

# YouGov Survey Results

Sample Size: 2619 GB Adults  
Fieldwork: 21st - 22nd August 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b> 2619	721	897	187	819	733	568	1273	1346	317	668	896	739	1493	1126	335	851	560	644	228	
Unweighted Sample	702	851	182	790	691	585	1231	1388	246	681	961	731	1745	874	422	757	570	522	348	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It has recently been reported that a book on healthy eating has been produced that is aimed at children as young as six. Do you support or oppose the idea of this book?

[n=1295]

Support	<b>48</b>	44	51	62	39	52	54	45	50	54	51	47	43	51	43	43	48	48	47	55
Oppose	<b>32</b>	35	33	15	41	31	26	34	31	23	25	36	38	30	35	30	34	30	34	29
Don't know	<b>20</b>	20	16	23	20	17	20	21	19	23	24	17	19	19	22	26	19	22	19	16

It has recently been reported that a book on dieting has been produced that is aimed at children as young as six. Do you support or oppose the idea of this book?

[n=1324]

Support	<b>9</b>	7	10	8	9	10	7	13	4	10	9	7	10	10	8	11	9	11	7	6
Oppose	<b>81</b>	85	81	78	84	79	82	73	88	73	79	86	81	81	81	72	84	80	83	82
Don't know	<b>10</b>	7	8	14	7	12	11	13	7	17	12	8	9	10	11	17	7	10	10	12