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GfK NOP

FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

Q.1 I AM GOING TO READ OUT A STATEMENT THAT HAS BEEN MADE RECENTLY ABOUT CHILDREN AND FOOD AND I WOULD LIKE YOU TO TELL ME HOW MUCH YOU AGREE OR DISAGREE WITH IT, USING A SCALE OF STRONGLY AGREE, AGREE, NEITHER AGREE NOR DISAGREE, DISAGREE OR STRONGLY DISAGREE? (READ OUT)

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS		
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARRIED	SINGLE	WIDOW/DIVRCD/SEPRTD	FULL-TIME	PART-TIME	NOT WORKING
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
I THINK THERE IS TOO MUCH FUSS ABOUT CHILDREN EATING A HEALTHY DIET ALL THE TIME																			
STRONGLY AGREE (+2)	136 11%	67 13%	69 10%	10 17%	36 10%	59 11%	22 11%	5 24%	4 26%	19 8%	34 10%	27 11%	56 16%	101 11%	18 11%	17 14%	74 12%	20 7%	42 13%
AGREE (+)	318 27%	135 26%	183 27%	17 28%	104 30%	137 26%	50 25%	3 16%	7 47%	54 24%	82 23%	78 31%	103 30%	238 26%	45 29%	35 29%	158 27%	71 26%	89 28%
NEITHER AGREE NOR DISAGREE (0)	103 9%	43 8%	61 9%	5 8%	25 7%	56 10%	16 8%	1 7%	-	21 9%	27 8%	24 9%	31 9%	80 9%	11 7%	12 10%	49 8%	30 11%	24 8%
DISAGREE (-1)	366 31%	172 33%	194 29%	16 27%	105 30%	177 33%	65 32%	4 20%	-	88 38%	111 31%	88 35%	80 23%	286 32%	44 29%	36 30%	190 32%	96 35%	81 25%
STRONGLY DISAGREE (-2)	246 21%	90 18%	156 23%	12 20%	79 22%	105 20%	44 22%	7 32%	-	46 20%	93 27%	36 14%	70 20%	190 21%	36 23%	20 16%	118 20%	54 20%	74 23%
DON'T KNOW	13 1%	8 2%	5 1%	-	3 1%	2 *	4 2%	-	4 27%	1 1%	4 1%	-	8 2%	11 1%	1 1%	1 1%	3 *	1 *	10 3%
MEAN SCORE	-0.23	-0.17	-0.28	-0.06	-0.25	-0.25	-0.30	-0.20	1.35	-0.38	-0.43	-0.11	-0.02	-0.25	-0.24	-0.06	-0.20	-0.34	-0.18
STD. DEVIATION	1.36	1.35	1.36	1.44	1.36	1.33	1.36	1.65	0.50	1.28	1.36	1.28	1.42	1.35	1.39	1.35	1.36	1.27	1.42



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BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	STANDARD REGION											
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
I THINK THERE IS TOO MUCH FUSS ABOUT CHILDREN EATING A HEALTHY DIET ALL THE TIME													
STRONGLY AGREE (+2)	136 11%	11 16%	19 20%	11 14%	5 10%	16 11%	23 10%	8 8%	3 4%	14 13%	15 12%	6 7%	7 18%
AGREE (+)	318 27%	23 35%	15 16%	23 29%	12 27%	45 32%	48 22%	30 29%	21 31%	34 30%	36 29%	19 22%	9 25%
NEITHER AGREE NOR DISAGREE (0)	103 9%	6 8%	10 10%	7 9%	6 13%	10 7%	24 11%	9 9%	6 9%	11 9%	7 6%	7 8%	1 2%
DISAGREE (-1)	366 31%	17 25%	23 24%	24 30%	15 34%	29 21%	86 39%	28 28%	30 43%	33 29%	40 32%	28 32%	12 32%
STRONGLY DISAGREE (-2)	246 21%	10 15%	27 28%	15 19%	7 15%	35 25%	38 17%	27 26%	7 11%	21 18%	21 17%	28 32%	9 23%
DON'T KNOW	13 1%	1 1%	1 2%	- -	- -	4 3%	1 -	- -	2 3%	- -	4 3%	- -	- -
MEAN SCORE	-0.23	0.11	-0.26	-0.12	-0.17	-0.16	-0.32	-0.36	-0.26	-0.11	-0.13	-0.62	-0.18
STD. DEVIATION	1.36	1.37	1.52	1.38	1.28	1.43	1.28	1.35	1.15	1.36	1.36	1.32	1.50



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BASE : ALL PARENTS OF CHILDREN AGED 2-16

		AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT					
TOTAL		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT	
UNWEIGHTED TOTAL		1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL		1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
I THINK THERE IS TOO MUCH FUSS ABOUT CHILDREN EATING A HEALTHY DIET ALL THE TIME																			
STRONGLY AGREE	(+2)	136 11%	39 8%	61 13%	46 10%	43 14%	19 8%	38 14%	23 9%	26 15%	25 9%	30 13%	26 11%	19 11%	34 12%	102 11%	120 12%	8 11%	9 11%
AGREE	(+)	318 27%	131 27%	108 23%	125 29%	94 30%	62 25%	67 24%	68 27%	57 33%	83 30%	51 23%	69 30%	45 28%	81 28%	237 26%	278 27%	21 27%	21 26%
NEITHER AGREE NOR DISAGREE	(0)	103 9%	44 9%	51 11%	41 9%	23 7%	22 9%	28 10%	20 8%	13 7%	24 8%	26 12%	22 10%	10 6%	22 8%	81 9%	90 9%	8 11%	6 7%
DISAGREE	(-1)	366 31%	142 30%	143 31%	141 32%	88 28%	76 31%	79 28%	81 33%	43 24%	80 29%	78 35%	71 31%	50 31%	88 31%	279 31%	313 30%	23 29%	31 38%
STRONGLY DISAGREE	(-2)	246 21%	114 24%	93 20%	82 19%	65 21%	66 27%	63 23%	56 22%	35 20%	60 21%	36 16%	37 16%	37 23%	58 20%	188 21%	218 21%	18 23%	10 12%
DON'T KNOW		13 1%	9 2%	3 1%	2 *	3 1%	2 1%	- -	1 *	7 3%	1 *	2 1%	2 1%	3 1%	10 1%	8 1%	- -	- -	5 6%
MEAN SCORE		-0.23	-0.34	-0.22	-0.20	-0.12	-0.44	-0.23	-0.32	-0.01	-0.25	-0.18	-0.11	-0.26	-0.19	-0.24	-0.23	-0.27	-0.16
STD. DEVIATION		1.36	1.33	1.36	1.32	1.40	1.33	1.40	1.33	1.41	1.34	1.32	1.32	1.39	1.37	1.35	1.36	1.36	1.29



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**Q.2 THINKING ABOUT YOUR CHILD/CHILDREN AGED 2-16, WILL THEY HAPPILY TRY NEW FOODS ON A REGULAR BASIS?
WOULD YOU SAY YES - USUALLY, YES - SOMETIMES, RARELY OR NEVER?
IF YOU HAVE MORE THAN ONE CHILD IN THIS AGE GROUP PLEASE THINK ABOUT THE YOUNGEST.**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS			
	TOTAL	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARR IED	SINGLE	WIDOW/ DIVRCD/ SEPRTD	FULL- TIME	PART- TIME	NOT WORK ING
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
YES - USUALLY	569 48%	230 45%	339 51%	42 69%	176 50%	256 48%	89 44%	5 23%	2 12%	104 45%	175 50%	126 50%	164 47%	436 48%	73 47%	60 49%	279 47%	136 50%	153 48%
YES - SOMETIMES	328 28%	139 27%	189 28%	9 15%	108 31%	146 27%	58 29%	7 33%	-	76 33%	83 24%	69 27%	100 29%	239 26%	49 32%	39 32%	163 28%	73 27%	92 29%
RARELY	190 16%	100 19%	90 13%	4 7%	43 12%	97 18%	36 18%	3 17%	5 36%	38 17%	59 17%	42 17%	50 14%	157 17%	20 13%	13 11%	106 18%	46 17%	37 12%
NEVER	81 7%	33 7%	48 7%	5 8%	21 6%	30 6%	17 8%	5 23%	4 26%	12 5%	26 7%	14 6%	28 8%	63 7%	9 6%	9 7%	37 6%	17 6%	27 8%
DON'T KNOW	15 1%	12 2%	3 *	-	3 1%	7 1%	1 *	1 4%	4 27%	1 *	8 2%	2 1%	5 1%	11 1%	4 2%	-	5 1%	-	10 3%



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	STANDARD REGION												
	TOTAL	NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
YES - USUALLY	569 48%	32 47%	55 57%	44 53%	21 47%	65 46%	91 41%	55 55%	36 52%	53 46%	49 40%	50 56%	19 49%
YES - SOMETIMES	328 28%	19 28%	24 26%	20 25%	13 29%	44 32%	69 31%	19 19%	19 28%	31 27%	35 28%	25 28%	10 26%
RARELY	190 16%	7 11%	6 6%	10 13%	10 21%	23 16%	47 21%	21 21%	12 17%	17 15%	19 15%	10 11%	8 20%
NEVER	81 7%	9 14%	10 11%	5 6%	1 2%	4 3%	13 6%	5 4%	1 1%	11 10%	16 13%	4 4%	2 5%
DON'T KNOW	15 1%	- -	- -	2 3%	- -	3 2%	- -	2 2%	1 1%	2 2%	5 4%	- -	- -



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BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT				
		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT
UNWEIGHTED TOTAL	1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL	1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
YES - USUALLY	569 48%	248 52%	204 44%	192 44%	146 46%	130 53%	116 42%	110 44%	84 48%	144 52%	107 48%	99 44%	72 44%	142 49%	427 48%	501 49%	38 49%	31 38%
YES - SOMETIMES	328 28%	134 28%	147 32%	121 28%	75 24%	72 29%	91 33%	72 29%	36 21%	75 27%	70 32%	62 27%	45 28%	90 31%	238 27%	281 27%	27 35%	21 26%
RARELY	190 16%	64 13%	75 16%	85 19%	66 21%	30 12%	47 17%	46 19%	39 22%	39 14%	32 14%	46 20%	31 19%	35 12%	154 17%	167 16%	9 12%	14 18%
NEVER	81 7%	26 5%	29 6%	33 8%	25 8%	13 5%	18 7%	17 7%	14 8%	14 5%	12 5%	16 7%	12 7%	17 6%	64 7%	72 7%	2 3%	6 8%
DON'T KNOW	15 1%	7 1%	5 1%	6 1%	3 1%	2 1%	4 1%	2 1%	1 1%	6 2%	1 *	4 2%	2 1%	3 1%	13 1%	6 1%	1 1%	9 11%



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**Q.3 DO YOU OR DID YOU EVER PLAY GAMES AT MEALTIMES OR MAKE THEM ENTERTAINING (SINGING SONGS, CREATING STORIES ETC.)
TO ENCOURAGE YOUR CHILD/CHILDREN TO EAT THEIR MEALS?**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS			
	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARR IED	SINGLE	WIDOW/ DIVRCD/ SEPRTD	FULL- TIME	PART- TIME	NOT WORK ING	
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
YES	538 46%	222 43%	316 47%	29 48%	183 52%	223 42%	85 42%	10 47%	9 62%	114 49%	177 51%	105 42%	141 41%	412 45%	73 47%	53 44%	270 46%	131 48%	137 43%
NO	644 54%	292 57%	352 53%	31 52%	169 48%	312 58%	116 58%	11 53%	6 38%	117 51%	174 49%	148 58%	206 59%	495 55%	82 53%	68 56%	321 54%	141 52%	182 57%



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BASE : ALL PARENTS OF CHILDREN AGED 2-16

	STANDARD REGION												
	TOTAL	NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
YES	538 46%	40 60%	44 47%	38 46%	12 26%	56 40%	99 45%	41 40%	39 56%	54 47%	69 56%	35 40%	12 30%
NO	644 54%	27 40%	51 53%	44 54%	34 74%	83 60%	121 55%	61 60%	30 44%	60 53%	55 44%	53 60%	26 70%



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BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT				
		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT
UNWEIGHTED TOTAL	1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL	1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
YES	538 46%	243 51%	204 44%	171 39%	130 41%	130 53%	131 47%	103 42%	77 44%	134 48%	89 40%	89 39%	63 39%	127 44%	411 46%	480 47%	30 38%	30 37%
NO	644 54%	236 49%	257 56%	266 61%	185 59%	117 47%	146 53%	145 58%	98 56%	144 52%	133 60%	139 61%	100 61%	160 56%	485 54%	547 53%	48 62%	51 63%



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**Q.4 NOW, WHICH OF THESE, IF ANY, BEST DESCRIBES HOW YOU FEEL WITH REGARD TO YOUR CHILD EATING A HEALTHY, VARIED DIET?
AGAIN, IF YOU HAVE MORE THAN ONE CHILD AGED 2-16 PLEASE THINK ABOUT THE YOUNGEST. (SHOWCARD)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS			
	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARRIED	SINGLE	WIDOW/ DIVRCD/ SEPRTD	FULL-TIME	PART-TIME	NOT WORKING	
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
I AM VERY STRICT AND MAKE SURE MY CHILD EATS A VARIED, NUTRITIOUS DIET THAT IS APPROPRIATE FOR HIS/HER AGE	107 9%	43 8%	65 10%	7 11%	36 10%	43 8%	20 10%	1 7%	-	16 7%	31 9%	26 10%	35 10%	83 9%	12 8%	13 10%	53 9%	17 6%	37 12%
ON THE WHOLE I AM HAPPY MY CHILD EATS A NUTRITIOUS DIET ALTHOUGH THEY ALSO ENJOY THE ODD TREAT	742 63%	307 60%	436 65%	35 58%	223 63%	360 67%	114 57%	11 54%	-	168 73%	230 65%	157 62%	187 54%	588 65%	86 56%	68 56%	367 62%	194 71%	182 57%
MY CHILD DOES NOT EAT AS HEALTHILY AS I WOULD LIKE, BUT CHILDREN DON'T LIKE FOODS THAT ARE GOOD FOR THEM	108 9%	51 10%	57 9%	8 14%	31 9%	39 7%	24 12%	3 13%	4 24%	17 7%	34 10%	19 8%	37 11%	72 8%	19 12%	17 14%	59 10%	18 6%	31 10%
AS LONG AS MY CHILD IS EATING AND ENJOYING THEIR FOOD I AM HAPPY FOR THEM TO HAVE WHAT THEY WANT	102 9%	56 11%	46 7%	6 11%	30 9%	41 8%	15 7%	3 17%	6 38%	14 6%	17 5%	22 9%	49 14%	75 8%	18 11%	9 7%	50 8%	12 4%	40 12%
MY CHILD IS A VERY PICKY EATER AND HE/SHE WILL ONLY EAT A LIMITED RANGE OF FOODS	108 9%	47 9%	61 9%	4 6%	31 9%	46 9%	25 13%	1 5%	2 11%	15 6%	34 10%	24 10%	36 10%	77 9%	17 11%	14 11%	55 9%	31 11%	22 7%
NONE OF THESE/DON'T KNOW	15 1%	12 2%	3 *	-	1 *	6 1%	3 1%	1 4%	4 27%	1 *	5 1%	5 2%	4 1%	11 1%	3 2%	1 1%	7 1%	1 *	7 2%



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AGAIN, IF YOU HAVE MORE THAN ONE CHILD AGED 2-16 PLEASE THINK ABOUT THE YOUNGEST. (SHOWCARD)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	STANDARD REGION											
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
I AM VERY STRICT AND MAKE SURE MY CHILD EATS A VARIED, NUTRITIOUS DIET THAT IS APPROPRIATE FOR HIS/HER AGE	107 9%	2 3%	6 7%	7 8%	5 11%	25 18%	20 9%	14 14%	2 2%	9 8%	6 5%	6 7%	6 15%
ON THE WHOLE I AM HAPPY MY CHILD EATS A NUTRITIOUS DIET ALTHOUGH THEY ALSO ENJOY THE ODD TREAT	742 63%	28 42%	62 65%	53 65%	30 66%	79 57%	144 65%	68 66%	48 69%	76 67%	74 60%	56 63%	26 68%
MY CHILD DOES NOT EAT AS HEALTHILY AS I WOULD LIKE, BUT CHILDREN DON'T LIKE FOODS THAT ARE GOOD FOR THEM	108 9%	6 8%	13 14%	7 8%	3 7%	13 9%	18 8%	6 5%	5 8%	6 5%	20 16%	9 11%	3 7%
AS LONG AS MY CHILD IS EATING AND ENJOYING THEIR FOOD I AM HAPPY FOR THEM TO HAVE WHAT THEY WANT	102 9%	16 24%	4 4%	7 9%	4 9%	14 10%	18 8%	5 5%	7 10%	12 10%	4 3%	7 9%	2 6%
MY CHILD IS A VERY PICKY EATER AND HE/SHE WILL ONLY EAT A LIMITED RANGE OF FOODS	108 9%	13 19%	9 9%	8 9%	3 7%	7 5%	18 8%	7 7%	8 11%	10 8%	15 12%	10 11%	1 3%
NONE OF THESE/DON'T KNOW	15 1%	2 3%	1 1%	-	-	1 1%	3 1%	2 2%	-	1 1%	5 4%	-	-



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FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

**Q.4 NOW, WHICH OF THESE, IF ANY, BEST DESCRIBES HOW YOU FEEL WITH REGARD TO YOUR CHILD EATING A HEALTHY, VARIED DIET?
AGAIN, IF YOU HAVE MORE THAN ONE CHILD AGED 2-16 PLEASE THINK ABOUT THE YOUNGEST. (SHOWCARD)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT				
		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT
UNWEIGHTED TOTAL	1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL	1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
I AM VERY STRICT AND MAKE SURE MY CHILD EATS A VARIED, NUTRITIOUS DIET THAT IS APPROPRIATE FOR HIS/HER AGE	107 9%	43 9%	42 9%	30 7%	32 10%	22 9%	27 10%	19 8%	19 11%	28 10%	17 8%	13 6%	17 10%	24 9%	83 9%	92 9%	6 8%	9 12%
ON THE WHOLE I AM HAPPY MY CHILD EATS A NUTRITIOUS DIET ALTHOUGH THEY ALSO ENJOY THE ODD TREAT	742 63%	319 66%	291 63%	267 61%	177 56%	176 71%	173 63%	155 62%	90 51%	170 61%	146 66%	140 61%	98 60%	160 56%	582 65%	653 64%	56 72%	36 44%
MY CHILD DOES NOT EAT AS HEALTHILY AS I WOULD LIKE, BUT CHILDREN DON'T LIKE FOODS THAT ARE GOOD FOR THEM	108 9%	36 8%	50 11%	39 9%	32 10%	17 7%	30 11%	22 9%	21 12%	24 9%	20 9%	21 9%	13 8%	36 12%	72 8%	88 9%	9 11%	11 14%
AS LONG AS MY CHILD IS EATING AND ENJOYING THEIR FOOD I AM HAPPY FOR THEM TO HAVE WHAT THEY WANT	102 9%	46 10%	33 7%	45 10%	30 9%	23 9%	19 7%	24 10%	15 9%	29 10%	19 8%	22 10%	17 10%	30 10%	72 8%	86 8%	5 6%	11 14%
MY CHILD IS A VERY PICKY EATER AND HE/SHE WILL ONLY EAT A LIMITED RANGE OF FOODS	108 9%	31 6%	43 9%	49 11%	39 12%	9 4%	27 10%	25 10%	27 16%	23 8%	18 8%	29 13%	16 10%	34 12%	74 8%	100 10%	2 3%	6 8%
NONE OF THESE/DON'T KNOW	15 1%	5 1%	1 *	6 1%	6 2%	1 *	-	3 1%	3 2%	4 1%	1 *	3 1%	3 2%	3 1%	12 1%	7 1%	-	8 9%



GfK NOP

FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

Q.5 DO YOU OR DID YOU EVER FIND THAT MAKING A PICTURE OUT OF FOOD, SUCH AS A SMILEY FACE, ENCOURAGES OR ENCOURAGED YOUR CHILD/CHILDREN TO EAT THEIR FOOD MORE WILLINGLY, OR NOT?

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS			
	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARR IED	SINGLE	WIDOW/ DIVRCD/ SEPRTD	FULL-TIME	PART-TIME	NOT WORKING	
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
YES	448 38%	194 38%	254 38%	27 45%	151 43%	189 35%	66 33%	10 52%	4 26%	101 44%	124 35%	101 40%	122 35%	347 38%	53 34%	48 40%	220 37%	108 40%	120 38%
NO	693 59%	294 57%	399 60%	32 53%	184 52%	335 63%	128 64%	9 44%	6 38%	126 55%	213 61%	141 56%	213 61%	529 58%	95 61%	69 57%	343 58%	159 58%	192 60%
DON'T KNOW	41 4%	27 5%	15 2%	1 2%	17 5%	11 2%	6 3%	1 4%	5 36%	3 1%	14 4%	11 4%	12 4%	30 3%	7 5%	4 3%	28 5%	6 2%	8 2%



GfK NOP

FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

Q.5 DO YOU OR DID YOU EVER FIND THAT MAKING A PICTURE OUT OF FOOD, SUCH AS A SMILEY FACE, ENCOURAGES OR ENCOURAGED YOUR CHILD/CHILDREN TO EAT THEIR FOOD MORE WILLINGLY, OR NOT?

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	STANDARD REGION												
	TOTAL	NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
YES	448 38%	24 36%	42 44%	24 30%	16 36%	43 31%	84 38%	43 42%	35 51%	43 37%	52 42%	29 33%	12 33%
NO	693 59%	42 63%	48 51%	55 67%	29 64%	87 63%	126 57%	56 55%	32 46%	66 58%	70 57%	56 64%	25 67%
DON'T KNOW	41 4%	1 2%	5 5%	2 3%	- -	9 6%	10 4%	3 3%	2 3%	5 5%	1 1%	3 3%	- -



GfK NOP

FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

Q.5 DO YOU OR DID YOU EVER FIND THAT MAKING A PICTURE OUT OF FOOD, SUCH AS A SMILEY FACE, ENCOURAGES OR ENCOURAGED YOUR CHILD/CHILDREN TO EAT THEIR FOOD MORE WILLINGLY, OR NOT?

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT				
		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT
UNWEIGHTED TOTAL	1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL	1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
YES	448 38%	190 40%	193 42%	154 35%	123 39%	100 41%	117 42%	79 32%	72 41%	108 39%	92 41%	94 42%	58 36%	106 37%	342 38%	401 39%	26 34%	22 28%
NO	693 59%	271 57%	252 55%	268 61%	184 58%	139 56%	152 55%	163 66%	98 56%	159 57%	121 54%	123 54%	101 62%	169 59%	524 58%	597 58%	50 64%	48 59%
DON'T KNOW	41 4%	18 4%	15 3%	14 3%	8 3%	8 3%	7 2%	5 2%	5 3%	11 4%	10 4%	10 5%	4 2%	11 4%	30 3%	29 3%	1 2%	11 14%



GfK NOP

FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

**Q.6 THINKING ABOUT YOUR CHILD/YOUNGEST CHILD AGED 2-16, WHICH OF THESE FOODS, IF ANY, DO THEY NOT ENJOY EATING?
(READ OUT)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	SEX		AGE						CLASS				MARITAL STATUS			WORKING STATUS			
	TOTAL	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	MARR IED	SINGLE	WIDOW/ DIVRCD/ SEPRTD	FULL- TIME	PART- TIME	NOT WORK ING
UNWEIGHTED TOTAL	1186 100%	439 37%	747 63%	60 5%	336 28%	537 45%	228 19%	19 2%	6 1%	229 19%	333 28%	285 24%	339 29%	903 76%	158 13%	125 11%	538 45%	312 26%	336 28%
WEIGHTED TOTAL	1182 100%	514 44%	668 56%	60 5%	351 30%	535 45%	201 17%	20 2%	15 1%	231 20%	351 30%	253 21%	347 29%	906 77%	155 13%	121 10%	591 50%	272 23%	319 27%
FRUIT	232 20%	116 23%	115 17%	12 20%	69 20%	103 19%	39 20%	3 15%	6 38%	36 15%	70 20%	49 19%	78 22%	185 20%	30 20%	17 14%	118 20%	54 20%	60 19%
VEGETABLES	345 29%	153 30%	192 29%	15 25%	116 33%	147 28%	54 27%	4 22%	7 50%	53 23%	109 31%	65 26%	117 34%	252 28%	57 37%	36 29%	166 28%	80 30%	98 31%
MEAT	287 24%	125 24%	162 24%	14 23%	104 29%	123 23%	34 17%	7 32%	6 38%	42 18%	89 25%	61 24%	95 27%	229 25%	39 25%	19 15%	135 23%	67 25%	85 27%
SALADS	397 34%	165 32%	232 35%	22 37%	123 35%	173 32%	59 30%	7 34%	13 85%	74 32%	119 34%	90 36%	114 33%	311 34%	50 32%	37 30%	197 33%	99 36%	102 32%
MILK	229 19%	109 21%	120 18%	10 17%	79 23%	99 18%	32 16%	5 24%	4 27%	33 15%	84 24%	47 19%	65 19%	179 20%	31 20%	19 15%	112 19%	62 23%	56 17%
NONE OF THESE/DON'T KNOW	428 36%	204 40%	224 34%	21 35%	118 34%	197 37%	80 40%	9 43%	2 15%	96 42%	120 34%	86 34%	126 36%	322 36%	57 37%	49 40%	227 38%	85 31%	116 36%



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FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

**Q.6 THINKING ABOUT YOUR CHILD/YOUNGEST CHILD AGED 2-16, WHICH OF THESE FOODS, IF ANY, DO THEY NOT ENJOY EATING?
(READ OUT)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	STANDARD REGION											
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	G.L.C.	SOUTH EAST (EXCL GLC)	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND
UNWEIGHTED TOTAL	1186 100%	67 6%	72 6%	91 8%	33 3%	133 11%	232 20%	104 9%	66 6%	112 9%	140 12%	103 9%	33 3%
WEIGHTED TOTAL	1182 100%	67 6%	95 8%	82 7%	45 4%	139 12%	220 19%	102 9%	69 6%	114 10%	124 10%	88 7%	38 3%
FRUIT	232 20%	6 8%	23 24%	17 20%	4 9%	17 12%	46 21%	27 27%	10 14%	18 16%	22 17%	31 35%	12 31%
VEGETABLES	345 29%	17 26%	30 32%	20 24%	9 20%	46 33%	66 30%	33 33%	14 20%	26 23%	36 29%	37 42%	11 29%
MEAT	287 24%	12 18%	28 29%	18 22%	7 14%	26 18%	57 26%	36 35%	17 25%	26 22%	25 20%	27 31%	10 27%
SALADS	397 34%	19 29%	31 33%	27 33%	14 30%	29 21%	75 34%	41 41%	25 36%	34 30%	50 41%	35 39%	18 47%
MILK	229 19%	8 12%	22 23%	9 11%	5 12%	20 14%	46 21%	28 27%	15 21%	19 17%	19 16%	28 32%	11 29%
NONE OF THESE/DON'T KNOW	428 36%	25 38%	37 39%	32 39%	24 53%	55 40%	73 33%	35 35%	27 40%	43 38%	40 32%	26 30%	9 24%



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FOOD
FIELDWORK DATES : 10TH - 22ND MAY 2007

**Q.6 THINKING ABOUT YOUR CHILD/YOUNGEST CHILD AGED 2-16, WHICH OF THESE FOODS, IF ANY, DO THEY NOT ENJOY EATING?
(READ OUT)**

BASE : ALL PARENTS OF CHILDREN AGED 2-16

	TOTAL	AGE OF CHILDREN				AGE OF SONS				AGE OF DAUGHTERS				PARENT				
		2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	2-5	6-9	10-13	14-16	SINGLE PARENT	NOT SINGLE PARENT	ALL CHILDREN UNDER 16 LIVE WITH PARENT	SOME CHILDREN UNDER 16 LIVE WITH PARENT	NO CHILDREN UNDER 16 LIVE WITH PARENT
UNWEIGHTED TOTAL	1186 100%	467 39%	455 38%	462 39%	330 28%	248 21%	273 23%	263 22%	180 15%	264 22%	221 19%	238 20%	174 15%	295 25%	891 75%	1048 88%	77 6%	65 5%
WEIGHTED TOTAL	1182 100%	479 41%	460 39%	436 37%	315 27%	247 21%	276 23%	248 21%	175 15%	278 24%	222 19%	227 19%	163 14%	286 24%	896 76%	1027 87%	78 7%	81 7%
FRUIT	232 20%	95 20%	87 19%	85 19%	59 19%	50 20%	58 21%	49 20%	40 23%	51 18%	33 15%	43 19%	24 15%	57 20%	175 20%	204 20%	12 15%	17 21%
VEGETABLES	345 29%	126 26%	139 30%	135 31%	92 29%	66 27%	93 34%	69 28%	67 38%	73 26%	57 26%	70 31%	30 18%	100 35%	244 27%	306 30%	21 27%	20 25%
MEAT	287 24%	133 28%	95 21%	93 21%	71 23%	70 28%	67 24%	55 22%	41 23%	69 25%	33 15%	47 21%	33 20%	71 25%	216 24%	255 25%	17 22%	15 18%
SALADS	397 34%	165 34%	163 35%	152 35%	95 30%	84 34%	106 38%	84 34%	61 35%	101 36%	67 30%	81 36%	41 25%	94 33%	303 34%	348 34%	30 39%	20 25%
MILK	229 19%	96 20%	86 19%	81 18%	60 19%	50 20%	54 20%	47 19%	37 21%	51 18%	38 17%	40 17%	26 16%	58 20%	171 19%	202 20%	15 19%	14 17%
NONE OF THESE/DON'T KNOW	428 36%	175 37%	166 36%	156 36%	119 38%	86 35%	87 32%	89 36%	61 35%	104 37%	97 44%	84 37%	69 42%	103 36%	325 36%	360 35%	32 42%	37 46%



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