

Public Support for Restricting the Advertising of Junk Food

In May 2019 Obesity Action Scotland commissioned YouGov to undertake polling on its behalf. The questions sought to measure the level of public support in Scotland for restrictions on advertising of junk food.

The fieldwork was undertaken between 23rd and 27th May 2019 and included a representative sample of 1007 Scottish adults.¹ (The survey was carried out online)

We found the following:

- 74% of respondents would support a ban on junk food adverts being shown on TV before 9pm
- 72% of respondents would support a ban on children's cartoon characters/ sports professionals on the packaging of junk food(s) and drink(s)
- 66% of respondents agree that children seeing adverts for junk food contributes to childhood obesity

Additionally

- 67% of respondents agree that seeing fewer adverts for junk food would help children have a healthier diet
- 69% of respondents support a ban on junk food adverts shown online before 9pm
- 66% of respondents support a ban on junk food adverts shown outside of the home before 9pm
- 59% of respondents support a ban on junk food(s) and drink(s) companies from being able to sponsor sports events

Questions	Scotland	
	Agree*	Disagree*
<i>To what extent, do you agree or disagree with the following statement?</i>		
Children seeing adverts for junk food contributes to childhood obesity	66	27
Seeing fewer adverts for junk food would help children have a healthier diet	67	26
<i>To what extent would you support or oppose the following?</i>	Support	Oppose
A ban on junk food adverts being shown on TV before 9pm to stop children seeing high fat, sugar and salt food adverts during popular family shows	74	19

¹ The results have been weighted and are representative of all Scottish adults (aged 18+)

A ban on junk food adverts being shown online before 9pm (e.g. on websites, on demand TV services, social media, mobile apps and games etc.) to stop children seeing high fat, sugar and salt food adverts	69	22
A ban on junk food adverts shown outside of the home before 9pm (e.g. at cinemas and digital posters at bus stops, roadsides etc.) to stop children seeing high fat, sugar and salt food adverts	66	23
A ban on junk food(s) and drink(s) companies from being able to sponsor sports events	59	30
A ban on children's cartoon characters/sports professionals on the packaging of junk foods food(s) and drink(s)	72	20

* The percentages of people who agree and disagree do not add up to 100% because some of the respondents chose 'Don't know' answer. Results for this are not shown.