



# ITV News Index

## **METHODOLOGY NOTE**

ComRes interviewed 2,065 British adults online between 20<sup>th</sup> and 22<sup>nd</sup> June 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: [andrew.hawkins@comres.co.uk](mailto:andrew.hawkins@comres.co.uk)

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**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 1  
**Q.1 What type of substance do you think that each of the following is? Summary Table**  
**Base: All respondents**

	Substance				
	Malto dextrin	Liquid maltrose	Tapioca starch	Hydrogen peroxide	Keratin
Unweighted base	2065	2065	2065	2065	2065
Weighted base	2065	2065	2065	2065	2065
Sugar	632 31%	838 41%	445 22%	21 1%	70 3%
Protein	132 6%	132 6%	500 24%	30 1%	882 43%
Artificial preservative	194 9%	131 6%	305 15%	80 4%	114 5%
Cleaning fluid	39 2%	49 2%	42 2%	1390 67%	52 3%
Medication	168 8%	74 4%	24 1%	96 5%	335 16%
Don't know	901 44%	841 41%	749 36%	448 22%	612 30%

**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 2

**Q.1 What type of substance do you think that each of the following is? Malto dextrin****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
Sugar	632 31%	301 30%	331 31%	34 14%	77 22%	100 29%	142 39%	116 38%	163 36%	199 36%	187 33%	134 30%	112 23%	103 36%	228 26%
Artificial preservative	194 9%	69 7%	124 12%	35 14%	35 10%	28 8%	40 11%	24 8%	32 7%	45 8%	51 9%	44 10%	53 11%	31 11%	77 9%
Medication	168 8%	83 8%	85 8%	35 14%	35 10%	29 8%	22 6%	20 7%	26 6%	33 6%	47 8%	42 9%	47 10%	13 4%	82 9%
Protein	132 6%	75 7%	56 5%	8 3%	33 10%	36 10%	24 6%	9 3%	22 5%	48 9%	30 5%	23 5%	31 6%	38 13%	54 6%
Cleaning fluid	39 2%	20 2%	19 2%	9 4%	10 3%	10 3%	3 1%	2 1%	5 1%	8 2%	13 2%	10 2%	7 1%	3 1%	24 3%
Don't know	901 44%	464 46%	437 41%	124 51%	156 45%	146 42%	137 37%	135 44%	202 45%	219 40%	245 43%	197 44%	240 49%	97 34%	407 47%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 2

**Q.1 What type of substance do you think that each of the following is? Malto dextrin**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
Sugar	632 31%	540 30%	63 34%	24 29%	70 31%	58 31%	48 26%	40 27%	30 29%	67 33%	82 30%	81 28%	70 38%	331 29%	267 29%	64 26%	301 33%	22 21%	33 25%	49 36%	141 38%	56 33%
Artificial preservative	194 9%	167 9%	15 8%	15 18%	11 5%	14 8%	15 8%	20 14%	12 11%	20 10%	17 6%	32 11%	22 12%	108 9%	90 10%	19 8%	85 9%	11 11%	14 10%	18 13%	19 5%	23 14%
Medication	168 8%	137 8%	19 10%	3 3%	22 10%	17 9%	16 9%	6 4%	12 12%	9 4%	25 9%	25 9%	15 8%	95 8%	72 8%	23 9%	74 8%	13 12%	19 14%	5 4%	24 7%	12 7%
Protein	132 6%	116 7%	10 5%	7 8%	14 6%	8 5%	7 4%	8 6%	5 5%	15 7%	18 7%	27 9%	12 7%	92 8%	79 9%	13 5%	40 4%	9 9%	3 3%	5 4%	14 4%	8 5%
Cleaning fluid	39 2%	36 2%	1 *	- -	11 5%	2 1%	4 2%	1 1%	2 2%	3 1%	6 2%	6 2%	4 2%	27 2%	18 2%	9 4%	12 1%	- -	5 4%	- -	1 *	5 3%
Don't know	901 44%	780 44%	78 42%	34 41%	100 44%	86 46%	96 51%	69 48%	42 41%	93 45%	121 45%	118 41%	63 34%	503 44%	383 42%	121 49%	397 44%	49 47%	58 44%	57 43%	168 46%	65 39%

**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 3

**Q.1 What type of substance do you think that each of the following is? Liquid maltrose**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
Sugar	838 41%	364 36%	474 45%	67 27%	113 33%	147 42%	169 46%	143 47%	200 45%	277 50%	232 40%	164 36%	165 34%	132 46%	345 40%
Protein	132 6%	74 7%	58 5%	13 5%	31 9%	21 6%	19 5%	15 5%	33 7%	35 6%	31 5%	37 8%	29 6%	27 10%	42 5%
Artificial preservative	131 6%	62 6%	68 6%	33 13%	17 5%	21 6%	22 6%	13 4%	24 5%	19 3%	42 7%	39 9%	31 6%	8 3%	59 7%
Medication	74 4%	35 4%	39 4%	5 2%	18 5%	14 4%	13 4%	11 4%	13 3%	17 3%	19 3%	15 3%	24 5%	17 6%	29 3%
Cleaning fluid	49 2%	26 3%	23 2%	8 3%	20 6%	14 4%	6 2%	1 *	1 *	12 2%	13 2%	14 3%	9 2%	8 3%	26 3%
Don't know	841 41%	450 44%	391 37%	121 49%	148 43%	132 38%	139 38%	123 40%	178 40%	192 35%	236 41%	182 40%	232 47%	94 33%	369 42%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 3

**Q.1 What type of substance do you think that each of the following is? Liquid maltrose**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
Sugar	838 41%	724 41%	83 45%	33 40%	90 39%	73 39%	76 41%	60 41%	31 30%	91 44%	104 39%	115 40%	83 45%	477 41%	375 41%	101 41%	361 40%	33 32%	43 32%	55 41%	171 47%	60 35%
Protein	132 6%	110 6%	13 7%	8 9%	16 7%	9 5%	7 4%	7 5%	9 9%	6 3%	18 7%	28 10%	10 6%	69 6%	55 6%	14 6%	63 7%	8 7%	8 6%	6 4%	31 8%	11 6%
Artificial preservative	131 6%	118 7%	3 2%	5 6%	16 7%	11 6%	6 3%	8 5%	10 10%	13 6%	13 5%	30 11%	16 8%	67 6%	49 5%	18 7%	64 7%	11 10%	16 12%	11 8%	15 4%	11 7%
Medication	74 4%	63 4%	4 2%	2 2%	12 5%	5 3%	7 4%	7 5%	8 8%	2 1%	13 5%	9 3%	7 4%	46 4%	40 4%	6 2%	29 3%	3 3%	4 3%	6 4%	8 2%	8 5%
Cleaning fluid	49 2%	38 2%	8 4%	2 3%	5 2%	4 2%	6 3%	6 4%	4 3%	2 1%	8 3%	3 1%	2 1%	35 3%	31 3%	4 1%	14 2%	- -	2 2%	- -	1 *	11 6%
Don't know	841 41%	724 41%	76 41%	33 41%	90 39%	83 44%	84 45%	57 40%	41 40%	93 45%	112 42%	104 36%	68 37%	463 40%	358 39%	105 42%	378 42%	51 48%	60 45%	57 43%	143 39%	68 40%

**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 4  
**Q.1 What type of substance do you think that each of the following is? Tapioca starch**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
Protein	500 24%	267 26%	233 22%	33 13%	58 17%	75 22%	86 23%	97 32%	151 34%	129 23%	143 25%	112 25%	116 24%	72 25%	182 21%
Sugar	445 22%	193 19%	252 24%	70 29%	72 21%	50 14%	98 27%	77 25%	77 17%	136 25%	117 21%	94 21%	98 20%	65 23%	186 21%
Artificial preservative	305 15%	129 13%	176 17%	36 15%	63 18%	78 23%	50 14%	37 12%	41 9%	81 15%	77 13%	68 15%	79 16%	38 13%	143 16%
Cleaning fluid	42 2%	26 3%	17 2%	3 1%	15 4%	8 2%	7 2%	2 1%	7 2%	11 2%	8 1%	10 2%	13 3%	12 4%	16 2%
Medication	24 1%	18 2%	6 1%	2 1%	15 4%	5 1%	- -	1 *	- -	3 1%	3 *	7 1%	11 2%	4 2%	13 1%
Don't know	749 36%	380 38%	369 35%	101 41%	124 36%	132 38%	126 34%	92 30%	173 39%	192 35%	224 39%	159 35%	174 35%	94 33%	330 38%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 4

**Q.1 What type of substance do you think that each of the following is? Tapioca starch**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
Protein	500 24%	440 25%	48 26%	21 26%	56 25%	41 22%	48 26%	37 25%	12 12%	48 23%	63 23%	80 28%	47 25%	254 22%	199 22%	55 22%	246 27%	23 22%	19 14%	38 29%	122 33%	44 26%
Sugar	445 22%	377 21%	38 21%	17 21%	56 24%	36 19%	33 18%	29 20%	30 29%	50 24%	47 18%	57 20%	51 27%	252 22%	200 22%	52 21%	193 21%	20 19%	45 34%	28 21%	72 20%	28 16%
Artificial preservative	305 15%	257 14%	32 17%	17 21%	38 17%	30 16%	29 15%	16 11%	16 16%	26 12%	36 13%	39 13%	27 14%	181 16%	142 16%	39 16%	125 14%	16 15%	14 11%	17 13%	35 9%	42 25%
Cleaning fluid	42 2%	32 2%	5 3%	1 1%	3 1%	1 1%	8 4%	7 5%	5 4%	3 1%	1 1%	4 1%	3 2%	28 2%	22 2%	6 3%	14 2%	* *	3 3%	1 1%	6 2%	3 2%
Medication	24 1%	19 1%	- -	1 1%	3 2%	- -	1 *	1 1%	4 4%	* *	7 3%	4 1%	2 1%	17 1%	13 1%	4 2%	6 1%	5 5%	- -	- -	1 *	- -
Don't know	749 36%	651 37%	62 33%	25 30%	71 31%	77 42%	68 37%	54 37%	36 35%	80 39%	115 43%	105 36%	56 30%	424 37%	333 37%	92 37%	324 36%	41 39%	51 38%	49 37%	131 36%	52 31%

**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 5  
**Q.1 What type of substance do you think that each of the following is? Hydrogen peroxide**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
Cleaning fluid	1390 67%	647 64%	743 71%	137 56%	199 57%	210 60%	260 71%	233 76%	351 78%	385 70%	386 67%	295 66%	324 66%	181 63%	533 61%
Medication	96 5%	45 4%	50 5%	8 3%	24 7%	21 6%	17 5%	9 3%	16 4%	24 4%	21 4%	28 6%	23 5%	19 7%	41 5%
Artificial preservative	80 4%	43 4%	37 3%	7 3%	17 5%	18 5%	11 3%	11 4%	16 3%	25 5%	14 2%	24 5%	17 4%	5 2%	51 6%
Protein	30 1%	18 2%	12 1%	1 1%	13 4%	13 4%	3 1%	- -	1 *	14 3%	7 1%	6 1%	3 1%	14 5%	13 1%
Sugar	21 1%	14 1%	7 1%	5 2%	13 4%	1 *	1 *	1 *	- -	7 1%	7 1%	4 1%	2 *	1 *	15 2%
Don't know	448 22%	243 24%	204 19%	86 35%	81 23%	85 25%	77 21%	53 17%	66 15%	97 18%	137 24%	93 21%	121 25%	66 23%	219 25%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 5

**Q.1 What type of substance do you think that each of the following is? Hydrogen peroxide**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
Cleaning fluid	1390 67%	1197 67%	130 70%	62 75%	152 67%	125 67%	119 64%	102 70%	64 62%	136 66%	165 61%	201 70%	136 73%	714 62%	563 62%	151 61%	676 74%	69 65%	87 66%	103 78%	290 79%	127 75%
Medication	96 5%	71 4%	11 6%	2 2%	14 6%	4 2%	7 4%	2 1%	14 14%	7 4%	16 6%	13 4%	7 4%	60 5%	54 6%	7 3%	35 4%	5 5%	3 2%	10 8%	11 3%	6 4%
Artificial preservative	80 4%	72 4%	5 3%	1 1%	12 5%	8 4%	6 3%	8 5%	3 3%	15 7%	10 4%	8 3%	4 2%	55 5%	35 4%	21 8%	25 3%	1 1%	6 5%	2 1%	11 3%	4 2%
Protein	30 1%	26 1%	1 *	- -	4 2%	- -	1 *	3 2%	4 4%	- -	10 4%	7 3%	1 1%	27 2%	25 3%	1 1%	3 *	- -	- -	- -	1 *	3 2%
Sugar	21 1%	20 1%	1 1%	2 2%	3 1%	- -	3 2%	- -	- -	1 *	2 1%	9 3%	- -	16 1%	15 2%	1 *	5 1%	4 4%	1 *	- -	- -	1 1%
Don't know	448 22%	391 22%	39 21%	16 20%	43 19%	49 27%	51 27%	30 21%	19 18%	48 23%	65 24%	50 17%	38 20%	284 25%	217 24%	67 27%	164 18%	26 25%	36 27%	18 13%	56 15%	28 17%

**ITV News Index Survey**  
**ONLINE Fieldwork: 20th-22nd June 2014**

Absolutes/col percents

Table 6  
**Q.1 What type of substance do you think that each of the following is? Keratin**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
Protein	882 43%	386 38%	497 47%	106 43%	152 44%	146 42%	159 43%	141 46%	178 40%	276 50%	249 43%	176 39%	182 37%	143 50%	362 42%
Medication	335 16%	161 16%	175 17%	27 11%	48 14%	48 14%	73 20%	54 18%	86 19%	80 14%	74 13%	94 21%	88 18%	26 9%	137 16%
Artificial preservative	114 5%	51 5%	62 6%	12 5%	26 7%	26 8%	21 6%	10 3%	17 4%	32 6%	36 6%	23 5%	23 5%	24 8%	56 6%
Sugar	70 3%	43 4%	27 3%	9 4%	25 7%	14 4%	11 3%	4 1%	8 2%	14 2%	26 5%	18 4%	12 3%	18 6%	26 3%
Cleaning fluid	52 3%	26 3%	26 2%	8 3%	8 2%	13 4%	7 2%	8 3%	9 2%	14 3%	11 2%	9 2%	18 4%	6 2%	25 3%
Don't know	612 30%	346 34%	266 25%	84 34%	89 26%	101 29%	97 26%	90 29%	152 34%	137 25%	177 31%	130 29%	168 34%	68 24%	265 30%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 6

**Q.1 What type of substance do you think that each of the following is? Keratin**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
Protein	882 43%	765 43%	80 43%	27 33%	96 42%	81 44%	79 43%	56 39%	38 37%	88 43%	122 45%	117 40%	98 53%	506 44%	403 44%	103 42%	376 41%	46 43%	62 47%	55 42%	152 41%	62 37%
Medication	335 16%	285 16%	32 17%	20 25%	38 17%	27 15%	32 17%	29 20%	19 18%	23 11%	34 13%	57 20%	24 13%	164 14%	124 14%	40 16%	172 19%	18 17%	16 12%	23 17%	66 18%	49 29%
Artificial preservative	114 5%	95 5%	9 5%	9 11%	9 4%	6 3%	11 6%	11 8%	10 9%	8 4%	18 7%	14 5%	9 5%	79 7%	59 6%	21 8%	34 4%	5 4%	5 3%	6 5%	14 4%	5 3%
Sugar	70 3%	56 3%	3 1%	1 2%	13 6%	7 4%	3 2%	4 3%	11 11%	3 1%	6 2%	14 5%	5 2%	45 4%	40 4%	4 2%	25 3%	5 4%	7 5%	2 1%	7 2%	5 3%
Cleaning fluid	52 3%	50 3%	2 1%	4 5%	6 2%	1 *	4 2%	3 2%	- -	9 4%	9 3%	13 5%	1 1%	31 3%	26 3%	4 2%	21 2%	1 1%	4 3%	2 1%	9 2%	6 3%
Don't know	612 30%	526 30%	60 32%	20 25%	65 29%	64 34%	57 31%	40 28%	26 25%	76 37%	79 29%	75 26%	49 26%	332 29%	256 28%	76 31%	280 31%	31 30%	40 30%	45 34%	121 33%	42 25%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 7  
**Q.2 Do you support or oppose each of the following proposals designed to reduce obesity in Britain?**  
**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2065	1029	1036	238	251	346	398	344	488	560	600	365	540	233	801
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
<b><u>Compulsory health warning labels on food and drinks which are high in sugar</u></b>															
Support	1673 81%	785 78%	888 84%	172 70%	262 75%	283 81%	300 81%	254 83%	401 89%	452 82%	469 82%	357 79%	394 80%	234 82%	673 77%
Oppose	195 9%	115 11%	80 8%	25 10%	36 10%	26 8%	45 12%	34 11%	28 6%	47 9%	54 9%	50 11%	44 9%	23 8%	100 11%
Don't know	198 10%	113 11%	85 8%	48 20%	50 14%	38 11%	23 6%	18 6%	20 5%	53 10%	50 9%	43 10%	52 11%	28 10%	98 11%
<b><u>A new tax on food and drinks which contain high levels of sugar</u></b>															
Support	718 35%	332 33%	386 37%	80 32%	128 37%	108 31%	109 30%	102 33%	191 42%	232 42%	185 32%	139 31%	162 33%	100 35%	272 31%
Oppose	1062 51%	545 54%	517 49%	117 48%	163 47%	189 54%	206 56%	176 58%	209 47%	253 46%	319 56%	237 53%	253 52%	141 49%	473 54%
Don't know	285 14%	135 13%	150 14%	49 20%	56 16%	51 15%	52 14%	28 9%	50 11%	67 12%	69 12%	74 16%	76 16%	44 15%	127 15%
<b><u>Legal maximum limits on the amount of sugar allowed in food and drinks</u></b>															
Support	1474 71%	670 66%	804 76%	155 63%	217 63%	251 72%	268 73%	234 76%	349 78%	388 70%	402 70%	317 71%	367 75%	196 69%	594 68%
Oppose	369 18%	226 22%	143 14%	42 17%	72 21%	62 18%	68 19%	53 17%	71 16%	107 19%	112 20%	83 19%	66 13%	57 20%	174 20%
Don't know	222 11%	117 12%	106 10%	49 20%	58 17%	34 10%	32 9%	20 6%	30 7%	58 10%	58 10%	49 11%	58 12%	32 11%	103 12%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 7

**Q.2 Do you support or oppose each of the following proposals designed to reduce obesity in Britain?**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2065	1012	1053	245	348	348	368	307	449	552	573	450	491	285	871
<b><u>Controls on advertising to children food and drink products which have high sugar levels</u></b>															
Support	1691 82%	791 78%	899 85%	172 70%	244 70%	284 82%	305 83%	277 90%	410 91%	466 84%	470 82%	361 80%	394 80%	226 79%	685 79%
Oppose	190 9%	120 12%	70 7%	31 12%	56 16%	31 9%	30 8%	18 6%	25 6%	47 8%	51 9%	47 11%	45 9%	37 13%	92 11%
Don't know	184 9%	101 10%	83 8%	43 17%	48 14%	33 9%	34 9%	12 4%	15 3%	39 7%	52 9%	42 9%	52 11%	23 8%	95 11%
<b><u>A ban on the sale of processed food and drinks which are high in sugar</u></b>															
Support	904 44%	411 41%	493 47%	77 31%	142 41%	146 42%	162 44%	140 46%	236 53%	259 47%	224 39%	191 42%	229 47%	130 46%	341 39%
Oppose	843 41%	441 44%	402 38%	115 47%	137 39%	151 44%	160 43%	126 41%	153 34%	218 40%	261 46%	181 40%	182 37%	113 39%	392 45%
Don't know	318 15%	160 16%	158 15%	53 22%	68 20%	50 14%	47 13%	40 13%	60 13%	75 14%	87 15%	77 17%	79 16%	43 15%	137 16%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 7

**Q.2 Do you support or oppose each of the following proposals designed to reduce obesity in Britain?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Unweighted base	2065	1777	190	88	242	179	199	165	98	196	234	291	183	1034	715	319	1031	127	163	132	425	184
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
<b>Compulsory health warning labels on food and drinks which are high in sugar</b>																						
Support	1673 81%	1433 81%	159 86%	67 81%	182 80%	157 84%	150 81%	119 83%	80 77%	164 79%	202 75%	242 84%	151 81%	907 78%	697 77%	210 85%	766 84%	80 76%	101 76%	126 94%	325 88%	134 79%
Oppose	195 9%	159 9%	17 9%	7 9%	24 11%	14 7%	16 8%	13 9%	19 18%	15 7%	27 10%	21 7%	22 12%	123 11%	104 11%	19 8%	72 8%	9 9%	14 10%	-	31 8%	18 10%
Don't know	198 10%	184 10%	9 5%	9 11%	21 9%	15 8%	20 11%	12 8%	4 4%	28 14%	40 15%	25 9%	13 7%	126 11%	107 12%	20 8%	71 8%	16 15%	18 14%	7 6%	13 3%	17 10%
<b>A new tax on food and drinks which contain high levels of sugar</b>																						
Support	718 35%	603 34%	73 39%	28 34%	92 41%	52 28%	58 31%	43 30%	42 41%	55 27%	106 40%	104 36%	63 34%	372 32%	287 32%	85 34%	346 38%	38 36%	47 36%	66 50%	145 39%	49 29%
Oppose	1062 51%	914 51%	90 48%	48 58%	105 46%	106 57%	96 51%	82 56%	58 56%	115 56%	108 40%	153 53%	100 54%	614 53%	482 53%	131 53%	448 49%	51 49%	63 48%	49 37%	185 50%	99 59%
Don't know	285 14%	258 15%	23 12%	6 8%	29 13%	27 15%	32 17%	19 13%	4 4%	36 17%	54 20%	32 11%	23 12%	170 15%	139 15%	31 13%	115 13%	16 16%	22 17%	18 13%	38 10%	20 12%
<b>Legal maximum limits on the amount of sugar allowed in food and drinks</b>																						
Support	1474 71%	1259 71%	134 72%	56 68%	168 74%	134 72%	120 65%	105 72%	81 78%	144 70%	189 70%	209 72%	134 72%	790 68%	619 68%	172 69%	684 75%	70 67%	89 67%	118 89%	273 74%	134 79%
Oppose	369 18%	318 18%	33 18%	18 22%	41 18%	31 17%	45 24%	23 16%	18 17%	38 19%	33 12%	54 19%	34 18%	231 20%	183 20%	48 19%	138 15%	18 17%	20 15%	9 7%	71 19%	20 12%
Don't know	222 11%	199 11%	18 10%	8 9%	18 8%	21 11%	20 11%	17 12%	5 5%	24 12%	47 17%	26 9%	18 10%	136 12%	107 12%	28 11%	87 10%	17 16%	23 18%	6 4%	25 7%	16 9%

## ITV News Index Survey

### ONLINE Fieldwork: 20th-22nd June 2014

Absolutes/col percents

Table 7

**Q.2 Do you support or oppose each of the following proposals designed to reduce obesity in Britain?**

**Base: All respondents**

	Region													Which of the following best describes your current working status?								
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	NET: Not working	Not working seeking work	Not working and not seeking work	Retired on a state pension only	Retired with a private pension	House person
Weighted base	2065	1776	186	83	227	186	186	145	103	207	268	289	186	1156	909	248	909	105	133	133	368	169
<b><u>Controls on advertising to children food and drink products which have high sugar levels</u></b>																						
Support	1691	1446	159	63	183	149	145	123	85	168	217	236	162	911	714	197	780	79	104	124	335	138
	82%	81%	86%	77%	81%	80%	78%	85%	82%	81%	81%	82%	87%	79%	79%	79%	86%	75%	79%	93%	91%	82%
Oppose	190	160	18	11	28	20	14	12	12	18	19	24	14	128	96	32	62	11	12	3	22	14
	9%	9%	9%	13%	12%	11%	7%	9%	12%	9%	7%	8%	7%	11%	11%	13%	7%	11%	9%	3%	6%	8%
Don't know	184	169	9	9	16	17	27	9	6	21	32	29	11	117	99	19	67	16	17	6	12	17
	9%	10%	5%	11%	7%	9%	15%	6%	6%	10%	12%	10%	6%	10%	11%	8%	7%	15%	13%	4%	3%	10%
<b><u>A ban on the sale of processed food and drinks which are high in sugar</u></b>																						
Support	904	785	76	39	96	90	74	76	43	84	122	131	73	471	361	110	433	40	49	80	185	78
	44%	44%	41%	47%	42%	48%	40%	52%	42%	41%	45%	45%	39%	41%	40%	44%	48%	38%	37%	60%	50%	46%
Oppose	843	715	79	33	98	72	86	46	49	88	84	120	88	505	401	104	338	49	57	33	141	59
	41%	40%	42%	40%	43%	39%	46%	32%	48%	42%	31%	41%	47%	44%	44%	42%	37%	46%	43%	25%	38%	35%
Don't know	318	277	31	11	33	24	26	22	11	35	63	38	25	180	146	34	138	17	27	20	43	32
	15%	16%	17%	13%	15%	13%	14%	16%	11%	17%	23%	13%	13%	16%	16%	14%	15%	16%	20%	15%	12%	19%