

Diabetes UK

METHODOLOGY NOTE

ComRes interviewed 2,036 British adults online between 22nd and 24th January 2016. Data were weighted to be representative of all adults in Great Britain 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 Katharine Peacock:

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 1

Q.1 Which, if any, of the following measures do you think food manufacturers should take to help people eat more healthily?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2036	1075	961	215	286	343	393	294	505	600	578	335	523	260	838
Weighted base	2036	992	1044	236	353	334	363	294	456	548	548	444	497	273	879
NET: Any	1974 97%	958 97%	1016 97%	227 96%	339 96%	321 96%	352 97%	287 98%	448 98%e	535 98%	529 97%	432 97%	477 96%	264 97%	848 96%
Reducing the amount of saturated fat, added sugar and salt in their products	1528 75%	741 75%	787 75%	164 69%	261 74%	233 70%	272 75%	233 79%CE	365 80%CdE	413 75%	419 77%	322 72%	375 75%	208 76%	632 72%
Labelling the nutritional information of their products more clearly on food packaging	1226 60%	563 57%	663 63%A	141 60%	192 54%	208 62%d	214 59%	176 60%	295 65%D	334 61%	347 63%	255 57%	290 58%	152 56%	517 59%
Not advertising food high in fat and added sugar before 9pm to reduce the chance of children seeing it	574 28%	289 29%	285 27%	61 26%	87 25%	95 28%	97 27%	88 30%	146 32%D	161 29%	165 30%	121 27%	126 25%	83 30%	217 25%
I do not think that food manufacturers have a responsibility to help people eat more healthily	185 9%	92 9%	92 9%	25 10%	27 8%	31 9%	30 8%	29 10%	43 9%	40 7%	34 6%	51 11%iJ	60 12%lJ	22 8%	77 9%
None of the above	62 3%	34 3%	28 3%	10 4%	14 4%	13 4%h	10 3%	6 2%	8 2%	13 2%	18 3%	11 3%	20 4%	9 3%	31 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Table 1

Q.1 Which, if any, of the following measures do you think food manufacturers should take to help people eat more healthily?

Base: All respondents

	Region												Do you have any children aged 18 or under?		Grocery Shopping		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)	Half or more (p)	Less/ none (q)
Unweighted base	2036	208	104	1724	85	215	165	142	153	226	273	294	171	542	1486	1852	184
Weighted base	2036	177	104*	1755	85*	234	173	183	151	197	268	285	179	575	1453	1844	192
NET: Any	1974 97%	172 97%	100 97%	1702 97%	82 96%	225 96%	168 97%	179 98%	145 96%	194 98%	257 96%	278 98%	174 97%	552 96%	1416 97% ⁿ	1789 97%	186 97%
Reducing the amount of saturated fat, added sugar and salt in their products	1528 75%	130 73%	77 74%	1322 75%	57 67%	167 71%	127 73%	140 77%	111 74%	159 81% ^{aEF}	202 75%	223 78% ^e	135 75%	415 72%	1110 76% ⁿ	1379 75%	149 78%
Labelling the nutritional information of their products more clearly on food packaging	1226 60%	102 57%	61 59%	1063 61%	52 60%	143 61%	100 58%	107 58%	78 52%	129 65% ^l	163 61%	168 59%	123 69% ^{Aghll}	344 60%	878 60%	1121 61%	104 54%
Not advertising food high in fat and added sugar before 9pm to reduce the chance of children seeing it	574 28%	42 24%	28 27%	503 29%	18 21%	51 22%	52 30%	63 34% ^{aeF}	41 27%	73 37% ^{AEFiKL}	72 27%	76 27%	58 32% ^{eF}	161 28%	412 28%	526 29%	47 25%
I do not think that food manufacturers have a responsibility to help people eat more healthily	185 9%	17 10%	11 11%	156 9%	11 13% ^k	22 9%	21 12% ^k	19 11%	15 10%	15 7%	17 6%	21 7%	15 9%	51 9%	134 9%	166 9%	18 9%
None of the above	62 3%	5 3%	3 3%	53 3%	3 4%	9 4%	5 3%	4 2%	5 4%	4 2%	12 4%	7 2%	5 3%	24 4% ^o	37 3%	55 3%	6 3%

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

*** small base; ** very small base (under 30) ineligible for sig testing**