

Diabetes UK

METHODOLOGY NOTE

ComRes interviewed 2,036 British adults online between 22nd and 24th January 2016. Data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

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

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 2

Q.2 Which, if any, of the following measures would make it easier for you to buy healthy foods when you go shopping?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2036	1075	961	215	286	343	393	294	505	600	578	335	523	260	838
Weighted base	2036	992	1044	236	353	334	363	294	456	548	548	444	497	273	879
NET: Any	1855 91%	888 90%	967 93%A	229 97% ^d EGH	328 93% ^H	304 91% ^H	342 94% ^{GH}	262 89%	389 85%	508 93% ^j	492 90%	404 91%	450 91%	258 95%	809 92%
A reduction in the price of healthy foods	1250 61%	566 57%	685 66%A	181 77% ^{DEFGH}	213 60% ^H	208 62% ^H	243 67% ^H	178 60% ^H	228 50%	316 58%	342 62%	267 60%	326 66% ^l	179 65%	545 62%
More promotions on healthy foods (e.g. buy one get one free, buy 3 for £5)	1079 53%	474 48%	605 58%A	154 65% ^{EfGH}	212 60% ^{EGH}	169 51% ^H	208 57% ^{eH}	148 50% ^H	188 41%	281 51%	314 57% ^{il}	228 51%	255 51%	156 57%	478 54%
Clearer labelling to show which foods are healthy and unhealthy (e.g. on food packaging)	1001 49%	494 50%	507 49%	95 40%	148 42%	143 43%	172 48%	170 58% ^{CDEF}	273 60% ^{CDEF}	268 49%	295 54% ^{kL}	207 47%	232 47%	128 47%	399 45%
Fewer promotions on unhealthy foods (e.g. buy one get one free, buy 3 for £5)	605 30%	273 28%	332 32% ^a	84 35% ^{EF}	110 31%	86 26%	92 25%	91 31%	142 31% ^f	169 31%	173 32%	122 27%	141 28%	78 29%	252 29%
More ideas of how to cook and prepare healthy food	579 28%	236 24%	343 33%A	85 36% ^{FGH}	132 37% ^{eFGH}	99 30% ^H	93 26% ^h	77 26% ^h	93 20%	134 24%	156 28%	142 32% ^l	148 30% ⁱ	90 33%	259 29%
No unhealthy snacks on display by the tills (e.g. chocolate or crisps)	521 26%	226 23%	295 28%A	62 26%	89 25%	85 25%	80 22%	71 24%	134 29% ^F	140 26%	148 27%	118 27%	115 23%	80 29% ⁿ	201 23%
An increase in the price of unhealthy foods	389 19%	191 19%	198 19%	62 26% ^{FGH}	87 25% ^{FgH}	71 21% ^{FH}	52 14%	53 18%	65 14%	122 22% ^j	98 18%	79 18%	90 18%	65 24% ⁿ	162 18%
None of the above	181 9%	104 10%B	78 7%	7 3%	24 7% ^c	30 9% ^C	21 6%	32 11% ^{CF}	67 15% ^{CDEF}	39 7%	56 10% ⁱ	40 9%	47 9%	15 5%	70 8%

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

Prepared by ComRes



Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 2

Q.2 Which, if any, of the following measures would make it easier for you to buy healthy foods when you go shopping?

Base: All respondents

	Total	Region											Do you have any children aged 18 or under?		Grocery Shopping		
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)	Half or more (p)	Less/ none (q)
Unweighted base	2036	208	104	1724	85	215	165	142	153	226	273	294	171	542	1486	1852	184
Weighted base	2036	177	104*	1755	85*	234	173	183	151	197	268	285	179	575	1453	1844	192
NET: Any	1855 91%	159 90%	95 91%	1601 91%	77 90%	211 90%	153 89%	168 92%	135 89%	181 92%	252 94%gM	268 94%gM	157 88%	540 94%O	1307 90%	1682 91%	173 90%
A reduction in the price of healthy foods	1250 61%	103 58%	59 57%	1088 62%	52 61%	146 63%	108 62%	117 64%	105 70%AbjKM	118 60%	160 60%	179 63%	102 57%	349 61%	895 62%	1131 61%	119 62%
More promotions on healthy foods (e.g. buy one get one free, buy 3 for £5)	1079 53%	92 52%	46 45%	940 54%	41 48%	109 47%	90 52%	104 57%bfi	69 46%	113 57%bFl	154 57%bFl	152 53%	108 60%BeFl	325 57%o	749 52%	962 52%	117 61%P
Clearer labelling to show which foods are healthy and unhealthy (e.g. on food packaging)	1001 49%	89 50%	42 40%	871 50%b	50 58%B	115 49%	70 41%	84 46%	77 51%g	103 52%bG	142 53%B	146 51%bg	84 47%	270 47%	730 50%	902 49%	99 52%
Fewer promotions on unhealthy foods (e.g. buy one get one free, buy 3 for £5)	605 30%	51 29%	32 30%	522 30%	20 24%	56 24%	62 36%eF	65 36%eF	41 27%	59 30%	85 32%f	81 28%	53 29%	173 30%	432 30%	537 29%	67 35%
More ideas of how to cook and prepare healthy food	579 28%	42 24%	24 23%	512 29%	26 31%	53 23%	55 32%f	57 31%	38 25%	58 29%	79 29%	93 33%aF	54 30%	200 35%O	378 26%	519 28%	59 31%
No unhealthy snacks on display by the tills (e.g. chocolate or crisps)	521 26%	41 23%	27 26%	453 26%	25 30%f	45 19%	59 34%AFhILm	44 24%	33 22%	62 31%aFil	73 27%f	68 24%	43 24%	169 29%O	352 24%	474 26%	47 24%
An increase in the price of unhealthy foods	389 19%	35 20%	16 15%	337 19%	10 12%	35 15%	37 21%e	43 24%Ef	26 17%	43 22%ef	53 20%	51 18%	38 21%e	119 21%	270 19%	338 18%	51 26%P

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

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

Prepared by ComRes



Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 2

Q.2 Which, if any, of the following measures would make it easier for you to buy healthy foods when you go shopping?

Base: All respondents

	Region													Do you have any children aged 18 or under?		Grocery Shopping	
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)	Half or more (p)	Less/ none (q)
Weighted base	2036	177	104*	1755	85*	234	173	183	151	197	268	285	179	575	1453	1844	192
None of the above	181 9%	18 10%	9 9%	155 9%	8 10%	23 10%	20 11%kl	15 8%	16 11%	17 8%	16 6%	17 6%	22 12%KL	35 6%	146 10%N	162 9%	19 10%

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

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

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 3

Q.3 Thinking about regular fizzy drinks - such as a can of cola - if the price of this was increased by 20%, for example, a can of cola that previously cost 70p would now cost 84p, which, if any, of the following would you do?

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2036	1075	961	215	286	343	393	294	505	600	578	335	523	260	838
Weighted base	2036	992	1044	236	353	334	363	294	456	548	548	444	497	273	879
I would purchase more of these drinks	49 2%	33 3%B	16 2%	7 3%GH	22 6%FGH	11 3%GH	6 2%g	1 *	2 1%	14 3%	12 2%	15 3%	8 2%	10 4%	31 3%
I would purchase the same number of these drinks as I do now	905 44%	453 46%	452 43%	110 46%	166 47%	160 48%fh	148 41%	135 46%	187 41%	255 47%l	265 48%kL	184 41%	201 41%	135 50%	420 48%
I would purchase fewer of these drinks	868 43%	421 42%	446 43%	92 39%	134 38%	140 42%	168 46%d	128 43%	206 45%d	227 41%	207 38%	212 48%iJ	222 45%J	108 40%	341 39%
Don't know	214 11%	84 9%	130 12%A	27 12%e	31 9%	23 7%	41 11%e	31 10%	61 13%dE	52 10%	64 12%k	33 7%	66 13%iK	20 7%	88 10%

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

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 3

Q.3 Thinking about regular fizzy drinks - such as a can of cola - if the price of this was increased by 20%, for example, a can of cola that previously cost 70p would now cost 84p, which, if any, of the following would you do?

Base: All respondents

	Region													Do you have any children aged 18 or under?		Grocery Shopping	
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)	Half or more (p)	Less/ none (q)
Unweighted base	2036	208	104	1724	85	215	165	142	153	226	273	294	171	542	1486	1852	184
Weighted base	2036	177	104*	1755	85*	234	173	183	151	197	268	285	179	575	1453	1844	192
I would purchase more of these drinks	49 2%	8 5% DFgjM	3 3%	38 2%	2 3%	1 1%	2 1%	4 2%	5 4% fm	2 1%	12 4% FjM	7 2%	1 1%	24 4% O	23 2%	48 3% q	1 *
I would purchase the same number of these drinks as I do now	905 44%	81 46%	47 46%	777 44%	40 47%	102 44%	71 41%	72 39%	73 48%	86 43%	107 40%	144 51% gHK	82 46%	229 40%	675 46% N	815 44%	90 47%
I would purchase fewer of these drinks	868 43%	72 41%	40 38%	756 43%	32 37%	100 43%	78 45%	81 44%	60 40%	89 45%	131 49% belm	113 40%	71 40%	273 47% O	593 41%	784 43%	83 43%
Don't know	214 11%	16 9%	14 13% k	185 11%	11 13%	30 13% KI	21 12% kl	27 15% KL	12 8%	20 10%	18 7%	20 7%	25 14% KL	49 8%	162 11%	196 11%	18 9%

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

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

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 4

Q.4 If regular fizzy drinks, such as a can of cola, increased in price, which, if any of the following drinks would you consider buying instead?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2036	1075	961	215	286	343	393	294	505	600	578	335	523	260	838
Weighted base	2036	992	1044	236	353	334	363	294	456	548	548	444	497	273	879
Water	720 35%	316 32%	404 39%A	107 45%EFGH	141 40%GH	118 35%H	135 37%H	91 31%	128 28%	205 37%I	203 37%	155 35%	158 32%	113 41%	322 37%
Fruit juice	612 30%	302 30%	310 30%	84 36%FGH	120 34%Gh	106 32%	103 28%	74 25%	125 27%	174 32%	153 28%	133 30%	152 30%	72 26%	266 30%
Flavoured water/squash	467 23%	204 21%	263 25%A	56 24%H	94 27%H	79 24%H	107 29%GH	64 22%H	67 15%	102 19%	123 23%	112 25%I	130 26%I	69 25%	211 24%
Diet fizzy drinks e.g. Diet Coke	407 20%	201 20%	206 20%	54 23%H	69 20%	68 20%h	88 24%H	58 20%	71 16%	102 19%	106 19%	90 20%	109 22%	54 20%	195 22%
Juice drinks (containing a mix of fruit juice and water)	397 19%	194 20%	202 19%	54 23%gH	93 26%eGH	63 19%h	77 21%gH	45 15%	65 14%	105 19%	98 18%	80 18%	113 23%j	72 26%N	166 19%
Milk	342 17%	201 20%B	141 13%	47 20%	64 18%	57 17%	60 16%	45 15%	69 15%	88 16%	76 14%	92 21%J	85 17%	48 18%	156 18%
Smoothie	241 12%	105 11%	135 13%	65 28%EFGH	82 23%EFGH	34 10%GH	35 10%GH	15 5%H	9 2%	91 17%JKL	54 10%	41 9%	55 11%	29 10%	136 15%m
I wouldn't consider buying other drinks	363 18%	204 21%B	159 15%	22 9%	46 13%	66 20%CD	66 18%Cd	58 20%CD	105 23%CD	90 16%	101 18%	85 19%	86 17%	38 14%	161 18%
Don't know	141 7%	61 6%	80 8%	22 9%f	25 7%	21 6%	19 5%	25 9%	29 6%	29 5%	49 9%I	28 6%	35 7%	18 7%	58 7%

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

Unhealthy Food & Drink Survey

ONLINE Fieldwork: 22nd - 24th January 2016

Absolutes/col percents

Table 4

Q.4 If regular fizzy drinks, such as a can of cola, increased in price, which, if any of the following drinks would you consider buying instead?

Base: All respondents

	Region												Do you have any children aged 18 or under?		Grocery Shopping		
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Yes (n)	No (o)	Half or more (p)	Less/ none (q)
Unweighted base	2036	208	104	1724	85	215	165	142	153	226	273	294	171	542	1486	1852	184
Weighted base	2036	177	104*	1755	85*	234	173	183	151	197	268	285	179	575	1453	1844	192
Water	720 35%	67 38%Fj	29 28%	624 36%	29 34%	65 28%	71 41%BFJ	67 37%	51 34%	56 28%	117 44%BFIJM	110 39%bFJ	57 32%	228 40%O	489 34%	645 35%	75 39%
Fruit juice	612 30%	44 25%	29 28%	539 31%	21 25%	69 30%	58 34%	54 29%	48 32%	54 27%	98 36%Aej	84 29%	53 29%	187 33%	421 29%	547 30%	65 34%
Flavoured water/squash	467 23%	48 27%F	19 19%	400 23%	16 19%	41 18%	43 25%	44 24%	36 24%	43 22%	56 21%	68 24%	53 30%beFk	171 30%O	296 20%	432 23%	36 19%
Diet fizzy drinks e.g. Diet Coke	407 20%	38 21%	18 18%	351 20%	24 28%gK	44 19%	30 18%	40 22%	33 22%	44 22%k	42 16%	55 19%	38 21%	122 21%	285 20%	372 20%	35 18%
Juice drinks (containing a mix of fruit juice and water)	397 19%	36 20%	20 19%	341 19%	14 16%	40 17%	33 19%	40 22%	35 23%	36 18%	54 20%	52 18%	37 21%	129 23%o	266 18%	360 20%	37 19%
Milk	342 17%	28 16%	19 19%m	294 17%	13 15%	43 18%m	36 21%M	31 17%	26 17%	29 15%	53 20%M	47 16%	19 11%	115 20%O	226 16%	305 17%	37 19%
Smoothie	241 12%	24 14%J	8 8%	208 12%	10 12%J	20 8%	16 9%j	32 17%bFgJ	16 11%J	8 4%	52 19%BFGIJLml1%J	32 11%J	22 12%J	89 16%O	149 10%	212 11%	29 15%
I wouldn't consider buying other drinks	363 18%	27 15%	17 16%	320 18%	16 18%	58 25%AgHiJk	27 16%	19 10%	25 17%	32 16%	45 17%	54 19%H	44 25%AgHjk	80 14%	283 19%N	324 18%	39 20%
Don't know	141 7%	16 9%Fi	7 7%	118 7%	6 7%	7 3%	16 9%Fi	17 9%Fi	6 4%	21 11%FIkl	16 6%	15 5%	14 8%F	36 6%	102 7%	127 7%	14 7%

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

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