

YouGov / British Heart Foundation Survey Results

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Are you?		How old are you?									
Base	Male	Female	8	9	10	11	12	13	14	15	16	

To what extent do you agree or disagree with each of the following statements:

"I think what I eat and drink now will affect my health when I'm older"

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Strongly agree	22%	22%	23%	19%	22%	29%	18%	25%	20%	23%	22%	22%
Tend to agree	50%	47%	55%	35%	54%	40%	50%	49%	53%	57%	51%	60%
Neither agree nor disagree	15%	17%	12%	19%	11%	15%	20%	13%	15%	14%	17%	10%
Tend to disagree	5%	6%	5%	10%	3%	9%	7%	2%	6%	2%	4%	8%
Strongly disagree	2%	2%	2%	3%	2%	1%	2%	3%	3%	1%	1%	-
Don't know	5%	7%	3%	13%	9%	6%	3%	7%	3%	2%	4%	-

"I think about whether something is healthy before I eat it"

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Strongly agree	6%	6%	5%	6%	6%	4%	3%	4%	6%	6%	5%	9%
Tend to agree	29%	25%	33%	18%	31%	27%	26%	32%	27%	31%	32%	31%
Neither agree nor disagree	28%	28%	27%	21%	26%	32%	33%	27%	33%	23%	29%	23%
Tend to disagree	29%	31%	26%	34%	29%	24%	29%	27%	28%	31%	28%	30%
Strongly disagree	8%	9%	7%	19%	6%	8%	7%	6%	4%	9%	7%	8%
Don't know	2%	2%	2%	2%	1%	5%	2%	3%	3%	-	-	-

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Total	Are you?		How old are you?									
Base	Male	Female	8	9	10	11	12	13	14	15	16	

How often, if at all, do you make an effort to choose a healthy snack rather than an unhealthy one? (Please select ONE option only)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
All of the time	5%	5%	5%	2%	10%	1%	7%	2%	6%	3%	5%	8%
Some of the time	61%	60%	62%	66%	59%	61%	61%	57%	57%	66%	59%	64%
Rarely	26%	27%	24%	21%	25%	29%	21%	29%	28%	25%	28%	23%
Never	7%	7%	5%	8%	5%	5%	8%	8%	8%	5%	7%	6%
Don't know	2%	1%	3%	3%	1%	3%	3%	4%	1%	1%	1%	-

Thinking about treats such as crisps, sweets, chocolate and sugary fizzy drinks...

When do you tend to MOSTLY eat and drink these (Please select ONE option only)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
At school	5%	6%	4%	-	3%	2%	4%	3%	9%	8%	5%	9%
On the way home from school	6%	7%	5%	3%	3%	1%	2%	10%	11%	11%	11%	2%
At home in the evening	28%	25%	31%	24%	22%	32%	22%	27%	34%	28%	29%	35%
At home at weekends	31%	32%	30%	47%	46%	38%	33%	25%	24%	24%	24%	22%
Time with friends away from home and school	15%	15%	15%	8%	8%	6%	19%	15%	10%	18%	20%	26%
Time with family away from home and school	9%	9%	10%	11%	15%	15%	10%	10%	9%	6%	7%	1%
Other	5%	4%	5%	6%	3%	5%	9%	6%	3%	2%	4%	2%
I never eat treat food and drinks	1%	1%	1%	-	-	-	-	3%	-	2%	1%	2%

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Total	Are you?		How old are you?								
Base	Male	Female	8	9	10	11	12	13	14	15	16

Who do you think is MOST responsible for the childhood obesity crisis in Great Britain (i.e. the fact that a lot of children are becoming overweight nowadays)? (Please select ONE option only)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Children themselves	21%	24%	19%	13%	11%	12%	27%	24%	28%	24%	29%	25%	
Teachers	1%	1%	1%	-	1%	1%	2%	-	1%	1%	-	1%	
Parents	52%	50%	54%	55%	60%	59%	33%	53%	52%	55%	57%	47%	
The Government	4%	5%	3%	3%	4%	5%	4%	4%	5%	2%	-	7%	
Other	3%	2%	3%	-	1%	2%	2%	3%	1%	6%	1%	6%	
Don't know	15%	14%	16%	21%	22%	15%	24%	11%	9%	10%	7%	14%	
I don't think there is a childhood obesity crisis in Great Britain	4%	4%	4%	8%	1%	5%	7%	5%	4%	1%	7%	1%	

Which, if any, of the following can you do by yourself? (Please tick all that apply)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Prepare and chop an onion	52%	50%	54%	18%	15%	35%	41%	65%	73%	68%	76%	72%	
Peel a potato	68%	64%	74%	47%	45%	56%	63%	78%	80%	83%	76%	85%	
Peel and grate a carrot	71%	66%	76%	60%	49%	60%	63%	81%	77%	83%	79%	82%	
None of these	19%	23%	14%	37%	35%	27%	21%	11%	9%	13%	11%	9%	

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Total	Are you?		How old are you?									
Base	Male	Female	8	9	10	11	12	13	14	15	16	

Which, if any, of the following can you make from scratch by yourself (i.e. not using ready made ingredients like pizza bases or pasta sauce)? (Please tick all that apply)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Scrambled eggs	46%	44%	48%	26%	19%	32%	36%	47%	51%	62%	67%	74%
Fruit scones	23%	18%	30%	5%	8%	15%	18%	28%	41%	33%	33%	27%
Spaghetti bolognese	29%	27%	31%	8%	5%	11%	23%	27%	35%	49%	49%	51%
Fruit salad	65%	60%	73%	58%	59%	59%	54%	77%	75%	71%	71%	64%
Home-made pizza	30%	24%	37%	21%	16%	25%	23%	37%	37%	38%	36%	38%
None of these	21%	25%	15%	37%	31%	30%	26%	13%	14%	14%	14%	11%

Which, if any, of the following activities do you play at school? (Please tick all that apply)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Skipping games	14%	5%	26%	44%	34%	26%	14%	5%	3%	2%	1%	2%
Dodgeball	34%	37%	29%	26%	41%	44%	46%	33%	35%	36%	25%	11%
Football	53%	72%	31%	52%	54%	65%	54%	55%	57%	55%	43%	41%
Netball	25%	8%	46%	19%	17%	25%	37%	33%	38%	21%	24%	10%
Hockey	21%	15%	29%	13%	12%	20%	22%	33%	33%	25%	20%	11%
Rugby	25%	38%	10%	24%	11%	15%	31%	35%	38%	29%	26%	18%
Bouncing on a space hopper	5%	3%	7%	10%	9%	11%	6%	5%	-	2%	-	1%
Tag/ it/ stuck in the mud	32%	32%	32%	65%	77%	67%	32%	22%	14%	6%	4%	3%
Hopscotch	9%	4%	15%	26%	23%	14%	8%	4%	4%	1%	3%	-
Lo-lo ball (balancing or jumping on a ball with a plastic ledge around the middle)	2%	1%	2%	3%	1%	3%	1%	3%	-	2%	-	-
Other SEE OE_1	19%	20%	19%	21%	17%	26%	14%	24%	23%	22%	14%	13%
None of these	12%	10%	15%	3%	4%	1%	3%	9%	10%	15%	20%	45%

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Total	Are you?		How old are you?									
Base	Male	Female	8	9	10	11	12	13	14	15	16	

Which, if any, of the following words describe what you think about your PE lessons at your school? (Please tick all that apply)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Boring	21%	18%	24%	10%	18%	15%	18%	17%	33%	24%	28%	24%
Interesting	28%	30%	25%	32%	26%	28%	30%	29%	30%	32%	21%	22%
Too hard	4%	3%	6%	2%	2%	2%	10%	7%	9%	-	4%	2%
Fun	58%	62%	53%	77%	66%	73%	59%	58%	54%	48%	46%	41%
Easy	20%	21%	18%	29%	17%	17%	16%	15%	25%	20%	17%	24%
Hate	9%	6%	12%	2%	3%	4%	9%	15%	14%	6%	12%	16%
None of these	5%	4%	7%	3%	5%	2%	4%	6%	1%	8%	8%	8%

Which, if any, of the following statements apply to you? (Please tick all that apply)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
I have got out of doing PE - for instance by pretending to be ill	7%	5%	10%	2%	3%	4%	7%	5%	8%	9%	8%	18%
I would like to do more PE lessons	38%	44%	31%	52%	45%	43%	39%	39%	33%	45%	28%	20%
PE is the most pointless lesson we do	11%	8%	14%	2%	4%	10%	6%	13%	22%	8%	16%	15%
I would like to do more physical activities, but not the stuff we do in PE lessons	34%	34%	33%	40%	20%	39%	32%	36%	29%	29%	45%	36%
Our school doesn't have much sports equipment or facilities	8%	8%	9%	11%	19%	15%	6%	4%	5%	2%	5%	7%
None of these	19%	18%	19%	15%	17%	9%	26%	15%	25%	17%	18%	25%

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Total	Are you?		How old are you?									
Base	Male	Female	8	9	10	11	12	13	14	15	16	

Which, if any, of the following do you prefer to do in your time outside of school? (Please tick all that apply)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Play computer games, play on a computer, iPad or console	71%	81%	58%	69%	78%	71%	60%	77%	72%	74%	67%	67%	
Listen to music	51%	40%	64%	37%	30%	40%	47%	56%	54%	63%	54%	74%	
Talk to friends on the phone	24%	16%	33%	13%	8%	15%	17%	27%	32%	28%	38%	38%	
Watch TV	63%	60%	66%	74%	66%	61%	66%	70%	62%	56%	51%	60%	
Play outside with friends	46%	46%	46%	56%	58%	58%	51%	51%	59%	36%	24%	23%	
Ride bikes	39%	41%	37%	56%	58%	53%	46%	28%	39%	26%	16%	32%	
Go to after-school clubs	28%	23%	34%	42%	35%	41%	29%	29%	28%	18%	13%	16%	
Social networking websites (e.g. Facebook etc.)	34%	30%	39%	3%	2%	13%	10%	38%	48%	61%	61%	67%	
Skipping	5%	2%	9%	21%	13%	6%	3%	3%	-	1%	-	1%	
Other SEE OE_2	18%	18%	18%	21%	22%	20%	12%	22%	18%	17%	16%	17%	

Which, if any, of the following statements describe how you feel about physical activity in general? (Please tick all that apply)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
I would like to do more physical activity	32%	35%	29%	42%	33%	38%	31%	36%	30%	29%	17%	34%	
I would like to take part in more physical activities if I was better at them	26%	24%	27%	35%	16%	26%	36%	27%	27%	24%	24%	18%	
I find physical activity boring	8%	5%	10%	3%	4%	3%	10%	13%	10%	7%	13%	3%	
I don't like playing sports because I get too hot and sweaty	7%	4%	10%	6%	4%	2%	10%	7%	8%	6%	8%	9%	
I don't enjoy physical activity where you get dirty like football, hockey and rugby	11%	8%	14%	18%	10%	6%	14%	11%	11%	9%	7%	13%	
I prefer doing less energetic things in my spare time like using my computer, phone, tablet, TV etc	21%	21%	21%	16%	14%	19%	22%	21%	19%	26%	26%	26%	
I don't like playing sports because I'm worried people will laugh at me	10%	7%	13%	5%	9%	5%	12%	14%	14%	7%	9%	9%	
I can't be bothered to do physical activity	9%	7%	12%	2%	3%	4%	7%	8%	15%	13%	13%	16%	
Being active with my friends is fun	60%	60%	60%	77%	72%	69%	64%	52%	53%	55%	53%	47%	
I don't think physical activity is cool	4%	4%	5%	5%	3%	4%	6%	6%	3%	5%	4%	5%	
None of these	7%	7%	7%	2%	2%	4%	6%	10%	8%	9%	9%	9%	

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Total	Are you?		How old are you?								
	Male	Female	8	9	10	11	12	13	14	15	16

What activities would you like to do that aren't currently on offer at your school? (Please tick all that apply)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Dodgeball	15%	17%	12%	21%	17%	16%	19%	18%	13%	10%	11%	7%	
Skipping	6%	4%	9%	11%	10%	9%	7%	5%	5%	6%	3%	1%	
Swimming	38%	33%	45%	39%	25%	46%	40%	45%	44%	36%	36%	35%	
Volleyball	17%	16%	18%	19%	24%	29%	22%	13%	8%	16%	11%	8%	
Baseball	15%	20%	10%	16%	16%	18%	11%	13%	11%	21%	17%	14%	
American football	12%	16%	7%	8%	12%	16%	4%	16%	10%	9%	14%	13%	
Tennis	24%	24%	24%	34%	25%	31%	29%	31%	18%	24%	11%	13%	
Other SEE OE_3	13%	13%	12%	8%	14%	15%	13%	8%	15%	13%	12%	16%	
There are no activities I would like to do that aren't currently on offer	24%	23%	25%	16%	22%	13%	20%	17%	28%	32%	36%	32%	

Which, if any, of the following statements apply to your parents in relation to exercise and sport? (Please tick all that apply)

	Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
My parents do not do any sport or exercise themselves	19%	19%	20%	23%	15%	15%	14%	12%	27%	17%	25%	31%	
My parents are not interested in sport or exercise	12%	11%	12%	11%	8%	6%	10%	9%	15%	9%	20%	19%	
My parents do not encourage me to do any sport or exercise	5%	4%	6%	3%	-	2%	3%	6%	4%	9%	7%	13%	
My parents play sports and/ or exercise themselves	41%	44%	37%	35%	48%	49%	43%	51%	28%	41%	32%	32%	
My parents are interested in sport or exercise	43%	44%	41%	44%	52%	51%	43%	47%	28%	45%	39%	34%	
My parents encourage me to do sport and join clubs/teams	60%	61%	59%	65%	65%	73%	62%	58%	57%	63%	47%	51%	
My parents encourage me to play sports/ exercise with them	38%	41%	35%	37%	45%	48%	44%	49%	32%	36%	25%	24%	
None of these	4%	3%	5%	6%	2%	2%	3%	3%	6%	3%	7%	3%	

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Total	Are you?		How old are you?								
Base	Male	Female	8	9	10	11	12	13	14	15	16

Do you think you will continue to do physical activity after you leave school? (Please select ONE option only)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Yes, in my spare time	45%	44%	47%	48%	48%	51%	44%	39%	39%	47%	47%	42%
Yes, I want to be a professional sportsman/sportswoman	10%	14%	5%	8%	13%	15%	13%	14%	4%	7%	5%	6%
Yes, I want to teach physical activity/ become a sports coach	4%	5%	3%	5%	2%	5%	2%	3%	8%	6%	1%	5%
Yes, other	9%	9%	9%	11%	10%	13%	8%	7%	10%	7%	7%	8%
No, I won't	12%	10%	14%	10%	5%	3%	10%	16%	14%	16%	13%	18%
Don't know	20%	20%	21%	18%	22%	13%	22%	20%	25%	17%	26%	22%

If you were hungry on the way home from school, which ONE, if any, of the following would you like to buy as a cheap and filling snack? (Please select ONE option only)

Base: All children aged 8-16	767	420	347	62	93	93	90	99	79	87	76	88
Fried chicken	2%	3%	1%	-	4%	3%	2%	2%	3%	1%	1%	3%
Packet of crisps	24%	22%	27%	18%	28%	22%	24%	21%	29%	30%	26%	20%
Piece of fruit	7%	6%	8%	18%	9%	5%	6%	5%	8%	6%	3%	9%
Sandwich	8%	9%	6%	11%	8%	9%	4%	9%	6%	7%	4%	11%
Vegetable sticks	1%	2%	1%	3%	1%	3%	1%	3%	-	-	1%	-
Chocolate	22%	20%	23%	24%	22%	24%	22%	27%	18%	16%	24%	17%
Chips	5%	7%	3%	2%	4%	3%	7%	4%	6%	7%	1%	10%
Sausage roll	9%	10%	7%	5%	11%	3%	8%	11%	8%	11%	12%	8%
Cereal bar	7%	6%	9%	8%	10%	8%	7%	-	6%	7%	11%	11%
Pasta salad	3%	2%	4%	2%	-	3%	3%	5%	5%	-	5%	1%
None of these	6%	6%	6%	6%	2%	9%	7%	6%	6%	11%	5%	3%
Don't know	5%	6%	5%	3%	2%	9%	9%	6%	5%	3%	7%	5%

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Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

To what extent do you agree or disagree with each of the following statements:

"I think what I eat and drink now will affect my health when I'm older"

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Strongly agree	22%	24%	20%	23%	14%	22%	20%	31%	22%	28%	18%	22%	25%	30%
Tend to agree	50%	51%	49%	60%	53%	43%	64%	41%	49%	54%	52%	48%	44%	46%
Neither agree nor disagree	15%	13%	17%	4%	19%	16%	8%	15%	13%	10%	19%	16%	20%	15%
Tend to disagree	5%	4%	7%	6%	6%	9%	2%	5%	5%	3%	3%	13%	5%	7%
Strongly disagree	2%	2%	2%	-	-	1%	2%	5%	5%	-	3%	2%	2%	-
Don't know	5%	6%	4%	8%	8%	7%	4%	3%	6%	4%	6%	-	3%	3%

"I think about whether something is healthy before I eat it"

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Strongly agree	6%	8%	3%	4%	2%	4%	4%	10%	12%	7%	5%	2%	5%	5%
Tend to agree	29%	30%	26%	26%	18%	30%	34%	29%	27%	25%	28%	36%	32%	34%
Neither agree nor disagree	28%	25%	31%	40%	36%	28%	28%	22%	22%	31%	27%	19%	22%	28%
Tend to disagree	29%	28%	29%	23%	32%	25%	26%	31%	29%	26%	27%	34%	31%	28%
Strongly disagree	8%	7%	9%	8%	11%	9%	4%	8%	7%	6%	10%	8%	8%	3%
Don't know	2%	2%	2%	-	-	3%	4%	-	2%	4%	2%	2%	2%	2%

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Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

How often, if at all, do you make an effort to choose a healthy snack rather than an unhealthy one? (Please select ONE option only)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
All of the time	5%	7%	3%	6%	7%	1%	-	10%	7%	6%	2%	3%	7%	7%
Some of the time	61%	62%	60%	58%	55%	72%	66%	56%	59%	60%	60%	63%	54%	70%
Rarely	26%	24%	28%	23%	31%	18%	30%	20%	28%	24%	27%	31%	29%	16%
Never	7%	6%	7%	6%	7%	7%	2%	14%	5%	9%	9%	2%	8%	2%
Don't know	2%	2%	2%	8%	1%	1%	2%	-	1%	1%	2%	2%	2%	5%

Thinking about treats such as crisps, sweets, chocolate and sugary fizzy drinks...

When do you tend to MOSTLY eat and drink these (Please select ONE option only)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
At school	5%	5%	5%	4%	2%	4%	6%	3%	4%	9%	3%	8%	8%	7%
On the way home from school	6%	7%	5%	4%	8%	6%	8%	7%	5%	7%	6%	5%	7%	5%
At home in the evening	28%	26%	31%	34%	36%	30%	28%	29%	31%	22%	23%	27%	19%	33%
At home at weekends	31%	33%	29%	32%	33%	30%	24%	36%	28%	29%	33%	34%	34%	28%
Time with friends away from home and school	15%	14%	16%	13%	13%	10%	16%	14%	15%	15%	17%	11%	22%	15%
Time with family away from home and school	9%	10%	8%	8%	3%	18%	10%	5%	9%	10%	15%	8%	7%	7%
Other	5%	4%	5%	4%	5%	1%	8%	5%	4%	7%	4%	8%	2%	5%
I never eat treat food and drinks	1%	1%	1%	2%	-	-	-	2%	5%	-	-	-	2%	2%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Who do you think is MOST responsible for the childhood obesity crisis in Great Britain (i.e. the fact that a lot of children are becoming overweight nowadays)? (Please select ONE option only)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Children themselves	21%	23%	20%	19%	22%	25%	22%	19%	27%	12%	21%	27%	27%	13%
Teachers	1%	1%	1%	-	-	-	-	-	2%	3%	3%	-	-	-
Parents	52%	52%	52%	58%	57%	46%	50%	56%	46%	53%	50%	48%	53%	61%
The Government	4%	4%	4%	4%	3%	12%	4%	2%	2%	3%	5%	8%	-	-
Other	3%	2%	4%	6%	3%	1%	4%	2%	2%	4%	-	5%	-	3%
Don't know	15%	15%	15%	13%	9%	12%	16%	19%	15%	18%	19%	11%	17%	13%
I don't think there is a childhood obesity crisis in Great Britain	4%	4%	5%	-	6%	3%	4%	3%	5%	7%	3%	2%	3%	10%

Which, if any, of the following can you do by yourself? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Prepare and chop an onion	52%	54%	48%	45%	53%	52%	60%	61%	46%	41%	52%	59%	56%	46%
Peel a potato	68%	68%	69%	72%	65%	73%	80%	73%	68%	62%	67%	69%	69%	61%
Peel and grate a carrot	71%	72%	69%	79%	66%	72%	82%	71%	74%	62%	70%	73%	71%	61%
None of these	19%	18%	20%	15%	25%	15%	6%	19%	16%	21%	19%	22%	19%	28%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following can you make from scratch by yourself (i.e. not using ready made ingredients like pizza bases or pasta sauce)? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Scrambled eggs	46%	46%	46%	47%	45%	49%	50%	56%	41%	49%	42%	42%	49%	41%
Fruit scones	23%	23%	24%	25%	28%	25%	22%	25%	21%	21%	26%	25%	17%	16%
Spaghetti bolognese	29%	29%	28%	23%	30%	28%	28%	25%	31%	26%	27%	41%	27%	30%
Fruit salad	65%	69%	61%	72%	64%	73%	74%	63%	71%	66%	57%	63%	75%	52%
Home-made pizza	30%	29%	32%	25%	33%	24%	34%	42%	27%	24%	24%	45%	32%	28%
None of these	21%	20%	22%	21%	22%	13%	16%	24%	19%	22%	23%	19%	19%	31%

Which, if any, of the following activities do you play at school? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Skipping games	14%	13%	15%	11%	15%	18%	10%	15%	14%	13%	17%	14%	10%	13%
Dodgeball	34%	34%	33%	28%	34%	36%	32%	46%	38%	34%	33%	30%	25%	31%
Football	53%	55%	51%	60%	58%	54%	60%	56%	54%	49%	50%	50%	51%	44%
Netball	25%	27%	23%	23%	20%	25%	30%	29%	22%	29%	29%	30%	17%	20%
Hockey	21%	23%	19%	11%	20%	15%	30%	34%	19%	18%	26%	28%	17%	16%
Rugby	25%	27%	22%	23%	24%	30%	18%	17%	31%	18%	26%	36%	34%	18%
Bouncing on a space hopper	5%	5%	5%	9%	9%	4%	2%	5%	6%	7%	5%	2%	-	-
Tag/ it/ stuck in the mud	32%	34%	30%	34%	35%	30%	22%	39%	39%	32%	39%	25%	22%	26%
Hopscotch	9%	7%	11%	15%	9%	10%	4%	10%	13%	7%	8%	6%	5%	7%
Lo-lo ball (balancing or jumping on a ball with a plastic ledge around the middle)	2%	2%	2%	2%	1%	1%	-	3%	2%	1%	3%	2%	-	-
Other SEE OE_1	19%	22%	16%	13%	20%	19%	16%	24%	19%	24%	16%	22%	20%	21%
None of these	12%	12%	13%	13%	10%	12%	10%	14%	12%	10%	12%	16%	15%	15%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following words describe what you think about your PE lessons at your school? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Boring	21%	20%	22%	25%	24%	13%	14%	22%	19%	16%	21%	27%	29%	18%
Interesting	28%	29%	26%	23%	24%	33%	30%	24%	31%	32%	26%	31%	25%	28%
Too hard	4%	5%	4%	-	2%	3%	6%	7%	5%	1%	7%	6%	5%	3%
Fun	58%	58%	58%	58%	60%	63%	64%	58%	62%	63%	50%	44%	49%	69%
Easy	20%	17%	23%	17%	27%	24%	24%	14%	16%	12%	24%	16%	22%	15%
Hate	9%	9%	9%	11%	9%	9%	8%	12%	11%	3%	10%	9%	12%	7%
None of these	5%	5%	5%	-	5%	6%	6%	7%	5%	6%	5%	8%	5%	5%

Which, if any, of the following statements apply to you? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
I have got out of doing PE - for instance by pretending to be ill	7%	8%	7%	11%	7%	4%	12%	8%	11%	4%	6%	5%	5%	7%
I would like to do more PE lessons	38%	37%	39%	36%	36%	54%	36%	29%	47%	34%	32%	33%	34%	49%
PE is the most pointless lesson we do	11%	11%	11%	11%	15%	10%	-	15%	12%	6%	12%	16%	7%	8%
I would like to do more physical activities, but not the stuff we do in PE lessons	34%	35%	32%	25%	36%	37%	36%	39%	25%	31%	39%	41%	32%	28%
Our school doesn't have much sports equipment or facilities	8%	9%	7%	13%	8%	6%	14%	10%	5%	12%	5%	3%	10%	11%
None of these	19%	18%	19%	19%	19%	4%	28%	22%	16%	25%	18%	14%	25%	16%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following do you prefer to do in your time outside of school? (Please tick all that apply)

	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Play computer games, play on a computer, iPad or console	71%	72%	70%	81%	74%	64%	70%	75%	76%	63%	71%	67%	71%	66%
Listen to music	51%	51%	51%	40%	49%	52%	56%	53%	46%	47%	56%	64%	54%	39%
Talk to friends on the phone	24%	24%	23%	26%	30%	24%	20%	34%	18%	29%	17%	30%	22%	16%
Watch TV	63%	66%	59%	64%	64%	55%	70%	68%	69%	65%	67%	63%	56%	46%
Play outside with friends	46%	46%	46%	55%	56%	57%	48%	53%	51%	37%	35%	36%	44%	44%
Ride bikes	39%	41%	36%	34%	44%	52%	38%	44%	42%	34%	42%	27%	34%	33%
Go to after-school clubs	28%	28%	28%	28%	26%	25%	40%	32%	25%	24%	31%	31%	17%	30%
Social networking websites (e.g. Facebook etc.)	34%	32%	36%	28%	30%	30%	48%	42%	29%	32%	31%	44%	41%	25%
Skipping	5%	4%	7%	4%	5%	7%	6%	5%	7%	4%	4%	3%	7%	3%
Other SEE OE_2	18%	20%	16%	19%	23%	9%	16%	17%	24%	22%	17%	13%	20%	21%

Which, if any, of the following statements describe how you feel about physical activity in general? (Please tick all that apply)

	Total	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
I would like to do more physical activity	32%	35%	29%	30%	26%	39%	48%	32%	39%	34%	30%	28%	24%	30%
I would like to take part in more physical activities if I was better at them	26%	26%	25%	28%	26%	28%	32%	22%	19%	31%	25%	27%	22%	25%
I find physical activity boring	8%	8%	8%	11%	6%	10%	4%	10%	6%	4%	7%	19%	5%	2%
I don't like playing sports because I get too hot and sweaty	7%	6%	7%	8%	2%	1%	8%	12%	6%	9%	8%	8%	8%	5%
I don't enjoy physical activity where you get dirty like football, hockey and rugby	11%	11%	11%	13%	8%	3%	10%	17%	9%	13%	16%	14%	5%	8%
I prefer doing less energetic things in my spare time like using my computer, phone, tablet, TV etc	21%	22%	20%	21%	17%	19%	26%	25%	21%	19%	25%	20%	17%	23%
I don't like playing sports because I'm worried people will laugh at me	10%	10%	9%	13%	6%	13%	14%	14%	7%	6%	12%	8%	5%	10%
I can't be bothered to do physical activity	9%	8%	11%	6%	13%	7%	14%	15%	6%	6%	9%	13%	7%	5%
Being active with my friends is fun	60%	62%	56%	66%	59%	49%	70%	59%	62%	62%	51%	69%	51%	69%
I don't think physical activity is cool	4%	5%	4%	2%	3%	7%	2%	5%	2%	1%	7%	11%	3%	2%
None of these	7%	6%	7%	6%	11%	3%	4%	7%	4%	1%	11%	2%	14%	8%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

What activities would you like to do that aren't currently on offer at your school? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Dodgeball	15%	17%	11%	19%	11%	18%	14%	8%	16%	18%	12%	19%	14%	15%
Skipping	6%	6%	6%	6%	3%	4%	4%	5%	9%	10%	5%	8%	2%	10%
Swimming	38%	37%	40%	47%	36%	40%	48%	31%	38%	31%	45%	42%	32%	31%
Volleyball	17%	19%	14%	19%	15%	19%	12%	7%	24%	18%	16%	19%	17%	18%
Baseball	15%	15%	16%	13%	14%	6%	10%	22%	20%	16%	19%	9%	22%	13%
American football	12%	11%	13%	9%	13%	9%	2%	14%	12%	15%	19%	9%	8%	8%
Tennis	24%	26%	21%	15%	24%	27%	26%	29%	21%	28%	19%	23%	22%	33%
Other SEE OE_3	13%	15%	11%	17%	17%	16%	6%	14%	11%	9%	9%	17%	17%	10%
There are no activities I would like to do that aren't currently on offer	24%	22%	26%	19%	23%	19%	24%	25%	22%	22%	20%	23%	32%	34%

Which, if any, of the following statements apply to your parents in relation to exercise and sport? (Please tick all that apply)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
My parents do not do any sport or exercise themselves	19%	17%	23%	23%	15%	19%	12%	19%	21%	24%	23%	19%	20%	16%
My parents are not interested in sport or exercise	12%	11%	13%	9%	9%	18%	10%	22%	13%	4%	13%	11%	8%	10%
My parents do not encourage me to do any sport or exercise	5%	4%	6%	2%	2%	7%	10%	7%	7%	6%	4%	6%	8%	-
My parents play sports and/ or exercise themselves	41%	44%	37%	45%	39%	39%	46%	46%	42%	38%	36%	47%	39%	36%
My parents are interested in sport or exercise	43%	47%	38%	51%	49%	42%	46%	39%	44%	41%	35%	47%	41%	44%
My parents encourage me to do sport and join clubs/teams	60%	63%	57%	58%	70%	58%	60%	59%	64%	53%	60%	58%	49%	67%
My parents encourage me to play sports/ exercise with them	38%	41%	35%	42%	41%	45%	50%	39%	35%	37%	31%	30%	44%	39%
None of these	4%	3%	5%	8%	2%	6%	4%	3%	-	6%	3%	2%	7%	7%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Social Grade		Government Region										
Base	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Do you think you will continue to do physical activity after you leave school? (Please select ONE option only)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Yes, in my spare time	45%	47%	43%	45%	47%	46%	56%	44%	46%	44%	44%	34%	46%	46%
Yes, I want to be a professional sportsman/sportswoman	10%	10%	9%	6%	7%	13%	10%	3%	13%	16%	8%	19%	5%	7%
Yes, I want to teach physical activity/ become a sports coach	4%	3%	5%	6%	2%	3%	4%	5%	4%	6%	4%	2%	8%	3%
Yes, other	9%	10%	8%	4%	13%	4%	6%	15%	4%	19%	7%	5%	8%	13%
No, I won't	12%	11%	13%	11%	11%	12%	10%	19%	9%	4%	14%	16%	10%	11%
Don't know	20%	19%	23%	28%	20%	21%	14%	14%	25%	10%	23%	25%	22%	20%

If you were hungry on the way home from school, which ONE, if any, of the following would you like to buy as a cheap and filling snack? (Please select ONE option only)

Base: All children aged 8-16	767	434	333	53	88	67	50	59	85	68	113	64	59	61
Fried chicken	2%	2%	3%	2%	1%	3%	-	5%	1%	9%	1%	2%	2%	2%
Packet of crisps	24%	25%	23%	28%	39%	28%	8%	15%	18%	22%	26%	22%	31%	25%
Piece of fruit	7%	6%	8%	8%	6%	4%	6%	10%	9%	9%	5%	8%	7%	8%
Sandwich	8%	7%	9%	11%	5%	13%	10%	5%	7%	9%	5%	3%	10%	10%
Vegetable sticks	1%	1%	2%	2%	-	1%	2%	-	4%	3%	2%	-	2%	-
Chocolate	22%	23%	20%	23%	22%	22%	20%	25%	20%	18%	25%	27%	15%	18%
Chips	5%	6%	5%	2%	2%	9%	6%	7%	8%	10%	4%	3%	2%	3%
Sausage roll	9%	7%	11%	4%	8%	6%	18%	7%	8%	4%	12%	13%	7%	8%
Cereal bar	7%	7%	8%	6%	7%	1%	12%	7%	9%	7%	4%	9%	10%	10%
Pasta salad	3%	3%	3%	2%	3%	3%	4%	5%	2%	-	3%	2%	5%	2%
None of these	6%	8%	5%	8%	3%	-	8%	12%	5%	6%	6%	9%	7%	8%
Don't know	5%	6%	5%	6%	5%	7%	6%	2%	8%	3%	8%	3%	3%	7%

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Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

To what extent do you agree or disagree with each of the following statements:

"I think what I eat and drink now will affect my health when I'm older"

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Strongly agree	22%	22%	20%	18%	43%	17%	19%	33%	20%
Tend to agree	50%	53%	53%	45%	29%	43%	52%	36%	30%
Neither agree nor disagree	15%	13%	18%	18%	14%	26%	19%	13%	30%
Tend to disagree	5%	5%	5%	18%	-	9%	5%	7%	10%
Strongly disagree	2%	2%	1%	-	14%	-	-	1%	-
Don't know	5%	5%	4%	-	-	4%	5%	10%	10%

"I think about whether something is healthy before I eat it"

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Strongly agree	6%	6%	4%	-	14%	13%	-	7%	-
Tend to agree	29%	31%	27%	18%	29%	26%	19%	22%	20%
Neither agree nor disagree	28%	27%	20%	64%	14%	26%	52%	35%	30%
Tend to disagree	29%	27%	39%	9%	43%	22%	19%	25%	30%
Strongly disagree	8%	7%	10%	9%	-	13%	5%	10%	10%
Don't know	2%	2%	-	-	-	-	5%	1%	10%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

How often, if at all, do you make an effort to choose a healthy snack rather than an unhealthy one? (Please select ONE option only)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
All of the time	5%	6%	1%	-	-	13%	5%	4%	10%
Some of the time	61%	61%	63%	64%	43%	48%	52%	66%	30%
Rarely	26%	24%	27%	27%	57%	39%	29%	19%	50%
Never	7%	6%	7%	9%	-	-	14%	6%	10%
Don't know	2%	2%	1%	-	-	-	-	5%	-

Thinking about treats such as crisps, sweets, chocolate and sugary fizzy drinks...

When do you tend to MOSTLY eat and drink these (Please select ONE option only)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
At school	5%	5%	6%	-	-	4%	14%	2%	-
On the way home from school	6%	6%	6%	-	14%	13%	-	5%	-
At home in the evening	28%	27%	26%	55%	43%	22%	19%	35%	30%
At home at weekends	31%	33%	25%	27%	29%	35%	38%	33%	20%
Time with friends away from home and school	15%	15%	19%	9%	-	4%	14%	10%	30%
Time with family away from home and school	9%	10%	10%	9%	14%	9%	5%	7%	10%
Other	5%	3%	7%	-	-	9%	5%	7%	10%
I never eat treat food and drinks	1%	1%	1%	-	-	4%	5%	1%	-

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other

Who do you think is MOST responsible for the childhood obesity crisis in Great Britain (i.e. the fact that a lot of children are becoming overweight nowadays)? (Please select ONE option only)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16									
Children themselves	21%	23%	20%	9%	29%	26%	14%	14%	20%
Teachers	1%	1%	-	-	-	-	-	-	-
Parents	52%	49%	54%	64%	43%	57%	62%	65%	40%
The Government	4%	4%	3%	-	29%	4%	-	6%	20%
Other	3%	2%	3%	9%	-	-	-	4%	10%
Don't know	15%	16%	16%	9%	-	9%	19%	8%	10%
I don't think there is a childhood obesity crisis in Great Britain	4%	5%	4%	9%	-	4%	5%	2%	-

Which, if any, of the following can you do by yourself?
(Please tick all that apply)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16									
Prepare and chop an onion	52%	52%	54%	36%	57%	70%	48%	46%	50%
Peel a potato	68%	68%	68%	64%	57%	70%	81%	69%	80%
Peel and grate a carrot	71%	69%	72%	73%	57%	70%	76%	73%	80%
None of these	19%	18%	20%	27%	29%	22%	19%	20%	10%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

Which, if any, of the following can you make from scratch by yourself (i.e. not using ready made ingredients like pizza bases or pasta sauce)? (Please tick all that apply)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Scrambled eggs	46%	44%	49%	55%	71%	43%	48%	46%	50%
Fruit scones	23%	21%	28%	18%	43%	26%	29%	24%	-
Spaghetti bolognese	29%	29%	27%	27%	14%	22%	29%	30%	50%
Fruit salad	65%	65%	66%	64%	86%	52%	76%	65%	70%
Home-made pizza	30%	28%	34%	45%	43%	30%	14%	35%	30%
None of these	21%	21%	21%	9%	-	30%	14%	25%	10%

Which, if any, of the following activities do you play at school? (Please tick all that apply)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Skipping games	14%	14%	13%	9%	14%	13%	-	20%	-
Dodgeball	34%	31%	38%	27%	14%	39%	38%	39%	30%
Football	53%	52%	53%	36%	43%	70%	67%	54%	60%
Netball	25%	26%	30%	9%	14%	17%	19%	19%	20%
Hockey	21%	21%	24%	18%	14%	22%	19%	20%	-
Rugby	25%	26%	25%	9%	29%	30%	19%	24%	30%
Bouncing on a space hopper	5%	5%	2%	9%	-	9%	-	10%	-
Tag/ it/ stuck in the mud	32%	31%	29%	45%	29%	26%	29%	47%	40%
Hopscotch	9%	9%	6%	18%	14%	9%	5%	12%	-
Lo-lo ball (balancing or jumping on a ball with a plastic ledge around the middle)	2%	2%	1%	9%	-	-	-	2%	-
Other SEE OE_1	19%	20%	18%	27%	29%	30%	19%	17%	-
None of these	12%	11%	15%	18%	14%	9%	14%	16%	30%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

Which, if any, of the following words describe what you think about your PE lessons at your school? (Please tick all that apply)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Boring	21%	20%	22%	18%	43%	22%	14%	24%	30%
Interesting	28%	29%	26%	45%	29%	35%	19%	25%	10%
Too hard	4%	4%	5%	-	-	4%	10%	-	20%
Fun	58%	58%	56%	55%	43%	61%	67%	55%	60%
Easy	20%	20%	17%	27%	14%	26%	10%	19%	20%
Hate	9%	8%	11%	18%	-	9%	5%	12%	10%
None of these	5%	4%	6%	9%	-	-	10%	7%	10%

Which, if any, of the following statements apply to you? (Please tick all that apply)

Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
I have got out of doing PE - for instance by pretending to be ill	7%	7%	8%	18%	29%	4%	10%	5%	20%
I would like to do more PE lessons	38%	40%	34%	36%	29%	39%	43%	34%	20%
PE is the most pointless lesson we do	11%	8%	13%	-	29%	9%	14%	19%	10%
I would like to do more physical activities, but not the stuff we do in PE lessons	34%	35%	32%	27%	29%	35%	43%	29%	50%
Our school doesn't have much sports equipment or facilities	8%	8%	9%	36%	29%	4%	10%	6%	-
None of these	19%	16%	25%	27%	-	22%	10%	24%	10%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

Which, if any, of the following do you prefer to do in your time outside of school? (Please tick all that apply)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Play computer games, play on a computer, iPad or console	71%	69%	70%	64%	71%	83%	71%	78%	90%
Listen to music	51%	50%	53%	36%	43%	43%	71%	52%	50%
Talk to friends on the phone	24%	24%	24%	27%	29%	30%	24%	20%	20%
Watch TV	63%	62%	65%	64%	71%	74%	52%	67%	40%
Play outside with friends	46%	47%	42%	55%	43%	57%	48%	48%	50%
Ride bikes	39%	38%	39%	45%	-	48%	33%	49%	40%
Go to after-school clubs	28%	28%	28%	36%	-	22%	48%	28%	-
Social networking websites (e.g. Facebook etc.)	34%	32%	35%	36%	57%	43%	38%	35%	30%
Skipping	5%	5%	4%	-	-	-	5%	8%	-
Other SEE OE_2	18%	18%	17%	18%	29%	35%	5%	17%	40%

Which, if any, of the following statements describe how you feel about physical activity in general? (Please tick all that apply)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
I would like to do more physical activity	32%	33%	32%	27%	29%	35%	29%	31%	50%
I would like to take part in more physical activities if I was better at them	26%	23%	27%	27%	29%	39%	38%	27%	40%
I find physical activity boring	8%	6%	13%	9%	14%	9%	-	11%	-
I don't like playing sports because I get too hot and sweaty	7%	5%	10%	9%	29%	-	5%	10%	-
I don't enjoy physical activity where you get dirty like football, hockey and rugby	11%	10%	15%	-	14%	9%	10%	11%	-
I prefer doing less energetic things in my spare time like using my computer, phone, tablet, TV etc	21%	20%	22%	27%	43%	22%	19%	25%	20%
I don't like playing sports because I'm worried people will laugh at me	10%	11%	8%	27%	29%	-	10%	6%	-
I can't be bothered to do physical activity	9%	8%	12%	9%	29%	4%	10%	8%	20%
Being active with my friends is fun	60%	56%	64%	73%	71%	78%	76%	61%	50%
I don't think physical activity is cool	4%	5%	4%	-	-	4%	-	4%	10%
None of these	7%	8%	5%	-	-	-	10%	5%	-

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

What activities would you like to do that aren't currently on offer at your school? (Please tick all that apply)

	Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
Dodgeball	15%	15%	12%	36%	29%	17%	10%	12%	10%	-
Skipping	6%	6%	6%	9%	-	-	-	10%	-	-
Swimming	38%	37%	44%	45%	57%	35%	38%	31%	50%	-
Volleyball	17%	18%	15%	9%	14%	13%	-	20%	20%	-
Baseball	15%	17%	12%	-	-	13%	5%	19%	10%	-
American football	12%	11%	15%	-	14%	17%	10%	11%	-	-
Tennis	24%	24%	27%	18%	29%	26%	14%	20%	20%	-
Other SEE OE_3	13%	11%	13%	18%	-	26%	19%	14%	10%	-
There are no activities I would like to do that aren't currently on offer	24%	24%	20%	27%	29%	26%	19%	27%	20%	-

Which, if any, of the following statements apply to your parents in relation to exercise and sport? (Please tick all that apply)

	Base: All children aged 8-16	767	470	142	11	7	23	21	83	10
My parents do not do any sport or exercise themselves	19%	17%	20%	27%	14%	13%	24%	29%	20%	-
My parents are not interested in sport or exercise	12%	11%	15%	-	14%	9%	19%	13%	-	-
My parents do not encourage me to do any sport or exercise	5%	5%	9%	-	-	4%	-	5%	-	-
My parents play sports and/ or exercise themselves	41%	42%	42%	45%	43%	43%	33%	30%	40%	-
My parents are interested in sport or exercise	43%	45%	39%	55%	43%	48%	38%	33%	70%	-
My parents encourage me to do sport and join clubs/teams	60%	60%	63%	45%	57%	65%	62%	55%	60%	-
My parents encourage me to play sports/ exercise with them	38%	40%	34%	55%	14%	52%	33%	34%	50%	-
None of these	4%	4%	2%	9%	14%	-	-	8%	-	-

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Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Employment status							
	Base	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working

Do you think you will continue to do physical activity after you leave school? (Please select ONE option only)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16									
Yes, in my spare time	45%	45%	46%	18%	43%	48%	67%	43%	30%
Yes, I want to be a professional sportsman/sportswoman	10%	11%	10%	9%	14%	9%	5%	6%	10%
Yes, I want to teach physical activity/ become a sports coach	4%	5%	2%	9%	-	-	-	5%	10%
Yes, other	9%	9%	12%	18%	-	13%	5%	5%	10%
No, I won't	12%	10%	15%	18%	14%	9%	5%	18%	20%
Don't know	20%	21%	15%	27%	29%	22%	19%	23%	20%

If you were hungry on the way home from school, which ONE, if any, of the following would you like to buy as a cheap and filling snack? (Please select ONE option only)

	767	470	142	11	7	23	21	83	10
Base: All children aged 8-16									
Fried chicken	2%	2%	4%	9%	-	9%	-	1%	10%
Packet of crisps	24%	27%	20%	27%	43%	22%	19%	18%	30%
Piece of fruit	7%	8%	6%	-	-	-	5%	8%	10%
Sandwich	8%	6%	6%	9%	-	13%	24%	13%	-
Vegetable sticks	1%	2%	1%	-	-	-	-	2%	-
Chocolate	22%	20%	25%	27%	29%	9%	19%	24%	20%
Chips	5%	5%	5%	-	-	13%	5%	7%	-
Sausage roll	9%	8%	12%	-	-	13%	5%	7%	10%
Cereal bar	7%	7%	7%	18%	14%	9%	-	7%	-
Pasta salad	3%	3%	2%	9%	14%	4%	5%	1%	-
None of these	6%	6%	6%	-	-	9%	10%	6%	-
Don't know	5%	6%	6%	-	-	-	10%	4%	20%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

To what extent do you agree or disagree with each of the following statements:

"I think what I eat and drink now will affect my health when I'm older"

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Strongly agree	22%	22%	22%	28%	25%	10%	29%	-	22%	23%
Tend to agree	50%	50%	50%	48%	57%	60%	48%	75%	46%	54%
Neither agree nor disagree	15%	15%	18%	10%	9%	-	14%	-	16%	14%
Tend to disagree	5%	6%	4%	3%	2%	30%	5%	-	7%	4%
Strongly disagree	2%	2%	-	3%	2%	-	3%	-	2%	2%
Don't know	5%	5%	5%	7%	5%	-	-	25%	7%	3%

"I think about whether something is healthy before I eat it"

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Strongly agree	6%	5%	4%	-	14%	10%	5%	-	5%	6%
Tend to agree	29%	29%	23%	24%	32%	30%	31%	25%	26%	31%
Neither agree nor disagree	28%	27%	30%	31%	20%	40%	31%	-	29%	27%
Tend to disagree	29%	29%	29%	34%	30%	20%	21%	25%	28%	29%
Strongly disagree	8%	7%	11%	10%	5%	-	12%	50%	9%	7%
Don't know	2%	2%	3%	-	-	-	-	-	3%	1%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16
Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

How often, if at all, do you make an effort to choose a healthy snack rather than an unhealthy one? (Please select ONE option only)

	Base: All children aged 8-16	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
All of the time	5%	5%	2%	7%	7%	10%	9%	-	5%	5%
Some of the time	61%	62%	65%	62%	61%	80%	45%	50%	62%	60%
Rarely	26%	25%	26%	21%	18%	10%	36%	50%	24%	27%
Never	7%	6%	6%	10%	9%	-	10%	-	7%	7%
Don't know	2%	2%	1%	-	5%	-	-	-	3%	2%

Thinking about treats such as crisps, sweets, chocolate and sugary fizzy drinks...

When do you tend to MOSTLY eat and drink these (Please select ONE option only)

	Base: All children aged 8-16	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
At school	5%	4%	7%	3%	-	-	12%	-	3%	7%
On the way home from school	6%	6%	3%	-	14%	10%	7%	-	2%	9%
At home in the evening	28%	27%	31%	24%	30%	40%	33%	25%	25%	31%
At home at weekends	31%	32%	30%	34%	30%	20%	24%	25%	41%	24%
Time with friends away from home and school	15%	15%	13%	14%	14%	20%	14%	50%	10%	18%
Time with family away from home and school	9%	10%	13%	14%	5%	-	3%	-	13%	7%
Other	5%	5%	3%	7%	5%	-	7%	-	6%	4%
I never eat treat food and drinks	1%	1%	-	3%	5%	10%	-	-	-	2%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

Who do you think is MOST responsible for the childhood obesity crisis in Great Britain (i.e. the fact that a lot of children are becoming overweight nowadays)? (Please select ONE option only)

	767	528	94	29	44	10	58	4	338	429
Base: All children aged 8-16										
Children themselves	21%	22%	18%	10%	34%	10%	22%	-	16%	26%
Teachers	1%	1%	3%	-	-	-	-	-	1%	1%
Parents	52%	52%	55%	41%	41%	50%	57%	100%	52%	52%
The Government	4%	4%	2%	17%	5%	10%	3%	-	4%	4%
Other	3%	3%	-	3%	2%	-	3%	-	1%	4%
Don't know	15%	15%	18%	17%	16%	10%	10%	-	20%	10%
I don't think there is a childhood obesity crisis in Great Britain	4%	4%	3%	10%	2%	20%	3%	-	5%	4%

Which, if any, of the following can you do by yourself? (Please tick all that apply)

	767	528	94	29	44	10	58	4	338	429
Base: All children aged 8-16										
Prepare and chop an onion	52%	52%	45%	59%	59%	50%	53%	50%	28%	70%
Peel a potato	68%	68%	66%	76%	73%	70%	71%	50%	53%	80%
Peel and grate a carrot	71%	71%	66%	69%	75%	50%	74%	50%	58%	80%
None of these	19%	18%	23%	10%	18%	30%	21%	50%	30%	10%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

Which, if any, of the following can you make from scratch by yourself (i.e. not using ready made ingredients like pizza bases or pasta sauce)? (Please tick all that apply)

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Scrambled eggs	46%	46%	41%	48%	43%	40%	59%	25%	28%	60%
Fruit scones	23%	24%	16%	31%	23%	30%	22%	25%	12%	32%
Spaghetti bolognese	29%	30%	19%	17%	39%	40%	34%	-	12%	42%
Fruit salad	65%	66%	59%	55%	66%	60%	72%	75%	58%	72%
Home-made pizza	30%	31%	30%	24%	32%	20%	28%	-	21%	37%
None of these	21%	20%	28%	21%	27%	20%	17%	25%	30%	13%

Which, if any, of the following activities do you play at school? (Please tick all that apply)

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Skipping games	14%	15%	17%	14%	9%	20%	9%	-	28%	3%
Dodgeball	34%	35%	35%	28%	27%	40%	26%	-	40%	28%
Football	53%	53%	59%	31%	50%	50%	52%	100%	57%	50%
Netball	25%	25%	24%	38%	27%	-	17%	50%	25%	25%
Hockey	21%	22%	18%	24%	18%	20%	24%	-	17%	25%
Rugby	25%	27%	29%	10%	20%	20%	21%	-	20%	29%
Bouncing on a space hopper	5%	5%	3%	7%	2%	10%	9%	-	9%	2%
Tag/ it/ stuck in the mud	32%	34%	29%	38%	25%	10%	24%	75%	60%	10%
Hopscotch	9%	9%	10%	14%	9%	-	7%	-	17%	2%
Lo-lo ball (balancing or jumping on a ball with a plastic ledge around the middle)	2%	2%	1%	-	-	-	-	-	2%	1%
Other SEE OE_1	19%	20%	22%	21%	11%	10%	21%	-	20%	19%
None of these	12%	12%	10%	10%	18%	20%	21%	-	3%	20%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16
Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

Which, if any, of the following words describe what you think about your PE lessons at your school? (Please tick all that apply)

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Boring	21%	20%	18%	28%	20%	10%	26%	25%	16%	25%
Interesting	28%	27%	37%	17%	20%	20%	29%	-	29%	27%
Too hard	4%	4%	7%	3%	9%	-	2%	-	4%	4%
Fun	58%	57%	64%	48%	59%	50%	55%	75%	68%	50%
Easy	20%	20%	20%	17%	18%	20%	19%	-	19%	20%
Hate	9%	9%	7%	10%	18%	20%	7%	-	5%	13%
None of these	5%	5%	6%	3%	9%	10%	3%	-	4%	6%

Which, if any, of the following statements apply to you? (Please tick all that apply)

Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
I have got out of doing PE - for instance by pretending to be ill	7%	6%	6%	10%	9%	-	12%	25%	4%	10%
I would like to do more PE lessons	38%	39%	43%	21%	34%	40%	34%	-	44%	33%
PE is the most pointless lesson we do	11%	11%	9%	24%	9%	20%	5%	-	6%	14%
I would like to do more physical activities, but not the stuff we do in PE lessons	34%	32%	38%	28%	36%	30%	41%	50%	32%	35%
Our school doesn't have much sports equipment or facilities	8%	7%	6%	14%	14%	20%	14%	25%	13%	5%
None of these	19%	19%	15%	31%	23%	10%	12%	-	17%	20%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

Which, if any, of the following do you prefer to do in your time outside of school? (Please tick all that apply)

	Base	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Play computer games, play on a computer, iPad or console	71%	71%	80%	69%	66%	60%	59%	75%	70%	72%
Listen to music	51%	48%	56%	66%	59%	60%	53%	75%	38%	60%
Talk to friends on the phone	24%	23%	30%	28%	27%	-	21%	-	13%	32%
Watch TV	63%	62%	64%	66%	68%	50%	67%	75%	66%	60%
Play outside with friends	46%	46%	56%	34%	43%	20%	43%	50%	56%	39%
Ride bikes	39%	39%	43%	31%	41%	30%	36%	50%	53%	28%
Go to after-school clubs	28%	27%	30%	21%	25%	60%	33%	50%	36%	21%
Social networking websites (e.g. Facebook etc.)	34%	31%	35%	41%	43%	40%	40%	50%	7%	55%
Skipping	5%	5%	6%	3%	2%	10%	3%	-	10%	1%
Other SEE OE_2	18%	20%	14%	24%	16%	30%	12%	-	19%	18%

Which, if any, of the following statements describe how you feel about physical activity in general? (Please tick all that apply)

	Base	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
I would like to do more physical activity	32%	30%	33%	34%	41%	40%	38%	50%	36%	30%
I would like to take part in more physical activities if I was better at them	26%	25%	31%	21%	30%	20%	22%	-	28%	24%
I find physical activity boring	8%	8%	5%	17%	9%	10%	5%	-	5%	9%
I don't like playing sports because I get too hot and sweaty	7%	6%	9%	7%	7%	-	10%	-	6%	7%
I don't enjoy physical activity where you get dirty like football, hockey and rugby	11%	10%	12%	28%	14%	-	9%	-	12%	10%
I prefer doing less energetic things in my spare time like using my computer, phone, tablet, TV etc	21%	22%	18%	21%	16%	-	29%	50%	18%	24%
I don't like playing sports because I'm worried people will laugh at me	10%	9%	13%	14%	14%	10%	5%	-	8%	11%
I can't be bothered to do physical activity	9%	9%	11%	7%	9%	10%	10%	25%	4%	13%
Being active with my friends is fun	60%	59%	62%	52%	61%	40%	67%	50%	70%	52%
I don't think physical activity is cool	4%	5%	5%	3%	7%	-	2%	-	4%	4%
None of these	7%	7%	4%	3%	11%	-	7%	-	4%	9%

YouGov / British Heart Foundation Survey

Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

What activities would you like to do that aren't currently on offer at your school? (Please tick all that apply)

	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Dodgeball	15%	15%	15%	14%	18%	-	10%	50%	18%	12%
Skipping	6%	6%	9%	-	9%	-	5%	-	9%	4%
Swimming	38%	40%	31%	34%	32%	20%	45%	75%	37%	39%
Volleyball	17%	18%	18%	14%	14%	20%	12%	-	24%	11%
Baseball	15%	17%	12%	10%	14%	20%	7%	50%	15%	15%
American football	12%	12%	12%	10%	7%	-	12%	-	10%	13%
Tennis	24%	26%	18%	24%	25%	30%	12%	25%	29%	20%
Other SEE OE_3	13%	13%	13%	7%	7%	10%	19%	-	13%	13%
There are no activities I would like to do that aren't currently on offer	24%	21%	28%	34%	36%	40%	22%	25%	18%	28%

Which, if any, of the following statements apply to your parents in relation to exercise and sport? (Please tick all that apply)

	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
My parents do not do any sport or exercise themselves	19%	16%	23%	24%	39%	20%	28%	-	16%	22%
My parents are not interested in sport or exercise	12%	11%	11%	10%	16%	10%	19%	25%	9%	14%
My parents do not encourage me to do any sport or exercise	5%	4%	7%	3%	11%	10%	7%	-	2%	8%
My parents play sports and/ or exercise themselves	41%	44%	43%	31%	23%	50%	29%	25%	45%	37%
My parents are interested in sport or exercise	43%	46%	43%	14%	30%	40%	36%	50%	48%	39%
My parents encourage me to do sport and join clubs/teams	60%	62%	62%	48%	55%	30%	57%	50%	66%	55%
My parents encourage me to play sports/ exercise with them	38%	41%	36%	28%	34%	50%	29%	50%	44%	34%
None of these	4%	4%	2%	3%	7%	20%	2%	-	3%	4%

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Sample Size: 767 children aged 8-16

Fieldwork: 20th - 26th September 2013

Total	Parents Marital status							Age of Child (NETS)	
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16

Do you think you will continue to do physical activity after you leave school? (Please select ONE option only)

	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Yes, in my spare time	45%	47%	39%	31%	48%	40%	45%	25%	48%	43%
Yes, I want to be a professional sportsman/sportswoman	10%	9%	17%	14%	7%	20%	9%	-	13%	7%
Yes, I want to teach physical activity/ become a sports coach	4%	4%	5%	3%	5%	-	2%	-	4%	4%
Yes, other	9%	9%	6%	10%	7%	10%	10%	-	10%	8%
No, I won't	12%	12%	9%	14%	18%	20%	10%	25%	7%	16%
Don't know	20%	20%	23%	28%	16%	10%	24%	50%	19%	22%

If you were hungry on the way home from school, which ONE, if any, of the following would you like to buy as a cheap and filling snack? (Please select ONE option only)

	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	8-11	12-16
Base: All children aged 8-16	767	528	94	29	44	10	58	4	338	429
Fried chicken	2%	2%	2%	7%	2%	-	2%	-	3%	2%
Packet of crisps	24%	25%	24%	14%	32%	20%	22%	25%	23%	25%
Piece of fruit	7%	6%	9%	-	11%	30%	12%	-	9%	6%
Sandwich	8%	7%	11%	7%	9%	-	10%	-	8%	8%
Vegetable sticks	1%	2%	1%	-	-	-	-	-	2%	1%
Chocolate	22%	21%	24%	21%	16%	30%	21%	75%	23%	21%
Chips	5%	5%	4%	10%	5%	-	7%	-	4%	6%
Sausage roll	9%	8%	13%	14%	7%	10%	9%	-	7%	10%
Cereal bar	7%	8%	7%	10%	9%	-	2%	-	8%	7%
Pasta salad	3%	3%	2%	-	-	-	7%	-	2%	3%
None of these	6%	7%	-	10%	7%	-	5%	-	6%	7%
Don't know	5%	6%	2%	7%	2%	10%	3%	-	6%	5%