

A background image featuring a complex network diagram with numerous nodes and connecting lines, rendered in a light gray color against a white background. The nodes are small circles, and the lines are thin, creating a dense web of connections.

DELTAPOLL

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CHILDHOOD OBESITY SURVEY

CLIENT NAME: PUBLIC FIRST

FIELDWORK DATES: 28-30th AUGUST 2018

METHODOLOGY: Online

POPULATION SAMPLED: All GB adults aged 18+

SAMPLE SIZE: 1,012

SURVEY DESIGN: Quota based selection from online panels, controlling for:

WEIGHTING:

Demographic

- Gender
- Age
- Educational attainment
- Social class
- Region

- Gender
- Age
- Educational attainment
- Work status
- Region
- 2017 General Election vote

Recall of 2017 GE Vote

Recall of EU referendum

Political attention

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DATA WEIGHTING

- For each poll, a nationally representative sample is selected in proportion to population distribution from an online panel.
- Data is rim-weighted to a matrix of geo-demographic variables. Weighting targets are sourced from various locations, including Census 2010 updated to mid-year population estimates, British Election Study and the National Readership Survey.
- Recall of 2017 vote. Any poll that includes the vote intentions suite of questions is weighted back to the actual 2017 result, making allowance for non-voting, don't know and refusal.
- Recall of 2016 EU referendum vote. Any poll that includes the vote intention suite of questions is also weighted back to the actual 2016 result, making allowance for non-voting, don't know and refusal.
- Political Interest. Any poll that includes the vote intention suite of questions is weighted to high, medium and low strength in line with the latest British Election Survey data.

OTHER RELEVANT ISSUES

- The computer tables show the actual question wording used for each question, in the order in which they were asked, and all response options.
- Base sizes are shown on each table. All questions are based on all respondents unless otherwise stated.
- Further enquiries should be sent to info@deltapoll.co.uk
- Deltapoll abides by the Market Research Society Code of Conduct, and by the British Polling Council rules, <http://www.britishpollingcouncil.org/>
- All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

DELTA POLL

To discuss commissioning research with Deltapoll, please call us on 020 7971 1350, email info@deltapoll.co.uk or visit our website



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Deltapoll Survey Results

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Sample Size: 2001
Fieldwork: 28th - 31st August 2018

	Gender			Age				EU Ref Past Vote			2017 General Election Vote				Region						Social Grade		
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Leave	Remain	Did Not Vote	Con	Lab	Lib Dem	Did Not Vote	London	Rest of South	Mid-lands	North	Wales	Scot-land	ABC1	C2DE
Weighted Sample	1012	485	525	114	169	360	142	226	422	390	174	325	295	59	232	140	325	164	243	51	88	574	438
Unweighted Sample	1012	519	491	109	183	393	160	167	401	395	189	314	294	61	242	127	320	170	251	53	91	513	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three of the following explanations for childhood obesity do you find most persuasive?

Parents feeding their children poor diets	57	55	59	70	51	54	49	64	58	63	47	62	55	68	49	52	53	63	60	68	56	63	49
Convenience food being too full of sugar and fat	54	47	60	25	49	50	61	72	61	54	37	57	54	55	47	43	59	53	48	76	56	54	52
Fast food businesses deliberately targeting advertising at children	40	41	40	46	31	33	29	63	39	43	35	43	37	36	46	48	39	35	38	40	50	41	39
Healthy food like salad costing too much	26	22	31	52	36	32	15	6	18	35	27	19	37	15	27	26	26	24	25	49	26	27	25
Too many takeaways near schools	19	23	16	17	7	16	26	31	23	16	22	26	18	8	15	33	19	22	13	8	18	15	25
Schools doing too little sport	19	26	14	17	13	16	23	27	26	17	11	27	18	15	12	23	24	13	18	16	15	20	18
Schools not teaching home economics	16	15	18	11	16	14	18	22	14	19	13	16	11	38	22	12	23	16	11	10	17	15	17
Other	1	1	1	2	0	1	1	1	1	2	0	1	1	1	1	0	2	1	0	2	1	1	1
Don't know	8	10	6	8	11	9	11	3	7	3	20	5	8	2	14	5	8	6	13	2	7	4	13

Which two or three of the following policy options do you think would have most impact in reducing childhood obesity?

Banning all food advertising targeted at children	52	47	56	50	51	45	40	72	57	49	44	59	50	48	47	57	55	37	52	55	57	54	49
Putting higher taxes on unhealthy convenience food	39	35	43	34	39	39	26	50	42	46	21	41	47	41	28	38	40	36	32	60	50	40	38
Forcing schools to do more sport	37	43	32	43	28	32	51	41	43	38	23	40	40	20	33	38	36	37	43	30	31	38	36
Forcing schools to teach home economics	28	27	29	19	29	31	29	26	26	29	27	24	28	54	28	23	31	30	21	44	28	30	25
Forcing takeaways near schools to close	23	30	17	8	16	23	22	38	34	17	15	35	21	8	15	34	22	24	18	16	29	19	29
Fining parents for their children being overweight	21	24	18	34	23	20	17	17	19	23	21	27	16	11	22	24	21	19	19	16	27	25	16
Other	2	1	3	5	4	1	2	1	1	3	3	0	4	0	2	0	2	2	3	5	0	2	2
Don't know	14	14	14	16	15	13	19	11	12	9	29	11	9	3	27	8	17	13	16	13	10	9	21

Who do you think is most to blame for childhood obesity?

Parents	61	61	62	69	56	54	70	68	68	63	50	71	60	63	51	57	55	66	69	53	69	64	58
Food manufacturers	12	14	10	4	12	13	10	12	9	16	6	13	13	6	8	13	11	10	9	27	13	12	11
Government	7	8	6	6	8	11	2	3	7	5	10	4	8	0	11	14	7	5	5	13	2	6	9
Takeaways	5	4	5	4	5	7	4	2	5	4	7	4	3	15	5	5	5	6	5	3	1	6	4
Supermarkets	3	2	3	2	5	3	2	1	2	3	3	1	4	2	1	3	3	1	3	0	4	3	2
Schools	2	2	2	1	1	2	5	0	3	1	0	2	1	0	3	0	3	1	2	2	2	3	1
Other	1	0	3	1	1	1	0	4	0	2	2	0	0	0	5	0	3	1	0	0	1	1	2
Don't know	9	9	9	11	11	9	6	9	6	6	22	4	10	14	17	8	13	9	7	3	9	5	14

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