

## YouGov / BHF Survey Results

Sample Size: 2012

Fieldwork: 14th -16th December 2009

	Total	Gender		Age				Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2012	1025	987	194	387	356	418	657	989	1023	526	313	159	217	500	109	188
All GB Adults	2012	966	1046	241	355	318	394	704	1107	905	495	330	193	258	461	101	175

### In general, do you consider yourself to be healthy?

Yes, I do	74%	72%	75%	71%	79%	71%	73%	73%	77%	69%	74%	73%	70%	75%	74%	75%	71%
No, I do not	21%	22%	20%	19%	16%	23%	22%	22%	18%	25%	21%	21%	23%	18%	22%	21%	19%
Don't know	6%	6%	5%	10%	5%	6%	5%	5%	5%	6%	5%	6%	7%	7%	4%	5%	9%

### On average, how much exercise do you typically do in a day? (By exercise we mean going for a run, going to the gym, playing football etc.)

0 minutes (None)	15%	15%	16%	6%	10%	18%	18%	19%	14%	16%	18%	16%	11%	9%	16%	18%	17%
1 to 10 minutes	15%	14%	15%	15%	16%	13%	14%	15%	14%	15%	14%	16%	16%	13%	17%	12%	13%
11 to 20 minutes	18%	18%	19%	16%	21%	19%	18%	18%	19%	18%	18%	20%	15%	20%	20%	18%	15%
21 to 30 minutes	19%	17%	21%	26%	21%	17%	19%	18%	20%	19%	20%	19%	22%	21%	17%	18%	20%
31 to 40 minutes	11%	10%	12%	10%	12%	11%	12%	11%	13%	9%	10%	10%	16%	13%	9%	13%	13%
41 to 50 minutes	4%	5%	3%	5%	3%	4%	3%	4%	5%	3%	4%	4%	3%	6%	3%	2%	4%
51 to 60 minutes	5%	7%	4%	8%	4%	7%	5%	4%	5%	5%	7%	5%	3%	3%	5%	8%	6%
More than 60 minutes	7%	9%	5%	6%	9%	8%	5%	6%	5%	9%	6%	6%	8%	6%	9%	8%	3%
Don't know	5%	5%	5%	7%	4%	4%	6%	5%	4%	6%	4%	3%	6%	10%	3%	3%	9%

### Do you ever kid yourself about how much exercise you do to make yourself feel better?

Yes, I do	27%	25%	29%	36%	32%	29%	26%	22%	28%	26%	29%	25%	34%	30%	25%	21%	26%
No, I do not	73%	75%	71%	64%	68%	71%	74%	78%	72%	74%	71%	75%	66%	70%	75%	79%	74%

## YouGov / BHF Survey Results

Sample Size: 2012

Fieldwork: 14th -16th December 2009

Total	Working Status						Marital Status					Children in Household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2012	1169	307	97	239	38	162	1036	265	143	30	495	1417	270	206	63
All GB Adults	2012	1154	298	101	251	42	166	1023	241	152	32	518	1427	282	187	58

### In general, do you consider yourself to be healthy?

Yes, I do	74%	77%	77%	68%	68%	60%	56%	75%	75%	64%	87%	73%	74%	75%	74%	60%
No, I do not	21%	18%	16%	21%	29%	36%	35%	20%	22%	28%	12%	20%	21%	19%	21%	32%
Don't know	6%	5%	6%	11%	3%	4%	9%	5%	3%	8%	1%	8%	5%	6%	6%	9%

### On average, how much exercise do you typically do in a day? (By exercise we mean going for a run, going to the gym, playing football etc.)

0 minutes (None)	15%	15%	14%	12%	18%	8%	23%	16%	18%	20%	25%	11%	15%	13%	14%	29%
1 to 10 minutes	15%	14%	16%	18%	17%	24%	14%	15%	12%	15%	15%	15%	14%	16%	16%	15%
11 to 20 minutes	18%	19%	19%	15%	20%	18%	15%	19%	19%	22%	12%	16%	18%	19%	21%	19%
21 to 30 minutes	19%	19%	19%	30%	15%	13%	21%	20%	20%	14%	17%	21%	19%	19%	21%	14%
31 to 40 minutes	11%	12%	13%	6%	12%	14%	7%	11%	10%	9%	13%	13%	11%	11%	12%	5%
41 to 50 minutes	4%	4%	5%	2%	3%	-	3%	4%	2%	1%	3%	5%	4%	5%	3%	1%
51 to 60 minutes	5%	6%	4%	9%	3%	5%	3%	5%	7%	3%	10%	6%	5%	7%	4%	7%
More than 60 minutes	7%	7%	6%	2%	7%	6%	6%	6%	9%	8%	1%	7%	7%	4%	6%	7%
Don't know	5%	5%	4%	7%	4%	12%	8%	5%	4%	8%	4%	6%	5%	6%	4%	3%

### Do you ever kid yourself about how much exercise you do to make yourself feel better?

Yes, I do	27%	30%	28%	42%	18%	14%	20%	26%	31%	21%	27%	29%	27%	29%	35%	23%
No, I do not	73%	70%	72%	58%	82%	86%	80%	74%	69%	79%	73%	71%	73%	71%	65%	77%

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2012	1025	987	194	387	356	418	657	989	1023	526	313	159	217	500	109	188
All GB Adults 2012	966	1046	241	355	318	394	704	1107	905	495	330	193	258	461	101	175

Which, if any, of the following stop you from exercising? (Please tick all that apply)

I'm too busy	44%	43%	45%	58%	59%	55%	47%	25%	49%	37%	45%	46%	40%	53%	41%	37%	40%
I'd sooner watch what I eat than exercise	13%	12%	13%	18%	11%	12%	12%	13%	13%	12%	15%	12%	10%	15%	11%	11%	13%
I can't be bothered	27%	26%	27%	48%	41%	28%	23%	13%	28%	25%	27%	23%	26%	34%	25%	21%	29%
Exercise isn't a priority for me	19%	23%	15%	24%	13%	23%	19%	18%	18%	20%	20%	19%	16%	19%	19%	24%	16%
Other	16%	13%	18%	8%	11%	15%	15%	21%	14%	18%	13%	16%	15%	17%	16%	18%	17%
Don't know	4%	5%	3%	5%	3%	3%	3%	5%	3%	5%	5%	3%	4%	3%	5%	6%	1%
Not applicable - nothing stops me from exercising	13%	15%	11%	11%	8%	9%	12%	19%	14%	13%	11%	14%	16%	10%	14%	17%	13%

Which ONE, if any, of the following would you class as your biggest health sin?

Eating takeaways regularly	7%	7%	6%	16%	12%	9%	4%	2%	7%	7%	9%	7%	6%	8%	4%	10%	5%
Binge drinking	10%	12%	9%	13%	18%	11%	11%	5%	11%	9%	9%	7%	11%	15%	9%	11%	16%
Lack of exercise	30%	27%	32%	24%	21%	30%	31%	35%	33%	26%	29%	30%	32%	27%	32%	22%	31%
Not eating enough fruit and vegetables	20%	21%	18%	21%	23%	22%	19%	16%	19%	20%	19%	22%	20%	18%	19%	28%	17%
Smoking	17%	16%	18%	11%	15%	16%	20%	19%	13%	22%	18%	16%	15%	19%	17%	15%	16%
Other	6%	4%	8%	5%	4%	6%	7%	8%	7%	6%	6%	6%	7%	6%	9%	5%	4%
Don't know	3%	4%	3%	4%	3%	4%	2%	4%	3%	4%	4%	4%	2%	4%	3%	1%	2%
Not applicable - I have no health sins	7%	9%	5%	5%	4%	3%	6%	11%	7%	7%	6%	8%	7%	4%	7%	8%	9%

Total	Working Status						Marital Status					Children in Household			
Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base 2012	1169	307	97	239	38	162	1036	265	143	30	495	1417	270	206	63
All GB Adults 2012	1154	298	101	251	42	166	1023	241	152	32	518	1427	282	187	58

Which, if any, of the following stop you from exercising? (Please tick all that apply)

I'm too busy	44%	53%	42%	61%	14%	27%	24%	42%	54%	36%	25%	50%	41%	55%	57%	48%
I'd sooner watch what I eat than exercise	13%	11%	10%	26%	13%	7%	18%	12%	11%	14%	22%	13%	12%	16%	11%	11%
I can't be bothered	27%	30%	22%	54%	11%	31%	18%	20%	35%	15%	11%	41%	25%	34%	29%	29%
Exercise isn't a priority for me	19%	18%	19%	32%	20%	19%	17%	18%	17%	13%	10%	22%	19%	21%	15%	18%
Other	16%	11%	17%	8%	27%	22%	31%	16%	14%	21%	16%	13%	17%	9%	12%	23%
Don't know	4%	4%	4%	4%	6%	-	4%	4%	4%	3%	7%	4%	4%	3%	3%	3%
Not applicable - nothing stops me from exercising	13%	12%	13%	7%	22%	18%	9%	15%	8%	16%	15%	11%	14%	11%	11%	9%

Which ONE, if any, of the following would you class as your biggest health sin?

Eating takeaways regularly	7%	8%	4%	22%	1%	10%	4%	5%	12%	4%	-	10%	6%	9%	10%	13%
Binge drinking	10%	12%	10%	17%	4%	9%	4%	8%	14%	8%	10%	15%	10%	11%	10%	10%
Lack of exercise	30%	30%	31%	25%	31%	30%	26%	34%	26%	32%	38%	23%	30%	34%	27%	24%
Not eating enough fruit and vegetables	20%	21%	16%	19%	18%	20%	21%	20%	17%	17%	10%	21%	18%	21%	23%	25%
Smoking	17%	15%	18%	4%	21%	18%	26%	15%	20%	25%	32%	16%	18%	12%	18%	17%
Other	6%	5%	12%	6%	6%	6%	5%	7%	5%	8%	5%	7%	7%	5%	5%	9%
Don't know	3%	3%	2%	2%	4%	2%	6%	3%	2%	1%	-	4%	4%	1%	3%	-
Not applicable - I have no health sins	7%	6%	6%	4%	15%	5%	7%	9%	4%	6%	4%	5%	7%	6%	6%	2%