

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Gender		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	Northern Ireland

Which three, if any, of the following are your favourite places for a family day out? (Please tick up to three)

	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Unweighted Base	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Base	535	269	266	10	49	241	197	39	337	198	134	91	52	63	123	28	45	-
Theme park	60%	63%	57%	62%	53%	65%	54%	64%	58%	63%	61%	59%	68%	56%	55%	62%	63%	-
Beach	66%	66%	66%	65%	72%	66%	64%	69%	68%	62%	76%	67%	61%	60%	60%	64%	66%	-
Museum	21%	21%	20%	10%	15%	18%	26%	18%	21%	20%	19%	27%	11%	36%	14%	15%	25%	-
Park	28%	25%	31%	25%	35%	30%	23%	36%	26%	32%	22%	30%	32%	24%	32%	22%	36%	-
Swimming pool	35%	38%	32%	58%	34%	39%	29%	33%	33%	38%	37%	24%	35%	26%	39%	42%	43%	-
Zoo	32%	30%	34%	28%	38%	33%	29%	34%	29%	36%	34%	35%	38%	27%	36%	19%	19%	-
Theatre	13%	10%	15%	12%	11%	12%	15%	9%	15%	9%	10%	7%	10%	17%	18%	18%	15%	-
Historic ruins	13%	14%	12%	10%	9%	10%	18%	10%	16%	9%	11%	19%	18%	16%	9%	16%	6%	-
Other	10%	12%	8%	-	4%	7%	14%	17%	11%	8%	12%	8%	9%	6%	9%	10%	16%	-
Don't know	1%	1%	1%	-	3%	0%	1%	2%	1%	2%	-	2%	-	1%	2%	-	-	-

How important, if at all, is it to you to eat healthily?

	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Unweighted Base	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Base	535	269	266	10	49	241	197	39	337	198	134	91	52	63	123	28	45	-
Very important	39%	37%	41%	26%	39%	37%	41%	48%	37%	42%	42%	38%	48%	44%	34%	26%	36%	-
Somewhat important	50%	51%	50%	43%	44%	54%	50%	43%	52%	47%	51%	54%	38%	50%	51%	60%	49%	-
Not very important	8%	8%	7%	12%	8%	8%	7%	7%	7%	8%	5%	6%	10%	2%	10%	11%	15%	-
Not at all important	2%	2%	1%	19%	5%	0%	2%	2%	1%	2%	-	2%	3%	5%	2%	3%	-	-
Don't know	1%	1%	1%	-	4%	1%	1%	-	1%	1%	2%	-	1%	-	3%	-	-	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Working Status							Marital Status					
Base	Working full time	Working part time	All workers (NET)	Full time student	Retired	Unemploy ed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which three, if any, of the following are your favourite places for a family day out? (Please tick up to three)

	Unweighted Base	411	61	472	4	7	20	32	384	66	48	3	31	3
	Base	410	60	470	4	6	23	32	386	65	49	3	30	3
Theme park	60%	62%	54%	61%	58%	63%	62%	45%	60%	54%	54%	58%	71%	100%
Beach	66%	66%	62%	66%	80%	39%	82%	64%	66%	62%	68%	58%	76%	58%
Museum	21%	22%	16%	21%	24%	19%	14%	21%	19%	30%	25%	32%	10%	42%
Park	28%	27%	32%	27%	34%	50%	18%	41%	29%	31%	20%	42%	22%	69%
Swimming pool	35%	33%	42%	34%	42%	31%	41%	37%	35%	35%	30%	-	43%	31%
Zoo	32%	32%	33%	32%	22%	21%	34%	33%	31%	36%	32%	26%	34%	-
Theatre	13%	14%	11%	13%	-	15%	11%	9%	12%	12%	21%	42%	11%	-
Historic ruins	13%	14%	11%	14%	-	15%	10%	9%	14%	13%	6%	42%	10%	-
Other	10%	10%	9%	10%	-	19%	3%	13%	12%	2%	9%	-	8%	-
Don't know	1%	1%	1%	1%	-	-	-	5%	1%	-	4%	-	-	-

How important, if at all, is it to you to eat healthily?

	Unweighted Base	411	61	472	4	7	20	32	384	66	48	3	31	3
	Base	410	60	470	4	6	23	32	386	65	49	3	30	3
Very important	39%	37%	43%	38%	34%	74%	38%	50%	39%	41%	44%	-	27%	26%
Somewhat important	50%	53%	41%	52%	46%	11%	53%	40%	52%	41%	43%	100%	50%	74%
Not very important	8%	7%	13%	8%	-	-	5%	8%	6%	15%	6%	-	13%	-
Not at all important	2%	1%	3%	1%	20%	14%	4%	2%	1%	-	5%	-	7%	-
Don't know	1%	2%	-	1%	-	-	-	-	1%	2%	2%	-	4%	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Children in Household					
Base	0	1	2	3+	All with children in household (NET)	Refused

Which three, if any, of the following are your favourite places for a family day out? (Please tick up to three)

	Unweighted Base	535	12	117	254	147	518	5
	Base	535	13	114	251	152	518	4
Theme park	60%		53%	54%	61%	62%	60%	80%
Beach	66%		56%	64%	64%	71%	66%	100%
Museum	21%		26%	18%	19%	25%	21%	-
Park	28%		32%	29%	26%	30%	28%	59%
Swimming pool	35%		51%	28%	38%	32%	34%	21%
Zoo	32%		6%	44%	31%	27%	33%	20%
Theatre	13%		25%	12%	12%	15%	13%	-
Historic ruins	13%		-	14%	14%	12%	14%	-
Other	10%		23%	15%	7%	9%	10%	20%
Don't know	1%		-	1%	1%	1%	1%	-

How important, if at all, is it to you to eat healthily?

	Unweighted Base	535	12	117	254	147	518	5
	Base	535	13	114	251	152	518	4
Very important	39%		47%	42%	40%	35%	39%	38%
Somewhat important	50%		33%	48%	50%	55%	51%	40%
Not very important	8%		6%	8%	7%	8%	8%	-
Not at all important	2%		6%	1%	1%	2%	2%	23%
Don't know	1%		8%	-	2%	1%	1%	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

Which three, if any, of the following are your favourite places for a family day out? (Please tick up to three)

Unweighted Base	535	14	61	33	50	48	71	60
Base	535	23	64	47	40	51	52	63
Theme park	60%	78%	62%	53%	68%	51%	68%	56%
Beach	66%	54%	79%	82%	68%	65%	61%	60%
Museum	21%	12%	24%	15%	25%	28%	11%	36%
Park	28%	26%	20%	23%	25%	33%	32%	24%
Swimming pool	35%	43%	34%	39%	26%	24%	35%	26%
Zoo	32%	34%	35%	32%	35%	34%	38%	27%
Theatre	13%	7%	10%	13%	10%	5%	10%	17%
Historic ruins	13%	17%	8%	12%	7%	28%	18%	16%
Other	10%	15%	12%	10%	8%	9%	9%	6%
Don't know	1%	-	-	-	3%	2%	-	1%

How important, if at all, is it to you to eat healthily?

Unweighted Base	535	14	61	33	50	48	71	60
Base	535	23	64	47	40	51	52	63
Very important	39%	38%	42%	43%	45%	33%	48%	44%
Somewhat important	50%	55%	47%	54%	47%	59%	38%	50%
Not very important	8%	-	9%	3%	6%	5%	10%	2%
Not at all important	2%	-	-	-	2%	2%	3%	5%
Don't know	1%	7%	2%	-	-	-	1%	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Government Region				
Base	South East	South West	Wales	Scotland	Northern Ireland

Which three, if any, of the following are your favourite places for a family day out? (Please tick up to three)

	Unweighted Base	535	82	53	28	35	-
	Base	535	77	46	28	45	-
Theme park	60%		59%	49%	62%	63%	-
Beach	66%		57%	66%	64%	66%	-
Museum	21%		16%	10%	15%	25%	-
Park	28%		28%	38%	22%	36%	-
Swimming pool	35%		37%	41%	42%	43%	-
Zoo	32%		40%	29%	19%	19%	-
Theatre	13%		19%	15%	18%	15%	-
Historic ruins	13%		9%	11%	16%	6%	-
Other	10%		8%	11%	10%	16%	-
Don't know	1%		1%	2%	-	-	-

How important, if at all, is it to you to eat healthily?

	Unweighted Base	535	82	53	28	35	-
	Base	535	77	46	28	45	-
Very important	39%		36%	31%	26%	36%	-
Somewhat important	50%		48%	58%	60%	49%	-
Not very important	8%		12%	7%	11%	15%	-
Not at all important	2%		3%	2%	3%	-	-
Don't know	1%		3%	2%	-	-	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Gender		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	Northern Ireland

And how important, if at all, is it to you for your child/ children to eat healthily?

Unweighted Base	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Base	535	269	266	10	49	241	197	39	337	198	134	91	52	63	123	28	45	-
Very important	63%	61%	65%	39%	67%	62%	63%	72%	64%	62%	59%	64%	73%	64%	65%	50%	65%	-
Somewhat important	34%	36%	32%	43%	27%	37%	33%	28%	33%	36%	39%	34%	24%	34%	31%	46%	29%	-
Not very important	2%	2%	1%	12%	4%	1%	2%	-	2%	1%	1%	-	1%	2%	4%	6%	6%	-
Not at all important	0%	0%	-	7%	-	-	-	-	-	0%	-	-	1%	-	-	-	-	-
Don't know	1%	1%	1%	-	2%	-	2%	-	1%	1%	1%	2%	-	-	2%	-	-	-

On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy do you think the school dinners are at your child's school?
(Please think about the child who will be completing this survey)

Unweighted Base	535	267	268	10	50	236	200	39	334	201	108	98	71	60	135	28	35	-
Base	535	269	266	10	49	241	197	39	337	198	134	91	52	63	123	28	45	-
1 - Very healthy	8%	6%	10%	-	15%	7%	7%	9%	6%	12%	8%	10%	11%	3%	8%	12%	5%	-
2	32%	31%	34%	28%	29%	35%	33%	21%	34%	30%	29%	30%	23%	38%	38%	14%	47%	-
3	35%	36%	35%	27%	34%	35%	37%	32%	37%	32%	41%	34%	38%	34%	31%	43%	28%	-
4	14%	15%	13%	35%	12%	13%	13%	30%	14%	15%	15%	10%	20%	17%	13%	8%	17%	-
5 - Very unhealthy	3%	5%	2%	10%	2%	3%	3%	5%	3%	4%	4%	4%	5%	4%	1%	-	2%	-
Don't know	7%	7%	6%	-	8%	7%	7%	4%	6%	8%	3%	12%	3%	3%	9%	23%	-	-

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Working Status							Marital Status					
Base	Working full time	Working part time	All workers (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

And how important, if at all, is it to you for your child/ children to eat healthily?

Unweighted Base	535	411	61	472	4	7	20	32	384	66	48	3	31	3
Base	535	410	60	470	4	6	23	32	386	65	49	3	30	3
Very important	63%	63%	61%	62%	56%	86%	72%	65%	63%	66%	66%	58%	46%	100%
Somewhat important	34%	35%	36%	35%	24%	-	28%	35%	34%	34%	26%	42%	47%	-
Not very important	2%	1%	3%	2%	-	14%	-	-	2%	-	2%	-	4%	-
Not at all important	0%	-	-	-	20%	-	-	-	-	-	1%	-	-	-
Don't know	1%	1%	-	1%	-	-	-	-	1%	-	4%	-	3%	-

On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy do you think the school dinners are at your child's school?
(Please think about the child who will be completing this survey)

Unweighted Base	535	411	61	472	4	7	20	32	384	66	48	3	31	3
Base	535	410	60	470	4	6	23	32	386	65	49	3	30	3
1 - Very healthy	8%	8%	7%	7%	34%	-	21%	7%	9%	7%	7%	32%	-	-
2	32%	34%	37%	34%	24%	42%	11%	23%	32%	33%	28%	42%	38%	100%
3	35%	36%	25%	35%	42%	39%	48%	35%	35%	34%	41%	26%	34%	-
4	14%	12%	18%	13%	-	19%	16%	26%	14%	10%	21%	-	19%	-
5 - Very unhealthy	3%	3%	5%	3%	-	-	4%	-	3%	6%	3%	-	-	-
Don't know	7%	7%	7%	7%	-	-	-	9%	7%	10%	1%	-	9%	-

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Total	Children in Household					
Base	0	1	2	3+	All with children in household (NET)	Refused

And how important, if at all, is it to you for your child/ children to eat healthily?

Unweighted Base	535	12	117	254	147	518	5
Base	535	13	114	251	152	518	4
Very important	63%	76%	67%	62%	62%	63%	58%
Somewhat important	34%	24%	33%	36%	33%	34%	42%
Not very important	2%	-	-	1%	4%	2%	-
Not at all important	0%	-	-	-	0%	0%	-
Don't know	1%	-	-	2%	1%	1%	-

On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy do you think the school dinners are at your child's school?
(Please think about the child who will be completing this survey)

Unweighted Base	535	12	117	254	147	518	5
Base	535	13	114	251	152	518	4
1 - Very healthy	8%	6%	10%	9%	6%	8%	-
2	32%	56%	28%	36%	28%	32%	80%
3	35%	22%	38%	35%	37%	36%	-
4	14%	17%	12%	14%	17%	14%	-
5 - Very unhealthy	3%	-	6%	1%	5%	3%	-
Don't know	7%	-	6%	6%	8%	7%	20%

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Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Government Region						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London

And how important, if at all, is it to you for your child/ children to eat healthily?

Unweighted Base	535	14	61	33	50	48	71	60
Base	535	23	64	47	40	51	52	63
Very important	63%	46%	63%	59%	77%	53%	73%	64%
Somewhat important	34%	54%	37%	35%	23%	43%	24%	34%
Not very important	2%	-	-	3%	-	-	1%	1%
Not at all important	0%	-	-	-	-	-	1%	-
Don't know	1%	-	-	3%	-	3%	-	-

On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy do you think the school dinners are at your child's school?
(Please think about the child who will be completing this survey)

Unweighted Base	535	14	61	33	50	48	71	60
Base	535	23	64	47	40	51	52	63
1 - Very healthy	8%	8%	7%	10%	4%	15%	11%	3%
2	32%	49%	28%	21%	29%	31%	23%	38%
3	35%	28%	43%	45%	39%	29%	38%	34%
4	14%	15%	14%	15%	7%	13%	20%	17%
5 - Very unhealthy	3%	-	6%	4%	5%	4%	5%	4%
Don't know	7%	-	1%	6%	16%	9%	3%	3%

YouGov Survey Results

Sample Size: 535 British parents

Fieldwork: 22nd - 26th July

Total	Government Region				
Base	South East	South West	Wales	Scotland	Northern Ireland

And how important, if at all, is it to you for your child/ children to eat healthily?

Unweighted Base	535	82	53	28	35	-
Base	535	77	46	28	45	-
Very important	63%	67%	63%	50%	65%	-
Somewhat important	34%	29%	35%	46%	29%	-
Not very important	2%	3%	-	4%	6%	-
Not at all important	0%	-	-	-	-	-
Don't know	1%	1%	2%	-	-	-

On a scale of 1 to 5 where 1 is 'Very healthy' and 5 is 'Very unhealthy' how healthy or unhealthy do you think the school dinners are at your child's school?
(Please think about the child who will be completing this survey)

Unweighted Base	535	82	53	28	35	-
Base	535	77	46	28	45	-
1 - Very healthy	8%	11%	4%	12%	5%	-
2	32%	42%	31%	14%	47%	-
3	35%	29%	34%	43%	28%	-
4	14%	7%	23%	8%	17%	-
5 - Very unhealthy	3%	1%	2%	-	2%	-
Don't know	7%	11%	7%	23%	-	-