

## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 1  
Age  
Base: All respondents

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
18-24	20 2%	4 1%	16 3%	20 100%	-	-	-	-	-	1 2%	4 3%	4 5%	2 2%	1 1%	1 2%	1 1%	2 2%	1 1%	3 3%	17 5%	4 1%	1 *	2 *	14 2%	12 2%
25-34	172 17%	53 11%	119 22%	-	172 100%	-	-	-	19 19%	5 12%	26 20%	13 17%	18 22%	14 18%	6 13%	12 13%	21 18%	22 15%	16 16%	101 32%	70 23%	50 16%	42 8%	120 18%	103 17%
35-44	442 44%	192 41%	250 46%	-	-	442 100%	-	-	45 45%	17 40%	54 42%	32 42%	34 41%	29 36%	23 49%	44 46%	60 51%	69 48%	35 35%	155 50%	170 55%	146 46%	189 38%	294 44%	284 46%
45-54	308 30%	167 35%	141 26%	-	-	-	308 100%	-	32 32%	17 40%	34 26%	21 28%	27 33%	32 40%	12 26%	29 30%	27 23%	40 28%	37 37%	33 11%	59 19%	100 32%	213 43%	195 29%	181 29%
55+	73 7%	58 12%	15 3%	-	-	-	-	73 100%	4 4%	2 5%	11 9%	6 8%	2 2%	4 5%	5 11%	10 10%	7 6%	13 9%	9 9%	7 2%	7 2%	18 6%	53 11%	41 6%	40 6%
Average age	41.93	44.38	39.79	22.30	30.81	39.79	48.47	58.84	41.37	42.45	41.21	40.83	40.87	42.24	43.00	43.50	41.36	42.50	42.49	36.51	39.17	42.38	45.15	41.57	41.64

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Table 2

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age					Region									Ages of Children				Gender of Children				
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Secondary school, high school, NVQ levels 1 to 3, etc.	531	216	315	16	93	231	156	35	47	28	63	48	42	35	24	52	51	80	61	158	143	169	286	338	334
	52%	46%	58%	80%	54%	52%	51%	48%	47%	67%	49%	63%	51%	44%	51%	54%	44%	55%	61%	50%	46%	54%	57%	51%	54%
University degree or equivalent professional qualification, NVQ level 4, etc.	334	176	158	3	47	153	106	25	38	6	50	20	32	30	13	34	42	44	25	106	116	105	151	224	204
	33%	37%	29%	15%	27%	35%	34%	34%	38%	14%	39%	26%	39%	38%	28%	35%	36%	30%	25%	34%	37%	33%	30%	34%	33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	133	78	55	-	27	54	40	12	12	7	15	7	8	15	8	7	22	20	12	43	49	38	55	89	74
	13%	16%	10%	-	16%	12%	13%	16%	12%	17%	12%	9%	10%	19%	17%	7%	19%	14%	12%	14%	16%	12%	11%	13%	12%
Still in full time education	2	-	2	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	2	1
	*	-	*	5%	-	*	-	-	1%	-	-	1%	-	-	-	-	-	-	-	*	-	-	*	*	*
Refused	15	4	11	-	5	3	6	1	2	1	1	-	1	-	2	3	2	1	2	5	2	3	6	11	7
	1%	1%	2%	-	3%	1%	2%	1%	2%	2%	1%	-	1%	-	4%	3%	2%	1%	2%	2%	1%	1%	1%	2%	1%

**Parents of 3-15 Year Olds Survey**  
**ONLINE Fieldwork Dates: 16th-21st February 2012**

Absolutes/col percents

Table 3  
**Gender**  
**Base: All respondents**

	Gender			Age					Region									Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Male	474	474	-	4	53	192	167	58	49	15	58	33	33	41	22	41	73	70	39	134	144	150	229	313	285
	47%	100%	-	20%	31%	43%	54%	79%	49%	36%	45%	43%	40%	51%	47%	43%	62%	48%	39%	43%	46%	48%	46%	47%	46%
Female	541	-	541	16	119	250	141	15	51	27	71	43	50	39	25	55	44	75	61	179	166	165	270	351	335
	53%	-	100%	80%	69%	57%	46%	21%	51%	64%	55%	57%	60%	49%	53%	57%	38%	52%	61%	57%	54%	52%	54%	53%	54%

## Parents of 3-15 Year Olds Survey

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Absolutes/col percents

Table 4  
Which one of these regions do you live in?  
Base: All respondents

	Gender			Age					Region								Ages of Children				Gender of Children				
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Scotland	100	49	51	-	19	45	32	4	100	-	-	-	-	-	-	-	-	-	-	32	28	37	47	56	65
	10%	10%	9%	-	11%	10%	10%	5%	100%	-	-	-	-	-	-	-	-	-	-	10%	9%	12%	9%	8%	10%
North East	42	15	27	1	5	17	17	2	-	42	-	-	-	-	-	-	-	-	-	9	8	14	25	29	24
	4%	3%	5%	5%	3%	4%	6%	3%	-	100%	-	-	-	-	-	-	-	-	-	3%	3%	4%	5%	4%	4%
North West	129	58	71	4	26	54	34	11	-	-	129	-	-	-	-	-	-	-	-	36	41	47	67	88	79
	13%	12%	13%	20%	15%	12%	11%	15%	-	-	100%	-	-	-	-	-	-	-	-	12%	13%	15%	13%	13%	13%
Yorkshire & Humberside	76	33	43	4	13	32	21	6	-	-	-	76	-	-	-	-	-	-	-	22	20	18	36	49	43
	7%	7%	8%	20%	8%	7%	7%	8%	-	-	-	100%	-	-	-	-	-	-	-	7%	6%	6%	7%	7%	7%
West Midlands	83	33	50	2	18	34	27	2	-	-	-	-	83	-	-	-	-	-	-	34	21	21	40	55	47
	8%	7%	9%	10%	10%	8%	9%	3%	-	-	-	-	100%	-	-	-	-	-	-	11%	7%	7%	8%	8%	8%
East Midlands	80	41	39	1	14	29	32	4	-	-	-	-	-	80	-	-	-	-	-	24	23	21	48	56	48
	8%	9%	7%	5%	8%	7%	10%	5%	-	-	-	-	-	100%	-	-	-	-	-	8%	7%	7%	10%	8%	8%
Wales	47	22	25	1	6	23	12	5	-	-	-	-	-	-	47	-	-	-	-	9	15	19	25	26	30
	5%	5%	5%	5%	3%	5%	4%	7%	-	-	-	-	-	-	100%	-	-	-	-	3%	5%	6%	5%	4%	5%
Eastern	96	41	55	1	12	44	29	10	-	-	-	-	-	-	-	96	-	-	-	33	30	28	49	66	58
	9%	9%	10%	5%	7%	10%	9%	14%	-	-	-	-	-	-	100%	-	-	-	-	11%	10%	9%	10%	10%	9%
London	117	73	44	2	21	60	27	7	-	-	-	-	-	-	-	-	117	-	-	43	39	32	46	77	71
	12%	15%	8%	10%	12%	14%	9%	10%	-	-	-	-	-	-	-	-	100%	-	-	14%	13%	10%	9%	12%	11%
South East	145	70	75	1	22	69	40	13	-	-	-	-	-	-	-	-	-	145	-	45	51	49	63	97	87
	14%	15%	14%	5%	13%	16%	13%	18%	-	-	-	-	-	-	-	-	-	100%	-	14%	16%	16%	13%	15%	14%
South West	100	39	61	3	16	35	37	9	-	-	-	-	-	-	-	-	-	-	100	26	34	29	53	65	68
	10%	8%	11%	15%	9%	8%	12%	12%	-	-	-	-	-	-	-	-	-	-	100%	8%	11%	9%	11%	10%	11%

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Absolutes/col percents

Table 5

**Q.S1 Do you have any children between the ages of 3 and 15? If so, how many?****Base: All respondents**

	Gender			Age					Region									Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
No children aged 3 to 15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	526 52%	246 52%	280 52%	12 60%	80 47%	196 44%	184 60%	54 74%	54 54%	25 60%	63 49%	48 63%	46 55%	37 46%	27 57%	44 46%	67 57%	67 46%	48 48%	107 34%	77 25%	91 29%	248 50%	276 42%	247 40%
2	377 37%	184 39%	193 36%	8 40%	63 37%	194 44%	97 31%	15 21%	34 34%	13 31%	52 40%	21 28%	28 34%	32 40%	14 30%	38 40%	42 36%	59 41%	44 44%	142 45%	170 55%	152 48%	177 35%	290 44%	275 44%
3	84 8%	35 7%	49 9%	- -	20 12%	38 9%	23 7%	3 4%	10 10%	3 7%	10 8%	5 7%	7 8%	8 10%	6 13%	11 11%	5 4%	12 8%	7 7%	44 14%	47 15%	52 17%	56 11%	73 11%	73 12%
4	20 2%	9 2%	11 2%	- -	6 3%	10 2%	3 1%	1 1%	1 1%	1 2%	3 2%	1 1%	2 2%	3 4%	- -	1 1%	1 1%	6 4%	1 1%	14 4%	10 3%	13 4%	13 3%	19 3%	17 3%
5	6 1%	- -	6 1%	- -	2 1%	3 1%	1 *	- -	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	2 2%	1 1%	- -	5 2%	5 2%	6 2%	4 1%	5 1%	6 1%
6+	2 *	- -	2 *	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	2 *
Mean	1.63	1.59	1.66	1.40	1.78	1.72	1.51	1.33	1.61	1.52	1.66	1.50	1.58	1.71	1.55	1.76	1.54	1.72	1.61	1.95	2.03	2.03	1.70	1.78	1.82
Standard error	0.02	0.03	0.04	0.11	0.07	0.04	0.04	0.07	0.08	0.11	0.07	0.09	0.08	0.09	0.10	0.10	0.07	0.07	0.07	0.05	0.05	0.05	0.04	0.03	0.03

## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 6

**Q.1 Think about the advertising of junk foods and foods that are high in fat, sugar and salt: do you think that it makes it harder for you to feed your child a healthy diet, or not?**

**Base: All respondents**

	Gender		Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Yes	597	279	318	17	93	255	183	49	64	25	83	47	51	45	26	44	70	85	57	169	178	191	304	383	377
	59%	59%	59%	85%	54%	58%	59%	67%	64%	60%	64%	62%	61%	56%	55%	46%	60%	59%	57%	54%	57%	61%	61%	58%	61%
Yes, it makes it harder for me	364	173	191	9	54	153	112	36	44	14	50	25	31	25	15	27	51	47	35	103	107	109	187	242	225
	36%	36%	35%	45%	31%	35%	36%	49%	44%	33%	39%	33%	37%	31%	32%	28%	44%	32%	35%	33%	35%	35%	37%	36%	36%
Yes, it makes it harder for my child	360	164	196	12	56	150	112	30	32	15	55	28	30	28	17	25	39	57	34	102	114	124	184	233	227
	35%	35%	36%	60%	33%	34%	36%	41%	32%	36%	43%	37%	36%	35%	36%	26%	33%	39%	34%	33%	37%	39%	37%	35%	37%
No, it does not make it hard for me or my child	399	188	211	3	71	182	119	24	33	17	44	26	30	34	20	51	47	56	41	137	127	120	187	270	232
	39%	40%	39%	15%	41%	41%	39%	33%	33%	40%	34%	34%	36%	43%	43%	53%	40%	39%	41%	44%	41%	38%	37%	41%	37%
Don't know	19	7	12	-	8	5	6	-	3	-	2	3	2	1	1	1	-	4	2	7	5	4	8	11	11
	2%	1%	2%	-	5%	1%	2%	-	3%	-	2%	4%	2%	1%	2%	1%	-	3%	2%	2%	2%	1%	2%	2%	2%

## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 7

**Q.2 Thinking about advertising for each of the following types of products, how much of an effect do you think advertising has on whether your child asks you for...?**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children				
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female		
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620		
<b>Fast food (burgers, pizzas, etc.)</b>																											
NET: Has an effect	776	364	412	17	136	335	232	56	78	30	102	59	63	62	34	71	88	115	74	225	239	250	392	523	473		
	76%	77%	76%	85%	79%	76%	75%	77%	78%	71%	79%	78%	76%	78%	72%	74%	75%	79%	74%	72%	77%	79%	79%	79%	76%		
Large effect	381	178	203	9	67	162	114	29	47	16	57	31	34	29	16	26	43	52	30	111	113	116	199	256	223		
	38%	38%	38%	45%	39%	37%	37%	40%	47%	38%	44%	41%	41%	36%	34%	27%	37%	36%	30%	35%	36%	37%	40%	39%	36%		
Small effect	395	186	209	8	69	173	118	27	31	14	45	28	29	33	18	45	45	63	44	114	126	134	193	267	250		
	39%	39%	39%	40%	40%	39%	38%	37%	31%	33%	35%	37%	35%	41%	38%	47%	38%	43%	44%	36%	41%	43%	39%	40%	40%		
No effect	233	107	126	3	35	103	76	16	21	12	26	15	19	18	13	24	29	30	26	85	69	64	106	139	143		
	23%	23%	23%	15%	20%	23%	25%	22%	21%	29%	20%	20%	23%	23%	28%	25%	25%	21%	26%	27%	22%	20%	21%	21%	23%		
Don't know	6	3	3	-	1	4	-	1	1	-	1	2	1	-	-	1	-	-	-	3	2	1	1	2	4		
	1%	1%	1%	-	1%	1%	-	1%	1%	-	1%	3%	1%	-	-	1%	-	-	-	1%	1%	*	*	*	1%		
<b>Chocolate bars and other confectionery</b>																											
NET: Has an effect	835	383	452	19	147	357	250	62	81	30	109	68	68	67	40	72	97	117	86	245	261	263	410	554	515		
	82%	81%	84%	95%	85%	81%	81%	85%	81%	71%	84%	89%	82%	84%	85%	75%	83%	81%	86%	78%	84%	83%	82%	83%	83%		
Large effect	408	173	235	11	75	177	116	29	43	18	51	34	38	24	20	30	50	58	42	135	127	133	192	274	249		
	40%	36%	43%	55%	44%	40%	38%	40%	43%	43%	40%	45%	46%	30%	43%	31%	43%	40%	42%	43%	41%	42%	38%	41%	40%		
Small effect	427	210	217	8	72	180	134	33	38	12	58	34	30	43	20	42	47	59	44	110	134	130	218	280	266		
	42%	44%	40%	40%	42%	41%	44%	45%	38%	29%	45%	45%	36%	54%	43%	44%	40%	41%	44%	35%	43%	41%	44%	42%	43%		
No effect	175	90	85	1	23	82	58	11	19	12	19	7	14	13	6	23	20	28	14	64	47	52	88	108	102		
	17%	19%	16%	5%	13%	19%	19%	15%	19%	29%	15%	9%	17%	16%	13%	24%	17%	19%	14%	20%	15%	17%	18%	16%	16%		
Don't know	5	1	4	-	2	3	-	-	-	-	1	1	1	-	1	1	-	-	-	4	2	-	1	2	3		
	*	*	1%	-	1%	1%	-	-	-	-	1%	1%	1%	-	2%	1%	-	-	-	1%	1%	-	*	*	*		

## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 7

**Q.2 Thinking about advertising for each of the following types of products, how much of an effect do you think advertising has on whether your child asks you for...?**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b>Sugary drinks</b>																										
NET: Has an effect	684 67%	318 67%	366 68%	18 90%	117 68%	286 65%	210 68%	53 73%	72 72%	31 74%	87 67%	58 76%	56 67%	52 65%	33 70%	56 58%	80 68%	95 66%	64 64%	198 63%	200 65%	217 69%	355 71%	449 68%	420 68%	
Large effect	306 30%	125 26%	181 33%	9 45%	51 30%	129 29%	90 29%	27 37%	40 40%	19 45%	50 39%	24 32%	22 27%	22 28%	10 21%	19 20%	40 34%	38 26%	22 22%	87 28%	87 28%	101 32%	165 33%	198 30%	189 30%	
Small effect	378 37%	193 41%	185 34%	9 45%	66 38%	157 36%	120 39%	26 36%	32 32%	12 29%	37 29%	34 45%	34 41%	30 38%	23 49%	37 39%	40 34%	57 39%	42 42%	111 35%	113 36%	116 37%	190 38%	251 38%	231 37%	
No effect	323 32%	153 32%	170 31%	2 10%	53 31%	151 34%	97 31%	20 27%	28 28%	11 26%	40 31%	17 22%	25 30%	28 35%	13 28%	39 41%	36 31%	50 34%	36 36%	110 35%	107 35%	97 31%	141 28%	211 32%	195 31%	
Don't know	8 1%	3 1%	5 1%	- -	2 1%	5 1%	1 *	- -	- -	- -	2 2%	1 1%	2 2%	- -	1 2%	1 1%	1 1%	- -	- -	5 2%	3 1%	1 *	3 1%	4 1%	5 1%	
<b>Cereals high in sugar or made with chocolate</b>																										
NET: Has an effect	773 76%	344 73%	429 79%	18 90%	138 80%	334 76%	234 76%	49 67%	75 75%	26 62%	96 74%	63 83%	63 76%	62 78%	38 81%	75 78%	88 75%	109 75%	78 78%	231 74%	253 82%	251 80%	381 76%	519 78%	476 77%	
Large effect	366 36%	141 30%	225 42%	9 45%	63 37%	153 35%	113 37%	28 38%	40 40%	18 43%	57 44%	28 37%	33 40%	26 33%	14 30%	29 30%	40 34%	45 31%	36 36%	118 38%	117 38%	129 41%	174 35%	239 36%	232 37%	
Small effect	407 40%	203 43%	204 38%	9 45%	75 44%	181 41%	121 39%	21 29%	35 35%	8 19%	39 30%	35 46%	30 36%	36 45%	24 51%	46 48%	48 41%	64 44%	42 42%	113 36%	136 44%	122 39%	207 41%	280 42%	244 39%	
No effect	236 23%	128 27%	108 20%	2 10%	32 19%	105 24%	73 24%	24 33%	25 25%	16 38%	32 25%	12 16%	19 23%	18 23%	8 17%	20 21%	28 24%	36 25%	22 22%	78 25%	54 17%	63 20%	117 23%	142 21%	140 23%	
Don't know	6 1%	2 *	4 1%	- -	2 1%	3 1%	1 *	- -	- -	- -	1 1%	1 1%	1 1%	- -	1 2%	1 1%	1 1%	- -	- -	4 1%	3 1%	1 *	1 *	3 *	4 1%	



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Absolutes/col percents

Table 7

**Q.2 Thinking about advertising for each of the following types of products, how much of an effect do you think advertising has on whether your child asks you for...?**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b><u>Crisps and other salty snacks</u></b>																										
NET: Has an effect	764	350	414	18	130	330	230	56	76	29	103	64	59	61	37	68	87	107	73	223	235	248	388	507	474	
	75%	74%	77%	90%	76%	75%	75%	77%	76%	69%	80%	84%	71%	76%	79%	71%	74%	74%	73%	71%	76%	79%	78%	76%	76%	
Large effect	321	140	181	8	53	135	96	29	34	15	47	22	27	23	14	21	44	47	27	91	96	101	164	201	196	
	32%	30%	33%	40%	31%	31%	31%	40%	34%	36%	36%	29%	33%	29%	30%	22%	38%	32%	27%	29%	31%	32%	33%	30%	32%	
Small effect	443	210	233	10	77	195	134	27	42	14	56	42	32	38	23	47	43	60	46	132	139	147	224	306	278	
	44%	44%	43%	50%	45%	44%	44%	37%	42%	33%	43%	55%	39%	48%	49%	49%	37%	41%	46%	42%	45%	47%	45%	46%	45%	
No effect	241	120	121	2	38	109	76	16	23	13	25	11	23	18	9	27	30	35	27	85	73	63	107	151	141	
	24%	25%	22%	10%	22%	25%	25%	22%	23%	31%	19%	14%	28%	23%	19%	28%	26%	24%	27%	27%	24%	20%	21%	23%	23%	
Don't know	10	4	6	-	4	3	2	1	1	-	1	1	1	1	1	1	-	3	-	5	2	4	4	6	5	
	1%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	2%	1%	-	2%	-	2%	1%	1%	1%	1%	1%	

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Absolutes/col percents

Table 8  
**Q.3 Which of the following is true?**  
**Base: All respondents**

	Gender		Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Products that are high in fat, sugar and salt are NOT allowed to be advertised during children's TV programming	449 44%	217 46%	232 43%	7 35%	74 43%	204 46%	134 44%	30 41%	41 41%	21 50%	53 41%	31 41%	35 42%	33 41%	20 43%	49 51%	56 48%	68 47%	42 42%	141 45%	138 45%	146 46%	215 43%	287 43%	279 45%
Any food products are allowed to be advertised during children's TV programming	292 29%	132 28%	160 30%	6 30%	50 29%	123 28%	90 29%	23 32%	33 33%	11 26%	45 35%	20 26%	21 25%	23 29%	10 21%	27 28%	34 29%	41 28%	27 27%	92 29%	91 29%	99 31%	143 29%	199 30%	185 30%
Don't know	274 27%	125 26%	149 28%	7 35%	48 28%	115 26%	84 27%	20 27%	26 26%	10 24%	31 24%	25 33%	27 33%	24 30%	17 36%	20 21%	27 23%	36 25%	31 31%	80 26%	81 26%	70 22%	141 28%	178 27%	156 25%

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Absolutes/col percents

Table 9

**Q.4 Do you think that there should be a ban on TV advertising of products that are high in fat, sugar or salt before 9pm or not, regardless of whether the programming is intended for children or adults?**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Yes, there should be a ban	658 65%	296 62%	362 67%	13 65%	106 62%	282 64%	203 66%	54 74%	66 66%	19 45%	89 69%	46 61%	51 61%	49 61%	33 70%	64 67%	81 69%	97 67%	63 63%	191 61%	210 68%	200 63%	320 64%	428 64%	397 64%
No, there shouldn't be a ban	285 28%	150 32%	135 25%	7 35%	49 28%	131 30%	82 27%	16 22%	27 27%	21 50%	33 26%	23 30%	21 25%	26 33%	12 26%	25 26%	30 26%	35 24%	32 32%	99 32%	78 25%	91 29%	144 29%	188 28%	187 30%
Don't know	72 7%	28 6%	44 8%	- -	17 10%	29 7%	23 7%	3 4%	7 7%	2 5%	7 5%	7 9%	11 13%	5 6%	2 4%	7 7%	6 5%	13 9%	5 5%	23 7%	22 7%	24 8%	35 7%	48 7%	36 6%

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Absolutes/col percents

Table 10

**Q.5 Do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age					Region								Ages of Children				Gender of Children					
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b><u>Sometimes I think that other parents judge me negatively because of the food I give to their children</u></b>																										
Agree	128 13%	56 12%	72 13%	4 20%	25 15%	69 16%	26 8%	4 5%	13 13%	6 14%	18 14%	9 12%	7 8%	10 13%	4 9%	9 9%	19 16%	18 12%	15 15%	49 16%	49 16%	36 11%	53 11%	88 13%	75 12%	
Disagree	754 74%	351 74%	403 74%	14 70%	119 69%	322 73%	244 79%	55 75%	72 72%	31 74%	92 71%	55 72%	63 76%	63 79%	33 70%	75 78%	80 68%	113 78%	77 77%	221 71%	219 71%	235 75%	386 77%	501 75%	458 74%	
Don't know	133 13%	67 14%	66 12%	2 10%	28 16%	51 12%	38 12%	14 19%	15 15%	5 12%	19 15%	12 16%	13 16%	7 9%	10 21%	12 13%	18 15%	14 10%	8 8%	43 14%	42 14%	44 14%	60 12%	75 11%	87 14%	
<b><u>Sometimes I judge other parents negatively because of the food that they give to my children</u></b>																										
Agree	379 37%	181 38%	198 37%	6 30%	60 35%	164 37%	123 40%	26 36%	39 39%	12 29%	48 37%	24 32%	28 34%	34 43%	18 38%	36 38%	47 40%	51 35%	42 42%	110 35%	124 40%	117 37%	185 37%	254 38%	228 37%	
Disagree	589 58%	274 58%	315 58%	13 65%	99 58%	259 59%	173 56%	45 62%	55 55%	30 71%	76 59%	47 62%	51 61%	43 54%	26 55%	58 60%	59 50%	87 60%	57 57%	188 60%	169 55%	182 58%	300 60%	388 58%	358 58%	
Don't know	47 5%	19 4%	28 5%	1 5%	13 8%	19 4%	12 4%	2 3%	6 6%	- -	5 4%	5 7%	4 5%	3 4%	3 6%	2 2%	11 9%	7 5%	1 1%	15 5%	17 5%	16 5%	14 3%	22 3%	34 5%	
<b><u>"Pester power" makes it harder for me to buy healthy foods for me and my family</u></b>																										
Agree	411 40%	180 38%	231 43%	12 60%	61 35%	176 40%	126 41%	36 49%	43 43%	15 36%	49 38%	36 47%	33 40%	34 43%	17 36%	28 29%	50 43%	62 43%	44 44%	110 35%	137 44%	123 39%	214 43%	270 41%	258 42%	
Disagree	547 54%	272 57%	275 51%	5 25%	96 56%	245 55%	165 54%	36 49%	50 50%	26 62%	73 57%	33 43%	44 53%	43 54%	28 60%	65 68%	55 47%	79 54%	51 51%	180 58%	158 51%	172 55%	266 53%	366 55%	325 52%	
Don't know	57 6%	22 5%	35 6%	3 15%	15 9%	21 5%	17 6%	1 1%	7 7%	1 2%	7 5%	7 9%	6 7%	3 4%	2 4%	3 3%	12 10%	4 3%	5 5%	23 7%	15 5%	20 6%	19 4%	28 4%	37 6%	

## Parents of 3-15 Year Olds Survey

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Absolutes/col percents

Table 10

Q.5 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender		Age					Region								Ages of Children				Gender of Children						
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b>I don't let my children influence me when I am buying food for me and my family</b>																										
Agree	507 50%	246 52%	261 48%	9 45%	98 57%	220 50%	144 47%	36 49%	40 40%	21 50%	63 49%	38 50%	42 51%	39 49%	27 57%	50 52%	61 52%	84 58%	42 42%	174 56%	162 52%	159 50%	232 46%	334 50%	305 49%	
Disagree	457 45%	210 44%	247 46%	10 50%	58 34%	200 45%	154 50%	35 48%	53 53%	20 48%	61 47%	32 42%	39 47%	35 44%	19 40%	39 41%	50 43%	55 38%	54 54%	129 41%	136 44%	134 43%	241 48%	299 45%	281 45%	
Don't know	51 5%	18 4%	33 6%	1 5%	16 9%	22 5%	10 3%	2 3%	7 7%	1 2%	5 4%	6 8%	2 2%	6 8%	1 2%	7 7%	6 5%	6 4%	4 4%	10 3%	12 4%	22 7%	26 5%	31 5%	34 5%	
<b>I could do more to make my child's diet healthier</b>																										
Agree	697 69%	310 65%	387 72%	18 90%	116 67%	299 68%	210 68%	54 74%	79 79%	28 67%	94 73%	60 79%	61 73%	50 63%	29 62%	62 65%	81 69%	93 64%	60 60%	207 66%	207 67%	223 71%	349 70%	466 70%	414 67%	
Disagree	277 27%	144 30%	133 25%	2 10%	47 27%	126 29%	83 27%	19 26%	17 17%	11 26%	30 23%	12 16%	20 24%	27 34%	16 34%	30 31%	32 27%	46 32%	36 36%	93 30%	90 29%	78 25%	131 26%	178 27%	176 28%	
Don't know	41 4%	20 4%	21 4%	- -	9 5%	17 4%	15 5%	- -	4 4%	3 7%	5 4%	4 5%	2 2%	3 4%	2 4%	4 4%	4 3%	6 4%	4 4%	13 4%	13 4%	14 4%	19 4%	20 3%	30 5%	

## Parents of 3-15 Year Olds Survey

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Absolutes/col percents

Table 11

**Q.7 In the last month, which of the following foods, if any, have you bought when you hadn't originally intended to, as a result of your child pestering you for it?**

**Base: All respondents**

	Gender		Age					Region								Ages of Children				Gender of Children					
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Chocolate bars and other confectionery	493 49%	217 46%	276 51%	15 75%	88 51%	221 50%	137 44%	32 44%	48 48%	15 36%	68 53%	42 55%	44 53%	33 41%	16 34%	37 39%	64 55%	74 51%	52 52%	170 54%	162 52%	157 50%	217 43%	335 50%	314 51%
Crisps and other salty snacks	346 34%	157 33%	189 35%	12 60%	50 29%	150 34%	111 36%	23 32%	33 33%	12 29%	51 40%	24 32%	31 37%	26 33%	12 26%	24 25%	52 44%	46 32%	35 35%	100 32%	114 37%	104 33%	167 33%	223 34%	219 35%
Fast food (burgers, pizza, etc.)	344 34%	171 36%	173 32%	6 30%	60 35%	146 33%	106 34%	26 36%	40 40%	12 29%	45 35%	22 29%	32 39%	27 34%	14 30%	28 29%	46 39%	48 33%	30 30%	101 32%	108 35%	99 31%	182 36%	237 36%	205 33%
Sugary drinks	262 26%	123 26%	139 26%	10 50%	41 24%	109 25%	80 26%	22 30%	33 33%	12 29%	35 27%	16 21%	26 31%	17 21%	10 21%	16 17%	36 31%	36 25%	25 25%	72 23%	74 24%	85 27%	141 28%	174 26%	157 25%
Cereals high in sugar or made with chocolate	260 26%	108 23%	152 28%	9 45%	43 25%	107 24%	83 27%	18 25%	23 23%	9 21%	32 25%	19 25%	25 30%	23 29%	7 15%	23 24%	37 32%	35 24%	27 27%	84 27%	92 30%	83 26%	121 24%	176 27%	160 26%
None of the above	281 28%	143 30%	138 26%	3 15%	45 26%	121 27%	89 29%	23 32%	23 23%	19 45%	30 23%	19 25%	22 27%	27 34%	18 38%	33 34%	28 24%	37 26%	25 25%	90 29%	71 23%	82 26%	153 31%	178 27%	163 26%
Don't know	8 1%	6 1%	2 *	- -	3 2%	3 1%	2 1%	- -	3 3%	- -	- -	2 3%	- -	- -	1 2%	- -	- -	1 1%	1 1%	3 1%	2 1%	4 1%	2 *	5 1%	5 1%

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Absolutes/col percents

Table 12

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**Summary****Base: All respondents**

	Places						
	When you're food shopping	When you're shopping for other things	At the cinema	On holiday	When your child has friends visiting your house	When your child is watching TV	Eating out at a restaurant
Base	1015	1015	1015	1015	1015	1015	1015
NET: Hard	465 46%	315 31%	616 61%	689 68%	632 62%	234 23%	507 50%
Very hard (4)	105 10%	58 6%	214 21%	230 23%	159 16%	39 4%	103 10%
Quite hard (3)	360 35%	257 25%	402 40%	459 45%	473 47%	195 19%	404 40%
Quite easy (2)	372 37%	449 44%	183 18%	196 19%	252 25%	460 45%	333 33%
Very easy (1)	163 16%	228 22%	120 12%	85 8%	95 9%	299 29%	139 14%
NET: Easy	535 53%	677 67%	303 30%	281 28%	347 34%	759 75%	472 47%
Don't know	15 1%	23 2%	96 9%	45 4%	36 4%	22 2%	36 4%
Mean	2.41	2.15	2.77	2.86	2.71	1.97	2.48
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 13

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**When you're food shopping**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
NET: Hard	465 46%	208 44%	257 48%	14 70%	80 47%	202 46%	143 46%	26 36%	50 50%	17 40%	65 50%	40 53%	39 47%	33 41%	24 51%	33 34%	54 46%	66 46%	44 44%	143 46%	152 49%	155 49%	216 43%	311 47%	285 46%	
Very hard	(4) 10%	105 7%	33 13%	72 40%	8 15%	25 15%	40 9%	26 8%	6 8%	11 11%	5 12%	15 12%	11 14%	11 13%	6 8%	3 6%	5 5%	17 15%	11 8%	10 10%	38 12%	37 12%	31 10%	44 9%	67 10%	63 10%
Quite hard	(3) 35%	360 37%	175 34%	185 30%	6 32%	55 32%	162 37%	117 38%	20 27%	39 39%	12 29%	50 39%	29 38%	28 34%	27 34%	21 45%	28 29%	37 32%	55 38%	34 34%	105 34%	115 37%	124 39%	172 34%	244 37%	222 36%
Quite easy	(2) 37%	372 38%	180 35%	192 20%	4 41%	71 41%	153 35%	108 35%	36 49%	29 29%	16 38%	46 36%	29 38%	31 37%	35 44%	16 34%	35 36%	42 36%	55 38%	38 38%	113 36%	105 34%	109 35%	190 38%	246 37%	228 37%
Very easy	(1) 16%	163 17%	81 15%	82 10%	2 10%	18 10%	76 17%	56 18%	11 15%	18 18%	9 21%	15 12%	6 8%	11 13%	11 14%	7 15%	26 27%	20 17%	23 16%	17 17%	53 17%	48 15%	45 14%	88 18%	97 15%	99 16%
NET: Easy	535 53%	261 55%	274 51%	6 30%	89 52%	229 52%	164 53%	47 64%	47 47%	25 60%	61 47%	35 46%	42 51%	46 58%	23 49%	61 64%	62 53%	78 54%	55 55%	166 53%	153 49%	154 49%	278 56%	343 52%	327 53%	
Don't know	15 1%	5 1%	10 2%	- -	3 2%	11 2%	1 *	- -	3 3%	- -	3 2%	1 1%	2 2%	1 1%	- -	2 2%	1 1%	1 1%	1 1%	4 1%	5 2%	6 2%	5 1%	10 2%	8 1%	
Mean	2.41	2.34	2.47	3.00	2.51	2.39	2.37	2.29	2.44	2.31	2.52	2.60	2.48	2.35	2.43	2.13	2.44	2.38	2.37	2.41	2.46	2.46	2.35	2.43	2.41	
Standard error	0.03	0.04	0.04	0.23	0.07	0.04	0.05	0.10	0.09	0.15	0.08	0.10	0.10	0.09	0.12	0.09	0.09	0.07	0.09	0.05	0.05	0.05	0.04	0.03	0.04	



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Absolutes/col percents

Table 14

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**When you're shopping for other things**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	315 31%	136 29%	179 33%	10 50%	65 38%	131 30%	90 29%	19 26%	35 35%	13 31%	43 33%	27 36%	28 34%	17 21%	16 34%	21 22%	41 35%	40 28%	34 34%	105 34%	115 37%	106 34%	136 27%	212 32%	194 31%
Very hard	(4) 58 6%	23 5%	35 6%	5 25%	14 8%	24 5%	13 4%	2 3%	7 7%	5 12%	8 6%	6 8%	6 7%	1 1%	1 2%	2 2%	11 9%	7 5%	4 4%	19 6%	25 8%	20 6%	24 5%	34 5%	37 6%
Quite hard	(3) 257 25%	113 24%	144 27%	5 25%	51 30%	107 24%	77 25%	17 23%	28 28%	8 19%	35 27%	21 28%	22 27%	16 20%	15 32%	19 20%	30 26%	33 23%	30 30%	86 27%	90 29%	86 27%	112 22%	178 27%	157 25%
Quite easy	(2) 449 44%	207 44%	242 45%	7 35%	72 42%	199 45%	140 45%	31 42%	41 41%	18 43%	59 46%	35 46%	37 45%	36 45%	23 49%	43 45%	42 36%	74 51%	41 41%	128 41%	131 42%	141 45%	230 46%	294 44%	276 45%
Very easy	(1) 228 22%	123 26%	105 19%	3 15%	30 17%	98 22%	75 24%	22 30%	20 20%	11 26%	24 19%	13 17%	16 19%	24 30%	8 17%	27 28%	33 28%	29 20%	23 23%	74 24%	59 19%	61 19%	122 24%	142 21%	139 22%
NET: Easy	677 67%	330 70%	347 64%	10 50%	102 59%	297 67%	215 70%	53 73%	61 61%	29 69%	83 64%	48 63%	53 64%	60 75%	31 66%	70 73%	75 64%	103 71%	64 64%	202 65%	190 61%	202 64%	352 71%	436 66%	415 67%
Don't know	23 2%	8 2%	15 3%	- -	5 3%	14 3%	3 1%	1 1%	4 4%	- -	3 2%	1 1%	2 2%	3 4%	- -	5 5%	1 1%	2 1%	2 2%	6 2%	5 2%	7 2%	11 2%	16 2%	11 2%
Mean	2.15	2.08	2.21	2.60	2.29	2.13	2.09	1.99	2.23	2.17	2.21	2.27	2.22	1.92	2.19	1.96	2.16	2.13	2.15	2.16	2.27	2.21	2.08	2.16	2.15
Standard error	0.03	0.04	0.04	0.23	0.07	0.04	0.05	0.10	0.09	0.15	0.07	0.10	0.09	0.09	0.11	0.08	0.09	0.07	0.08	0.05	0.05	0.05	0.04	0.03	0.03

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Absolutes/col percents

Table 15

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**At the cinema**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	616	282	334	13	108	261	189	45	64	21	78	50	45	50	26	59	75	93	55	172	188	201	320	416	364
	61%	59%	62%	65%	63%	59%	61%	62%	64%	50%	60%	66%	54%	63%	55%	61%	64%	64%	55%	55%	61%	64%	64%	63%	59%
Very hard	(4) 214	97	117	6	36	91	66	15	21	9	28	18	22	15	10	21	22	26	22	54	68	70	115	138	133
	21%	20%	22%	30%	21%	21%	21%	21%	21%	21%	22%	24%	27%	19%	21%	22%	19%	18%	22%	17%	22%	22%	23%	21%	21%
Quite hard	(3) 402	185	217	7	72	170	123	30	43	12	50	32	23	35	16	38	53	67	33	118	120	131	205	278	231
	40%	39%	40%	35%	42%	38%	40%	41%	43%	29%	39%	42%	28%	44%	34%	40%	45%	46%	33%	38%	39%	42%	41%	42%	37%
Quite easy	(2) 183	98	85	5	26	83	57	12	17	9	25	12	19	16	11	16	16	23	19	58	54	52	90	108	125
	18%	21%	16%	25%	15%	19%	19%	16%	17%	21%	19%	16%	23%	20%	23%	17%	14%	16%	19%	19%	17%	17%	18%	16%	20%
Very easy	(1) 120	53	67	2	14	58	41	5	9	8	18	5	10	5	7	13	17	16	12	32	35	43	64	82	73
	12%	11%	12%	10%	8%	13%	13%	7%	9%	19%	14%	7%	12%	6%	15%	14%	15%	11%	12%	10%	11%	14%	13%	12%	12%
NET: Easy	303	151	152	7	40	141	98	17	26	17	43	17	29	21	18	29	33	39	31	90	89	95	154	190	198
	30%	32%	28%	35%	23%	32%	32%	23%	26%	40%	33%	22%	35%	26%	38%	30%	28%	27%	31%	29%	29%	30%	31%	29%	32%
Don't know	96	41	55	-	24	40	21	11	10	4	8	9	9	9	3	8	9	13	14	51	33	19	25	58	58
	9%	9%	10%	-	14%	9%	7%	15%	10%	10%	6%	12%	11%	11%	6%	8%	8%	9%	14%	16%	11%	6%	5%	9%	9%
Mean	2.77	2.75	2.79	2.85	2.88	2.73	2.75	2.89	2.84	2.58	2.73	2.94	2.77	2.85	2.66	2.76	2.74	2.78	2.76	2.74	2.80	2.77	2.78	2.78	2.75
Standard error	0.03	0.05	0.04	0.22	0.07	0.05	0.06	0.11	0.09	0.18	0.09	0.11	0.12	0.10	0.15	0.10	0.09	0.08	0.11	0.06	0.06	0.06	0.04	0.04	0.04

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Absolutes/col percents

Table 16

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**On holiday**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	689	327	362	11	106	309	213	50	71	24	90	57	50	54	34	64	80	105	60	194	216	222	352	456	416
	68%	69%	67%	55%	62%	70%	69%	68%	71%	57%	70%	75%	60%	68%	72%	67%	68%	72%	60%	62%	70%	70%	71%	69%	67%
Very hard	(4) 230	108	122	6	35	90	78	21	24	15	32	20	24	18	10	18	24	32	13	47	63	75	129	145	139
	23%	23%	23%	30%	20%	20%	25%	29%	24%	36%	25%	26%	29%	23%	21%	19%	21%	22%	13%	15%	20%	24%	26%	22%	22%
Quite hard	(3) 459	219	240	5	71	219	135	29	47	9	58	37	26	36	24	46	56	73	47	147	153	147	223	311	277
	45%	46%	44%	25%	41%	50%	44%	40%	47%	21%	45%	49%	31%	45%	51%	48%	48%	50%	47%	47%	49%	47%	45%	47%	45%
Quite easy	(2) 196	93	103	6	39	73	64	14	17	8	26	13	20	19	7	19	25	21	21	71	52	52	95	126	128
	19%	20%	19%	30%	23%	17%	21%	19%	17%	19%	20%	17%	24%	24%	15%	20%	21%	14%	21%	23%	17%	17%	19%	19%	21%
Very easy	(1) 85	40	45	2	14	40	25	4	7	10	8	2	8	5	3	7	10	13	12	32	27	28	37	54	50
	8%	8%	8%	10%	8%	9%	8%	5%	7%	24%	6%	3%	10%	6%	6%	7%	9%	9%	12%	10%	9%	9%	7%	8%	8%
NET: Easy	281	133	148	8	53	113	89	18	24	18	34	15	28	24	10	26	35	34	33	103	79	80	132	180	178
	28%	28%	27%	40%	31%	26%	29%	25%	24%	43%	26%	20%	34%	30%	21%	27%	30%	23%	33%	33%	25%	25%	26%	27%	29%
Don't know	45	14	31	1	13	20	6	5	5	-	5	4	5	2	3	6	2	6	7	16	15	13	15	28	26
	4%	3%	6%	5%	8%	5%	2%	7%	5%	-	4%	5%	6%	3%	6%	6%	2%	4%	7%	5%	5%	4%	3%	4%	4%
Mean	2.86	2.86	2.86	2.79	2.80	2.85	2.88	2.99	2.93	2.69	2.92	3.04	2.85	2.86	2.93	2.83	2.82	2.89	2.66	2.70	2.85	2.89	2.92	2.86	2.85
Standard error	0.03	0.04	0.04	0.24	0.07	0.04	0.05	0.11	0.09	0.19	0.08	0.09	0.11	0.10	0.12	0.09	0.08	0.07	0.09	0.05	0.05	0.05	0.04	0.03	0.04

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Absolutes/col percents

Table 17

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**When your child has friends visiting your house**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	632	294	338	12	98	274	199	49	63	23	81	54	53	50	32	56	68	96	56	172	190	198	323	403	392
	62%	62%	62%	60%	57%	62%	65%	67%	63%	55%	63%	71%	64%	63%	68%	58%	58%	66%	56%	55%	61%	63%	65%	61%	63%
Very hard	(4) 159	67	92	5	28	67	45	14	13	12	28	11	11	13	11	14	16	19	11	34	42	54	90	106	95
	16%	14%	17%	25%	16%	15%	15%	19%	13%	29%	22%	14%	13%	16%	23%	15%	14%	13%	11%	11%	14%	17%	18%	16%	15%
Quite hard	(3) 473	227	246	7	70	207	154	35	50	11	53	43	42	37	21	42	52	77	45	138	148	144	233	297	297
	47%	48%	45%	35%	41%	47%	50%	48%	50%	26%	41%	57%	51%	46%	45%	44%	44%	53%	45%	44%	48%	46%	47%	45%	48%
Quite easy	(2) 252	124	128	6	45	108	75	18	23	10	31	17	21	21	11	26	32	33	27	88	74	85	122	169	158
	25%	26%	24%	30%	26%	24%	24%	25%	23%	24%	24%	22%	25%	26%	23%	27%	27%	23%	27%	28%	24%	27%	24%	25%	25%
Very easy	(1) 95	42	53	2	17	42	28	6	8	8	10	4	6	8	2	11	11	13	14	35	33	27	44	67	51
	9%	9%	10%	10%	10%	10%	9%	8%	8%	19%	8%	5%	7%	10%	4%	11%	9%	9%	14%	11%	11%	9%	10%	10%	8%
NET: Easy	347	166	181	8	62	150	103	24	31	18	41	21	27	29	13	37	43	46	41	123	107	112	166	236	209
	34%	35%	33%	40%	36%	34%	33%	33%	31%	43%	32%	28%	33%	36%	28%	39%	37%	32%	41%	39%	35%	36%	33%	36%	34%
Don't know	36	14	22	-	12	18	6	-	6	1	7	1	3	1	2	3	6	3	3	18	13	5	10	25	19
	4%	3%	4%	-	7%	4%	2%	-	6%	2%	5%	1%	4%	1%	4%	3%	5%	2%	3%	6%	4%	2%	2%	4%	3%
Mean	2.71	2.69	2.73	2.75	2.68	2.71	2.72	2.78	2.72	2.66	2.81	2.81	2.72	2.70	2.91	2.63	2.66	2.72	2.55	2.58	2.67	2.73	2.75	2.69	2.73
Standard error	0.03	0.04	0.04	0.22	0.07	0.04	0.05	0.10	0.08	0.17	0.08	0.09	0.09	0.10	0.12	0.09	0.08	0.07	0.09	0.05	0.05	0.05	0.04	0.03	0.03

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Absolutes/col percents

Table 18

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**When your child is watching TV**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	234 23%	106 22%	128 24%	8 40%	30 17%	89 20%	88 29%	19 26%	23 23%	15 36%	32 25%	20 26%	19 23%	15 19%	13 28%	23 24%	28 24%	18 19%	18 18%	55 18%	67 22%	73 23%	122 24%	143 22%	147 24%
Very hard	(4) 39 4%	16 3%	23 4%	4 20%	8 5%	14 3%	13 4%	- -	3 3%	3 7%	6 5%	3 4%	8 10%	- -	3 6%	1 1%	4 3%	6 4%	2 2%	8 3%	13 4%	10 3%	19 4%	20 3%	22 4%
Quite hard	(3) 195 19%	90 19%	105 19%	4 20%	22 13%	75 17%	75 24%	19 26%	20 20%	12 29%	26 20%	17 22%	11 13%	15 19%	10 21%	22 23%	24 21%	22 15%	16 16%	47 15%	54 17%	63 20%	103 21%	123 19%	125 20%
Quite easy	(2) 460 45%	228 48%	232 43%	8 40%	80 47%	195 44%	140 45%	37 51%	45 45%	13 31%	59 46%	41 54%	42 51%	35 44%	22 47%	40 42%	49 42%	67 46%	47 47%	144 46%	136 44%	139 44%	234 47%	311 47%	277 45%
Very easy	(1) 299 29%	133 28%	166 31%	4 20%	56 33%	145 33%	77 25%	17 23%	28 28%	14 33%	34 26%	13 17%	21 25%	28 35%	12 26%	32 33%	38 32%	46 32%	33 33%	110 35%	98 32%	97 31%	134 27%	194 29%	184 30%
NET: Easy	759 75%	361 76%	398 74%	12 60%	136 79%	340 77%	217 70%	54 74%	73 73%	27 64%	93 72%	54 71%	63 76%	63 79%	34 72%	72 75%	87 74%	113 78%	80 80%	254 81%	234 75%	236 75%	368 74%	505 76%	461 74%
Don't know	22 2%	7 1%	15 3%	- -	6 3%	13 3%	3 1%	- -	4 4%	- -	4 3%	2 3%	1 1%	2 3%	- -	1 1%	2 2%	4 3%	2 2%	4 1%	9 3%	6 2%	9 2%	16 2%	12 2%
Mean	1.97	1.98	1.97	2.40	1.89	1.90	2.08	2.03	1.98	2.10	2.03	2.14	2.07	1.83	2.09	1.92	1.95	1.91	1.87	1.85	1.94	1.95	2.01	1.95	1.98
Standard error	0.03	0.04	0.04	0.23	0.06	0.04	0.05	0.08	0.08	0.15	0.07	0.09	0.10	0.08	0.12	0.08	0.08	0.07	0.08	0.04	0.05	0.05	0.04	0.03	0.03

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Absolutes/col percents

Table 19

**Q.8 In each of the following places, how easy or hard is it to resist your child's wishes and let them have foods which are high in fat, sugar or salt?**

**Eating out at a restaurant**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
NET: Hard	507	227	280	13	92	208	152	42	53	22	68	36	46	35	26	42	61	72	46	145	167	156	243	327	309
	50%	48%	52%	65%	53%	47%	49%	58%	53%	52%	53%	47%	55%	44%	55%	44%	52%	50%	46%	46%	54%	50%	49%	49%	50%
Very hard	(4) 103	37	66	5	27	33	32	6	9	8	15	7	11	5	6	8	17	8	9	29	34	31	47	70	56
	10%	8%	12%	25%	16%	7%	10%	8%	9%	19%	12%	9%	13%	6%	13%	8%	15%	6%	9%	9%	11%	10%	9%	11%	9%
Quite hard	(3) 404	190	214	8	65	175	120	36	44	14	53	29	35	30	20	34	44	64	37	116	133	125	196	257	253
	40%	40%	40%	40%	38%	40%	39%	49%	44%	33%	41%	38%	42%	38%	43%	35%	38%	44%	37%	37%	37%	43%	40%	39%	41%
Quite easy	(2) 333	165	168	4	50	154	106	19	29	9	39	30	25	34	13	31	37	52	34	109	97	104	172	227	208
	33%	35%	31%	20%	29%	35%	34%	26%	29%	21%	30%	39%	30%	43%	28%	32%	32%	36%	34%	35%	31%	33%	34%	34%	34%
Very easy	(1) 139	67	72	3	21	64	43	8	13	7	18	6	11	8	7	19	17	16	17	48	34	42	71	87	86
	14%	14%	13%	15%	12%	14%	14%	11%	13%	17%	14%	8%	13%	10%	15%	20%	15%	11%	17%	15%	11%	13%	14%	13%	14%
NET: Easy	472	232	240	7	71	218	149	27	42	16	57	36	36	42	20	50	54	68	51	157	131	146	243	314	294
	47%	49%	44%	35%	41%	49%	48%	37%	42%	38%	44%	47%	43%	53%	43%	52%	46%	47%	51%	50%	42%	46%	49%	47%	47%
Don't know	36	15	21	-	9	16	7	4	5	4	4	4	1	3	1	4	2	5	3	11	12	13	13	23	17
	4%	3%	4%	-	5%	4%	2%	5%	5%	10%	3%	5%	1%	4%	2%	4%	2%	3%	3%	4%	4%	4%	3%	3%	3%
Mean	2.48	2.43	2.53	2.75	2.60	2.42	2.47	2.58	2.52	2.61	2.52	2.51	2.56	2.42	2.54	2.34	2.53	2.46	2.39	2.42	2.56	2.48	2.45	2.48	2.46
Standard error	0.03	0.04	0.04	0.23	0.07	0.04	0.05	0.10	0.09	0.17	0.08	0.09	0.10	0.09	0.13	0.09	0.09	0.07	0.09	0.05	0.05	0.05	0.04	0.03	0.03

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Absolutes/col percents

Table 20

**Q.9 Do you think that the portions served to children in restaurants are generally too big, too small, or about the right size?****Base: All respondents**

	Gender		Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Too big	186 18%	80 17%	106 20%	10 50%	39 23%	75 17%	44 14%	18 25%	27 27%	5 12%	20 16%	10 13%	13 16%	13 16%	5 11%	17 18%	20 17%	32 22%	24 24%	86 27%	66 21%	52 17%	63 13%	114 17%	127 20%
About the right size	647 64%	309 65%	338 62%	5 25%	103 60%	297 67%	199 65%	43 59%	59 59%	30 71%	82 64%	53 70%	56 67%	50 63%	36 77%	67 70%	70 60%	87 60%	57 57%	179 57%	189 61%	206 65%	344 69%	423 64%	397 64%
Too small	122 12%	65 14%	57 11%	3 15%	15 9%	46 10%	47 15%	11 15%	7 7%	4 10%	24 19%	9 12%	6 7%	12 15%	2 4%	6 6%	21 18%	20 14%	11 11%	26 8%	40 13%	39 12%	63 13%	88 13%	63 10%
Don't know	60 6%	20 4%	40 7%	2 10%	15 9%	24 5%	18 6%	1 1%	7 7%	3 7%	3 2%	4 5%	8 10%	5 6%	4 9%	6 6%	6 5%	6 4%	8 8%	22 7%	15 5%	18 6%	29 6%	39 6%	33 5%

## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 21

**Q.10 Many restaurants have menus especially for children, which may include foods high in fat, sugar or salt. With this in mind, do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b><u>Restaurants should offer smaller portions of their adult menus to children, alongside specific children's menus</u></b>																										
Agree	845	399	446	16	129	372	264	64	86	34	109	63	68	66	38	81	97	117	86	256	259	268	420	558	517	
	83%	84%	82%	80%	75%	84%	86%	88%	86%	81%	84%	83%	82%	83%	81%	84%	83%	81%	86%	82%	84%	85%	84%	84%	83%	
Disagree	107	53	54	3	19	50	28	7	10	2	12	8	8	9	8	8	12	22	8	36	30	28	50	66	67	
	11%	11%	10%	15%	11%	11%	9%	10%	10%	5%	9%	11%	10%	11%	17%	8%	10%	15%	8%	12%	10%	9%	10%	10%	11%	
Don't know	63	22	41	1	24	20	16	2	4	6	8	5	7	5	1	7	8	6	6	21	21	19	29	40	36	
	6%	5%	8%	5%	14%	5%	5%	3%	4%	14%	6%	7%	8%	6%	2%	7%	7%	4%	6%	7%	7%	6%	6%	6%	6%	
<b><u>Restaurants should offer smaller portions of the adult menu to children, instead of specific children's menus</u></b>																										
Agree	549	263	286	11	74	238	177	49	50	21	73	37	38	47	29	54	64	77	59	139	160	172	285	359	327	
	54%	55%	53%	55%	43%	54%	57%	67%	50%	50%	57%	49%	46%	59%	62%	56%	55%	53%	59%	44%	52%	55%	57%	54%	53%	
Disagree	363	173	190	8	72	166	97	20	40	15	43	28	35	28	16	31	42	54	31	138	118	112	169	243	227	
	36%	36%	35%	40%	42%	38%	31%	27%	40%	36%	33%	37%	42%	35%	34%	32%	36%	37%	31%	44%	38%	36%	34%	37%	37%	
Don't know	103	38	65	1	26	38	34	4	10	6	13	11	10	5	2	11	11	14	10	36	32	31	45	62	66	
	10%	8%	12%	5%	15%	9%	11%	5%	10%	14%	10%	14%	12%	6%	4%	11%	9%	10%	10%	12%	10%	10%	9%	9%	11%	
<b><u>Restaurants should offer healthier children's menus</u></b>																										
Agree	882	412	470	16	143	381	275	67	87	37	116	62	71	68	43	82	104	121	91	268	264	271	436	580	533	
	87%	87%	87%	80%	83%	86%	89%	92%	87%	88%	90%	82%	86%	85%	91%	85%	89%	83%	91%	86%	85%	86%	87%	87%	86%	
Disagree	76	37	39	4	15	39	14	4	8	2	8	9	4	7	2	10	8	12	6	28	26	26	35	48	51	
	7%	8%	7%	20%	9%	9%	5%	5%	8%	5%	6%	12%	5%	9%	4%	10%	7%	8%	6%	9%	8%	8%	7%	7%	8%	
Don't know	57	25	32	-	14	22	19	2	5	3	5	5	8	5	2	4	5	12	3	17	20	18	28	36	36	
	6%	5%	6%	-	8%	5%	6%	3%	5%	7%	4%	7%	10%	6%	4%	4%	4%	8%	3%	5%	6%	6%	6%	5%	6%	



## Parents of 3-15 Year Olds Survey

### ONLINE Fieldwork Dates: 16th-21st February 2012

Absolutes/col percents

Table 21

**Q.10 Many restaurants have menus especially for children, which may include foods high in fat, sugar or salt. With this in mind, do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender			Age						Region								Ages of Children				Gender of Children				
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b><u>Fast food restaurants should not be allowed to have promotions that are directly aimed at children e.g. toys, cartoons, games)</u></b>																										
Agree	503 50%	247 52%	256 47%	12 60%	69 40%	221 50%	150 49%	51 70%	55 55%	21 50%	64 50%	37 49%	37 45%	46 58%	24 51%	43 45%	57 49%	75 52%	44 44%	148 47%	150 48%	145 46%	250 50%	319 48%	305 49%	
Disagree	397 39%	183 39%	214 40%	8 40%	77 45%	175 40%	121 39%	16 22%	35 35%	17 40%	54 42%	32 42%	34 41%	25 31%	15 32%	41 43%	44 38%	56 39%	44 44%	138 44%	130 42%	131 42%	191 38%	271 41%	249 40%	
Don't know	115 11%	44 9%	71 13%	- -	26 15%	46 10%	37 12%	6 8%	10 10%	4 10%	11 9%	7 9%	12 14%	9 11%	8 17%	12 13%	16 14%	14 10%	12 12%	27 9%	30 10%	39 12%	58 12%	74 11%	66 11%	
<b><u>At restaurants, my child would often prefer to eat a smaller portion of an adult menu dish rather than something from the children's menu</u></b>																										
Agree	707 70%	329 69%	378 70%	13 65%	100 58%	306 69%	233 76%	55 75%	76 76%	29 69%	86 67%	49 64%	62 75%	64 80%	28 60%	73 76%	70 60%	102 70%	68 68%	187 60%	201 65%	227 72%	383 77%	464 70%	434 70%	
Disagree	222 22%	112 24%	110 20%	6 30%	51 30%	95 21%	56 18%	14 19%	17 17%	8 19%	31 24%	20 26%	13 16%	11 14%	16 34%	16 17%	36 31%	31 21%	23 23%	91 29%	80 26%	66 21%	87 17%	149 22%	133 21%	
Don't know	86 8%	33 7%	53 10%	1 5%	21 12%	41 9%	19 6%	4 5%	7 7%	5 12%	12 9%	7 9%	8 10%	5 6%	3 6%	7 7%	11 9%	12 8%	9 9%	35 11%	29 9%	22 7%	29 6%	51 8%	53 9%	
<b><u>It's hard to ensure my child eats healthily in restaurants because of the food offered on children's menus</u></b>																										
Agree	631 62%	289 61%	342 63%	14 70%	96 56%	277 63%	191 62%	53 73%	63 63%	28 67%	84 65%	46 61%	51 61%	54 68%	31 66%	58 60%	67 57%	81 56%	68 68%	190 61%	198 64%	198 63%	303 61%	415 63%	380 61%	
Disagree	317 31%	162 34%	155 29%	6 30%	56 33%	136 31%	102 33%	17 23%	33 33%	13 31%	39 30%	23 30%	26 31%	21 26%	15 32%	29 30%	41 35%	52 36%	25 25%	97 31%	89 29%	99 31%	163 33%	203 31%	203 33%	
Don't know	67 7%	23 5%	44 8%	- -	20 12%	29 7%	15 5%	3 4%	4 4%	1 2%	6 5%	7 9%	6 7%	5 6%	1 2%	9 9%	9 8%	12 8%	7 7%	26 8%	23 7%	18 6%	33 7%	46 7%	37 6%	

**Parents of 3-15 Year Olds Survey**  
**ONLINE Fieldwork Dates: 16th-21st February 2012**

Absolutes/col percents

Table 21

**Q.10 Many restaurants have menus especially for children, which may include foods high in fat, sugar or salt. With this in mind, do you agree or disagree with each of the following statements?**

**Base: All respondents**

	Gender		Age						Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female	
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620	
<b><u>The food on children's menus in restaurants is often unhealthy</u></b>																										
Agree	713 70%	338 71%	375 69%	16 80%	101 59%	319 72%	220 71%	57 78%	74 74%	33 79%	98 76%	57 75%	56 67%	54 68%	35 74%	64 67%	74 63%	96 66%	72 72%	212 68%	210 68%	213 68%	354 71%	462 70%	437 70%	
Disagree	216 21%	101 21%	115 21%	3 15%	50 29%	88 20%	64 21%	11 15%	18 18%	5 12%	21 16%	13 17%	19 23%	21 26%	9 19%	27 28%	29 25%	37 26%	17 17%	74 24%	70 23%	74 23%	108 22%	149 22%	133 21%	
Don't know	86 8%	35 7%	51 9%	1 5%	21 12%	35 8%	24 8%	5 7%	8 8%	4 10%	10 8%	6 8%	8 10%	5 6%	3 6%	5 5%	14 12%	12 8%	11 11%	27 9%	30 10%	28 9%	37 7%	53 8%	50 8%	

**Parents of 3-15 Year Olds Survey**  
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Absolutes/col percents

Table 22

**Q.11 Currently, there are legal, nutritional requirements for the food that can be offered in schools. However, the same is not true for other places where people are looking after your child, such as holiday clubs and soft play centres. Do you think that there should be minimum nutritional requirements for any organisation that might offer food to your child, or not?**

**Base: All respondents**

	Gender		Age					Region										Ages of Children				Gender of Children			
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	3-5	6-8	9-11	12-15	Male	Female
Base	1015	474	541	20	172	442	308	73	100	42	129	76	83	80	47	96	117	145	100	313	310	315	499	664	620
Yes, there should be minimum nutritional requirements	799 79%	371 78%	428 79%	17 85%	137 80%	351 79%	231 75%	63 86%	85 85%	20 48%	103 80%	55 72%	66 80%	62 78%	36 77%	75 78%	95 81%	118 81%	84 84%	240 77%	253 82%	250 79%	383 77%	528 80%	478 77%
No, there should not be minimum nutritional requirements	118 12%	62 13%	56 10%	2 10%	13 8%	52 12%	44 14%	7 10%	9 9%	12 29%	13 10%	11 14%	8 10%	10 13%	4 9%	12 13%	12 10%	18 12%	9 9%	37 12%	29 9%	31 10%	68 14%	74 11%	78 13%
Don't know	98 10%	41 9%	57 11%	1 5%	22 13%	39 9%	33 11%	3 4%	6 6%	10 24%	13 10%	10 13%	9 11%	8 10%	7 15%	9 9%	10 9%	9 6%	7 7%	36 12%	28 9%	34 11%	48 10%	62 9%	64 10%