



Royal College of Paediatrics and Child Health – Child Health Research Autumn 2015

METHODOLOGY NOTE

ComRes interviewed 2,191 British adults online between the 14th and 18th October 2015. Data were weighted by age, gender, region and SEG to be representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

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Opinion Poll

ONLINE Fieldwork: 14th - 18th October 2015

Absolutes/col percents

Table 19

Q.2 To what extent do you support or oppose each of the following recommendations to improve child health?

Introduce taxes on unhealthy food and drinks

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 | 2191 | 1114 | 1077 | 239 | 344 | 329 | 406 | 339 | 534 | 527 | 661 | 409 | 594 | 243 | 856 |
| Weighted base | 2191 | 1067 | 1124 | 254 | 379 | 360 | 390 | 316 | 491 | 589 | 589 | 478 | 535 | 276 | 964 |
| NET: Support | 1164 53% | 563 53% | 601 53% | 134 53% | 186 49% | 177 49% | 192 49% | 179 57% | 296 60% | 325 55% | 311 53% | 251 52% | 278 52% | 148 54% | 503 52% |
| Strongly support | (4) 468 21% | 216 20% | 252 22% | 47 18% | 95 25% | 61 17% | 83 21% | 61 19% | 122 25% | 118 20% | 134 23% | 100 21% | 116 22% | 71 26% | 191 20% |
| Tend to support | (3) 696 32% | 347 33% | 349 31% | 87 34% | 91 24% | 116 32% | 109 28% | 118 37% | 174 35% | 207 35% | 177 30% | 150 31% | 162 30% | 77 28% | 312 32% |
| Tend to oppose | (2) 475 22% | 236 22% | 239 21% | 58 23% | 81 21% | 83 23% | 88 23% | 65 21% | 100 20% | 125 21% | 132 22% | 104 22% | 114 21% | 65 24% | 194 20% |
| Strongly oppose | (1) 321 15% | 173 16% | 147 13% | 29 11% | 54 14% | 62 17% | 65 17% | 51 16% | 59 12% | 84 14% | 83 14% | 67 14% | 87 16% | 26 10% | 167 17% |
| NET: Oppose | 796 36% | 409 38% | 387 34% | 87 34% | 135 36% | 145 40% | 153 39% | 116 37% | 160 32% | 209 35% | 215 37% | 170 36% | 201 38% | 91 33% | 361 37% |
| Don't know | 231 11% | 95 9% | 136 12% | 34 13% | 59 15% | 38 11% | 45 11% | 21 7% | 35 7% | 56 9% | 63 11% | 57 12% | 55 10% | 37 13% | 100 10% |
| Mean | 2.67 | 2.62 | 2.71 | 2.69 | 2.71 | 2.55 | 2.61 | 2.64 | 2.79 | 2.67 | 2.69 | 2.68 | 2.64 | 2.81 | 2.61 |
| Standard deviation | 1.01 | 1.02 | 1.01 | 0.95 | 1.07 | 1.01 | 1.05 | 1.00 | 0.98 | 0.99 | 1.02 | 1.01 | 1.04 | 0.99 | 1.03 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.07 | 0.06 | 0.06 | 0.06 | 0.06 | 0.04 | 0.05 | 0.04 | 0.05 | 0.05 | 0.07 | 0.04 |

Opinion Poll

ONLINE Fieldwork: 14th - 18th October 2015

Absolutes/col percents

Table 20

Q.2 To what extent do you support or oppose each of the following recommendations to improve child health?

Introduce taxes on unhealthy food and drinks

Base: All respondents

| | Region | | | | | | | | | | | | | Do you have any children aged 18 or under? If so, how old are they? | | | | | |
|--------------------|-------------------|-----------|-----------|--------------|------------|------------|--------------------|---------------|---------------|------------|------------|------------|------------|---|------------|---------------------------------------|---------------------------------------|--|--|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humber | West Midlands | East Midlands | Eastern | London | South East | South West | No children aged 18 or under | NET: Yes | Yes - children aged under 5 years old | Yes - children aged 5 to 10 years old | Yes - children aged 11 to 15 years old | Yes - children aged 16 to 18 years old |
| Unweighted base | 2191 | 188 | 250 | 1753 | 81 | 216 | 183 | 182 | 123 | 226 | 275 | 306 | 161 | 1607 | 573 | 211 | 278 | 209 | 135 |
| Weighted base | 2191 | 190 | 112 | 1889 | 92 | 252 | 186 | 197 | 162 | 212 | 289 | 306 | 193 | 1562 | 619 | 225 | 297 | 218 | 140 |
| NET: Support | 1164 53% | 97 51% | 55 49% | 1012 54% | 39 42% | 127 50% | 109 58% | 105 53% | 97 60% | 119 56% | 165 57% | 157 51% | 96 50% | 841 54% | 321 52% | 122 54% | 161 54% | 106 48% | 76 54% |
| Strongly support | (4) 468 21% | 37 20% | 18 16% | 413 22% | 16 17% | 61 24% | 50 27% | 37 19% | 36 22% | 46 22% | 69 24% | 61 20% | 36 19% | 329 21% | 138 22% | 56 25% | 65 22% | 50 23% | 27 19% |
| Tend to support | (3) 696 32% | 60 32% | 36 33% | 600 32% | 23 25% | 66 26% | 58 31% | 68 35% | 61 37% | 73 34% | 96 33% | 96 31% | 59 31% | 512 33% | 183 29% | 66 30% | 95 32% | 56 25% | 49 35% |
| Tend to oppose | (2) 475 22% | 44 23% | 34 31% | 397 21% | 25 27% | 58 23% | 33 18% | 47 24% | 26 16% | 45 21% | 47 16% | 73 24% | 43 22% | 351 22% | 124 20% | 39 18% | 58 19% | 50 23% | 28 20% |
| Strongly oppose | (1) 321 15% | 32 17% | 12 11% | 277 15% | 14 16% | 45 18% | 27 15% | 23 12% | 26 16% | 29 14% | 37 13% | 49 16% | 27 14% | 213 14% | 104 17% | 32 14% | 42 14% | 37 17% | 22 16% |
| NET: Oppose | 796 36% | 75 39% | 46 42% | 674 36% | 40 43% | 103 41% | 60 32% | 70 35% | 52 32% | 74 35% | 83 29% | 122 40% | 70 36% | 563 36% | 227 37% | 72 32% | 100 34% | 86 39% | 51 36% |
| Don't know | 231 11% | 18 9% | 11 10% | 203 11% | 14 15% | 22 9% | 17 9% | 22 11% | 13 8% | 20 9% | 40 14% | 28 9% | 27 14% | 157 10% | 71 12% | 31 14% | 37 12% | 27 12% | 14 10% |
| Mean | 2.67 | 2.60 | 2.60 | 2.68 | 2.51 | 2.62 | 2.78 | 2.68 | 2.72 | 2.70 | 2.80 | 2.61 | 2.63 | 2.68 | 2.65 | 2.75 | 2.70 | 2.62 | 2.64 |
| Standard deviation | 1.01 | 1.02 | 0.92 | 1.02 | 1.02 | 1.08 | 1.05 | 0.95 | 1.02 | 1.00 | 1.01 | 1.01 | 1.00 | 0.99 | 1.05 | 1.05 | 1.02 | 1.07 | 1.01 |
| Standard error | 0.02 | 0.08 | 0.06 | 0.03 | 0.12 | 0.08 | 0.08 | 0.08 | 0.10 | 0.07 | 0.07 | 0.06 | 0.08 | 0.03 | 0.05 | 0.08 | 0.07 | 0.08 | 0.09 |