

Obesity Health Alliance, public polling, 22nd April 2020

Methodology: Savanta ComRes interviewed 2,025 English adults (18+) online from the 17th April to 20th April 2020. Data were weighted to be demographically representative of English adults by gender, age, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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BASE: All respondents

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Q1. Summary: Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Foods								
	Fruit and vegetables (fresh, frozen or tinned)	Cakes and biscuits (shop-bought)	Cakes and biscuits (homemade)	Desserts (ice-cream etc.)	Confectionary (sweets, chocolate etc.)	Fast food/ takeaway food	Savoury snacks (crisps, popcorn etc.)	Meals prepared from scratch	Pre-prepared meals (pizza, microwave meals etc.)
	a	b	c	d	e	f	g	h	i
Significance Level: 95%									
Unweighted Total	1989	1989	1989	1989	1989	1989	1989	1989	1989
Total	2149	2149	2149	2149	2149	2149	2149	2149	2149
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	248 12% bcdfgi	197 9% dfi	202 9% dfi	141 7% f	238 11% bdfgi	98 5% f	183 9% dfi	455 21% abcdfgi	142 7% f
Slightly more	606 28% bcdfi	532 25% dfi	530 25% dfi	397 18% f	592 28% bcdfi	275 13% f	552 26% dfi	609 28% bcdfi	364 17% f
Neither more nor less	952 44% efh	914 43% fh	956 44% efh	998 46% befh	851 40% f	681 32% f	996 46% befh	833 39% f	941 44% efh
Slightly less	213 10% ch	251 12% ch	161 7% h	303 14% abcegh	214 10% ch	280 13% acegh	226 11% ch	107 5% f	290 13% acegh
Much less	91 4% f	207 10% agh	234 11% agh	249 12% abgh	211 10% agh	749 35% abcdeghi	150 7% ah	106 5% f	353 16% abcdegh
Don't know	38 2% f	48 2% f	66 3% aegh	59 3% ah	43 2% f	66 3% aegh	41 2% f	38 2% f	59 3% ah
Net: More	854 40% bcdfgi	730 34% dfi	733 34% dfi	539 25% f	830 39% bcdfgi	373 17% f	735 34% dfi	1065 50% abcdfgi	505 24% f
Net: Less	304 14% h	458 21% acgh	394 18% ah	552 26% abcegh	425 20% ah	1028 48% abcdeghi	376 18% ah	212 10% f	643 30% abcdegh

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Q1_1. Fruit and vegetables (fresh, frozen or tinned): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	248 12%	98 9%	147 13% a	46 19% cdef	53 15% df	45 13% df	29 8%	37 11%	37 7%
Slightly more	606 28%	296 28%	310 28%	70 29%	95 27%	101 30% d	87 23%	85 26%	168 33% d
Neither more nor less	952 44%	489 47% b	461 42%	62 25%	135 38% a	118 35% a	207 55% abce	153 47% abc	277 54% abc
Slightly less	213 10%	99 9%	111 10%	30 12% f	41 11% f	49 14% df	32 8%	39 12% f	24 5%
Much less	91 4%	41 4%	47 4%	19 8% cef	22 6% f	13 4%	16 4%	13 4%	8 1%
Don't know	38 2%	20 2%	18 2%	17 7% bcdef	9 3% ef	9 3% ef	3 1%	1 *	- -
Net: More	854 40%	394 38%	456 42%	116 48% de	148 42% d	146 44% d	116 31%	122 37%	205 40% d
Net: Less	304 14%	140 13%	158 14%	49 20% df	63 18% f	62 18% f	48 13% f	52 16% f	31 6%

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Q1_1. Fruit and vegetables (fresh, frozen or tinned): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	248 12%	26 14%	7 8%	14 11%	15 8%	21 11%	12 10%	18 8%	70 24%	24 8%	21 11%	12 7%	8 11%	85 15%	79 13%	42 10%	41 8%	164 14%	83 9%
									ik abcdefgijkl										
Slightly more	606 28%	40 21%	22 24%	39 32%	57 31%	65 33%	31 27%	77 36%	81 28%	93 30%	45 23%	39 24%	18 26%	174 30%	165 27%	112 26%	156 29%	339 29%	268 28%
Neither more nor less	952 44%	92 49%	50 54%	51 41%	90 49%	80 40%	50 44%	87 41%	95 32%	140 45%	110 56%	75 47%	32 46%	233 41%	243 40%	183 42%	292 54%	476 40%	476 49%
Slightly less	213 10%	17 9%	9 10%	10 8%	18 10%	19 10%	9 8%	23 11%	27 9%	45 14%	16 8%	16 10%	6 9%	49 9%	78 13%	58 13%	27 5%	127 11%	86 9%
Much less	91 4%	6 3%	4 4%	8 6%	5 3%	12 6%	6 5%	7 3%	18 6%	8 3%	2 1%	13 8%	2 3%	26 5%	19 3%	30 7%	16 3%	45 4%	46 5%
Don't know	38 2%	6 3%	1 1%	1 1%	* *	2 1%	6 6%	3 1%	5 2%	3 1%	2 1%	6 4%	3 4%	8 1%	18 3%	8 2%	4 1%	25 2%	13 1%
Net: More	854 40%	66 35%	29 32%	53 43%	72 39%	86 43%	43 38%	95 44%	151 51%	116 37%	66 34%	51 32%	26 37%	259 45%	244 41%	154 35%	197 37%	503 43%	351 36%
Net: Less	304 14%	23 12%	13 14%	18 15%	23 12%	31 16%	15 13%	30 14%	45 15%	53 17%	18 9%	29 18%	8 12%	75 13%	97 16%	89 20%	43 8%	173 15%	132 14%

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Q1_2. Cakes and biscuits (shop-bought): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	197 9%	86 8%	107 10%	40 17% cdef	52 15% cef	29 9% f	39 10% f	25 8% f	12 2%
Slightly more	532 25%	237 23%	293 27% a	77 32% bdef	89 25% a	95 28% d	79 21% ab	78 24% a	114 22% abce
Neither more nor less	914 43%	490 47% b	422 39%	50 21%	137 39% a	141 42% a	174 46% ab	135 41% a	276 54% abce
Slightly less	251 12%	119 11%	130 12%	37 15% f	47 13% f	35 10%	46 12%	46 14% f	40 8%
Much less	207 10%	83 8%	124 11% a	27 11% b	19 5%	27 8%	30 8%	42 13% bcd	62 12% b
Don't know	48 2%	28 3%	18 2%	12 5% def	11 3% e	8 2% e	6 2%	1 *	9 2%
Net: More	730 34%	324 31%	400 37% a	117 48% bcdef	141 40% def	124 37% f	118 32%	103 31%	127 25%
Net: Less	458 21%	202 19%	254 23% a	64 26% bc	66 19%	62 18%	76 20%	89 27% bcdf	102 20%

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Q1_2. Cakes and biscuits (shop-bought): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	197 9%	15 8%	8 9%	6 5%	12 7%	23 12%	11 10%	9 4%	44 15%	22 7%	26 13%	8 5%	12 17%	60 10%	65 11%	43 10%	29 5%	125 11%	72 7%
						cgk			acdgi		cgk		acdgi	df	df	d		df	
Slightly more	532 25%	52 28%	21 23%	36 29%	51 28%	56 28%	24 21%	60 28%	54 18%	80 26%	39 20%	42 26%	19 27%	156 27%	154 26%	102 24%	120 22%	310 26%	222 23%
				h	h	h		h											
Neither more nor less	914 43%	73 39%	46 49%	44 35%	79 43%	92 47%	47 42%	97 45%	140 47%	125 40%	83 42%	60 37%	27 39%	232 40%	225 37%	171 39%	284 53%	458 39%	456 47%
			ck		ck		ck		ck								abcef		abce
Slightly less	251 12%	28 15%	8 8%	15 12%	19 10%	13 7%	13 11%	26 12%	30 10%	38 12%	34 17%	22 14%	6 8%	62 11%	72 12%	66 15%	51 10%	133 11%	117 12%
				e	e					e	e	e				d			
Much less	207 10%	15 8%	9 10%	21 17%	23 12%	13 7%	10 9%	23 11%	24 8%	30 10%	10 5%	26 16%	3 4%	55 9%	63 10%	44 10%	46 9%	117 10%	90 9%
				aefhijl	ej							aehijl							
Don't know	48 2%	4 2%	1 1%	1 1%	1 *	1 *	8 7%	- -	3 1%	18 6%	4 2%	4 2%	3 4%	11 2%	23 4%	8 2%	6 1%	34 3%	14 1%
						abcdeghk			bcdegh			deg			df			df	
Net: More	730 34%	67 36%	29 32%	42 34%	64 34%	79 40%	35 31%	69 32%	98 33%	102 33%	65 33%	50 31%	31 45%	216 38%	219 36%	145 33%	149 28%	435 37%	295 30%
														df	df			df	
Net: Less	458 21%	43 23%	17 18%	36 30%	42 23%	26 13%	23 20%	49 23%	54 18%	68 22%	44 22%	48 30%	8 12%	116 20%	134 22%	110 25%	97 18%	251 21%	207 21%
		e		befhl	e		e		e	e	e	befhl			d				

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Q1_3. Cakes and biscuits (homemade): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	202 9%	65 6%	134 12% a	51 21% bcdef	52 15% def	46 14% def	24 6% f	16 5% af	14 3%
Slightly more	530 25%	225 22%	304 28% a	56 23%	96 27% f	84 25% f	102 27% f	99 30% af	93 18%
Neither more nor less	956 44%	523 50% b	429 39%	73 30%	137 38% a	139 42% a	181 49% ab	134 41% a	291 57% abce
Slightly less	161 7%	85 8%	75 7%	19 8%	33 9%	29 9%	23 6%	20 6%	37 7%
Much less	234 11%	109 10%	124 11%	26 11% b	20 6%	31 9%	35 9%	53 16% abcd	69 13% b
Don't know	66 3%	37 4%	28 3%	19 8% cdef	17 5% ce	5 1%	8 2%	6 2%	11 2%
Net: More	733 34%	290 28%	438 40% a	107 44% def	148 42% df	130 39% f	126 34% f	115 35% f	107 21%
Net: Less	394 18%	193 19%	199 18%	45 18%	53 15%	61 18%	58 15%	72 22% bd	106 21%

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Q1_3. Cakes and biscuits (homemade): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	202 9%	14 8%	9 9%	8 6%	11 6%	16 8%	12 11%	16 8%	53 18%	27 9%	15 7%	12 7%	10 14%	69 12%	80 13%	26 6%	27 5%	149 13%	53 5%
									acdegijk				d	cdf	cdf			cdf	
Slightly more	530 25%	65 35%	20 22%	27 22%	46 25%	50 25%	30 26%	52 24%	53 18%	81 26%	51 26%	44 27%	10 15%	148 26%	157 26%	116 27%	110 21%	304 26%	226 23%
		bcehl							h			h		d	d	d		d	
Neither more nor less	956 44%	68 36%	42 45%	62 50%	85 46%	97 49%	46 40%	112 52%	131 44%	135 43%	86 44%	65 40%	27 39%	257 45%	242 40%	178 41%	278 52%	499 42%	457 47%
				ak	a	a	ak	ak									abce		be
Slightly less	161 7%	15 8%	7 8%	9 7%	10 6%	12 6%	9 8%	10 5%	23 8%	19 6%	19 9%	24 15%	4 5%	38 7%	30 5%	44 10%	49 9%	67 6%	94 10%
												acdeghil				be	be		abe
Much less	234 11%	16 9%	13 14%	16 13%	27 15%	22 11%	13 11%	20 10%	26 9%	36 12%	15 8%	14 8%	15 22%	52 9%	68 11%	56 13%	57 11%	120 10%	113 12%
												aefghijk							
Don't know	66 3%	9 5%	1 1%	1 1%	6 3%	2 1%	4 4%	4 2%	9 3%	13 4%	10 5%	3 2%	3 4%	12 2%	25 4%	14 3%	14 3%	37 3%	29 3%
		ce							e	ce									
Net: More	733 34%	79 42%	29 31%	35 29%	57 31%	66 33%	42 37%	68 32%	106 36%	108 35%	66 33%	56 35%	20 29%	217 38%	237 39%	142 33%	137 26%	453 39%	279 29%
		cd												df	df	d		df	
Net: Less	394 18%	31 17%	20 22%	25 20%	37 20%	33 17%	22 19%	30 14%	49 17%	56 18%	34 17%	38 23%	19 28%	90 16%	98 16%	100 23%	106 20%	188 16%	207 21%
												g				abe	e		abe

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Q1_4. Desserts (ice-cream etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	141	62	78	33	47	17	21	17	7
	7%	6%	7%	14%	13%	5%	6%	5%	1%
				cdef	cdef	f	f	f	
Slightly more	397	167	229	64	80	94	69	41	51
	18%	16%	21%	26%	22%	28%	18%	12%	10%
			a	def	ef	def	ef		
Neither more nor less	998	530	467	63	145	131	180	180	299
	46%	51%	43%	26%	41%	39%	48%	55%	58%
		b			a	a	ac	abc	abcd
Slightly less	303	152	148	39	46	49	59	36	74
	14%	15%	14%	16%	13%	15%	16%	11%	14%
Much less	249	98	150	27	26	28	38	49	81
	12%	9%	14%	11%	7%	8%	10%	15%	16%
			a					bc	bc
Don't know	59	36	23	18	12	16	7	4	2
	3%	3%	2%	7%	3%	5%	2%	1%	*
				bdef	f	def			
Net: More	539	228	306	97	126	110	89	58	58
	25%	22%	28%	40%	36%	33%	24%	18%	11%
			a	def	def	def	ef	f	
Net: Less	552	249	299	66	72	77	97	86	155
	26%	24%	27%	27%	20%	23%	26%	26%	30%
				b					b

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Q1_4. Desserts (ice-cream etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	141 7%	12 7%	4 4%	6 5%	5 3%	15 8%	9 8%	10 5%	30 10%	17 5%	18 9%	7 4%	9 14%	55 10%	48 8%	21 5%	18 3%	103 9%	39 4%
					d	d			cdk		d		bcdgik	cdf	df			cdf	
Slightly more	397 18%	30 16%	23 25%	21 17%	30 16%	41 20%	16 14%	28 13%	74 25%	59 19%	34 17%	37 23%	7 10%	106 18%	124 21%	99 23%	69 13%	230 20%	167 17%
			fgl		l			acdfl				fgl		d	d	df		d	d
Neither more nor less	998 46%	83 44%	44 48%	59 48%	98 53%	96 49%	57 50%	133 62%	89 30%	156 50%	98 50%	59 37%	25 37%	252 44%	246 41%	186 43%	314 59%	499 42%	500 51%
		h	h	hk	hkl	hk	hk	acehikl		hk	hk						abcef		abce
Slightly less	303 14%	31 17%	11 11%	14 11%	26 14%	17 9%	14 13%	25 11%	67 23%	39 12%	27 14%	17 10%	16 24%	89 16%	100 17%	58 13%	56 10%	190 16%	113 12%
		e						bcddefgijk					bcefgik	df	df			df	
Much less	249 12%	25 13%	11 11%	21 17%	26 14%	28 14%	11 9%	18 8%	26 9%	30 10%	15 8%	35 22%	4 5%	63 11%	55 9%	59 13%	72 13%	118 10%	131 13%
				fghijl								abdefghijl				be		be	
Don't know	59 3%	6 3%	1 1%	2 2%	1 1%	1 1%	6 6%	1 1%	10 3%	12 4%	5 2%	6 4%	8 11%	10 2%	28 5%	13 3%	8 1%	38 3%	21 2%
		e					cdeg		de	de		de	abcdeghijkl		adf			d	
Net: More	539 25%	42 22%	26 29%	27 22%	34 19%	56 28%	25 22%	38 18%	104 35%	75 24%	51 26%	44 27%	16 23%	161 28%	172 29%	119 27%	87 16%	333 28%	206 21%
					dg			acdfgi				d		df	df	df		df	d
Net: Less	552 26%	56 30%	21 23%	35 29%	52 28%	45 23%	25 22%	42 20%	93 31%	69 22%	42 21%	52 32%	20 29%	152 26%	155 26%	116 27%	128 24%	308 26%	244 25%
								efgij				efgij							

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Q1_5. Confectionary (sweets, chocolate etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	238 11%	80 8%	154 14% a	57 24% bcdef	58 16% cef	34 10% f	41 11% f	30 9% f	18 4%
Slightly more	592 28%	260 25%	332 30% a	66 27%	104 29% e	113 34% de	88 23%	74 22%	148 29%
Neither more nor less	851 40%	484 46% b	366 33%	57 24%	121 34% a	125 37% a	168 45% ab	163 50% abc	217 42% ab
Slightly less	214 10%	114 11%	97 9%	25 10% e	45 13% e	35 10% e	42 11% e	19 6%	47 9%
Much less	211 10%	77 7%	132 12% a	26 11% bc	15 4%	17 5%	30 8%	41 12% bc	82 16% bcd
Don't know	43 2%	29 3% b	14 1% 1%	11 5% def	12 3% ef	10 3% ef	5 1%	2 1%	2 * *
Net: More	830 39%	340 33%	486 44% a	123 51% def	162 45% def	148 44% def	129 35%	103 31%	166 32%
Net: Less	425 20%	191 18%	229 21%	51 21%	61 17%	52 16%	72 19%	60 18%	129 25% bce

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Q1_5. Confectionary (sweets, chocolate etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	238 11%	16 9%	9 10%	16 13%	12 7%	27 14%	15 13%	10 5%	38 13%	40 13%	35 18%	5 3%	14 20%	74 13%	97 16%	37 9%	30 6%	171 15%	67 7%
		k	k	dgk		dgk	gk		dgk	dgk	adgk		adgk	df	cdf			cdf	
Slightly more	592 28%	67 36%	32 34%	40 32%	52 28%	49 25%	24 22%	77 36%	62 21%	74 24%	46 24%	51 32%	18 26%	149 26%	166 28%	123 28%	155 29%	315 27%	278 29%
		efhij	fh	fhi			efhij					fh							
Neither more nor less	851 40%	68 36%	44 48%	44 36%	76 41%	74 38%	49 43%	91 43%	140 47%	98 31%	76 39%	60 37%	31 45%	215 37%	214 36%	175 40%	247 46%	429 36%	422 43%
			ci		i		i	i	aceik								abe		abe
Slightly less	214 10%	17 9%	4 4%	8 6%	17 9%	29 15%	17 15%	20 9%	23 8%	41 13%	20 10%	16 10%	3 4%	70 12%	61 10%	35 8%	47 9%	131 11%	83 9%
						bchl	bchl			bcl				f				f	
Much less	211 10%	13 7%	2 2%	15 12%	26 14%	17 9%	6 5%	13 6%	28 10%	50 16%	13 7%	25 15%	3 4%	63 11%	48 8%	50 12%	50 9%	110 9%	101 10%
				bf	abfgjl	b			b	abefghjl		abefgjl							
Don't know	43 2%	6 3%	1 1%	1 1%	1 1%	1 1%	3 3%	3 2%	5 2%	10 3%	5 3%	5 3%	1 2%	5 1%	16 3%	14 3%	8 1%	21 2%	21 2%
								e						a	a				
Net: More	830 39%	84 45%	41 44%	55 45%	65 35%	76 39%	39 34%	87 41%	100 34%	114 37%	81 41%	56 35%	32 46%	222 39%	263 44%	160 37%	184 34%	486 41%	345 35%
		h		dfhk											df			df	
Net: Less	425 20%	31 16%	6 6%	23 18%	43 23%	46 23%	23 20%	33 15%	51 17%	91 29%	33 17%	41 25%	5 8%	133 23%	108 18%	86 20%	97 18%	242 21%	183 19%
		b		bl	bl	bl	bl		b	abcfghjl	b	abghl		bd					

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Q1_6. Fast food/ takeaway food: Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	98 5%	45 4%	51 5%	21 9% cef	31 9% cdef	16 5% f	18 5% f	9 3% f	2 * f
Slightly more	275 13%	128 12%	146 13%	62 26% bdef	52 15% ef	82 25% bdef	38 10% f	20 6% f	4% 4%
Neither more nor less	681 32%	366 35% b	313 29%	59 24%	113 32% a	110 33% a	124 33% a	104 32% a	170 33% a
Slightly less	280 13%	123 12%	155 14%	31 13%	62 18% ef	53 16% f	47 13%	40 12%	46 9%
Much less	749 35%	354 34%	392 36%	51 21%	80 22%	66 20%	138 37% abc	151 46% abcd	262 51% abcd
Don't know	66 3%	28 3%	37 3%	19 8% cdef	17 5% ce	6 2%	7 2%	4 1%	13 2%
Net: More	373 17%	173 17%	197 18%	84 34% bdef	84 24% def	98 29% def	56 15% ef	28 9% f	23 4%
Net: Less	1028 48%	476 46%	547 50%	81 33%	142 40%	120 36%	186 50% abc	191 58% abcd	309 60% abcd

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Q1_6. Fast food/ takeaway food: Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG						
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE	
Significance Level: 95%																				
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973	
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Much more	98 5%	7 4%	4 5%	4 3%	3 1%	9 5%	8 7%	1 1%	22 7%	15 5%	14 7%	4 3%	8 11%	46 8%	21 4%	19 4%	12 2%	68 6%	31 3%	
									cdgk	dg	dgk		acdegk	bcdf				df		
Slightly more	275 13%	27 15%	11 12%	12 10%	20 11%	25 13%	16 14%	29 13%	62 21%	22 7%	15 8%	23 15%	12 17%	86 15%	99 16%	57 13%	32 6%	185 16%	89 9%	
		i			i	i			cdeij			i	ij	df	df	d		df	d	
Neither more nor less	681 32%	66 35%	33 36%	32 26%	60 32%	57 29%	41 36%	61 29%	83 28%	114 36%	76 39%	35 22%	22 33%	174 30%	157 26%	163 37%	188 35%	331 28%	350 36%	
		k	k		k		ck			ck	cehk					abe	be		abe	
Slightly less	280 13%	22 11%	19 20%	22 18%	24 13%	33 17%	15 13%	15 7%	33 11%	32 10%	32 16%	30 18%	4 5%	72 13%	107 18%	47 11%	53 10%	179 15%	100 10%	
			ghil	ghil		gil					gl	ghil			acdf			df		
Much less	749 35%	61 33%	21 23%	51 42%	73 39%	72 36%	29 25%	109 51%	82 28%	119 38%	50 26%	62 38%	20 29%	189 33%	187 31%	137 32%	235 44%	376 32%	373 38%	
				bfhj	bfhj	bfj		abefhijkl		bfhj		bfhj					abcef		abce	
Don't know	66 3%	5 3%	4 4%	2 2%	6 3%	3 1%	5 4%	- -	13 5%	10 3%	8 4%	8 5%	3 4%	8 1%	30 5%	12 3%	16 3%	38 3%	28 3%	
			g				g		eg		g	eg	g		af			a		
Net: More	373 17%	34 18%	16 17%	15 13%	23 12%	34 17%	23 21%	30 14%	84 28%	37 12%	30 15%	28 17%	20 29%	133 23%	120 20%	76 17%	44 8%	253 21%	120 12%	
							cdi		abcdegijk				cdegijk	df	df	df		df	d	
Net: Less	1028 48%	83 44%	40 43%	73 59%	97 52%	105 53%	44 39%	124 58%	115 39%	151 48%	82 42%	91 56%	24 35%	261 45%	295 49%	185 42%	288 54%	555 47%	473 49%	
				abfhijl	fhl	fhjl		afhjl		h		abfhjl					acef			

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Q1_7. Savoury snacks (crisps, popcorn etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	183 9%	78 7%	103 9%	39 16% cdef	45 13% df	30 9% f	30 8% f	31 10% f	8 2%
Slightly more	552 26%	236 23%	315 29% a	80 33% def	109 31% ef	103 31% ef	92 25%	67 21%	100 19%
Neither more nor less	996 46%	534 51% b	460 42%	63 26%	131 37% a	135 40% a	193 52% abc	163 50% abc	312 61% abcde
Slightly less	226 11%	96 9%	127 12%	27 11%	48 13% df	41 12%	30 8%	41 12%	40 8%
Much less	150 7%	74 7%	74 7%	24 10% bc	11 3%	18 5%	24 6% b	25 7% b	49 9% bc
Don't know	41 2%	26 2%	15 1%	11 5% def	12 3% e	8 2% e	4 1%	1 *	5 1%
Net: More	735 34%	314 30%	418 38% a	119 49% cdef	154 43% def	134 40% ef	122 33% f	99 30% f	108 21%
Net: Less	376 18%	170 16%	202 18%	50 21% d	58 16%	58 17%	55 15%	65 20%	89 17%

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Q1_7. Savoury snacks (crisps, popcorn etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	183 9%	15 8%	7 8%	8 6%	13 7%	22 11%	14 13%	7 3%	37 13%	24 8%	24 12%	8 5%	4 6%	64 11%	55 9%	41 9%	23 4%	119 10%	64 7%
						gk	cgk		cgk		gk			df	d	d		df	
Slightly more	552 26%	57 30%	30 33%	35 29%	54 29%	59 30%	26 23%	44 20%	70 24%	69 22%	44 23%	38 24%	25 36%	147 26%	177 29%	113 26%	115 21%	324 28%	228 23%
			i									ghi		df				df	
Neither more nor less	996 46%	79 42%	47 50%	57 47%	83 45%	79 40%	48 43%	118 55%	117 40%	165 53%	97 49%	82 51%	23 34%	279 48%	255 42%	171 39%	292 54%	533 45%	463 48%
			l					aehl		aefhl	l	ehl		c			abcef		c
Slightly less	226 11%	23 12%	5 6%	9 7%	12 7%	24 12%	7 6%	27 12%	46 16%	33 11%	20 10%	16 10%	4 6%	39 7%	67 11%	72 17%	48 9%	106 9%	120 12%
									bcdfl					a	abde			ade	
Much less	150 7%	10 5%	2 2%	12 10%	21 11%	12 6%	9 8%	20 9%	20 7%	13 4%	6 3%	13 8%	11 16%	38 7%	31 5%	31 7%	50 9%	70 6%	80 8%
				bij	abij			b					abehij				be		be
Don't know	41 2%	4 2%	1 1%	1 1%	2 1%	2 1%	8 7%	- -	5 2%	8 3%	5 2%	4 3%	1 2%	8 1%	17 3%	7 2%	9 2%	25 2%	16 2%
							abcdeghik												
Net: More	735 34%	72 38%	38 41%	43 35%	67 36%	80 41%	41 36%	50 24%	107 36%	93 30%	68 35%	46 29%	29 43%	211 37%	232 39%	154 35%	138 26%	443 38%	292 30%
		g	gk	g	g	gik	g		g			gk		df	df	d		df	
Net: Less	376 18%	33 18%	8 8%	21 17%	33 18%	36 18%	17 15%	46 22%	66 22%	46 15%	26 13%	29 18%	15 21%	78 13%	98 16%	102 24%	98 18%	176 15%	200 21%
		b		b	b	b		b	bij			b	b			abe	a		abe

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Q1_8. Meals prepared from scratch: Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	455	179	276	70	97	63	69	68	89
	21%	17%	25%	29%	27%	19%	18%	21%	17%
			a	cdef	cdef				
Slightly more	609	283	321	56	94	87	132	94	146
	28%	27%	29%	23%	26%	26%	35%	29%	29%
							abc		
Neither more nor less	833	451	380	57	119	115	142	150	249
	39%	43%	35%	23%	34%	35%	38%	46%	49%
		b			a	a	a	abc	abcd
Slightly less	107	52	55	30	22	23	11	6	15
	5%	5%	5%	12%	6%	7%	3%	2%	3%
				bcdef	e	def			
Much less	106	55	50	13	18	36	17	10	11
	5%	5%	5%	5%	5%	11%	4%	3%	2%
				f		abdef			
Don't know	38	24	13	18	5	10	3	-	2
	2%	2%	1%	7%	2%	3%	1%	-	*
				bcdef	e	def			
Net: More	1065	462	597	126	191	149	201	162	236
	50%	44%	55%	52%	54%	45%	54%	49%	46%
			a		c		c		
Net: Less	212	107	105	43	40	60	28	16	26
	10%	10%	10%	18%	11%	18%	7%	5%	5%
				bdef	ef	bdef			

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Q1_8. Meals prepared from scratch: Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	455 21%	37 20%	25 27%	23 19%	42 23%	35 18%	21 19%	46 21%	79 27%	74 24%	31 16%	32 20%	8 12%	171 30%	129 21%	67 15%	89 17%	299 25%	156 16%
			jl						ejl	l				bcd	cd			cd	
Slightly more	609 28%	60 32%	27 29%	39 32%	56 30%	56 28%	33 29%	49 23%	84 29%	91 29%	52 26%	45 28%	18 26%	174 30%	178 30%	119 27%	139 26%	352 30%	258 27%
Neither more nor less	833 39%	76 41%	37 40%	47 38%	69 37%	84 42%	40 36%	99 46%	87 29%	113 36%	92 47%	57 35%	32 47%	182 32%	205 34%	179 41%	266 50%	387 33%	446 46%
		h				h		h			hk		h			abe	abce		abe
Slightly less	107 5%	7 4%	* *	6 5%	13 7%	13 7%	4 4%	7 3%	22 8%	14 5%	7 3%	12 8%	1 2%	24 4%	38 6%	27 6%	18 3%	62 5%	45 5%
				b	b	b			b	b		b			d				
Much less	106 5%	4 2%	3 3%	8 6%	4 2%	8 4%	8 7%	14 7%	15 5%	17 5%	6 3%	12 7%	8 12%	18 3%	38 6%	33 8%	17 3%	56 5%	50 5%
				a			ad	a				ad	abdej		ad	ad			
Don't know	38 2%	4 2%	1 1%	- -	1 *	2 1%	6 6%	- -	8 3%	3 1%	8 4%	3 2%	1 2%	7 1%	14 2%	11 2%	6 1%	21 2%	17 2%
		c					cdegi		c		cdgi	c	c						
Net: More	1065 50%	97 52%	52 56%	62 51%	98 53%	91 46%	54 48%	94 44%	164 55%	165 53%	83 42%	77 48%	26 38%	345 60%	306 51%	186 43%	228 43%	651 55%	414 43%
			jl		l				ejl	l				bcd	cd			cd	
Net: Less	212 10%	10 5%	3 3%	14 11%	17 9%	21 10%	12 11%	21 10%	37 13%	31 10%	13 7%	24 15%	9 14%	41 7%	76 13%	60 14%	36 7%	117 10%	95 10%
				b		b	b		ab	b		abj	ab		ad	ad		d	d

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Q1_9. Pre-prepared meals (pizza, microwave meals etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	142 7%	57 5%	82 7%	38 16% cdef	44 12% cdef	19 6% f	14 4%	19 6% f	7 1%
Slightly more	364 17%	180 17%	181 17%	71 29% bdef	57 16% f	88 26% bdef	55 15%	40 12%	52 10%
Neither more nor less	941 44%	497 48% b	442 40%	54 22%	142 40% a	137 41% a	193 52% abc	163 50% abc	251 49% ab
Slightly less	290 13%	139 13%	151 14%	39 16%	56 16%	42 13%	43 11%	38 12%	72 14%
Much less	353 16%	142 14%	209 19% a	28 12%	43 12%	39 12%	61 16%	64 20% abc	118 23% abcd
Don't know	59 3%	29 3%	29 3%	13 5% de	13 4% e	10 3%	7 2%	3 1%	13 3%
Net: More	505 24%	237 23%	263 24%	109 45% bcdef	102 29% def	107 32% def	69 19% f	59 18% f	59 12%
Net: Less	643 30%	281 27%	360 33% a	67 27%	99 28%	81 24%	104 28%	103 31% c	190 37% abcd

Obesity Health Alliance – public polling April 2020

Q1_9. Pre-prepared meals (pizza, microwave meals etc.): Thinking about the last three weeks, to what extent would you say you are eating more or less of the following types of food?

BASE: All respondents

	Region													SEG						
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE	
Significance Level: 95%																				
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973	
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Much more	142 7%	7 4%	6 7%	5 4%	3 2%	21 10%	11 10%	11 5%	29 10%	10 3%	18 9%	7 5%	13 20%	42 7%	54 9%	25 6%	20 4%	97 8%	45 5%	
			d			acdik	acdi		acdik		cdi		abcdghik	df	df			df		
Slightly more	364 17%	38 20%	19 21%	19 16%	37 20%	35 18%	22 19%	23 11%	65 22%	52 17%	21 11%	26 16%	7 9%	90 16%	133 22%	83 19%	58 11%	222 19%	142 15%	
		gj	j		gj			gj						d	adf	d		df	d	
Neither more nor less	941 44%	82 44%	42 45%	56 46%	94 51%	84 43%	52 46%	116 54%	110 37%	126 40%	97 50%	54 34%	28 41%	250 43%	223 37%	184 42%	284 53%	473 40%	468 48%	
		k		k	hik		k	hik		hk				b			abce		be	
Slightly less	290 13%	19 10%	13 14%	14 12%	16 8%	24 12%	13 12%	33 15%	41 14%	44 14%	33 17%	27 17%	11 16%	85 15%	88 15%	57 13%	59 11%	173 15%	116 12%	
								d		d				d				d		
Much less	353 16%	36 19%	10 10%	27 22%	30 16%	33 17%	11 10%	32 15%	44 15%	62 20%	21 11%	41 25%	7 11%	99 17%	75 12%	72 16%	107 20%	174 15%	179 18%	
		fj		bfjl		f			bfj		bdefghjl			b			be		be	
Don't know	59 3%	5 3%	3 3%	2 1%	5 3%	* *	4 4%	- -	7 2%	19 6%	5 3%	7 4%	2 3%	9 2%	28 5%	14 3%	8 1%	37 3%	22 2%	
		e	e		e		eg		e	ceg	e	eg	e		adf			d		
Net: More	505 24%	45 24%	25 27%	24 19%	40 22%	56 28%	33 29%	34 16%	94 32%	61 20%	40 20%	33 20%	20 29%	132 23%	187 31%	108 25%	79 15%	319 27%	186 19%	
					cgi	cgi		cdgjik				g		d	adf	df		df	d	
Net: Less	643 30%	55 29%	23 25%	41 34%	46 25%	58 29%	24 21%	65 30%	85 29%	106 34%	54 28%	68 42%	19 27%	184 32%	163 27%	129 30%	166 31%	348 30%	295 30%	
				f				df			abdefghjl									

Obesity Health Alliance – public polling April 2020

Q2. Summary: Continuing to think about the last three weeks, have you noticed more or less of the following

BASE: All respondents

	Promotions			
	Promotions in supermarkets (such as 'buy one get one free')	Food advertising on TV	Food advertising online (including social media)	Food advertising on the radio
	a	b	c	d
Significance Level: 95%				
Unweighted Total	1989	1989	1989	1989
Total	2149	2149	2149	2149
	100%	100%	100%	100%
Much more	108 5% d	115 5% d	120 6% d	69 3%
Slightly more	244 11% d	339 16% acd	284 13% d	166 8%
Neither more nor less	729 34%	980 46% ad	963 45% ad	884 41% a
Slightly less	313 15% bcd	239 11% d	220 10%	191 9%
Much less	535 25% bcd	170 8%	177 8%	205 10%
Don't know	220 10%	305 14% a	385 18% ab	634 30% abc
Net: More	351 16% d	454 21% ad	403 19% ad	235 11%
Net: Less	848 39% bcd	409 19%	397 18%	396 18%

Obesity Health Alliance – public polling April 2020

Q2_1. Continuing to think about the last three weeks, have you noticed more or less of the following: Promotions in supermarkets (such as 'buy one get one free')

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	108 5%	56 5%	51 5%	26 11% cdef	30 8% def	18 5% ef	17 5%	7 2%	10 2%
Slightly more	244 11%	126 12%	116 11%	47 19% def	69 19% def	62 18% def	28 7%	14 4%	24 5%
Neither more nor less	729 34%	414 40% b	314 29%	60 25%	122 34% a	104 31%	149 40% ac	124 38% a	171 33% a
Slightly less	313 15%	148 14%	165 15%	38 16%	42 12%	49 15%	56 15%	50 15%	79 15%
Much less	535 25%	204 20%	330 30% a	44 18%	69 19%	69 21%	87 23%	100 31% abcd	165 32% abcd
Don't know	220 10%	96 9%	119 11%	28 11% b	25 7%	33 10%	37 10%	33 10%	65 13% b
Net: More	351 16%	182 17%	166 15%	74 30% def	99 28% def	80 24% def	45 12% ef	21 7%	33 7%
Net: Less	848 39%	351 34%	495 45% a	82 33%	110 31%	118 35%	143 38% b	150 46% abc	245 48% abcd

Obesity Health Alliance – public polling April 2020

Q2_1. Continuing to think about the last three weeks, have you noticed more or less of the following: Promotions in supermarkets (such as 'buy one get one free')

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	108 5%	4 2%	4 4%	1 1%	11 6%	9 5%	7 6%	6 3%	31 10%	10 3%	9 5%	9 6%	7 10%	36 6%	40 7%	22 5%	10 2%	75 6%	32 3%
			c	c	c	c	c	acegi	acegi	acegi	c	c	acgi	df	df	d	df	df	
Slightly more	244 11%	21 11%	5 5%	11 9%	11 6%	32 16%	15 13%	15 7%	59 20%	27 9%	22 11%	24 15%	3 4%	85 15%	68 11%	59 13%	32 6%	153 13%	91 9%
						bcdgil	bd	bd	abcdgijl	abcdgijl	bdil	bdil	df	df	d	df	df	df	d
Neither more nor less	729 34%	64 34%	40 43%	36 29%	76 41%	58 29%	46 41%	56 26%	96 33%	116 37%	66 34%	48 29%	27 39%	190 33%	194 32%	151 35%	195 36%	383 33%	346 36%
			cegk	cegk	cegk	cegk	cegk	cegk	g	g	g	g	g	g	g	g	g	g	g
Slightly less	313 15%	41 22%	14 15%	23 19%	23 13%	29 15%	12 10%	44 21%	33 11%	28 9%	25 13%	32 20%	9 13%	64 11%	100 17%	69 16%	81 15%	164 14%	150 15%
		dfhij	dfhij	fhi	fhi	i	i	fhi	fhi	fhi	fhi	fhi	fhi	11%	17%	16%	15%	14%	a
Much less	535 25%	39 21%	19 21%	36 30%	46 25%	42 21%	21 18%	84 39%	55 19%	86 28%	57 29%	27 17%	21 30%	155 27%	129 21%	97 22%	154 29%	284 24%	251 26%
				efhk	efhk	efhk	efhk	abdefhik	abdefhik	fhk	fhk	k	k	b	b	b	bce	bce	
Don't know	220 10%	19 10%	10 11%	16 13%	17 9%	28 14%	13 12%	10 5%	21 7%	45 15%	16 8%	21 13%	3 4%	46 8%	72 12%	38 9%	64 12%	118 10%	102 10%
				gh	gh	ghl	g	g	ghl	ghl	ghl	ghl	ghl	8%	12%	9%	12%	10%	a
Net: More	351 16%	25 13%	9 9%	11 9%	22 12%	41 21%	22 19%	21 10%	90 30%	36 12%	32 16%	33 21%	10 14%	120 21%	108 18%	81 19%	43 8%	228 19%	123 13%
					abcdgi	abcdgi	bcgi	bcgi	abcdefgijkl	abcdefgijkl	abcdefgijkl	bcgdi	bcgdi	df	df	df	df	df	d
Net: Less	848 39%	80 42%	34 36%	60 49%	69 37%	72 36%	32 29%	128 60%	88 30%	114 37%	82 42%	60 37%	30 43%	219 38%	228 38%	166 38%	235 44%	447 38%	401 41%
		fh	fh	defhik	defhik	defhik	defhik	abdefhijkl	abdefhijkl	fh	fh	f	f	38%	38%	38%	44%	38%	be

Obesity Health Alliance – public polling April 2020

Q2_2. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising on TV

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	115 5%	55 5%	55 5%	22 9% def	31 9% def	29 9% def	10 3%	14 4%	9 2%
Slightly more	339 16%	160 15%	177 16%	55 23% cdef	74 21% cde	49 15% e	52 14% e	27 8%	83 16% e
Neither more nor less	980 46%	501 48% b	477 44%	67 28%	121 34% a	137 41% a	201 54% abc	199 61% abcf	254 49% abc
Slightly less	239 11%	127 12%	113 10%	37 15% bf	26 7% cde	47 14% b	45 12% b	36 11%	48 9%
Much less	170 8%	86 8%	83 8%	27 11% cde	45 13% cde	18 5%	22 6%	20 6%	39 8%
Don't know	305 14%	114 11%	189 17% a	35 15%	59 17% e	54 16% e	44 12%	33 10%	80 16% e
Net: More	454 21%	215 21%	232 21%	77 32% cdef	105 29% def	78 23% de	62 17%	41 12%	92 18%
Net: Less	409 19%	213 20%	195 18%	64 26% bcdef	70 20%	65 19%	67 18%	56 17%	88 17%

Obesity Health Alliance – public polling April 2020

Q2_2. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising on TV

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	115 5%	8 4%	3 4%	2 2%	15 8% ck	13 7% ck	8 7% ck	6 3%	23 8% ck	12 4%	11 5% c	3 2% abcegjkl	11 16%	39 7%	37 6%	24 5% d	15 3%	76 6% df	38 4%
Slightly more	339 16%	28 15%	8 9%	16 13%	34 18% bg	29 14%	17 15%	15 7%	73 25% abcefgij	46 15%	22 11%	34 21% bcgj	16 23% bgj	103 18%	90 15%	68 16%	78 14%	193 16%	146 15%
Neither more nor less	980 46%	87 46% h	49 53% h	60 49% h	86 46% h	82 42%	52 46%	119 55% ehl	106 36%	146 47% h	90 46%	77 48% h	26 38%	252 44%	233 39%	211 48% be	285 53% abe	485 41%	496 51% abe
Slightly less	239 11%	36 19% defik	11 12% f	16 13% fi	17 9%	18 9%	6 5%	22 10%	39 13% f	24 8%	31 16% fik	13 8%	6 9%	58 10%	69 12%	56 13%	55 10%	127 11%	112 12%
Much less	170 8%	12 6%	6 6%	5 4%	13 7% acij	26 13% acij	13 12% ci	20 9%	25 8%	18 6%	11 6%	14 9%	7 10%	45 8%	58 10%	31 7%	36 7%	103 9%	67 7%
Don't know	305 14%	16 9%	15 16% l	23 19% adh	20 11%	30 15% l	17 15% l	32 15% l	30 10%	67 22% adhkl	32 16% al	20 13%	3 4%	77 13%	115 19% acdf	45 10%	68 13%	192 16% cdf	113 12%
Net: More	454 21%	36 19% g	12 12%	18 15%	49 26% bcgj	42 21% g	25 22% g	22 10% abcefgijk	96 33%	58 18%	32 16%	37 23% bcg	27 39% abcefgijk	143 25% df	127 21%	92 21%	92 17%	270 23% df	184 19%
Net: Less	409 19%	48 26% cdik	17 19%	21 17%	31 17%	44 22% i	19 17%	42 20%	63 21% i	41 13%	42 21% i	27 17%	13 19%	103 18%	127 21%	87 20%	91 17%	231 20%	179 18%

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Q2_3. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising online (including social media)

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	120 6%	50 5%	67 6%	25 10% def	33 9% def	25 8% def	13 4%	11 3%	12 2%
Slightly more	284 13%	146 14%	137 12%	47 19% cdef	65 18% cef	43 13%	49 13%	29 9%	52 10%
Neither more nor less	963 45%	505 48% b	457 42%	61 25%	148 42% a	155 46% a	182 49% a	158 48% a	259 50% ab
Slightly less	220 10%	103 10%	116 11%	49 20% bcdef	37 10% f	46 14% ef	42 11% f	26 8% f	19 4%
Much less	177 8%	77 7%	99 9%	27 11% cf	35 10% c	16 5%	33 9% c	37 11% cf	31 6%
Don't know	385 18%	162 16%	220 20% a	35 14%	38 11%	50 15%	55 15%	68 21% abc	141 27% abcd
Net: More	403 19%	196 19%	203 19%	72 30% cdef	98 28% cdef	68 20% ef	62 17%	39 12%	64 12%
Net: Less	397 18%	180 17%	214 20%	76 31% bcdef	72 20% f	62 19% f	75 20% f	63 19% f	50 10%

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Q2_3. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising online (including social media)

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	120 6%	10 5%	3 3%	3 3%	8 4%	16 8%	10 9%	12 5%	33 11%	11 3%	6 3%	1 1%	8 12%	35 6%	41 7%	21 5%	22 4%	77 7%	43 4%
					k	cik	cijk	k	abcdijk				bcdijk		df			df	
Slightly more	284 13%	20 11%	12 13%	17 14%	29 16%	33 16%	15 13%	15 7%	56 19%	28 9%	29 15%	20 12%	10 15%	99 17%	78 13%	51 12%	55 10%	178 15%	106 11%
					gi	gi			agik					cdf				df	
Neither more nor less	963 45%	84 45%	47 51%	57 47%	92 50%	73 37%	52 46%	114 53%	117 40%	142 46%	78 40%	69 43%	37 54%	250 43%	247 41%	202 46%	264 49%	497 42%	466 48%
					eh			ehj		e			eh				abe		be
Slightly less	220 10%	30 16%	7 7%	8 7%	13 7%	17 8%	9 8%	10 5%	37 13%	34 11%	22 11%	30 19%	3 4%	55 10%	69 11%	63 14%	33 6%	124 11%	96 10%
					bcddefgl			cg				bcddefgil		d	d	adf		d	d
Much less	177 8%	16 9%	6 6%	14 12%	17 9%	18 9%	8 7%	27 13%	21 7%	22 7%	15 8%	7 4%	6 8%	38 7%	57 10%	37 9%	44 8%	96 8%	82 8%
					k			k											
Don't know	385 18%	28 15%	19 20%	23 18%	27 14%	42 21%	19 17%	37 17%	31 10%	74 24%	47 24%	34 21%	5 7%	97 17%	109 18%	61 14%	117 22%	206 18%	179 18%
					hl	hl		adhl		dhl		hl					ace		
Net: More	403 19%	30 16%	14 15%	20 17%	37 20%	49 25%	25 22%	27 13%	89 30%	39 12%	34 17%	21 13%	18 26%	135 23%	120 20%	72 16%	77 14%	255 22%	149 15%
					i	acgik		ik	abcdgijk				gik	cdf	df			df	
Net: Less	397 18%	46 25%	13 14%	23 18%	30 16%	34 17%	17 15%	37 17%	58 20%	56 18%	37 19%	37 23%	9 12%	93 16%	126 21%	100 23%	78 15%	219 19%	178 18%
					bdfi							f			ad	ad		d	d

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Q2_4. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising on the radio

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	69 3%	37 4%	31 3%	14 6% def	31 9% cdef	11 3% f	5 1%	7 2%	2 *
Slightly more	166 8%	86 8%	79 7%	40 16% def	47 13% def	43 13% def	26 7% ef	7 2%	4 1%
Neither more nor less	884 41%	494 47% b	388 35%	65 27%	126 36% a	138 41% a	176 47% ab	159 48% ab	218 43% a
Slightly less	191 9%	98 9%	90 8%	42 17% bdef	37 10% f	45 13% def	28 8% f	22 7%	17 3%
Much less	205 10%	73 7%	131 12% a	26 11%	41 11%	25 7%	41 11%	38 11%	35 7%
Don't know	634 30%	255 24%	374 34% a	56 23%	74 21%	73 22%	98 26%	96 29% bc	237 46% abcde
Net: More	235 11%	123 12%	111 10%	54 22% cdef	77 22% cdef	53 16% def	30 8% ef	14 4% f	6 1%
Net: Less	396 18%	172 16%	221 20% a	68 28% cdef	78 22% f	70 21% f	69 18% f	59 18% f	53 10%

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Q2_4. Continuing to think about the last three weeks, have you noticed more or less of the following: Food advertising on the radio

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Much more	69 3%	5 3%	1 1%	1 1%	2 1%	12 6%	10 9%	3 1%	14 5%	5 2%	6 3%	4 2%	5 7%	25 4%	16 3%	19 4%	8 1%	42 4%	27 3%
						cdik	abcdgik		cdi				cdi	d		d		d	
Slightly more	166 8%	13 7%	2 3%	5 4%	3 2%	22 11%	7 6%	10 5%	49 17%	20 6%	7 4%	19 12%	10 14%	58 10%	65 11%	34 8%	10 2%	123 10%	44 4%
		d				bcdj	d		abcdfgij	d		bcdgj	bcdgij	df	df	df		df	d
Neither more nor less	884 41%	85 45%	43 46%	47 38%	84 46%	69 35%	50 44%	119 55%	121 41%	110 35%	75 38%	59 36%	22 33%	252 44%	229 38%	167 39%	235 44%	481 41%	403 41%
		ei			ei			cehijkl									b		
Slightly less	191 9%	32 17%	10 10%	12 9%	14 8%	14 7%	5 4%	7 3%	39 13%	26 8%	17 9%	11 7%	5 7%	55 10%	49 8%	58 13%	29 5%	104 9%	86 9%
		cdefgijk			g	g			efgk					d		bdef		d	d
Much less	205 10%	12 6%	8 8%	10 8%	24 13%	18 9%	13 11%	25 12%	23 8%	30 9%	18 9%	14 9%	12 18%	48 8%	57 9%	59 14%	41 8%	105 9%	101 10%
					a								acehk			ade			
Don't know	634 30%	41 22%	29 31%	48 39%	58 31%	63 32%	29 25%	51 24%	49 17%	122 39%	73 37%	56 34%	15 22%	137 24%	186 31%	97 22%	213 40%	323 27%	311 32%
			h	afghl	h	ah	h			afghl	afghl	ah		24%	ac		abcef	ace	
Net: More	235 11%	18 10%	3 4%	6 5%	5 3%	34 17%	17 15%	13 6%	63 21%	25 8%	13 7%	22 14%	14 21%	83 14%	81 14%	53 12%	18 3%	164 14%	71 7%
		d				abcdgij	bcdgij		abcdgijk	d		bcdgi	abcdgij	df	df	df		df	d
Net: Less	396 18%	44 23%	17 19%	22 18%	38 20%	32 16%	18 16%	32 15%	62 21%	55 18%	34 18%	25 16%	17 25%	103 18%	106 18%	117 27%	70 13%	209 18%	187 19%
														d	d	abdef		d	d

Obesity Health Alliance – public polling April 2020

Q3. Summary: Thinking about supermarkets, to what extent do you agree or disagree with the following statements?

BASE: All respondents

	Promotions	
	a	b
Supermarkets have a particularly important role to play in encouraging healthy eating at the moment	1989	1989
	100%	100%
Strongly disagree	210 10%	302 14% a
Tend to disagree	372 17%	499 23% a
Tend to agree	798 37% b	663 31%
Strongly agree	534 25% b	400 19%
Don't know	234 11%	284 13% a
Net: Disagree	582 27%	801 37% a
Net: Agree	1332 62% b	1064 50%

Significance Level: 95%

Unweighted Total

Total

Strongly disagree

Tend to disagree

Tend to agree

Strongly agree

Don't know

Net: Disagree

Net: Agree

Obesity Health Alliance – public polling April 2020

Q3_1. Thinking about supermarkets, to what extent do you agree or disagree with the following statements?: Supermarkets have a particularly important role to play in encouraging healthy eating at the moment

BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	210	106	101	28	48	44	24	20	46
	10%	10%	9%	12%	13%	13%	6%	6%	9%
				de	de	de			
Tend to disagree	372	188	184	42	78	63	74	54	62
	17%	18%	17%	17%	22%	19%	20%	16%	12%
					f	f	f		
Tend to agree	798	428	367	79	109	148	150	129	183
	37%	41%	33%	33%	31%	44%	40%	39%	36%
		b				abf	ab	b	
Strongly agree	534	224	306	52	84	57	97	104	140
	25%	21%	28%	21%	24%	17%	26%	32%	27%
			a		c		c	abc	c
Don't know	234	97	136	41	37	23	29	21	82
	11%	9%	12%	17%	10%	7%	8%	7%	16%
			a	bcd					bcd
Net: Disagree	582	294	285	70	125	107	97	74	108
	27%	28%	26%	29%	35%	32%	26%	23%	21%
				ef	def	ef			
Net: Agree	1332	652	673	132	193	204	247	233	323
	62%	63%	61%	54%	54%	61%	66%	71%	63%
							ab	abcf	ab

Obesity Health Alliance – public polling April 2020

Q3_1. Thinking about supermarkets, to what extent do you agree or disagree with the following statements?: Supermarkets have a particularly important role to play in encouraging healthy eating at the moment

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	210	9	20	6	11	25	18	16	37	18	21	24	4	56	82	42	29	138	71
	10%	5%	22%	5%	6%	13%	16%	7%	13%	6%	11%	15%	5%	10%	14%	10%	5%	12%	7%
			acdeg hijl			acdi	acdgil		acdi		c	acdi		d	adf	d		df	
Tend to disagree	372	44	10	17	31	43	13	41	47	46	54	13	15	102	94	95	81	197	176
	17%	23%	11%	14%	17%	22%	11%	19%	16%	15%	28%	8%	21%	18%	16%	22%	15%	17%	18%
		bcfik		k	bcfk		k	k	k	k	bcdfhik		k			bde			
Tend to agree	798	81	34	56	79	63	46	85	106	116	45	68	19	199	221	162	216	420	378
	37%	43%	37%	46%	43%	32%	41%	40%	36%	37%	23%	42%	28%	35%	37%	37%	40%	36%	39%
		ejl	j	ehjl	ejl		j	j	j	j		ej					a		
Strongly agree	534	40	23	27	45	45	27	55	77	78	56	40	21	154	131	95	153	285	248
	25%	21%	25%	22%	24%	23%	23%	26%	26%	25%	28%	25%	31%	27%	22%	22%	29%	24%	26%
																bce			
Don't know	234	14	4	17	20	22	10	18	29	54	19	17	10	64	73	41	57	136	98
	11%	8%	5%	14%	11%	11%	9%	8%	10%	17%	10%	11%	14%	11%	12%	9%	11%	12%	10%
				b						abfghk			b						
Net: Disagree	582	53	31	23	42	68	31	56	84	64	75	37	18	158	177	137	110	335	247
	27%	28%	33%	18%	23%	34%	27%	26%	28%	21%	38%	23%	27%	28%	29%	32%	20%	28%	25%
		c	ci			cdik	c		c		cdik			d	d	df		d	d
Net: Agree	1332	121	57	83	123	108	73	140	183	194	101	108	41	353	353	256	370	706	626
	62%	64%	62%	68%	67%	55%	64%	65%	62%	62%	52%	67%	59%	61%	59%	59%	69%	60%	64%
		ej		ej	ej		j	j				ej				abce		be	

Obesity Health Alliance – public polling April 2020

Q3_2. Thinking about supermarkets, to what extent do you agree or disagree with the following statements?: Supermarkets should only put promotions (such as 'buy one get one free' or placing foods at checkouts) on foods that help us be healthy at the moment

BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	302	142	157	33	50	77	28	30	84
	14%	14%	14%	13%	14%	23%	8%	9%	16%
				d	de	abde			de
Tend to disagree	499	233	266	51	96	58	114	86	96
	23%	22%	24%	21%	27%	17%	30%	26%	19%
					cf		acf	cf	
Tend to agree	663	349	312	73	104	92	129	101	164
	31%	33%	29%	30%	29%	27%	34%	31%	32%
		b							
Strongly agree	400	172	225	41	57	79	72	63	88
	19%	17%	21%	17%	16%	24%	19%	19%	17%
			a			ab			
Don't know	284	146	134	45	49	29	30	48	82
	13%	14%	12%	19%	14%	9%	8%	15%	16%
				cd	cd			cd	cd
Net: Disagree	801	376	423	83	145	135	142	116	180
	37%	36%	39%	34%	41%	40%	38%	35%	35%
Net: Agree	1064	521	537	115	161	171	201	164	252
	50%	50%	49%	47%	45%	51%	54%	50%	49%
							b		

Obesity Health Alliance – public polling April 2020

Q3_2. Thinking about supermarkets, to what extent do you agree or disagree with the following statements?: Supermarkets should only put promotions (such as 'buy one get one free' or placing foods at checkouts) on foods that help us be healthy at the moment

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly disagree	302 14%	18 10%	13 15%	8 6%	17 9%	22 11%	17 15%	39 18%	54 18%	55 18%	24 12%	27 17%	8 12%	93 16%	91 15%	61 14%	57 11%	184 16%	119 12%
			c				c	acd	acde	acde		acd		df	d			df	
Tend to disagree	499 23%	46 25%	28 30%	30 25%	37 20%	44 22%	22 19%	46 21%	61 21%	55 17%	80 41%	34 21%	16 23%	144 25%	138 23%	112 26%	105 19%	282 24%	217 22%
			i							acdefghijkl				d		d		d	
Tend to agree	663 31%	50 27%	26 29%	48 39%	68 37%	70 35%	28 25%	61 29%	84 29%	112 36%	47 24%	49 30%	18 26%	171 30%	191 32%	120 28%	181 34%	362 31%	301 31%
			afhj	afj	fj			afj											
Strongly agree	400 19%	40 22%	13 14%	23 19%	33 18%	27 14%	30 26%	38 18%	66 22%	53 17%	35 18%	27 17%	12 18%	108 19%	92 15%	94 22%	107 20%	200 17%	200 21%
		e					beik	e								b	b		be
Don't know	284 13%	34 18%	11 12%	13 11%	30 16%	34 17%	16 14%	31 14%	29 10%	37 12%	10 5%	24 15%	15 21%	60 10%	88 15%	48 11%	87 16%	149 13%	135 14%
		chj		j	chj	j	j	j		j		j	chij		a		ace		
Net: Disagree	801 37%	64 34%	41 45%	38 31%	54 29%	66 33%	39 34%	84 39%	116 39%	110 35%	104 53%	62 38%	24 35%	236 41%	230 38%	174 40%	162 30%	466 40%	336 35%
		cd						d		acdefghijkl				df	d	d		df	
Net: Agree	1064 50%	90 48%	40 43%	72 58%	101 55%	97 49%	58 51%	99 46%	151 51%	166 53%	83 42%	76 47%	30 44%	279 48%	284 47%	214 49%	287 54%	563 48%	501 52%
			abgijkl	j													be		

Obesity Health Alliance – public polling April 2020

Gender. How do you identify?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

In another way

Prefer not say

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1043	1043	-	116	146	160	184	188	249
	49%	100%	-	48%	41%	48%	49%	57%	49%
		b					b	abcdf	
Female	1094	-	1094	121	208	174	189	138	264
	51%	-	100%	50%	59%	52%	51%	42%	51%
			a	e	ade	e	e		e
In another way	2	-	-	2	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-
Prefer not say	9	-	-	4	1	1	-	2	1
	*	-	-	2%	*	*	-	1%	*
				d					

Obesity Health Alliance – public polling April 2020

Gender. How do you identify?

BASE: All respondents

	Region												SEG						
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1043	96	46	46	85	119	68	92	152	154	91	57	38	286	234	256	267	520	524
	49%	51%	49%	37%	46%	60%	60%	43%	51%	49%	46%	35%	56%	50%	39%	59%	50%	44%	54%
		ck	k		k	cdgijk	cdgijk		ck	ck	k		ck	be		abde	be	b	be
Female	1094	90	47	76	100	78	43	122	142	156	105	105	31	285	366	177	267	651	444
	51%	48%	51%	62%	54%	39%	38%	57%	48%	50%	54%	65%	44%	49%	61%	41%	50%	55%	46%
				aefhil	ef			ef		ef	ef	abdefhijl		c	acdef		c	acdf	
In another way	2	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	1	1
	*	-	-	-	-	-	1%	-	-	*	-	-	-	*	-	-	*	*	*
Prefer not say	9	2	-	1	-	1	1	1	2	1	-	-	-	4	2	2	1	6	3
	*	1%	-	1%	-	1%	1%	*	1%	*	-	-	-	1%	*	*	*	1%	*

Obesity Health Alliance – public polling April 2020

Income. What is the combined annual income of your household, prior to tax being deducted?

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £7,000	104 5%	49 5%	54 5%	39 16% bcdef	16 4%	8 2%	12 3%	18 6% cf	11 2%
£7,001 to £14,000	200 9%	78 8%	120 11% a	20 8% c	32 9% c	15 4%	20 5%	35 11% cd	77 15% abcd
£14,001 to £21,000	245 11%	126 12%	118 11%	27 11% b	23 6%	35 11% b	26 7%	45 14% bd	89 17% abcd
£21,001 to £28,000	254 12%	130 12%	123 11%	26 11%	35 10%	47 14%	43 12%	41 13%	62 12%
£28,001 to £34,000	246 11%	134 13%	111 10%	18 7%	53 15% ac	28 8%	38 10%	35 11%	74 14% ac
£34,001 to £41,000	204 9%	103 10%	98 9%	11 5%	42 12% ade	50 15% ade	26 7%	20 6%	54 10% a
£41,001 to £48,000	155 7%	88 8%	68 6%	18 7%	33 9%	30 9%	22 6%	26 8%	27 5%
£48,001 to £55,000	149 7%	73 7%	76 7%	7 3%	24 7% a	27 8% af	43 11% abf	29 9% af	20 4%
£55,001 to £62,000	125 6%	66 6%	58 5%	6 2%	28 8% ace	12 4%	36 10% ace	14 4%	29 6% a
£62,001 to £69,000	78 4%	39 4%	39 4%	9 4%	13 4%	9 3%	36 10% abcef	5 2%	6 1%
£69,001 to £76,000	60 3%	30 3%	30 3%	3 1%	5 2%	14 4% abf	20 5% abf	9 3%	7 1%
£76,001 to £83,000	45 2%	32 3% b	14 1%	8 3% f	7 2% f	13 4% f	10 3% f	8 2% f	- - -
£83,001 or more	108 5%	55 5%	52 5%	13 5% f	16 5%	29 9% bef	25 7% f	13 4%	11 2%
Prefer not to answer	177 8%	42 4%	133 12% a	39 16% bcdef	29 8%	17 5%	17 4%	28 8% d	47 9% d

Obesity Health Alliance – public polling April 2020

Income. What is the combined annual income of your household, prior to tax being deducted?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to £7,000	104 5%	19 10%	8 8%	3 3%	11 6%	12 6%	6 5%	7 3%	7 2%	9 3%	15 7%	6 4%	2 3%	4 1%	32 5%	22 5%	46 9%	36 3%	67 7%
		cghik	chi		h	h	agh				hi				ae	a	abe	a	ae
£7,001 to £14,000	200 9%	15 8%	9 10%	14 11%	21 11%	22 11%	17 15%	13 6%	15 5%	29 9%	21 11%	19 12%	5 7%	20 4%	38 6%	17 4%	124 23%	58 5%	141 15%
				h	h	h	agh				h	h			a		abcef		abce
£14,001 to £21,000	245 11%	16 8%	11 12%	13 10%	32 17%	26 13%	13 11%	27 13%	21 7%	26 8%	36 18%	20 12%	4 5%	25 4%	79 13%	35 8%	106 20%	104 9%	141 14%
					achil	h					achil				ace	a	abcef	a	ace
£21,001 to £28,000	254 12%	21 11%	11 12%	21 17%	23 12%	31 16%	18 16%	23 11%	21 7%	26 8%	19 10%	28 17%	11 16%	30 5%	85 14%	72 16%	69 13%	114 10%	140 14%
				hi	hi	hi	hi	hi			hi	hi	h		ae	ae	ae	a	ae
£28,001 to £34,000	246 11%	26 14%	18 19%	16 13%	31 17%	22 11%	11 10%	21 10%	18 6%	37 12%	28 14%	15 9%	3 5%	57 10%	55 9%	75 17%	59 11%	112 10%	134 14%
		h	fhkl	h	hkl	h				h	hl					abde		abe	
£34,001 to £41,000	204 9%	15 8%	7 8%	12 10%	14 8%	25 13%	7 6%	24 11%	31 11%	31 10%	12 6%	13 8%	12 17%	50 9%	58 10%	51 12%	45 8%	108 9%	96 10%
						fj							dfjk						
£41,001 to £48,000	155 7%	13 7%	6 7%	4 3%	12 7%	6 3%	8 7%	17 8%	26 9%	28 9%	15 7%	18 11%	2 2%	48 8%	48 8%	36 8%	24 4%	96 8%	59 6%
							c	c	ce	ce		cel		d	d	d		d	
£48,001 to £55,000	149 7%	9 5%	2 2%	8 7%	11 6%	20 10%	5 5%	24 11%	26 9%	19 6%	8 4%	12 7%	3 4%	61 11%	32 5%	41 9%	15 3%	93 8%	56 6%
					b			bj	b					bdf	d	bdf		d	d
£55,001 to £62,000	125 6%	6 3%	7 8%	7 6%	2 1%	8 4%	7 6%	11 5%	20 7%	20 6%	22 11%	7 4%	8 11%	72 12%	25 4%	18 4%	10 2%	97 8%	27 3%
			d	d			d	d	d	d	adek	d	ade	bcdef	d	d		bcdf	
£62,001 to £69,000	78 4%	7 4%	* 1%	7 6%	3 2%	7 3%	- -	13 6%	25 9%	8 3%	3 1%	4 2%	1 1%	40 7%	20 3%	11 3%	7 1%	60 5%	18 2%
		f		bdf	f			bdfj	bdefijk	f				bcdf	d			df	
£69,001 to £76,000	60 3%	19 10%	1 1%	3 3%	5 3%	6 3%	3 2%	3 2%	5 2%	8 3%	2 1%	1 *	5 7%	29 5%	16 3%	14 3%	* *	45 4%	14 1%
		bcdefghijk										hjk		bdf	d	d		df	d
£76,001 to £83,000	45 2%	2 1%	1 1%	1 1%	2 1%	1 1%	3 3%	3 2%	20 7%	10 3%	- -	1 1%	- -	25 4%	7 1%	12 3%	1 *	32 3%	13 1%
								abcdegijkl		cej				bdf	d	d		bdf	d

Obesity Health Alliance – public polling April 2020

Income. What is the combined annual income of your household, prior to tax being deducted?

BASE: All respondents

	Region												SEG						
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£83,001 or more	108	6	1	4	6	4	4	13	30	23	6	2	8	76	19	5	7	95	12
	5%	3%	1%	3%	4%	2%	3%	6%	10%	7%	3%	1%	11%	13%	3%	1%	1%	8%	1%
								ek	abcdefjk	bcek		abcdefjk		bcdef	df			bcdf	
Prefer not to answer	177	12	8	10	13	8	10	14	29	37	10	17	7	39	86	26	26	125	52
	8%	6%	9%	8%	7%	4%	9%	7%	10%	12%	5%	10%	9%	7%	14%	6%	5%	11%	5%
							e		e	ej		e			acdef			acdf	

Obesity Health Alliance – public polling April 2020

Age. How old are you?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

18-24

25-34

35-44

45-54

55-64

65+

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	a	b	a	b	c	d	e	f	
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	243	116	121	243	-	-	-	-	-
	11%	11%	11%	100%	-	-	-	-	-
				bcdef					
25-34	356	146	208	-	356	-	-	-	-
	17%	14%	19%	-	100%	-	-	-	-
			a		acdef				
35-44	335	160	174	-	-	335	-	-	-
	16%	15%	16%	-	-	100%	-	-	-
						abdef			
45-54	373	184	189	-	-	-	373	-	-
	17%	18%	17%	-	-	-	100%	-	-
							abcef		
55-64	328	188	138	-	-	-	-	328	-
	15%	18%	13%	-	-	-	-	100%	-
		b						abcdf	
65+	514	249	264	-	-	-	-	-	514
	24%	24%	24%	-	-	-	-	-	100%
									abcde

Obesity Health Alliance – public polling April 2020

Age. How old are you?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	243	14	10	9	8	24	16	13	76	20	29	21	3	49	144	42	9	193	51
	11%	7%	11%	7%	4%	12%	14%	6%	26%	6%	15%	13%	4%	8%	24%	10%	2%	16%	5%
			d			di			abcdefgijkl		acdgil			df	acdef	df		acdf	d
25-34	356	34	7	15	25	44	20	19	76	45	37	20	14	139	120	71	26	259	97
	17%	18%	8%	12%	13%	22%	18%	9%	26%	14%	19%	13%	20%	24%	20%	16%	5%	22%	10%
		bg				bcdgik		b	bcdgik		bg		b	cdf	df	df		cdf	d
35-44	335	30	16	18	24	24	18	39	63	44	16	32	11	106	115	87	26	221	113
	16%	16%	18%	14%	13%	12%	15%	18%	21%	14%	8%	19%	16%	18%	19%	20%	5%	19%	12%
		j	j					j	deij			ej		df	df	df		df	d
45-54	373	46	18	21	29	36	18	39	43	56	32	22	15	134	93	111	35	227	146
	17%	25%	19%	17%	16%	18%	15%	18%	14%	18%	16%	13%	21%	23%	15%	26%	7%	19%	15%
		dfhk												bdf	d	bdef		df	d
55-64	328	41	24	24	35	30	23	45	18	40	24	15	7	71	77	100	80	148	180
	15%	22%	26%	20%	19%	15%	21%	21%	6%	13%	12%	9%	11%	12%	13%	23%	15%	13%	19%
		hijk	ehijkl	hik	hk	h	hik	hk		h	h					abde		abe	
65+	514	23	17	36	64	40	19	59	20	108	57	52	19	76	53	24	361	129	385
	24%	12%	19%	29%	35%	20%	17%	27%	7%	34%	29%	32%	27%	13%	9%	5%	67%	11%	40%
			h	aefh	abefh	ah	h	afh		abefh	afh	abefh	ah	bc			abcef	c	abce

Obesity Health Alliance – public polling April 2020

Regions. Where do you live?

BASE: All respondents

Significance Level: 95%

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	69	38	31	3	14	11	15	7	19
	3%	4%	3%	1%	4%	3%	4%	2%	4%
					a		a		a
Scotland	188	96	90	14	34	30	46	41	23
	9%	9%	8%	6%	9%	9%	12%	13%	4%
					af	f	af	af	
North-West	123	46	76	9	15	18	21	24	36
	6%	4%	7%	4%	4%	5%	6%	7%	7%
			a					a	
North-East	92	46	47	10	7	16	18	24	17
	4%	4%	4%	4%	2%	5%	5%	7%	3%
						b	b	abf	
Yorkshire & Humberside	185	85	100	8	25	24	29	35	64
	9%	8%	9%	3%	7%	7%	8%	11%	13%
					a	a	a	a	abc
Wales	113	68	43	16	20	18	18	23	19
	5%	7%	4%	7%	6%	5%	5%	7%	4%
		b							
West Midlands	198	119	78	24	44	24	36	30	40
	9%	11%	7%	10%	12%	7%	10%	9%	8%
		b			c				
East Midlands	162	57	105	21	20	32	22	15	52
	8%	5%	10%	9%	6%	9%	6%	5%	10%
			a	e		e			be
South-West	196	91	105	29	37	16	32	24	57
	9%	9%	10%	12%	10%	5%	9%	7%	11%
			ce	c					c
South-East	312	154	156	20	45	44	56	40	108
	15%	15%	14%	8%	13%	13%	15%	12%	21%
						a	a		abce
Eastern	215	92	122	13	19	39	39	45	59
	10%	9%	11%	6%	5%	12%	10%	14%	11%
						ab	ab	ab	ab
London	296	152	142	76	76	63	43	18	20
	14%	15%	13%	31%	21%	19%	11%	5%	4%
			bcdef	def	def	ef			
Other	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Obesity Health Alliance – public polling April 2020

Regions. Where do you live?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	69	-	-	-	-	-	-	-	-	-	-	-	69	15	25	12	16	40	29
	3%	-	-	-	-	-	-	-	-	-	-	-	100%	3%	4%	3%	3%	3%	3%
Scotland	188	188	-	-	-	-	-	-	-	-	-	-	-	54	34	61	38	88	99
	9%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	6%	14%	7%	8%	10%
		bcdefghijkl												b		abde			bde
North-West	123	-	-	123	-	-	-	-	-	-	-	-	-	20	46	25	31	66	57
	6%	-	-	100%	-	-	-	-	-	-	-	-	-	4%	8%	6%	6%	6%	6%
				abdefghijkl											a				
North-East	92	-	92	-	-	-	-	-	-	-	-	-	-	15	27	33	17	43	50
	4%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	5%	8%	3%	4%	5%
			acdefghijkl													ade			ad
Yorkshire & Humberside	185	-	-	-	185	-	-	-	-	-	-	-	-	42	44	26	73	86	99
	9%	-	-	-	100%	-	-	-	-	-	-	-	-	7%	7%	6%	14%	7%	10%
				abcefgijkl													abcef		ce
Wales	113	-	-	-	-	-	113	-	-	-	-	-	-	33	31	15	35	64	49
	5%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	5%	3%	6%	5%	5%
							abcdeghijkl												
West Midlands	198	-	-	-	-	198	-	-	-	-	-	-	-	56	58	44	40	114	84
	9%	-	-	-	-	100%	-	-	-	-	-	-	-	10%	10%	10%	7%	10%	9%
						abcdefghijkl													
East Midlands	162	-	-	-	-	-	-	-	-	-	-	162	-	24	43	47	48	67	95
	8%	-	-	-	-	-	-	-	-	-	-	100%	-	4%	7%	11%	9%	6%	10%
															a	ae	ae	ae	ae
South-West	196	-	-	-	-	-	-	-	-	-	-	196	-	41	62	35	58	103	93
	9%	-	-	-	-	-	-	-	-	-	-	100%	-	7%	10%	8%	11%	9%	10%
																	a		
South-East	312	-	-	-	-	-	-	-	-	312	-	-	-	101	72	53	87	172	140
	15%	-	-	-	-	-	-	-	-	100%	-	-	-	17%	12%	12%	16%	15%	14%
															b		b		

Obesity Health Alliance – public polling April 2020

Regions. Where do you live?

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Eastern	215	-	-	-	-	-	-	215	-	-	-	-	-	58	39	46	72	97	118
	10%	-	-	-	-	-	-	100%	-	-	-	-	-	10%	6%	11%	13%	8%	12%
								abcde						b	b	b	be	be	be
London	296	-	-	-	-	-	-	-	296	-	-	-	-	116	120	37	22	237	59
	14%	-	-	-	-	-	-	-	100%	-	-	-	-	20%	20%	9%	4%	20%	6%
								abcde	fgijkl					cdf	cdf	d		cdf	cdf
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Obesity Health Alliance – public polling April 2020

Occupation. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
		a	b	a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total	1989	938	1040	365	381	344	288	359	252
Total	2149	1043	1094	243	356	335	373	328	514
	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	123 6%	67 6%	53 5%	19 8% f	30 8% f	18 6% f	28 7% f	19 6% f	9 2%
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	453 21%	219 21%	231 21%	30 12%	109 31% aef	88 26% aef	106 28% aef	52 16%	68 13%
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	445 21%	154 15%	290 27% a	29 12%	89 25% af	107 32% abdef	90 24% af	77 23% af	53 10%
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	435 20%	256 25% b	177 16%	42 17% f	71 20% f	87 26% af	111 30% abf	100 31% abf	24 5%
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	35 2%	14 1%	21 2%	4 2%	7 2%	5 2%	6 2%	8 3%	4 1%
House-wife / house-husband	25 1%	4 * a	21 2% a	1 * a	5 1% a	7 2% a	5 1% a	6 2% a	2 * a
Unemployed	75 3%	40 4%	34 3%	4 2%	13 4% f	12 4% f	21 6% af	21 6% af	3 1%
Student	157 7%	80 8%	76 7%	115 47% bcdef	31 9% cdef	8 2% ef	3 1%	- -	- -
Retired	401 19%	209 20%	192 18%	- -	1 * a	2 1% a	4 1% a	45 14% abcd	351 68% abcde

Obesity Health Alliance – public polling April 2020

Occupation. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Region													SEG					
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Significance Level: 95%																			
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	123 6%	14 7%	1 1%	5 4%	8 5%	6 3%	4 3%	8 4%	39 13%	15 5%	12 6%	7 4%	4 6%	123 21%	-	-	-	123 10%	-
		be						bcdgijkl						bcd				bcd	
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	453 21%	40 21%	14 15%	16 13%	33 18%	50 25%	29 26%	50 23%	78 26%	85 27%	29 15%	17 10%	11 16%	453 79%	-	-	-	453 38%	-
		ck			k	cjk	cjk	ck	bcdjk	bcdjk				bcd				bcd	
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	445 21%	27 14%	20 22%	41 33%	37 20%	39 20%	25 22%	35 16%	62 21%	54 17%	48 25%	36 23%	19 28%	-	445 74%	-	-	445 38%	-
				abdefghik							a	a	a		acdef			acdf	
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	435 20%	61 33%	33 36%	25 20%	26 14%	44 22%	15 13%	46 21%	37 13%	53 17%	35 18%	47 29%	12 18%	-	-	435 100%	-	-	435 45%
		cdefghijl	cdefghijl	h		dfh		h				cdfhij			abdef			abde	
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	35 2%	2 1%	1 1%	2 2%	4 2%	4 2%	3 3%	7 3%	2 1%	3 1%	3 2%	3 2%	1 1%	-	-	-	35 7%	-	35 4%
																	abcef		abce
House-wife / house-husband	25 1%	5 3%	1 1%	2 1%	2 1%	2 1%	2 2%	2 1%	1 *	2 1%	-	6 3%	* 1%	-	-	-	25 5%	-	25 3%
												hij					abcef		abce
Unemployed	75 3%	11 6%	5 5%	5 4%	9 5%	6 3%	8 7%	11 5%	3 1%	6 2%	4 2%	7 4%	1 1%	-	-	-	75 14%	-	75 8%
		hi	h	h	h		ehi	h				h					abcef		abce
Student	157 7%	7 4%	7 8%	5 4%	7 4%	19 10%	6 5%	3 2%	58 20%	18 6%	14 7%	7 4%	6 9%	-	157 26%	-	-	157 13%	-
			g			acdkg		abcdgijkl				g			acdef			acdf	

Obesity Health Alliance – public polling April 2020

Occupation. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

Significance Level: 95%

	Region												SEG						
	Total	Scotland	North East	North West	Yorkshire & the Humber	West Midlands	Wales	East Of England	London	South East	South West	East Midlands	Northern Ireland	AB	C1	C2	DE	Net: ABC1	Net: C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	c	d	e	f	
Unweighted Total	1989	167	90	212	179	240	149	103	221	240	125	202	61	500	516	281	692	1016	973
Total	2149	188	92	123	185	198	113	215	296	312	196	162	69	575	602	435	536	1177	971
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired	401	20	10	22	59	28	21	52	16	75	51	33	14	-	-	-	401	-	401
	19%	11%	11%	18%	32%	14%	19%	24%	5%	24%	26%	20%	21%	-	-	-	75%	-	41%
				ah	abcefhk	h	ah	abeh		abeh	abeh	abh	ah				abcef		abce