



UK Active – National Fitness Day Polling

METHODOLOGY NOTE

ComRes interviewed 2,020 GB adults online between the 20th and 21st August 2015. Data were weighted to be representative of all GB adults aged 18+ by age, gender, region and social grade. 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:

katharine.peacock@comres.co.uk

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

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 1

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Summary Table**Base: All respondents**

	Issues				
	Sexually transmitted illnesses	Physical inactivity	Poor diet	Smoking	Alcohol misuse
Unweighted base	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020
NET: More important (1/2)	294 15%	868 43%	951 47%	999 49%	928 46%
1 - Most important	116 6%	437 22%	523 26%	497 25%	447 22%
2	179 9%	431 21%	428 21%	502 25%	481 24%
3	293 14%	375 19%	433 21%	440 22%	480 24%
4	375 19%	402 20%	424 21%	384 19%	435 22%
5 - Least important	1058 52%	376 19%	212 10%	197 10%	177 9%
NET: Less important (4/5)	1433 71%	778 39%	636 31%	581 29%	612 30%
Mean	4.03	2.93	2.69	2.64	2.71
Standard deviation	1.24	1.42	1.34	1.30	1.27
Standard error	0.03	0.03	0.03	0.03	0.03

National Fitness Day Survey
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Absolutes/col percents

Table 2

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Sexually transmitted illnesses

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important (1/ 2)	294 15%	124 13%	171 16%	46 19%	74 21%	46 14%	48 13%	36 12%	43 10%	67 12%	80 15%	72 16%	76 15%	45 15%	144 17%
1 - Most important	116 6%	39 4%	76 7%	22 9%	29 8%	21 6%	15 4%	16 6%	12 3%	33 6%	30 6%	27 6%	26 5%	11 4%	68 8%
2	179 9%	84 9%	94 9%	24 10%	45 13%	25 8%	33 9%	20 7%	31 7%	34 6%	50 9%	44 10%	50 10%	34 12%	75 9%
3	293 14%	133 14%	159 15%	45 19%	54 15%	55 17%	41 11%	41 14%	57 13%	68 13%	79 15%	63 14%	83 17%	36 12%	127 15%
4	375 19%	183 19%	192 19%	37 16%	68 19%	61 18%	60 17%	49 17%	99 22%	113 21%	94 17%	78 18%	90 18%	49 17%	164 19%
5 - Least important	1058 52%	544 55%	514 50%	106 45%	154 44%	169 51%	211 59%	165 57%	253 56%	296 54%	290 53%	228 52%	244 50%	163 56%	417 49%
NET: Less important (4/ 5)	1433 71%	727 74%	706 68%	143 61%	222 63%	230 69%	271 75%	214 74%	352 78%	408 75%	384 71%	306 70%	334 68%	211 72%	581 68%
Mean	4.03	4.13	3.94	3.78	3.78	4.00	4.16	4.12	4.21	4.11	4.04	3.99	3.97	4.09	3.92
Standard deviation	1.24	1.17	1.29	1.36	1.35	1.25	1.19	1.21	1.08	1.20	1.24	1.27	1.24	1.22	1.31
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.05

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Absolutes/col percents

Table 2

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Sexually transmitted illnesses

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important (1/2)	294 15%	11 6%	18 18%	265 15%	16 19%	25 11%	26 15%	28 15%	23 15%	27 14%	55 21%	42 15%	22 13%
1 - Most important	116 6%	5 3%	12 11%	99 6%	3 3%	7 3%	5 3%	8 5%	6 4%	16 8%	28 11%	17 6%	10 6%
2	179 9%	6 4%	6 6%	166 10%	14 16%	19 8%	21 12%	19 11%	17 12%	11 6%	27 10%	25 9%	12 7%
3	293 14%	22 12%	18 18%	253 14%	9 10%	30 13%	30 17%	28 16%	16 11%	31 16%	40 15%	43 15%	25 14%
4	375 19%	39 22%	21 21%	315 18%	15 18%	48 21%	27 16%	47 26%	29 19%	28 14%	43 16%	49 17%	28 16%
5 - Least important	1058 52%	105 60%	45 44%	909 52%	44 52%	129 55%	88 52%	78 43%	81 54%	110 56%	128 48%	148 52%	102 57%
NET: Less important (4/5)	1433 71%	143 81%	66 65%	1224 70%	60 70%	177 76%	116 68%	125 69%	110 74%	138 70%	171 64%	197 70%	130 73%
Mean	4.03	4.32	3.80	4.01	4.00	4.18	4.01	3.92	4.09	4.05	3.81	4.01	4.12
Standard deviation	1.24	1.00	1.36	1.25	1.25	1.11	1.21	1.20	1.21	1.30	1.40	1.26	1.23
Standard error	0.03	0.07	0.14	0.03	0.14	0.07	0.10	0.09	0.10	0.09	0.10	0.07	0.09

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 3

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK.

Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Physical inactivity (doing less than 30 minutes of physical activity in an average week. Please note this can be carried out in 10 minute intervals over the course of the week and can include gardening, cycling for recreation and brisk walking, as well as sport and exercise)

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important (1/2)	868 43%	446 45%	421 41%	110 47%	146 42%	162 49%	149 41%	123 42%	178 39%	250 46%	260 48%	143 33%	214 43%	124 43%	376 44%
1 - Most important	437 22%	243 25%	194 19%	45 19%	78 22%	78 23%	77 21%	56 19%	104 23%	135 25%	133 24%	60 14%	108 22%	68 23%	176 21%
2	431 21%	203 21%	227 22%	66 28%	68 19%	85 26%	72 20%	67 23%	73 16%	115 21%	127 23%	84 19%	106 21%	56 19%	200 23%
3	375 19%	184 19%	190 18%	42 18%	74 21%	45 14%	72 20%	52 18%	89 20%	100 18%	92 17%	100 23%	83 17%	60 20%	154 18%
4	402 20%	187 19%	214 21%	44 19%	64 18%	67 20%	78 22%	57 20%	91 20%	111 20%	99 18%	99 22%	93 19%	59 20%	162 19%
5 - Least important	376 19%	166 17%	210 20%	38 16%	65 19%	57 17%	61 17%	59 20%	95 21%	82 15%	93 17%	98 22%	103 21%	48 16%	160 19%
NET: Less important (4/5)	778 39%	353 36%	424 41%	83 35%	130 37%	124 37%	139 39%	116 40%	186 41%	193 36%	192 35%	197 45%	195 40%	107 37%	322 38%
Mean	2.93	2.83	3.02	2.86	2.92	2.82	2.93	2.99	3.00	2.80	2.80	3.21	2.95	2.87	2.92
Standard deviation	1.42	1.43	1.41	1.37	1.42	1.43	1.40	1.42	1.46	1.41	1.43	1.35	1.46	1.41	1.41
Standard error	0.03	0.04	0.05	0.09	0.09	0.08	0.07	0.08	0.07	0.06	0.06	0.08	0.06	0.10	0.06

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Table 3

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK.

Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Physical inactivity (doing less than 30 minutes of physical activity in an average week. Please note this can be carried out in 10 minute intervals over the course of the week and can include gardening, cycling for recreation and brisk walking, as well as sport and exercise)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important (1/2)	868 43%	73 41%	46 45%	749 43%	29 34%	105 45%	81 47%	82 45%	67 45%	93 47%	80 30%	125 44%	86 49%
1 - Most important	437 22%	37 21%	24 23%	376 22%	14 17%	65 28%	31 18%	45 25%	36 24%	37 19%	44 16%	60 21%	45 25%
2	431 21%	35 20%	23 22%	373 21%	15 18%	40 17%	50 29%	38 21%	32 21%	56 29%	37 14%	64 23%	41 23%
3	375 19%	29 16%	21 21%	324 19%	19 23%	33 14%	28 16%	32 17%	32 22%	26 13%	66 25%	53 19%	36 20%
4	402 20%	39 22%	9 9%	354 20%	19 22%	47 20%	42 24%	33 18%	26 18%	39 20%	61 23%	54 19%	34 19%
5 - Least important	376 19%	35 20%	26 25%	315 18%	18 21%	47 20%	21 12%	35 19%	23 16%	38 20%	59 22%	51 18%	21 12%
NET: Less important (4/5)	778 39%	74 42%	35 34%	668 38%	36 43%	94 41%	63 37%	68 37%	50 33%	77 40%	120 45%	105 37%	55 31%
Mean	2.93	3.00	2.92	2.92	3.13	2.88	2.84	2.87	2.80	2.93	3.21	2.90	2.69
Standard deviation	1.42	1.44	1.50	1.41	1.38	1.52	1.32	1.46	1.39	1.43	1.37	1.41	1.35
Standard error	0.03	0.10	0.15	0.03	0.16	0.10	0.11	0.11	0.11	0.10	0.09	0.08	0.10

National Fitness Day Survey
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Absolutes/col percents

Table 4

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Poor diet

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important (1/2)	951 47%	462 47%	489 47%	114 49%	159 46%	152 46%	185 51%	149 51%	192 42%	238 44%	269 50%	204 46%	240 49%	153 52%	396 46%
1 - Most important	523 26%	227 23%	297 29%	73 31%	89 26%	83 25%	98 27%	87 30%	93 21%	120 22%	144 26%	123 28%	137 28%	77 26%	239 28%
2	428 21%	236 24%	192 19%	41 17%	70 20%	69 21%	87 24%	63 22%	98 22%	118 22%	126 23%	81 18%	103 21%	76 26%	157 18%
3	433 21%	218 22%	214 21%	36 15%	85 24%	85 26%	75 21%	64 22%	88 20%	128 24%	112 21%	93 21%	99 20%	50 17%	200 23%
4	424 21%	196 20%	228 22%	47 20%	72 21%	59 18%	72 20%	55 19%	119 26%	117 21%	106 19%	100 23%	102 21%	62 21%	167 20%
5 - Least important	212 10%	107 11%	105 10%	38 16%	34 10%	36 11%	28 8%	23 8%	54 12%	61 11%	56 10%	44 10%	51 10%	27 9%	89 10%
NET: Less important (4/5)	636 31%	303 31%	333 32%	85 36%	106 30%	95 29%	100 28%	77 27%	173 38%	177 33%	162 30%	143 33%	154 31%	89 30%	256 30%
Mean	2.69	2.72	2.67	2.73	2.69	2.69	2.57	2.53	2.87	2.78	2.64	2.68	2.65	2.61	2.66
Standard deviation	1.34	1.31	1.36	1.48	1.31	1.31	1.29	1.30	1.33	1.31	1.33	1.35	1.35	1.32	1.34
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.08	0.06	0.09	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 4

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Poor diet

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important (1/2)	951 47%	84 48%	40 39%	827 47%	38 45%	101 44%	78 45%	75 41%	75 50%	95 48%	131 49%	136 48%	98 55%
1 - Most important	523 26%	47 26%	15 14%	462 27%	16 18%	46 20%	45 26%	48 26%	42 28%	60 31%	71 26%	83 29%	53 30%
2	428 21%	37 21%	25 25%	365 21%	22 26%	56 24%	33 19%	27 15%	33 22%	35 18%	61 23%	54 19%	45 25%
3	433 21%	41 24%	22 21%	369 21%	18 21%	57 25%	44 25%	45 25%	25 16%	32 16%	56 21%	58 20%	35 20%
4	424 21%	35 20%	30 29%	359 21%	20 23%	53 23%	30 17%	34 19%	33 22%	47 24%	52 20%	61 22%	31 17%
5 - Least important	212 10%	15 9%	11 11%	186 11%	10 11%	21 9%	21 12%	27 15%	16 11%	22 11%	27 10%	28 10%	14 8%
NET: Less important (4/5)	636 31%	50 29%	41 40%	545 31%	29 34%	73 32%	50 29%	62 34%	50 33%	69 35%	79 30%	88 31%	45 25%
Mean	2.69	2.63	2.97	2.68	2.83	2.77	2.70	2.81	2.66	2.67	2.64	2.63	2.49
Standard deviation	1.34	1.30	1.25	1.34	1.29	1.25	1.34	1.40	1.38	1.42	1.33	1.36	1.30
Standard error	0.03	0.09	0.12	0.03	0.15	0.08	0.11	0.10	0.11	0.10	0.09	0.08	0.10

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 5

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Smoking**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important (1/2)	999 49%	520 53%	479 46%	104 45%	166 47%	156 47%	182 50%	135 46%	257 57%	290 53%	243 45%	238 54%	229 46%	151 52%	413 49%
1 - Most important	497 25%	284 29%	213 21%	53 23%	65 19%	81 24%	104 29%	57 20%	137 30%	128 24%	129 24%	137 31%	103 21%	80 27%	200 23%
2	502 25%	236 24%	266 26%	51 22%	100 29%	75 23%	78 22%	77 27%	120 27%	162 30%	113 21%	101 23%	126 26%	71 24%	213 25%
3	440 22%	204 21%	236 23%	48 21%	60 17%	71 21%	78 22%	72 25%	112 25%	119 22%	142 26%	72 16%	106 22%	63 22%	159 19%
4	384 19%	185 19%	199 19%	59 25%	72 21%	72 22%	64 18%	58 20%	60 13%	86 16%	113 21%	82 19%	103 21%	55 19%	184 22%
5 - Least important	197 10%	75 8%	122 12%	23 10%	53 15%	33 10%	37 10%	27 9%	24 5%	49 9%	45 8%	48 11%	55 11%	23 8%	96 11%
NET: Less important (4/5)	581 29%	260 26%	321 31%	82 35%	125 36%	105 32%	101 28%	85 29%	84 19%	135 25%	158 29%	131 30%	157 32%	78 27%	279 33%
Mean	2.64	2.52	2.76	2.78	2.85	2.70	2.59	2.72	2.37	2.57	2.69	2.55	2.76	2.56	2.72
Standard deviation	1.30	1.29	1.30	1.31	1.35	1.32	1.34	1.24	1.20	1.26	1.27	1.38	1.30	1.28	1.33
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.05	0.05	0.05	0.08	0.06	0.09	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 5

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Smoking**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important (1/2)	999 49%	95 54%	52 51%	852 49%	43 51%	118 51%	88 51%	88 49%	74 50%	93 47%	138 52%	141 50%	67 38%
1 - Most important	497 25%	37 21%	29 29%	431 25%	31 36%	63 27%	47 27%	44 24%	37 25%	48 24%	72 27%	57 20%	34 19%
2	502 25%	59 33%	23 22%	421 24%	13 15%	55 24%	41 24%	44 24%	38 25%	45 23%	66 25%	84 30%	34 19%
3	440 22%	39 22%	19 18%	381 22%	24 28%	54 23%	29 17%	38 21%	31 21%	40 21%	61 23%	60 21%	45 25%
4	384 19%	29 17%	25 24%	330 19%	13 15%	39 17%	40 23%	32 17%	23 16%	48 24%	47 18%	51 18%	37 21%
5 - Least important	197 10%	12 7%	7 7%	178 10%	5 6%	22 9%	14 8%	24 13%	21 14%	15 8%	19 7%	31 11%	28 16%
NET: Less important (4/5)	581 29%	41 23%	32 31%	508 29%	18 21%	60 26%	54 31%	56 31%	44 30%	63 32%	67 25%	82 29%	65 37%
Mean	2.64	2.55	2.58	2.66	2.40	2.58	2.61	2.71	2.69	2.68	2.53	2.70	2.96
Standard deviation	1.30	1.19	1.31	1.31	1.28	1.30	1.32	1.36	1.37	1.29	1.26	1.28	1.34
Standard error	0.03	0.08	0.13	0.03	0.15	0.08	0.11	0.10	0.11	0.09	0.09	0.07	0.10

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 6

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Alcohol misuse**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important (1/2)	928 46%	416 42%	512 49%	95 40%	154 44%	147 44%	157 44%	139 48%	236 52%	242 45%	235 43%	224 51%	227 46%	111 38%	375 44%
1 - Most important	447 22%	191 19%	256 25%	42 18%	88 25%	69 21%	67 19%	76 26%	106 23%	127 23%	107 20%	93 21%	119 24%	56 19%	169 20%
2	481 24%	225 23%	256 25%	53 23%	66 19%	78 23%	90 25%	64 22%	130 29%	115 21%	128 23%	130 30%	108 22%	54 19%	206 24%
3	480 24%	244 25%	236 23%	63 27%	78 22%	76 23%	95 26%	62 21%	107 24%	128 24%	118 22%	113 26%	122 25%	83 28%	211 25%
4	435 22%	232 24%	203 20%	47 20%	73 21%	72 22%	87 24%	72 25%	84 19%	117 21%	132 24%	82 19%	105 21%	67 23%	175 21%
5 - Least important	177 9%	92 9%	85 8%	29 12%	45 13%	37 11%	22 6%	18 6%	26 6%	56 10%	59 11%	21 5%	40 8%	32 11%	90 11%
NET: Less important (4/5)	612 30%	324 33%	288 28%	76 32%	118 34%	109 33%	108 30%	90 31%	110 24%	173 32%	191 35%	103 23%	144 29%	98 34%	265 31%
Mean	2.71	2.81	2.62	2.87	2.77	2.79	2.74	2.63	2.55	2.74	2.83	2.56	2.67	2.87	2.78
Standard deviation	1.27	1.26	1.27	1.27	1.37	1.30	1.19	1.27	1.20	1.31	1.30	1.16	1.27	1.27	1.27
Standard error	0.03	0.04	0.04	0.08	0.09	0.07	0.06	0.07	0.05	0.05	0.05	0.07	0.05	0.09	0.05

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 6

Q.1 Thinking about public health issues, please rank the following in order of which are the most important issues to tackle in the UK. Please rank the issues below in terms of importance, where 1 = most important and 5 = least important.

Alcohol misuse**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important (1/2)	928 46%	89 50%	49 48%	790 45%	43 51%	115 49%	70 41%	90 49%	59 40%	84 43%	128 48%	121 43%	81 46%
1 - Most important	447 22%	50 29%	23 23%	373 21%	22 26%	52 23%	44 26%	37 20%	30 20%	35 18%	52 20%	66 23%	36 20%
2	481 24%	38 22%	26 25%	417 24%	21 25%	62 27%	26 15%	53 29%	30 20%	49 25%	75 28%	55 20%	45 26%
3	480 24%	45 25%	22 21%	414 24%	15 18%	58 25%	41 24%	39 21%	45 30%	67 34%	43 16%	69 25%	37 21%
4	435 22%	33 19%	18 17%	384 22%	18 22%	45 20%	33 19%	36 20%	38 25%	35 18%	63 24%	68 24%	47 27%
5 - Least important	177 9%	9 5%	14 13%	154 9%	8 10%	14 6%	27 16%	17 9%	7 5%	10 5%	33 12%	25 9%	12 7%
NET: Less important (4/5)	612 30%	42 24%	31 31%	538 31%	27 31%	59 25%	60 35%	53 29%	45 30%	45 23%	96 36%	92 33%	60 34%
Mean	2.71	2.50	2.73	2.73	2.64	2.59	2.84	2.69	2.76	2.68	2.81	2.75	2.75
Standard deviation	1.27	1.23	1.35	1.26	1.34	1.20	1.41	1.26	1.18	1.12	1.33	1.29	1.25
Standard error	0.03	0.09	0.13	0.03	0.15	0.08	0.12	0.09	0.10	0.08	0.09	0.07	0.09

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 7

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Summary Table**Base: All respondents**

	Actions				
	A well-balanced diet	Being physically active every day	Drinking 3-4 glasses of water a day	Getting at least 7 hours of sleep a night	Drinking no more than the recommended amount of alcohol a week
Unweighted base	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020
NET: More positive (1/2)	1503 74%	1334 66%	381 19%	551 27%	271 13%
1 - Most positive	853 42%	715 35%	143 7%	198 10%	112 6%
2	650 32%	620 31%	238 12%	353 17%	159 8%
3	293 15%	337 17%	482 24%	550 27%	357 18%
4	143 7%	234 12%	636 31%	563 28%	444 22%
5 - Least positive	80 4%	114 6%	521 26%	356 18%	948 47%
NET: Less positive (4/5)	224 11%	348 17%	1157 57%	919 46%	1391 69%
Mean	1.98	2.21	3.57	3.26	3.97
Standard deviation	1.10	1.20	1.19	1.22	1.21
Standard error	0.02	0.03	0.03	0.03	0.03

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 8

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

A well-balanced diet

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More positive (1/2)	1503 74%	723 73%	780 75%	162 69%	245 70%	265 80%	276 77%	206 71%	349 77%	427 79%	414 76%	299 68%	364 74%	234 80%	619 73%
1 - Most positive	853 42%	378 38%	475 46%	108 46%	118 34%	151 45%	164 46%	126 43%	186 41%	226 42%	243 45%	187 43%	197 40%	145 50%	345 41%
2	650 32%	345 35%	305 29%	54 23%	127 36%	114 35%	112 31%	80 28%	163 36%	201 37%	171 31%	112 25%	167 34%	89 30%	274 32%
3	293 15%	148 15%	145 14%	32 14%	57 16%	33 10%	53 15%	64 22%	55 12%	56 10%	80 15%	91 21%	66 13%	38 13%	125 15%
4	143 7%	68 7%	75 7%	26 11%	33 9%	19 6%	21 6%	11 4%	34 7%	36 7%	32 6%	34 8%	41 8%	8 3%	65 8%
5 - Least positive	80 4%	45 5%	36 3%	14 6%	15 4%	15 4%	10 3%	11 4%	16 3%	24 4%	18 3%	16 4%	22 5%	12 4%	43 5%
NET: Less positive (4/5)	224 11%	113 11%	111 11%	40 17%	48 14%	34 10%	31 9%	22 7%	49 11%	60 11%	50 9%	50 11%	63 13%	20 7%	108 13%
Mean	1.98	2.04	1.93	2.08	2.14	1.89	1.89	1.97	1.96	1.95	1.92	2.05	2.04	1.81	2.05
Standard deviation	1.10	1.10	1.09	1.26	1.12	1.08	1.04	1.07	1.07	1.09	1.06	1.13	1.13	1.04	1.15
Standard error	0.02	0.03	0.04	0.08	0.07	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 8

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

A well-balanced diet

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More positive (1/2)	1503 74%	138 78%	72 70%	1293 74%	61 72%	168 72%	133 78%	122 67%	115 77%	134 68%	205 77%	218 77%	136 77%
1 - Most positive	853 42%	83 47%	41 39%	729 42%	32 38%	93 40%	68 40%	64 35%	71 48%	81 41%	116 43%	122 43%	82 46%
2	650 32%	54 31%	31 30%	565 32%	29 34%	75 32%	65 38%	58 32%	44 29%	53 27%	90 34%	97 34%	55 31%
3	293 15%	17 9%	19 19%	257 15%	14 16%	44 19%	22 13%	24 13%	27 18%	34 17%	34 13%	33 12%	24 14%
4	143 7%	13 8%	8 8%	122 7%	7 9%	10 4%	9 5%	23 13%	4 3%	17 9%	21 8%	19 7%	12 7%
5 - Least positive	80 4%	8 4%	4 4%	69 4%	2 3%	9 4%	6 4%	12 7%	3 2%	11 6%	7 2%	12 4%	5 3%
NET: Less positive (4/5)	224 11%	21 12%	12 12%	191 11%	10 11%	20 9%	16 9%	35 19%	7 5%	28 14%	27 10%	31 11%	17 9%
Mean	1.98	1.91	2.06	1.99	2.04	2.00	1.95	2.24	1.82	2.11	1.92	1.95	1.89
Standard deviation	1.10	1.13	1.12	1.10	1.07	1.07	1.04	1.24	0.97	1.20	1.04	1.10	1.06
Standard error	0.02	0.08	0.11	0.03	0.12	0.07	0.09	0.09	0.08	0.09	0.07	0.06	0.08

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 9

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Being physically active every day (doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise)

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More positive (1/2)	1334 66%	692 70%	642 62%	138 59%	212 61%	214 65%	246 68%	206 71%	318 70%	366 67%	373 69%	296 67%	299 61%	203 70%	555 65%
1 - Most positive	715 35%	412 42%	303 29%	59 25%	129 37%	104 31%	129 36%	110 38%	185 41%	213 39%	182 34%	147 33%	172 35%	84 29%	305 36%
2	620 31%	280 28%	340 33%	79 34%	83 24%	110 33%	118 33%	96 33%	133 29%	153 28%	191 35%	149 34%	127 26%	119 41%	250 29%
3	337 17%	128 13%	210 20%	51 22%	43 12%	54 16%	63 18%	45 16%	81 18%	88 16%	72 13%	75 17%	102 21%	48 17%	122 14%
4	234 12%	108 11%	126 12%	23 10%	67 19%	38 12%	39 11%	26 9%	40 9%	54 10%	64 12%	49 11%	67 14%	23 8%	115 14%
5 - Least positive	114 6%	56 6%	58 6%	23 10%	28 8%	25 8%	11 3%	13 5%	14 3%	35 6%	35 6%	20 5%	25 5%	17 6%	59 7%
NET: Less positive (4/5)	348 17%	164 17%	184 18%	46 19%	95 27%	64 19%	50 14%	40 14%	54 12%	89 16%	98 18%	69 16%	92 19%	40 14%	175 21%
Mean	2.21	2.10	2.32	2.45	2.38	2.31	2.13	2.10	2.04	2.16	2.22	2.20	2.28	2.21	2.26
Standard deviation	1.20	1.22	1.18	1.24	1.36	1.24	1.11	1.14	1.11	1.23	1.21	1.15	1.21	1.12	1.27
Standard error	0.03	0.04	0.04	0.08	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.08	0.05

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 9

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Being physically active every day (doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More positive (1/2)	1334 66%	117 67%	71 69%	1147 66%	51 60%	148 64%	130 76%	123 68%	107 72%	131 67%	151 57%	178 63%	127 72%
1 - Most positive	715 35%	58 33%	38 37%	619 36%	30 36%	83 36%	73 43%	72 40%	58 39%	59 30%	85 32%	95 33%	63 35%
2	620 31%	59 34%	33 32%	528 30%	21 25%	65 28%	57 33%	51 28%	48 32%	72 37%	66 25%	84 30%	64 36%
3	337 17%	37 21%	17 16%	284 16%	13 15%	37 16%	24 14%	29 16%	24 16%	34 18%	39 15%	57 20%	28 15%
4	234 12%	10 6%	9 9%	215 12%	16 18%	32 14%	11 6%	20 11%	13 8%	23 12%	52 20%	34 12%	15 8%
5 - Least positive	114 6%	12 7%	6 6%	96 6%	5 6%	16 7%	7 4%	10 5%	6 4%	7 4%	24 9%	13 5%	8 5%
NET: Less positive (4/5)	348 17%	22 13%	16 15%	311 18%	20 24%	47 20%	18 10%	30 17%	18 12%	30 16%	76 29%	47 17%	23 13%
Mean	2.21	2.20	2.16	2.22	2.34	2.27	1.96	2.15	2.05	2.22	2.49	2.25	2.10
Standard deviation	1.20	1.17	1.19	1.21	1.29	1.26	1.09	1.21	1.11	1.12	1.35	1.18	1.12
Standard error	0.03	0.08	0.12	0.03	0.15	0.08	0.09	0.09	0.09	0.08	0.09	0.07	0.08

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 10

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Drinking 3-4 glasses of water a day

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More positive (1/2)	381 19%	169 17%	212 20%	56 24%	82 24%	62 19%	73 20%	40 14%	68 15%	82 15%	98 18%	90 20%	111 22%	50 17%	178 21%
1 - Most positive	143 7%	63 6%	80 8%	21 9%	44 13%	32 10%	23 6%	6 2%	18 4%	26 5%	42 8%	32 7%	43 9%	23 8%	77 9%
2	238 12%	105 11%	132 13%	35 15%	38 11%	30 9%	50 14%	34 12%	50 11%	56 10%	56 10%	58 13%	68 14%	27 9%	101 12%
3	482 24%	264 27%	218 21%	68 29%	105 30%	87 26%	72 20%	44 15%	105 23%	134 25%	129 24%	114 26%	106 21%	64 22%	227 27%
4	636 31%	306 31%	330 32%	66 28%	95 27%	94 28%	123 34%	114 39%	145 32%	166 31%	178 33%	137 31%	155 31%	90 31%	267 31%
5 - Least positive	521 26%	245 25%	276 27%	45 19%	68 19%	88 27%	92 26%	93 32%	134 30%	162 30%	139 26%	99 23%	122 25%	87 30%	180 21%
NET: Less positive (4/5)	1157 57%	551 56%	606 58%	110 47%	163 47%	182 55%	215 60%	207 71%	279 62%	327 60%	317 58%	236 54%	276 56%	178 61%	447 52%
Mean	3.57	3.57	3.57	3.34	3.30	3.53	3.59	3.87	3.72	3.70	3.58	3.48	3.50	3.66	3.44
Standard deviation	1.19	1.16	1.22	1.20	1.26	1.24	1.19	1.06	1.12	1.14	1.19	1.19	1.24	1.22	1.20
Standard error	0.03	0.04	0.04	0.08	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 10

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Drinking 3-4 glasses of water a day

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More positive (1/2)	381 19%	31 17%	19 19%	331 19%	18 21%	51 22%	20 12%	33 18%	35 23%	35 18%	50 19%	64 23%	25 14%
1 - Most positive	143 7%	10 6%	8 7%	125 7%	5 6%	22 9%	9 5%	13 7%	12 8%	15 8%	19 7%	23 8%	6 3%
2	238 12%	20 11%	12 11%	206 12%	13 15%	30 13%	11 7%	20 11%	23 15%	19 10%	30 11%	42 15%	19 10%
3	482 24%	34 19%	25 25%	423 24%	23 27%	52 23%	63 37%	44 24%	38 25%	43 22%	75 28%	54 19%	31 18%
4	636 31%	64 36%	35 34%	537 31%	25 30%	75 32%	51 29%	61 34%	37 25%	67 34%	73 27%	88 31%	61 34%
5 - Least positive	521 26%	47 27%	23 22%	451 26%	19 22%	53 23%	38 22%	43 24%	40 27%	51 26%	69 26%	77 27%	61 34%
NET: Less positive (4/5)	1157 57%	111 63%	58 56%	988 57%	44 51%	128 55%	89 52%	104 57%	77 52%	118 60%	142 53%	164 58%	122 68%
Mean	3.57	3.67	3.53	3.56	3.46	3.47	3.57	3.56	3.47	3.61	3.54	3.54	3.85
Standard deviation	1.19	1.16	1.18	1.20	1.17	1.24	1.07	1.18	1.26	1.20	1.20	1.26	1.11
Standard error	0.03	0.08	0.12	0.03	0.13	0.08	0.09	0.08	0.10	0.09	0.08	0.07	0.08

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 11

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Getting at least 7 hours of sleep a night

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More positive (1/2)	551 27%	265 27%	286 28%	75 32%	121 35%	80 24%	92 26%	73 25%	110 24%	126 23%	123 23%	151 34%	150 30%	49 17%	257 30%
1 - Most positive	198 10%	90 9%	108 10%	30 13%	36 10%	30 9%	34 9%	23 8%	43 10%	50 9%	46 8%	52 12%	51 10%	16 5%	86 10%
2	353 17%	175 18%	178 17%	44 19%	85 24%	50 15%	58 16%	49 17%	67 15%	76 14%	78 14%	99 23%	100 20%	34 12%	171 20%
3	550 27%	268 27%	282 27%	42 18%	107 31%	82 25%	108 30%	90 31%	121 27%	151 28%	165 30%	102 23%	133 27%	86 29%	240 28%
4	563 28%	283 29%	281 27%	73 31%	70 20%	109 33%	98 27%	81 28%	132 29%	163 30%	142 26%	114 26%	144 29%	101 35%	220 26%
5 - Least positive	356 18%	169 17%	187 18%	45 19%	51 15%	61 19%	62 17%	47 16%	90 20%	103 19%	113 21%	73 17%	66 13%	55 19%	135 16%
NET: Less positive (4/5)	919 46%	452 46%	468 45%	118 50%	121 35%	170 51%	160 44%	128 44%	221 49%	267 49%	255 47%	187 43%	210 43%	156 54%	355 42%
Mean	3.26	3.27	3.25	3.25	3.04	3.37	3.26	3.27	3.35	3.36	3.37	3.13	3.15	3.50	3.17
Standard deviation	1.22	1.20	1.23	1.32	1.20	1.20	1.20	1.16	1.22	1.20	1.20	1.27	1.19	1.09	1.21
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.08	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 11

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Getting at least 7 hours of sleep a night

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More positive (1/2)	551 27%	44 25%	32 31%	475 27%	21 24%	62 27%	48 28%	55 30%	33 22%	51 26%	91 34%	71 25%	44 25%
1 - Most positive	198 10%	15 8%	15 14%	168 10%	9 11%	23 10%	13 8%	21 12%	7 5%	22 11%	29 11%	31 11%	12 7%
2	353 17%	29 17%	17 17%	306 18%	12 14%	39 17%	34 20%	33 18%	25 17%	29 15%	62 23%	40 14%	32 18%
3	550 27%	50 28%	22 21%	478 27%	22 26%	64 28%	36 21%	58 32%	30 20%	49 25%	77 29%	76 27%	66 37%
4	563 28%	51 29%	28 27%	484 28%	28 33%	60 26%	61 36%	39 22%	59 40%	44 23%	64 24%	84 30%	45 26%
5 - Least positive	356 18%	31 18%	21 20%	304 17%	14 17%	47 20%	27 16%	30 16%	27 18%	51 26%	35 13%	51 18%	22 12%
NET: Less positive (4/5)	919 46%	82 47%	49 47%	789 45%	42 49%	107 46%	88 51%	69 38%	86 58%	95 49%	99 37%	135 48%	67 38%
Mean	3.26	3.31	3.22	3.26	3.31	3.30	3.31	3.12	3.50	3.37	3.05	3.30	3.18
Standard deviation	1.22	1.19	1.34	1.21	1.21	1.24	1.18	1.23	1.12	1.32	1.20	1.23	1.08
Standard error	0.03	0.08	0.13	0.03	0.14	0.08	0.10	0.09	0.09	0.10	0.08	0.07	0.08

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 12

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Drinking no more than the recommended amount of alcohol a week

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More positive (1/2)	271 13%	119 12%	152 15%	39 16%	39 11%	42 13%	33 9%	58 20%	61 13%	85 16%	79 15%	45 10%	62 13%	47 16%	94 11%
1 - Most positive	112 6%	41 4%	71 7%	17 7%	22 6%	16 5%	10 3%	26 9%	21 5%	29 5%	31 6%	22 5%	31 6%	24 8%	38 5%
2	159 8%	78 8%	81 8%	22 9%	16 5%	26 8%	23 6%	32 11%	40 9%	57 10%	48 9%	23 5%	31 6%	23 8%	56 7%
3	357 18%	177 18%	181 17%	41 18%	38 11%	76 23%	63 18%	48 16%	91 20%	115 21%	98 18%	58 13%	87 18%	55 19%	138 16%
4	444 22%	220 22%	224 22%	47 20%	86 25%	71 21%	78 22%	59 20%	103 23%	124 23%	128 24%	106 24%	86 18%	68 23%	185 22%
5 - Least positive	948 47%	468 48%	479 46%	108 46%	187 53%	142 43%	185 52%	127 44%	199 44%	219 40%	238 44%	232 53%	258 52%	121 41%	434 51%
NET: Less positive (4/5)	1391 69%	688 70%	703 68%	154 66%	273 78%	213 64%	264 73%	185 64%	301 67%	343 63%	366 67%	338 77%	344 70%	189 65%	619 73%
Mean	3.97	4.01	3.93	3.88	4.14	3.90	4.13	3.78	3.92	3.83	3.91	4.14	4.03	3.82	4.08
Standard deviation	1.21	1.16	1.25	1.28	1.18	1.18	1.09	1.34	1.18	1.22	1.22	1.14	1.23	1.28	1.16
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.05	0.08	0.05	0.05	0.05	0.07	0.05	0.09	0.05

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 12

Q.2 Which of the following do you think has the most positive impact on a person's health? Please rank the options below from 1 to 5 where 1 = the most positive and 5 = the least positive.

Drinking no more than the recommended amount of alcohol a week

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More positive (1/2)	271 13%	22 13%	12 11%	237 14%	18 22%	35 15%	12 7%	30 17%	10 7%	41 21%	36 14%	33 12%	23 13%
1 - Most positive	112 6%	9 5%	2 2%	101 6%	8 10%	11 5%	8 5%	11 6%	* *	18 9%	17 7%	12 4%	14 8%
2	159 8%	13 7%	10 9%	136 8%	10 12%	23 10%	4 2%	20 11%	9 6%	22 11%	19 7%	20 7%	8 5%
3	357 18%	39 22%	20 19%	299 17%	13 15%	35 15%	27 16%	26 14%	30 20%	36 18%	42 16%	62 22%	28 16%
4	444 22%	38 22%	23 22%	383 22%	9 10%	55 24%	40 23%	38 21%	36 24%	44 23%	57 21%	58 21%	45 25%
5 - Least positive	948 47%	77 44%	49 47%	822 47%	45 53%	107 46%	93 54%	87 48%	73 49%	75 38%	131 49%	129 46%	82 46%
NET: Less positive (4/5)	1391 69%	115 65%	71 69%	1205 69%	54 63%	162 70%	133 77%	125 69%	110 73%	119 61%	188 71%	187 66%	127 71%
Mean	3.97	3.91	4.03	3.97	3.85	3.96	4.20	3.94	4.16	3.69	4.00	3.96	3.97
Standard deviation	1.21	1.19	1.11	1.22	1.42	1.21	1.08	1.26	0.97	1.33	1.23	1.17	1.24
Standard error	0.03	0.09	0.11	0.03	0.16	0.08	0.09	0.09	0.08	0.10	0.08	0.07	0.09

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 13

Q.3 How positive or negative an impact, if any, do you think being physically active every day would have on a person's health? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise)

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: Positive	1904 94%	931 95%	973 94%	200 85%	324 93%	309 93%	346 96%	285 98%	439 97%	523 96%	520 96%	408 93%	452 92%	276 95%	794 93%
Very positive	(+2) 1186 59%	571 58%	615 59%	120 51%	194 55%	182 55%	220 61%	178 61%	292 64%	337 62%	323 59%	261 59%	266 54%	190 65%	469 55%
Fairly positive	(+1) 717 36%	360 37%	358 35%	80 34%	131 37%	127 38%	126 35%	107 37%	148 33%	186 34%	198 36%	148 34%	186 38%	86 29%	325 38%
No impact	(0) 81 4%	36 4%	46 4%	24 10%	20 6%	17 5%	8 2%	6 2%	7 1%	13 2%	15 3%	23 5%	31 6%	13 4%	43 5%
Fairly negative	(-1) 3 *	2 *	1 *	1 1%	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	* *	- -	1 *
Very negative	(-2) 6 *	3 *	2 *	1 *	* *	- -	1 *	- -	3 1%	3 1%	- -	- -	3 1%	- -	4 *
NET: Negative	9 *	6 1%	3 *	2 1%	1 *	- -	2 1%	- -	3 1%	3 1%	1 *	1 *	3 1%	- -	5 1%
Don't know	26 1%	12 1%	14 1%	8 3%	5 1%	6 2%	4 1%	- -	4 1%	3 1%	7 1%	8 2%	8 2%	3 1%	10 1%
Mean	1.54	1.54	1.55	1.40	1.50	1.51	1.58	1.59	1.61	1.58	1.57	1.55	1.47	1.61	1.49
Standard deviation	0.61	0.61	0.61	0.74	0.63	0.60	0.58	0.53	0.60	0.60	0.56	0.60	0.67	0.57	0.64
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.04	0.03

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 13

Q.3 How positive or negative an impact, if any, do you think being physically active every day would have on a person's health? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: Positive	1904 94%	170 97%	95 92%	1639 94%	81 95%	220 95%	164 96%	172 95%	142 95%	179 91%	246 92%	261 92%	173 98%
Very positive	(+2) 1186 59%	105 60%	55 53%	1027 59%	50 59%	136 59%	110 64%	101 56%	99 66%	106 54%	157 59%	151 53%	116 65%
Fairly positive	(+1) 717 36%	65 37%	40 39%	612 35%	31 36%	84 36%	54 31%	71 39%	43 29%	73 37%	89 33%	110 39%	58 33%
No impact	(0) 81 4%	4 2%	4 4%	74 4%	3 3%	7 3%	6 4%	8 4%	4 3%	15 8%	10 4%	17 6%	4 2%
Fairly negative	(-1) 3 *	- -	- -	3 *	- -	- -	1 *	- -	- -	- -	2 1%	* *	- -
Very negative	(-2) 6 *	- -	* *	5 *	- -	1 *	- -	2 1%	- -	- -	2 1%	1 *	- -
NET: Negative	9 *	- -	* *	8 *	- -	1 *	1 *	2 1%	- -	- -	4 1%	1 *	- -
Don't know	26 1%	1 1%	4 4%	21 1%	1 2%	4 2%	1 *	- -	3 2%	1 1%	7 2%	3 1%	1 *
Mean	1.54	1.58	1.51	1.54	1.57	1.56	1.60	1.49	1.65	1.47	1.53	1.47	1.63
Standard deviation	0.61	0.54	0.61	0.62	0.56	0.59	0.59	0.67	0.54	0.64	0.68	0.65	0.52
Standard error	0.01	0.04	0.06	0.01	0.06	0.04	0.05	0.05	0.04	0.05	0.05	0.04	0.04

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 14

Q.4 How important or otherwise do you consider being physically active every day to be as part of a healthy lifestyle? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise).

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	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: Important	1933 96%	943 96%	990 96%	212 90%	340 97%	308 93%	349 97%	282 97%	441 97%	527 97%	526 97%	415 94%	465 94%	277 95%	817 96%
Very important	(4) 1212 60%	571 58%	641 62%	135 58%	204 58%	188 57%	217 60%	173 59%	295 65%	340 63%	328 60%	257 58%	287 58%	187 64%	493 58%
Fairly important	(3) 721 36%	372 38%	349 34%	77 33%	136 39%	120 36%	132 37%	109 38%	147 32%	187 34%	198 36%	158 36%	178 36%	90 31%	324 38%
Not very important	(2) 55 3%	23 2%	31 3%	20 8%	4 1%	15 5%	6 2%	3 1%	6 1%	13 2%	12 2%	12 3%	17 4%	12 4%	27 3%
Not at all important	(1) 5 *	4 *	1 *	- -	1 *	1 *	* *	2 1%	- -	* *	- -	3 1%	1 *	- -	3 *
NET: Not important	60 3%	27 3%	32 3%	20 8%	6 2%	16 5%	6 2%	5 2%	6 1%	14 3%	12 2%	15 3%	19 4%	12 4%	30 4%
Don't know	27 1%	13 1%	14 1%	3 1%	4 1%	7 2%	4 1%	3 1%	5 1%	3 1%	5 1%	10 2%	9 2%	3 1%	5 1%
Mean	3.58	3.56	3.59	3.50	3.57	3.53	3.59	3.57	3.64	3.60	3.59	3.55	3.55	3.61	3.54
Standard deviation	0.56	0.57	0.56	0.65	0.54	0.60	0.53	0.56	0.51	0.54	0.53	0.59	0.58	0.57	0.58
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.04	0.02

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 14

Q.4 How important or otherwise do you consider being physically active every day to be as part of a healthy lifestyle? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise).

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: Important	1933 96%	164 94%	98 95%	1671 96%	80 94%	224 97%	165 96%	177 97%	146 97%	186 95%	255 96%	262 93%	176 99%
Very important	(4) 1212 60%	103 59%	60 58%	1050 60%	52 61%	140 60%	106 62%	102 56%	99 66%	122 62%	164 61%	150 53%	116 65%
Fairly important	(3) 721 36%	61 35%	38 37%	622 36%	28 33%	84 36%	59 34%	75 41%	46 31%	65 33%	92 34%	112 40%	60 34%
Not very important	(2) 55 3%	10 6%	- -	45 3%	3 3%	4 2%	5 3%	5 3%	- -	7 4%	5 2%	15 5%	1 1%
Not at all important	(1) 5 *	- -	1 1%	4 *	1 1%	1 *	- -	- -	- -	- -	- -	2 1%	- -
NET: Not important	60 3%	10 6%	1 1%	49 3%	3 4%	5 2%	5 3%	5 3%	- -	7 4%	5 2%	17 6%	1 1%
Don't know	27 1%	1 1%	4 4%	22 1%	1 2%	3 1%	1 1%	- -	4 3%	2 1%	6 2%	4 1%	* *
Mean	3.58	3.54	3.58	3.58	3.57	3.59	3.60	3.53	3.68	3.59	3.61	3.46	3.64
Standard deviation	0.56	0.60	0.56	0.56	0.60	0.54	0.54	0.55	0.47	0.57	0.53	0.64	0.50
Standard error	0.01	0.04	0.06	0.01	0.07	0.03	0.05	0.04	0.04	0.04	0.04	0.04	0.04

National Fitness Day Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 15

Q.5 How, if at all, has your view on the importance of being physically active every day as part of a healthy lifestyle changed in the last year? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise).

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	Pri- vate
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
NET: More important	1022 51%	487 49%	535 52%	130 55%	220 63%	173 52%	168 47%	134 46%	197 43%	304 56%	269 49%	222 50%	227 46%	157 54%	470 55%
I think it is a great deal more important	514 25%	247 25%	267 26%	61 26%	83 24%	91 28%	86 24%	69 24%	124 27%	133 24%	136 25%	120 27%	125 25%	78 27%	224 26%
I think it is slightly more important	508 25%	239 24%	268 26%	69 29%	137 39%	82 25%	82 23%	66 23%	73 16%	171 31%	133 24%	102 23%	102 21%	79 27%	246 29%
My views on this have not changed	953 47%	478 49%	475 46%	88 38%	123 35%	150 45%	188 52%	155 53%	248 55%	234 43%	264 49%	209 47%	246 50%	131 45%	363 43%
I think it is slightly less important	12 1%	3 *	9 1%	6 3%	1 *	- -	1 *	- -	3 1%	2 *	* *	2 *	8 2%	- -	6 1%
I think it is much less important	3 *	3 *	- -	- -	* *	- -	- -	- -	3 1%	- -	- -	- -	3 1%	- -	- -
NET: Less important	15 1%	6 1%	9 1%	6 3%	1 *	- -	1 *	- -	6 1%	2 *	* *	2 *	11 2%	- -	6 1%
Don't know	30 1%	13 1%	16 2%	10 4%	5 1%	9 3%	2 1%	1 *	2 *	4 1%	10 2%	8 2%	8 2%	3 1%	13 2%

National Fitness Day Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 15

Q.5 How, if at all, has your view on the importance of being physically active every day as part of a healthy lifestyle changed in the last year? (By this we mean doing at least 10 minutes of physical activity on an average day - physical activity can include gardening, cycling for recreation and brisk walking, as well as sport and exercise).

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
NET: More important	1022 51%	94 53%	51 49%	878 50%	52 62%	114 49%	84 49%	94 52%	83 55%	114 58%	143 54%	120 42%	76 43%
I think it is a great deal more important	514 25%	57 33%	26 25%	431 25%	37 44%	54 23%	32 18%	51 28%	35 24%	58 30%	72 27%	58 21%	32 18%
I think it is slightly more important	508 25%	37 21%	25 24%	447 26%	15 17%	59 26%	52 30%	43 23%	47 32%	55 28%	70 26%	62 22%	43 24%
My views on this have not changed	953 47%	78 44%	44 42%	832 48%	33 38%	116 50%	83 48%	84 46%	63 42%	80 41%	114 43%	159 56%	101 57%
I think it is slightly less important	12 1%	2 1%	4 4%	7 *	- -	1 1%	1 1%	3 2%	- -	- -	1 1%	- -	- -
I think it is much less important	3 *	- -	* *	3 *	- -	- -	- -	- -	- -	- -	3 1%	- -	- -
NET: Less important	15 1%	2 1%	4 4%	9 1%	- -	1 1%	1 1%	3 2%	- -	- -	4 2%	- -	- -
Don't know	30 1%	3 2%	5 4%	23 1%	- -	1 *	4 2%	1 *	4 3%	2 1%	6 2%	4 1%	1 1%