	7	9	9	6

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1961	594	526	236	942	1020	604	659	698	1054	904	414	392	467	513	175
1962	640	593	216	952	1010	502	481	979	1153	806	325	487	418	536	196
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When shopping in supermarkets, does the distance your food has travelled – ‘food miles’ - make a difference to your choice of purchases?

Yes, often	12	13	9	11	9	14	8	13	14	14	9	11	15	13	10	10
Yes, sometimes	28	29	28	35	26	30	26	24	33	32	23	29	25	29	26	33
No, not usually	42	40	43	45	42	42	41	44	41	39	45	45	40	40	45	35
No, never	16	16	19	7	21	12	20	17	12	14	19	15	19	16	15	18
Don't know	3	1	2	2	2	4	5	2	1	2	4	1	1	3	4	5