DAILY MIRROR – JUNK FOOD ADVERTS POLL, JUNE 2018

Methodology: ComRes interviewed 1,073 adults online on the 5th June 2018. Data were weighted to be demographically representative of all GB adults by region, gender and age. ComRes is a member of the British Polling Council and abides by its rules.

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REPUTATION | COMMUNICATIONS | PUBLIC POLICY

NHS Poll
ONLINE Fieldwork : 5th June 2018

Table 1
Q5. Do you agree or disagree with this statement? There should be a ban on junk food adverts targeted at children before 9pm
Base: All respondents

| | Total | Gender | | Age | | | | | | Region | | | | | | | | | | |
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Scot-land (i)	North East (j)	North West (k)	York-shire & Humb-erside (l)	West Mid-lands (m)	East Mid-lands (n)	Wales (o)	East-ern (p)	London (q)	South East (r)	South West (s)
Unweighted base	1073	543	530	134	192	196	200	156	195	95	44	107	103	88	74	57	117	146	145	97
Weighted base	1073	524	549	120	185	173	191	158	247	94*	45*	123	90	97*	80*	54*	103	143	149	94*
Agree	819 76%	404 77%	416 76%	78 65%	124 67%	124 72%	154 81%CDE	126 80%CDe	215 87%CDEfg	71 76%	30 67%	93 75%	63 70%	77 80%	57 71%	41 77%	83 81%jlq	101 71%	119 80%jlq	83 88%IJKLNoQr
Disagree	176 16%	80 15%	96 17%	29 24%FH	41 22%FH	30 17%h	24 12%	27 17%h	26 10%	15 15%S	11 25%rS	25 20%S	19 21%rS	13 13%s	16 20%S	9 17%S	15 15%S	28 20%S	20 13%S	5 5%
Don't know	78 7%	40 8%	38 7%	14 11%GH	20 11%GH	20 11%GH	13 7%H	5 3%	6 3%	8 9%	4 8%	6 5%	8 8%	7 7%	7 9%	3 6%	5 5%	13 9%	10 7%	6 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q/r/s
* small base

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Table 2
Q5. Do you agree or disagree with this statement? There should be a ban on junk food adverts targeted at children before 9pm
Base: All respondents

	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	SNP (d)	Plaid Cymru (e)	Some other party (f)	Would not vote (g)
					Voting Intention			
Unweighted base	1073	331	382	75	35	8	63	54
Weighted base	1073	367	367	63*	27*	9**	63*	54*
Agree	819	293	278	52	22	8	39	34
	76%	80%FG	76%FG	83%FG	81%fg	88%	63%	62%
Disagree	176	58	60	6	4	1	17	13
	16%	16%	16%	10%	16%	12%	27%ABC	24%C
Don't know	78	16	29	5	1	-	6	8
	7%	4%	8%a	7%	4%	-	10%a	14%A

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Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g
* small base; ** very small base (under 30) ineligible for sig testing

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