

# BBC – Trust Me I’m a Doctor Survey

## METHODOLOGY NOTE

ComRes interviewed 2,051 GB adults online between the 22nd and 23rd April 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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[katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

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

## Health Advice in the Media Survey

### ONLINE Fieldwork: 22nd-23rd April 2015

Absolutes/col percents

Table 1

**Q1. Thinking about all the health advice you hear in the media, which of the following questions would you like an answer from an expert on? Please select your top questions from the following list. You may select up to 10 questions.**

**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	2051	1018	1033	216	274	376	385	337	463	591	603	347	510	245	907
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	245	903
How can I avoid dementia/ Alzheimers?	997 49%	468 47%	529 51%	84 35%	111 32%	143 41%	173 47%	191 63%	295 66%	295 54%	287 50%	205 46%	211 43%	125 51%	377 42%
How can I avoid getting cancer?	825 40%	383 38%	442 42%	108 44%	126 36%	138 40%	146 40%	124 41%	183 41%	220 40%	238 42%	191 43%	177 36%	113 46%	340 38%
How can I avoid getting heart disease?	607 30%	301 30%	306 29%	55 22%	82 24%	94 27%	115 31%	109 36%	153 34%	159 29%	172 30%	124 28%	153 31%	83 34%	250 28%
How can I keep my cholesterol down?	588 29%	297 30%	291 28%	49 20%	84 24%	90 26%	125 34%	85 28%	154 35%	161 29%	145 26%	133 30%	149 31%	81 33%	239 26%
How can I keep my blood pressure down?	533 26%	280 28%	253 24%	38 16%	58 17%	84 24%	102 28%	96 32%	155 35%	149 27%	146 26%	116 26%	122 25%	56 23%	208 23%
Will eating 5-a-day really make me healthier?	519 25%	247 25%	272 26%	68 28%	73 21%	101 29%	89 24%	76 25%	113 25%	145 26%	137 24%	127 28%	110 22%	72 29%	212 23%
How can I avoid getting diabetes?	512 25%	271 27%	241 23%	48 20%	78 23%	92 27%	91 25%	84 28%	119 27%	144 26%	159 28%	89 20%	119 24%	81 33%	210 23%
How much exercise should I be doing?	486 24%	234 23%	253 24%	83 34%	76 22%	83 24%	73 20%	63 21%	108 24%	146 27%	151 27%	101 23%	89 18%	64 26%	217 24%
Are dairy products good or bad for my health?	485 24%	234 23%	251 24%	55 23%	77 22%	71 21%	65 18%	68 22%	149 33%	127 23%	129 23%	110 25%	119 24%	61 25%	186 21%
How much sugar should I be eating?	418 20%	187 19%	231 22%	70 29%	84 24%	66 19%	68 19%	44 15%	85 19%	111 20%	125 22%	85 19%	96 20%	64 26%	184 20%
Should I avoid red or processed meat?	367 18%	195 19%	172 16%	42 17%	66 19%	62 18%	59 16%	43 14%	96 21%	100 18%	93 16%	92 21%	83 17%	53 22%	148 16%
Are organic foods better for me than other foods?	356 17%	161 16%	196 19%	48 20%	47 14%	58 17%	54 15%	45 15%	103 23%	105 19%	110 19%	71 16%	71 15%	51 21%	131 14%
What vaccines should we have?	356 17%	167 17%	189 18%	56 23%	65 19%	65 19%	45 12%	42 14%	83 19%	111 20%	76 13%	91 20%	78 16%	30 12%	169 19%
Should we take fewer antibiotics?	340 17%	168 17%	172 16%	53 22%	57 16%	58 17%	51 14%	52 17%	70 16%	104 19%	73 13%	84 19%	79 16%	37 15%	151 17%

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**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
Weighted base	2051	1005	1046	244	345	345	366	304	446	548	569	447	487	245	903
Should I avoid salt?	325 16%	174 17%	151 14%	35 14%	70 20%	48 14%	47 13%	50 16%	74 17%	84 15%	73 13%	96 21%	72 15%	43 18%	140 15%
Are e-cigarettes dangerous for my health?	279 14%	127 13%	152 14%	37 15%	61 18%	64 19%	47 13%	34 11%	35 8%	54 10%	71 13%	72 16%	82 17%	40 16%	127 14%
How much alcohol is it safe to drink?	254 12%	140 14%	114 11%	40 16%	53 15%	34 10%	46 12%	22 7%	59 13%	72 13%	81 14%	40 9%	61 13%	42 17%	113 12%
How dangerous are illegal drugs like marijuana?	242 12%	123 12%	119 11%	50 20%	55 16%	33 9%	33 9%	27 9%	45 10%	55 10%	62 11%	58 13%	68 14%	33 13%	84 9%
Are video games harmful?	146 7%	69 7%	76 7%	19 8%	33 10%	35 10%	24 7%	9 3%	26 6%	36 7%	37 7%	31 7%	42 9%	22 9%	67 7%
What should I eat and drink during pregnancy?	107 5%	23 2%	84 8%	40 16%	45 13%	13 4%	7 2%	1 *	1 *	34 6%	33 6%	23 5%	17 3%	23 9%	55 6%
None of these	372 18%	182 18%	190 18%	36 15%	75 22%	67 19%	77 21%	48 16%	69 15%	80 15%	97 17%	91 20%	103 21%	26 11%	185 21%

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### ONLINE Fieldwork: 22nd-23rd April 2015

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**Q1. Thinking about all the health advice you hear in the media, which of the following questions would you like an answer from an expert on? Please select your top questions from the following list. You may select up to 10 questions.**

**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	2051	183	112	1756	88	215	198	175	144	201	222	314	199
Weighted base	2051	185	103	1764	82	226	185	185	144	205	267	287	185
How can I avoid dementia/ Alzheimers?	997 49%	84 46%	50 49%	862 49%	40 49%	123 55%	95 51%	87 47%	64 44%	102 50%	116 43%	148 51%	89 48%
How can I avoid getting cancer?	825 40%	56 30%	41 40%	728 41%	27 33%	94 42%	83 45%	81 44%	60 42%	85 41%	112 42%	120 42%	67 36%
How can I avoid getting heart disease?	607 30%	53 29%	26 25%	528 30%	24 29%	71 31%	56 30%	60 33%	44 31%	65 32%	73 27%	84 29%	52 28%
How can I keep my cholesterol down?	588 29%	39 21%	26 26%	523 30%	24 29%	71 31%	56 30%	63 34%	38 26%	65 32%	87 33%	80 28%	41 22%
How can I keep my blood pressure down?	533 26%	50 27%	24 24%	459 26%	22 27%	70 31%	52 28%	62 34%	34 24%	55 27%	62 23%	67 23%	33 18%
Will eating 5-a-day really make me healthier?	519 25%	50 27%	21 20%	448 25%	25 30%	54 24%	45 24%	44 24%	34 24%	64 31%	64 24%	74 26%	45 25%
How can I avoid getting diabetes?	512 25%	44 24%	22 22%	446 25%	28 35%	56 25%	46 25%	45 24%	25 17%	61 30%	78 29%	70 24%	36 19%
How much exercise should I be doing?	486 24%	44 24%	21 20%	421 24%	14 17%	58 26%	45 25%	47 25%	27 19%	50 24%	69 26%	68 24%	43 23%
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How much sugar should I be eating?	418 20%	40 21%	16 15%	362 21%	8 10%	45 20%	33 18%	34 18%	31 22%	36 18%	64 24%	75 26%	35 19%
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What vaccines should we have?	356 17%	29 16%	20 19%	306 17%	11 14%	37 17%	27 14%	29 16%	33 23%	38 18%	50 19%	49 17%	32 17%
Should we take fewer antibiotics?	340 17%	27 14%	10 10%	303 17%	13 16%	39 17%	22 12%	30 16%	28 20%	33 16%	45 17%	54 19%	39 21%

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Are e-cigarettes dangerous for my health?	279 14%	24 13%	15 15%	239 14%	12 15%	38 17%	32 17%	14 8%	26 18%	25 12%	36 13%	37 13%	20 11%
How much alcohol is it safe to drink?	254 12%	27 15%	8 7%	219 12%	8 10%	25 11%	35 19%	24 13%	20 14%	18 9%	47 17%	24 8%	19 10%
How dangerous are illegal drugs like marijuana?	242 12%	14 8%	10 9%	219 12%	9 11%	35 15%	28 15%	21 11%	19 13%	25 12%	26 10%	34 12%	22 12%
Are video games harmful?	146 7%	12 7%	9 8%	125 7%	5 6%	22 10%	12 7%	13 7%	10 7%	16 8%	21 8%	20 7%	5 3%
What should I eat and drink during pregnancy?	107 5%	5 3%	4 4%	98 6%	2 2%	8 4%	6 3%	9 5%	14 10%	14 7%	19 7%	15 5%	11 6%
None of these	372 18%	46 25%	16 16%	310 18%	17 20%	40 18%	25 14%	36 20%	32 22%	35 17%	40 15%	49 17%	36 20%