



BMG UK Omnibus Results

08/04/16

On behalf of:



Fieldwork Dates

25th-29th March 2016

Data Collection Method

Omnibus fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and post-fieldwork adjustments.

Sample

All residents aged 18+ in Great Britain. The sample size is 1518 respondents.

Weighting

Results were weighted to reflect the profile of adults 18+. Targets were Age/Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD). All targets are based on Official Statistics from the ONS that are awarded National Statistics status.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.

Data were collected, analysed and weighted by BMG Research.



BMG is a Company Partner of the Market Research Society (MRS), member of the British Polling Council (BPC) and abides by their rules.

Contact Us

For further information, or to place your questions on our next omnibus, please contact:

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Table 14

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Gender		Age						SEG	
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE
Unweighted Bases	1518	774	744	124	187	266	285	256	400	840	678
Effective Weighted Sample	1339	675	666	105	177	254	266	233	371	737	605
Weighted Bases	1518	739	779	175	261	250	272	219	340	861	657
Everyday	267 18%	125 17%	142 18%	31 18%	55 21%	31 12%	54 20%	39 18%	57 17%	147 17%	120 18%
4-6 times a week	255 17%	154 21%	101 13%	36 21%	49 19%	49 20%	37 14%	36 16%	47 14%	161 19%	93 14%
2-3 times a week	404 27%	181 25%	222 29%	44 25%	76 29%	76 30%	78 28%	49 22%	81 24%	268 31%	135 21%
Once a week	182 12%	81 11%	102 13%	29 16%	40 15%	27 11%	28 10%	27 12%	32 9%	102 12%	81 12%
Less than once a week	208 14%	100 13%	108 14%	24 14%	19 7%	36 14%	36 13%	32 15%	62 18%	100 12%	108 16%
Never	202 13%	99 13%	103 13%	12 7%	22 8%	31 13%	40 15%	35 16%	62 18%	83 10%	119 18%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Vote 2015						
	Total	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1518	408	350	114	172	137	246
Effective Weighted Sample	1339	380	312	101	161	124	212
Weighted Bases	1518	394	350	115	155	135	266
Everyday	267 18%	68 17%	54 15%	27 24%	22 14%	21 16%	58 22%
4-6 times a week	255 17%	72 18%	57 16%	23 20%	27 18%	30 22%	26 10%
2-3 times a week	404 27%	121 31%	87 25%	31 26%	38 25%	39 29%	69 26%
Once a week	182 12%	46 12%	43 12%	10 9%	15 10%	20 15%	36 14%
Less than once a week	208 14%	48 12%	47 13%	15 13%	29 19%	15 11%	34 13%
Never	202 13%	40 10%	62 18%	9 8%	24 15%	10 8%	43 16%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Vote Intention									Country			
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	England	Scotland	Wales	Northern Ireland
Unweighted Bases	1518	381	340	88	209	9	65	66	7	214	1254	142	88	34
Effective Weighted Sample	1339	351	297	78	198	9	63	60	6	192	1123	135	85	20
Weighted Bases	1518	368	358	91	187	7	58	72	7	220	1274	129	73	42
Everyday	267 18%	60 16%	63 17%	13 15%	29 15%	3 45%	10 17%	16 22%	1 12%	41 19%	222 17%	26 20%	13 18%	6 15%
4-6 times a week	255 17%	71 19%	58 16%	22 24%	27 15%	1 11%	10 17%	13 17%	4 50%	30 14%	223 18%	20 16%	9 12%	2 5%
2-3 times a week	404 27%	111 30%	88 25%	25 27%	50 26%	1 13%	17 30%	24 33%	0 0%	54 25%	340 27%	34 26%	19 25%	11 27%
Once a week	182 12%	41 11%	44 12%	12 13%	18 10%	1 11%	7 11%	14 19%	0 0%	28 13%	155 12%	14 11%	6 8%	8 19%
Less than once a week	208 14%	48 13%	52 15%	13 14%	32 17%	1 11%	6 10%	6 8%	1 12%	30 14%	172 13%	12 9%	11 16%	13 31%
Never	202 13%	36 10%	53 15%	6 7%	31 17%	1 11%	9 15%	0 0%	2 26%	37 17%	163 13%	23 18%	15 21%	1 3%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	1518	130	121	146	69	169	206	138	148	127
Effective Weighted Sample	1339	116	111	139	63	154	187	121	135	115
Weighted Bases	1518	109	141	197	62	168	208	130	133	126
Everyday	267 18%	18 16%	32 23%	28 14%	13 20%	29 17%	32 16%	20 15%	25 18%	25 20%
4-6 times a week	255 17%	19 18%	27 19%	39 20%	6 10%	24 14%	42 20%	32 25%	16 12%	18 15%
2-3 times a week	404 27%	30 28%	32 23%	49 25%	17 27%	37 22%	60 29%	39 30%	36 27%	39 31%
Once a week	182 12%	19 17%	14 10%	32 16%	7 11%	21 13%	25 12%	13 10%	13 10%	9 8%
Less than once a week	208 14%	14 13%	15 11%	30 15%	10 16%	29 17%	24 11%	12 9%	20 15%	19 15%
Never	202 13%	9 9%	21 15%	20 10%	10 15%	27 16%	24 12%	13 10%	24 18%	15 12%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1518	529	425	248	124	111	10	10	55	6
Effective Weighted Sample	1339	478	376	220	111	104	9	9	48	6
Weighted Bases	1518	478	438	282	118	99	11	15	71	6
Everyday	267 18%	100 21%	61 14%	62 22%	17 14%	16 16%	1 11%	2 15%	6 8%	2 38%
4-6 times a week	255 17%	74 15%	90 21%	53 19%	16 13%	10 10%	0 0%	0 0%	12 17%	1 17%
2-3 times a week	404 27%	122 26%	139 32%	68 24%	21 18%	26 26%	1 9%	3 23%	21 30%	2 30%
Once a week	182 12%	64 13%	43 10%	31 11%	13 11%	10 10%	5 42%	6 40%	11 15%	0 0%
Less than once a week	208 14%	60 13%	60 14%	49 17%	13 11%	12 13%	3 25%	0 0%	11 15%	0 0%
Never	202 13%	58 12%	45 10%	19 7%	39 33%	25 25%	2 13%	3 21%	11 15%	1 15%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Political interest		Top issue	
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1518	1028	490	573	945
Effective Weighted Sample	1339	912	429	517	826
Weighted Bases	1518	1012	506	546	972
Everyday	267 18%	172 17%	95 19%	102 19%	165 17%
4-6 times a week	255 17%	181 18%	74 15%	65 12%	190 20%
2-3 times a week	404 27%	279 28%	124 25%	152 28%	252 26%
Once a week	182 12%	117 12%	65 13%	61 11%	121 12%
Less than once a week	208 14%	137 14%	71 14%	83 15%	124 13%
Never	202 13%	125 12%	77 15%	83 15%	119 12%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1518	1011	204	112	84	107
Effective Weighted Sample	1339	893	182	99	74	95
Weighted Bases	1518	985	211	119	94	110
Everyday	267 18%	169 17%	36 17%	20 17%	18 19%	25 23%
4-6 times a week	255 17%	179 18%	30 14%	18 16%	10 10%	18 16%
2-3 times a week	404 27%	250 25%	76 36%	31 26%	23 25%	23 21%
Once a week	182 12%	118 12%	20 9%	15 13%	19 21%	10 9%
Less than once a week	208 14%	142 14%	31 15%	13 11%	12 13%	8 8%
Never	202 13%	127 13%	18 8%	21 18%	11 12%	25 23%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Left Wing/Right Wing							Trust in government		
		Very left wing	Fairly left wing	Slightly left	Centrist/ In the centre	Slightly right	Fairly right wing	Very right wing	Trust	Neither	Distrust
Unweighted Bases	1518	46	152	216	725	230	115	34	386	381	751
Effective Weighted Sample	1339	39	130	194	646	204	99	31	341	337	662
Weighted Bases	1518	52	160	209	739	217	109	31	388	390	740
Everyday	267 18%	12 22%	27 17%	38 18%	129 17%	33 15%	19 18%	10 30%	75 19%	60 15%	132 18%
4-6 times a week	255 17%	9 16%	46 29%	32 15%	100 13%	47 22%	15 13%	6 21%	72 19%	59 15%	124 17%
2-3 times a week	404 27%	16 31%	27 17%	63 30%	204 28%	62 28%	28 25%	4 12%	117 30%	119 31%	167 23%
Once a week	182 12%	8 15%	20 13%	19 9%	94 13%	27 12%	13 12%	2 6%	44 11%	44 11%	94 13%
Less than once a week	208 14%	4 8%	23 15%	35 17%	97 13%	29 13%	19 17%	1 5%	49 13%	46 12%	112 15%
Never	202 13%	4 9%	15 9%	23 11%	115 16%	20 9%	16 15%	8 26%	31 8%	61 16%	109 15%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	IMD Quartile				Likelihood to Vote EU				
		1st Quartile	2nd Quartile	3rd Quartile	4th Quartile	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1518	341	360	414	403	993	197	121	70	137
Effective Weighted Sample	1339	303	315	374	358	883	172	105	64	119
Weighted Bases	1518	382	377	384	375	966	209	130	77	136
Everyday	267 18%	64 17%	68 18%	62 16%	73 19%	162 17%	35 17%	28 22%	14 18%	29 21%
4-6 times a week	255 17%	76 20%	70 19%	51 13%	57 15%	178 18%	33 16%	16 12%	8 10%	20 15%
2-3 times a week	404 27%	107 28%	112 30%	109 28%	76 20%	251 26%	62 30%	37 28%	24 32%	30 22%
Once a week	182 12%	40 10%	45 12%	53 14%	44 12%	110 11%	26 13%	15 12%	18 23%	13 9%
Less than once a week	208 14%	55 15%	50 13%	49 13%	53 14%	141 15%	28 13%	17 13%	7 10%	15 11%
Never	202 13%	39 10%	32 8%	59 15%	72 19%	125 13%	25 12%	17 13%	6 8%	29 22%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	EU Referendum			Health Satisfaction		
		Remain	Leave	Undecided	Dissatisfied	Neither	Satisfied
Unweighted Bases	1518	551	658	309	506	204	808
Effective Weighted Sample	1339	489	584	271	453	176	713
Weighted Bases	1518	573	618	327	484	209	825
Everyday	267 18%	101 18%	104 17%	62 19%	75 15%	26 12%	167 20%
4-6 times a week	255 17%	112 20%	98 16%	44 13%	60 12%	31 15%	164 20%
2-3 times a week	404 27%	149 26%	158 26%	97 30%	100 21%	51 25%	252 31%
Once a week	182 12%	76 13%	68 11%	39 12%	65 13%	28 13%	90 11%
Less than once a week	208 14%	83 14%	80 13%	45 14%	85 18%	26 12%	96 12%
Never	202 13%	53 9%	109 18%	41 12%	99 20%	47 23%	56 7%

Table 14 (continuation)

According to the NHS, by 2025, it is estimated that 5 million people will have diabetes in the UK. Diabetes can be prevented by having a healthy diet and taking part in regular physical activity. How often do you take part in at least 30 minutes of physical activity?

	Total	Environment/Economy			View of Government		View of Welfare	
		Pro Environment	Neither	Pro Economy	Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1518	718	441	300	709	459	552	737
Effective Weighted Sample	1339	631	393	265	621	413	497	640
Weighted Bases	1518	740	433	281	725	435	549	735
Everyday	267 18%	139 19%	70 16%	52 19%	137 19%	84 19%	106 19%	121 17%
4-6 times a week	255 17%	142 19%	62 14%	39 14%	116 16%	81 19%	100 18%	119 16%
2-3 times a week	404 27%	199 27%	118 27%	69 24%	202 28%	108 25%	161 29%	190 26%
Once a week	182 12%	99 13%	53 12%	27 9%	92 13%	55 13%	70 13%	92 13%
Less than once a week	208 14%	94 13%	59 14%	51 18%	100 14%	51 12%	65 12%	108 15%
Never	202 13%	69 9%	72 17%	43 15%	77 11%	56 13%	46 8%	104 14%