To what extent, if at all, would you support or oppose the following policies: Additional taxes on unhealthy foods

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Gen	der			Age				Region				
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	lorthern Irelan	Scotland	Wales
Weighted	946		100%	499	491	112	252	338	298	316	234	132	160	27	83	48
Unweighted		953		505	493	79	262	353	306	318	235	129	155	26	89	48
Strongly support	159	168	17%	17%	17%	12%	19%	19%	14%	13%	17%	18%	18%	24%	24%	15%
Support	288	299	30%	28%	33%	31%	29%	26%	37%	31%	30%	36%	30%	12%	26%	34%
Neither	256	240	27%	30%	23%	41%	28%	24%	25%	30%	29%	22%	29%	34%	18%	23%
Oppose	140	145	15%	16%	13%	9%	16%	16%	14%	16%	15%	14%	12%	24%	11%	19%
Strongly oppose	103	101	11%	8%	14%	6%	9%	15%	10%	10%	10%	10%	11%	6%	21%	10%

				Edu	cation			Но	usehold income				Chil	dren		N	umber of	adults in	household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4	
Weighted	946		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37	
Unweighted		953		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28	
Strongly support	159	168	17%	21%	15%	13%	16%	23%	13%	25%	24%	15%	20%	19%	20%	15%	17%	18%	17%	
Support	288	299	30%	35%	29%	24%	30%	39%	35%	24%	34%	29%	34%	36%	18%	28%	33%	29%	15%	
Neither	256	240	27%	22%	29%	35%	28%	17%	23%	31%	11%	28%	23%	21%	40%	29%	25%	29%	34%	
Oppose	140	145	15%	14%	15%	16%	14%	13%	18%	11%	21%	15%	12%	21%	7%	16%	15%	13%	15%	
Strongly oppose	103	101	11%	8%	12%	12%	12%	8%	11%	10%	10%	12%	11%	4%	16%	13%	9%	12%	19%	

					EU refere	ndum			Past vote 2019 General Electi	on		Social	grade
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	l did not vote	Other	ABC1	C2DE
Weighted	946		100%	390	410	200	348	259	89	204	100	550	450
Unweighted		953		442	421	137	343	266	100	149	142	550	450
Strongly support	159	168	17%	19%	16%	12%	14%	19%	21%	13%	26%	19%	14%
Support	288	299	30%	37%	30%	18%	36%	33%	35%	14%	28%	36%	24%
Neither	256	240	27%	23%	22%	47%	23%	26%	24%	41%	19%	23%	33%
Oppose	140	145	15%	12%	19%	11%	15%	14%	13%	16%	15%	14%	16%
Strongly oppose	103	101	11%	8%	13%	12%	11%	8%	7%	16%	12%	8%	14%

To what extent, if at all, would you support or oppose the following policies: Government subsidies to make healthy foods cheaper

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	1				Region						
	Weighted	Unweighted		Female		18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	944		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		952		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	339	350	36%	40%	32%	34%	35%	36%	37%	32%	33%	39%	40%	38%	44%	40%			
Support	327	336	35%	33%	37%	37%	37%	33%	34%	40%	33%	33%	31%	22%	33%	32%			
Neither	204	192	22%	21%	22%	23%	23%	21%	21%	21%	26%	20%	19%	33%	16%	19%			
Oppose	52	53	6%	4%	7%	6%	3%	7%	5%	4%	5%	9%	7%	3%	3%	9%			
Strongly oppose	22	21	2%	2%	3%	0%	2%	3%	3%	2%	4%	0%	3%	3%	3%	0%			
				Edu	cation			н	ousehold income				Childre	n			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	944		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		952		328	601	257	334	195	86	41	27	673	179	113	35.00	237	535	200	28
Strongly support	339	350	36%	38%	35%	42%	37%	32%	33%	23%	25%	35%	37%	39%	35%	38%	34%	39%	36%
Support	327	336	35%	37%	33%	32%	35%	41%	32%	41%	36%	35%	34%	31%	32%	34%	37%	29%	29%
Neither	204	192	22%	17%	24%	20%	22%	19%	20%	22%	36%	22%	20%	22%	29%	21%	21%	24%	26%
Oppose	52	53	6%	7%	5%	4%	3%	6%	13%	10%	4%	5%	7%	6%	0%	4%	6%	7%	9%
Strongly oppose	22	21	2%	1%	3%	2%	3%	2%	2%	4%	0%	3%	1%	2%	4%	3%	2%	1%	0%
				ĺ.	EU reference	dum	1		Past vote 2019 General E	lection	1	Socia	l grade	1					
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	944		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		952		442	421	137	343	266	100	149	142	550	450						
Strongly support	339	350	36%	38%	36%	33%	31%	42%	38%	32%	41%	34%	38%						
Support	327	336	35%	35%	36%	30%	36%	35%	39%	31%	32%	37%	32%						
Neither	204	192	22%	20%	19%	30%	23%	18%	16%	29%	20%	20%	23%						
Oppose	52	53	6%	5%	6%	5%	7%	4%	5%	5%	5%	7%	4%						
Strongly oppose	22	21	2%	2%	3%	2%	3%	1%	2%	4%	2%	2%	2%						

To what extent, if at all, would you support or oppose the following policies: Setting legal limits for the maximum amount of unhealthy ingredients that manufacturers can put into foods

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	where I			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	940		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		947		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	259	273	28%	28%	28%	17%	24%	27%	34%	23%	31%	27%	29%	38%	31%	29%			
Support	334	338	36%	35%	36%	44%	35%	34%	34%	38%	32%	39%	36%	16%	40%	33%			
Neither	225	212	24%	25%	22%	26%	29%	23%	20%	26%	24%	23%	21%	29%	17%	27%			
Oppose	79	84	8%	9%	8%	8%	8%	9%	8%	8%	9%	8%	10%	12%	5%	8%			
Strongly oppose	42	40	4%	3%	6%	4%	4%	6%	3%	5%	5%	3%	4%	5%	7%	3%			
			1	·	.						1					1		duits in household	I
				Educ	ation			н	ousehold income				Childree	1			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	940		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		947		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	259	273	28%	32%	26%	29%	27%	29%	24%	26%	34%	29%	28%	21%	25%	29%	27%	27%	34%
Support	334	338	36%	37%	35%	32%	36%	38%	43%	34%	40%	33%	40%	45%	33%	27%	40%	36%	22%
Neither	225	212	24%	19%	26%	29%	24%	22%	18%	18%	15%	25%	22%	19%	30%	29%	22%	23%	28%
Oppose	79	84	8%	10%	8%	8%	9%	8%	8%	14%	7%	8%	7%	10%	9%	10%	7%	9%	10%
Strongly oppose	42	40	4%	2%	5%	3%	4%	3%	7%	8%	4%	5%	3%	5%	3%	4%	4%	6%	6%
			I		EU referen		I		Past vote 2019 General E		1	Social g		1					
	Weighted	Unweighted				I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	940		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		947		442	421	137	343	266	100	149	142	550	450						
Strongly support	259	273	28%	29%	30%	19%	29%	30%	26%	18%	35%	30%	25%						
Support	334	338	36%	36%	35%	36%	37%	37%	32%	33%	35%	36%	35%	1					
Jupport			24%	23%	21%	33%	21%	23%	26%	34%	16%	22%	26%						
Neither	225	212	24%		21/0														
	225 79	212 84	24% 8%	8%	9%	8%	8%	7%	11%	10%	8%	8%	9%						

To what extent, if at all, would you support or oppose the following policies: Setting recommended limits which the government says is the maximum amount of unhealthy ingredients manufacturers should put into foods, but which are not legally enforceable

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

					nder			Age					Region						
	Weighted 925	Unweighted	1 Total % 100%	Female 499	Male 491	18-24 112	25-39 252	40-59 338	60+ 298	South of England 316	North of England 234	London 132	Midlands 160	Northern Ireland 27	Scotland 83	Wales 48			
Weighted Unweighted	925	933	100%	505	491	79	252	353	306	318	234	129	155	26	89	48			
Strongly support	206	213	22%	22%	22%	18%	20%	25%	22%	15%	25%	18%	33%	29%	24%	24%			
Support	339	345	37%	37%	36%	43%	33%	35%	40%	43%	38%	36%	33%	22%	30%	25%			
Neither	250	244	27%	29%	25%	29%	33%	25%	23%	29%	25%	30%	22%	41%	24%	33%			
Oppose	84	85	9%	9%	9%	7%	10%	9%	9%	8%	8%	11%	9%	5%	14%	10%			
Strongly oppose	46	46	5%	3%	7%	3%	4%	7%	5%	5%	4%	6%	3%	4%	9%	8%			
strongly oppose	40	40	576	576	//6	576	470	7.76	5.6	576	14 /D	0.6	576	470	7.0	0,6			
				Edu	cation			٠	lousehold income				Childre	n			Number of a	dults in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	925		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		933		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	206	213	22%	22%	22%	25%	20%	22%	24%	18%	19%	22%	26%	20%	19%	25%	21%	21%	29%
Support	339	345	37%	42%	35%	29%	41%	43%	29%	30%	56%	37%	37%	37%	24%	29%	39%	39%	32%
Neither	250	244	27%	23%	29%	33%	27%	21%	30%	27%	19%	27%	24%	29%	31%	31%	26%	28%	11%
Oppose	84	85	9%	10%	9%	10%	7%	10%	10%	14%	0%	9%	8%	11%	18%	11%	9%	6%	22%
Strongly oppose	46	46	5%	3%	6%	3%	5%	4%	7%	12%	6%	5%	5%	4%	8%	5%	5%	6%	6%
					EU referer				Past vote 2019 General E			Social		1					
	Weighted	Unweighted	d Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	925		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		933		442	421	137	343	266	100	149	142	550	450						
Strongly support	206	213	22%	23%	23%	19%	20%	27%	18%	18%	30%	24%	21%						
Support	339	345	37%	38%	37%	34%	41%	35%	39%	31%	31%	38%	34%						
Neither	250	244	27%	27%	23%	36%	24%	26%	26%	35%	24%	24%	31%						
Oppose	84	85	9%	8%	11%	8%	9%	7%	10%	12%	9%	9%	9%						
Strongly oppose	46	46	5%	5%	6%	4%	5%	5%	6%	4%	6%	5%	5%						
											1								

To what extent, if at all, would you support or oppose the following policies: Requiring manufacturers to clearly label how healthy or unhealthy their products are on the packaging

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	inder			Age	1				Region						
	Weighted	Unweighted	Total %	Female		18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	955		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		961		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	351	364	37%	36%	38%	32%	30%	37%	44%	34%	41%	29%	41%	44%	37%	38%			
Support	367	374	38%	37%	40%	34%	39%	38%	40%	39%	35%	43%	38%	27%	40%	39%			
Neither	175	164	18%	21%	16%	25%	24%	18%	11%	22%	18%	20%	13%	29%	12%	17%			
Oppose	44	44	5%	5%	4%	5%	5%	4%	4%	4%	5%	5%	5%	0%	6%	6%			
Strongly oppose	18	15	2%	2%	2%	4%	1%	2%	1%	1%	2%	2%	2%	0%	4%	0%			
				Edu	cation			н	ousehold income				Children	1			Number of ac	luits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	955		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		961		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	351	364	37%	37%	36%	38%	36%	38%	38%	31%	42%	38%	32%	40%	33%	35%	39%	34%	27%
Support	367	374	38%	43%	37%	38%	40%	39%	33%	31%	50%	39%	42%	35%	25%	37%	38%	42%	40%
Neither	175	164	18%	14%	20%	20%	18%	17%	19%	30%	0%	17%	19%	19%	37%	21%	18%	16%	15%
Oppose	44	44	5%	6%	4%	3%	4%	4%	8%	7%	4%	4%	6%	3%	5%	4%	4%	6%	18%
Strongly oppose	18	15	2%	0%	3%	1%	3%	2%	1%	0%	4%	2%	1%	3%	0%	2%	2%	3%	0%
				1	EU referen	dum	1		Past vote 2019 General E	Jection	1	Social	arada	1					
	Weighted	Unweighted	Total %	Remain		I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	955		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		961		442	421	137	343	266	100	149	142	550	450						
Strongly support	351	364	37%	39%	38%	29%	40%	36%	37%	29%	39%	38%	36%						
Support	367	374	38%	42%	38%	32%	36%	46%	46%	31%	37%	40%	36%						
Neither	175	164	18%	14%	17%	30%	19%	13%	10%	30%	18%	16%	21%						
Oppose	44	44	5%	4%	5%	7%	3%	4%	6%	7%	5%	4%	5%	1					
Strongly oppose	18	15	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%						

To what extent, if at all, would you support or oppose the following policies: Requiring manufacturers to put warning labels on the packaging of unhealthy foods explaining the risks associated with a poor diet

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

Weighted Unweighted Storogly support Support Neither Oppose Strongly oppose	Weighted 953 299 370 197 62 26	Unweighted 959 307 381 186 58 27	Total % 100% 31% 39% 21% 6% 3%		nder Male 491 493 32% 40% 20% 4% 4%	18-24 112 79 27% 30% 29% 12% 2%	25-39 252 262 26% 39% 6% 3%	Age 40-59 338 353 35% 35% 5% 5% 4%	60+ 298 306 43% 15% 6% 1%	South of England 316 318 26% 44% 21% 5% 4%	North of England 234 235 34% 37% 19% 8% 2%	London 132 129 43% 24% 7% 1%	Region Midlands 160 155 37% 33% 20% 7% 3%	Northern Ireland 27 26 51% 24% 25% 0% 0%	Scotland 83 89 37% 37% 14% 9% 3%	Wales 48 31% 32% 28% 6% 3%			
			1	Edu	cation			н	ousshold income				Children			ĺ	Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	953		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		959		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	299	307	31%	35%	30%	32%	33%	33%	23%	35%	34%	31%	35%	31%	16%	28%	33%	32%	22%
Support	370	381	39%	36%	39%	37%	39%	41%	44%	28%	48%	38%	36%	47%	43%	41%	40%	35%	29%
Neither	197	186	21%	20%	21%	21%	20%	18%	22%	25%	19%	20%	22%	16%	35%	22%	20%	21%	18%
Oppose	62	58	6%	7%	7%	7%	6%	5%	8%	7%	0%	7%	5%	5%	3%	8%	4%	8%	22%
Strongly oppose	26	27	3%	2%	3%	3%	2%	2%	3%	6%	0%	3%	2%	2%	3%	1%	2%	4%	8%
	Weighted	Unweighted		Remain	EU referer	I did not vote		Labour	Past vote 2019 General E Liberal Democrat	I did not vote	Other	Social ABC1	C2DE						
Weighted	953		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		959		442	421	137	343	266	100	149	142	550	450						
Strongly support	299	307	31%	31%	33%	29%	32%	29%	30%	30%	38%	31%	32%						
Support	370	381	39%	42%	40%	29%	39%	43%	50%	28%	37%	42%	35%						
Neither	197	186	21%	18%	19%	30%	21%	18%	12%	30%	17%	20%	22%						
Oppose	62	58	6%	6%	6%	9%	5%	8%	3%	9%	6%	6%	8%						
Strongly oppose	26	27	3%	3%	3%	2%	3%	2%	5%	2%	2%	2%	4%						

To what extent, if at all, would you support or oppose the following policies: Requiring manufacturers to sell unhealthy food in standardised, plain packaging, without any branding (such as colours, images or corporate logos) Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Gen	nder İ			Age	1				Region						
	Weighted	Unweighted	Total %		Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	937	onweighted	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		942		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	162	172	17%	18%	16%	18%	18%	17%	16%	14%	19%	17%	24%	19%	14%	16%			
Support	255	255	27%	29%	25%	38%	30%	24%	25%	29%	26%	33%	24%	19%	26%	23%			
Neither	281	279	30%	30%	30%	28%	33%	31%	27%	31%	31%	29%	27%	35%	24%	39%			
Oppose	160	152	17%	15%	19%	15%	13%	18%	20%	15%	17%	15%	22%	20%	20%	14%			
Strongly oppose	78	84	8%	7%	10%	1%	6%	10%	12%	11%	7%	6%	3%	7%	15%	9%			
				Educ	cation			н	lousehold income				Children	n			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	937		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		942		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	162	172	17%	35%	30%	17%	16%	23%	13%	16%	21%	16%	21%	16%	26%	16%	17%	18%	34%
Support	255	255	27%	36%	39%	25%	30%	26%	32%	23%	29%	26%	32%	29%	25%	24%	29%	28%	19%
Neither	281	279	30%	20%	21%	33%	30%	29%	32%	22%	23%	30%	27%	33%	25%	32%	29%	32%	13%
Oppose	160	152	17%	7%	7%	15%	18%	14%	17%	30%	17%	18%	15%	16%	15%	16%	18%	15%	29%
Strongly oppose	78	84	8%	2%	3%	11%	7%	7%	6%	9%	10%	10%	5%	6%	8%	12%	8%	7%	5%
			I		EU referen	dum	I		Past vote 2019 General E	lection.		Social	anda	1					
	Weighted	Unweighted	Total %			I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	937		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		942		442	421	137	343	266	100	149	142	550	450						
Strongly support	162	172	17%	16%	19%	15%	16%	18%	21%	12%	27%	19%	15%						
Support	255	255	27%	29%	27%	26%	27%	34%	25%	23%	23%	30%	24%						
	281	279	30%	30%	27%	36%	27%	29%	28%	38%	28%	30%	30%						
Neither														1					
Neither Oppose	160	152	17%	17%	16%	20%	19%	12%	16%	23%	14%	17%	18%						

To what extent, if at all, would you support or oppose the following policies: Banning adverts for unhealthy foods

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	219	227	22%	23%	21%	13%	20%	23%	25%	20%	21%	25%	25%	21%	28%	12%			
Support	287	296	29%	30%	28%	30%	28%	26%	32%	32%	26%	30%	27%	16%	28%	32%			
Neither support nor oppose	319	312	32%	31%	33%	39%	36%	31%	27%	30%	32%	34%	32%	47%	30%	33%			
Oppose	129	123	13%	13%	12%	14%	12%	15%	11%	14%	13%	9%	13%	16%	12%	17%			
Strongly oppose	46	42	5%	3%	5%	3%	5%	4%	5%	5%	8%	2%	2%	0%	2%	6%			
				Edu	cation			н	ousehold income				Children				Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	219	227	22%	26%	21%	19%	23%	27%	17%	17%	24%	22%	24%	22%	17%	23%	25%	21%	21%
Support	287	296	29%	34%	27%	25%	30%	34%	31%	32%	25%	28%	32%	32%	23%	29%	27%	18%	18%
Neither support nor oppose	319	312	32%	27%	33%	38%	33%	25%	27%	24%	31%	32%	27%	36%	34%	32%	30%	21%	21%
Oppose	129	123	13%	9%	14%	13%	12%	10%	16%	19%	7%	13%	13%	8%	21%	12%	12%	26%	26%
Strongly oppose	46	42	5%	4%	5%	5%	2%	4%	8%	7%	13%	5%	4%	2%	5%	4%	5%	13%	13%
				I	EU refere	ndum	I		rast vote 2019 General E	lection	I	Social	anada						
													-						
Minister of	Weighted 1000	Unweighted		Remain 390	Leave 410	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other 100	ABC1 550	C2DE 450						
Weighted Unweighted	1000	1000	100%	390 442	410	200 137	348 343	259 266	89 100	204 149	100	550	450						
	219	227	22%	442 23%	421 22%	137	343 19%	25%	29%	149	28%	25%	450						
Strongly support Support	219 287	227	22% 29%	23%	22%	19%	32%	25%	29%	20%	28%	25%	27%						
Neither support nor oppose	319	312	32%	31%	29%	40%	30%	30%	25%	43%	26%	29%	35%						
Oppose	129	123	13%	12%	12%	40%	12%	14%	14%	43%	10%	12%	14%						
Strongly oppose	46	42	5%	2%	6%	6%	6%	2%	2%	6%	4%	3%	6%						
strongly oppose	40	42	370	2./0	0.6	0.0	0.0	2.70	2.70	0.6	** /0	370	0.0						

To what extent, if at all, would you support or oppose the following policies: Banning supermarkets from promoting unhealthy foods (e.g. by including them in 'meal deals' or placing them prominently near checkouts)

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	I.				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	onweighted	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	209	214	21%	21%	21%	18%	19%	23%	21%	18%	23%	25%	21%	14%	18%	24%			
Support	277	289	28%	28%	28%	32%	27%	24%	31%	29%	24%	29%	31%	29%	26%	23%			
Neither support nor oppose	323	309	32%	32%	33%	33%	36%	34%	27%	31%	33%	31%	31%	42%	36%	31%			
Oppose	140	140	14%	15%	14%	12%	13%	14%	15%	17%	13%	11%	11%	9%	17%	15%			
Strongly oppose	51	48	5%	5%	5%	4%	6%	5%	6%	4%	8%	3%	5%	6%	3%	8%			
				I	. 1						1					1			1
				Edu	cation			н	usehold income				Children				Number of ad	ults in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	209	214	21%	25%	19%	23%	20%	25%	15%	23%	27%	20%	25%	20%	27%	22%	21%	25%	25%
Support	277	289	28%	37%	25%	24%	28%	36%	28%	30%	36%	27%	28%	36%	11%	30%	26%	15%	15%
Neither support nor oppose	323	309	32%	23%	35%	31%	35%	25%	35%	36%	27%	33%	29%	31%	37%	31%	36%	33%	33%
Oppose	140	140	14%	12%	15%	15%	15%	11%	17%	8%	3%	15%	12%	11%	14%	13%	13%	14%	14%
Strongly oppose	51	48	5%	3%	6%	8%	3%	3%	6%	4%	7%	5%	5%	2%	12%	4%	4%	13%	13%
					EU referen	idum			ast vote 2019 General El	ection		Social	grade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Strongly support	209	214	21%	22%	20%	20%	18%	25%	23%	19%	23%	23%	18%						
Support	277	289	28%	30%	29%	20%	31%	26%	35%	18%	34%	32%	23%						
Neither support nor oppose	323	309	32%	31%	29%	41%	31%	30%	23%	45%	25%	28%	37%						
Oppose	140	140	14%	13%	15%	14%	15%	16%	14%	11%	11%	13%	15%						
Strongly oppose	51	48	5%	3%	7%	6%	6%	2%	5%	8%	6%	3%	7%						

D	EM	\mathbf{O}	S

To what extent, if at all, would you support or oppose the following policies: Banning schools from giving children unhealthy food

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	ander			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	321	330	32%	31%	34%	21%	25%	32%	42%	28%	34%	34%	35%	45%	35%	21%			
Support	325	340	32%	34%	32%	25%	31%	33%	36%	36%	28%	38%	29%	17%	34%	35%			
Neither support nor oppose	261	243	26%	27%	25%	41%	32%	26%	15%	27%	27%	20%	26%	31%	21%	37%			
Oppose	65	64	6%	6%	7%	10%	9%	5%	4%	7%	6%	7%	6%	5%	7%	8%			
Strongly oppose	29	23	3%	2%	3%	3%	3%	3%	3%	2%	5%	0%	4%	2%	3%	0%			
					cation				lousehold income				Children	1			Number of a	duits in household	
	Weighted	Unweighted					20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	321	330	32%	38%	30%	34%	31%	35%	26%	42%	42%	33%	33%	29%	23%	32%	34%	17%	17%
Support	325	340	32%	35%	31%	27%	32%	39%	41%	25%	41%	32%	34%	35%	22%	35%	29%	24%	24%
Neither support nor oppose	261	243	26%	20%	28%	28%	29%	19%	26%	20%	14%	26%	24%	29%	33%	24%	29%	34%	34%
Oppose	65	64	6%	6%	7%	6%	7%	5%	6%	10%	3%	6%	7%	5%	19%	6%	7%	11%	11%
Strongly oppose	29	23	3%	1%	4%	5%	1%	1%	1%	2%	0%	3%	2%	2%	3%	3%	0%	13%	13%
				I	EU refere	ndum			Past vote 2019 General E	licetion	I	Socials	anda	1					
			T . 1								Other		C2DE						
Weighted	Weighted 1000	Unweighted	100%	390 Kemain	Leave 410	l did not vote 200	Conservative 348	Labour 259	Liberal Democrat 89	l did not vote 204	100	ABC1 550	450						
Unweighted	1000	1000	10076	442	410	137	343	266	100	149	142	550	450						
Strongly support	321	330	32%	34%	32%	28%	345	31%	32%	28%	37%	35%	29%						
Support	321	340	32%	34%	32%	17%	39%	33%	38%	17%	35%	37%	27%						
Neither support nor oppose	261	243	26%	24%	21%	41%	18%	29%	17%	42%	21%	22%	31%						
Oppose	65	64	6%	5%	7%	9%	5%	7%	13%	6%	5%	4%	9%						
Strongly oppose	29	23	3%	1%	3%	6%	4%	0%	0%	6%	2%	2%	4%						
strongly oppose	27	25	576		576	0.0	-70	578	576	576	2.70	2.70	476	I.					

To what extent, if at all, would you support or oppose the following policies: Banning unhealthy foods on public transport (e.g. buses and trains)

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	200	206	20%	19%	21%	17%	16%	20%	24%	17%	22%	27%	22%	20%	19%	6%			
Support	227	237	23%	22%	24%	28%	23%	21%	23%	23%	25%	27%	20%	20%	18%	14%			
Neither support nor oppose	328	313	33%	34%	31%	33%	36%	33%	30%	37%	27%	28%	31%	47%	33%	42%			
Oppose	153	158	15%	18%	13%	17%	14%	15%	16%	16%	12%	15%	18%	7%	17%	21%			
Strongly oppose	93	86	9%	7%	11%	5%	12%	10%	8%	8%	13%	3%	8%	6%	13%	17%			
				I												1			1
				Edu	cation			н	ousehold income				Children				Number of ad	luits in household	
	Weighted	Unweighted					20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	200	206	20%	25%	18%	19%	21%	19%	24%	24%	20%	19%	24%	19%	17%	19%	24%	28%	28%
Support	227	237	23%	27%	21%	20%	21%	30%	28%	18%	20%	21%	29%	27%	7%	23%	22%	13%	13%
Neither support nor oppose	328	313	33%	27%	35%	35%	34%	30%	21%	33%	29%	34%	28%	36%	31%	33%	29%	32%	32%
Oppose	153	158	15%	15%	15%	13%	19%	13%	16%	11%	19%	17%	10%	13%	23%	15%	16%	10%	10%
Strongly oppose	93	86	9%	6%	11%	13%	5%	7%	12%	13%	12%	9%	8%	5%	23%	9%	8%	17%	17%
				1	EU referer	ndum			Past vote 2019 General E	ection		Social	arada						
	Weighted	Unweighted	Total %	Romain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	onweighted	100%	390	410	200	348	259	89	204	100	550	450						
Unweighted	1000	1000	100%	442	410	137	343	266	100	149	142	550	450						
	200	206	20%	442 23%	421	137	343 18%	266	28%	149	21%	23%	450						
Strongly support Support	200	206	20%	23%	27%	16%	26%	24%	28%	15%	21%	23%	20%						
Support Neither support nor oppose	328	313	23%	32%	27%	46%	26%	32%	21%	48%	27%	25%	20%						
Oppose	153	158	15%	17%	14%	46%	17%	32%	24%	48%	12%	15%	16%						
Strongly oppose	93	86	9%	6%	12%	14%	17%	6%	6%	12%	9%	7%	13%						
strongly oppose	95	00	776	076	12.76	1076	11./6	0./6	0/6	1376	7 76	/ 76	13%						

To what extent, if at all, would you support or oppose the following policies: Banning unhealthy foods from public spaces (e.g. parks and city centres)

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Gen	der			Age					Region			
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48
Strongly support	153	158	15%	15%	16%	16%	16%	16%	14%	13%	17%	19%	15%	22%	12%	10%
Support	217	218	22%	21%	22%	24%	24%	19%	22%	22%	24%	26%	16%	13%	26%	17%
Neither support nor oppose	326	320	33%	35%	31%	35%	33%	34%	30%	33%	28%	31%	39%	45%	26%	34%
Oppose	207	212	21%	21%	21%	18%	16%	22%	25%	23%	16%	23%	21%	9%	26%	19%
Strongly oppose	97	92	10%	9%	10%	7%	11%	10%	9%	9%	13%	2%	9%	10%	10%	19%

				Ed	lucation			Houset	nold income			1		Children			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	673	179	113	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	153	158	15%	20%	14%	15%	15%	16%	16%	20%	15%	14%	20%	14%	12%	15%	18%	21%	21%
Support	217	218	22%	25%	21%	17%	19%	29%	22%	21%	29%	20%	30%	22%	14%	23%	24%	24%	24%
Neither support nor oppose	326	320	33%	28%	34%	36%	33%	33%	24%	21%	33%	33%	26%	42%	21%	33%	30%	25%	25%
Oppose	207	212	21%	19%	21%	19%	23%	17%	22%	28%	10%	22%	15%	14%	35%	20%	20%	16%	16%
Strongly oppose	97	92	10%	8%	11%	12%	9%	5%	15%	9%	13%	10%	9%	8%	18%	10%	8%	13%	13%

					EU Refere	ndum		Pas	t vote 2019 General Electio	n		S	ocial grade
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450
Unweighted		1000		442	421	137	343	266	100	149	142	550	450
Strongly support	153	158	15%	16%	16%	11%	14%	17%	19%	13%	19%	17%	14%
Support	217	218	22%	22%	22%	20%	21%	25%	22%	17%	24%	25%	18%
Neither support nor oppose	326	320	33%	33%	29%	39%	31%	31%	31%	40%	28%	31%	34%
Oppose	207	212	21%	21%	21%	20%	24%	21%	21%	16%	19%	20%	22%
Strongly oppose	97	92	10%	8%	11%	10%	10%	7%	7%	14%	11%	8%	12%

To what extent, if at all, would you support or oppose the following policies: Requiring hospitals to provide healthy options for meals for in-patients

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted			Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	421	431	42%	45%	40%	35%	33%	43%	51%	39%	44%	41%	45%	49%	48%	34%			
Support	329	345	33%	31%	35%	22%	34%	34%	35%	37%	30%	30%	32%	24%	29%	40%			
Neither support nor oppose	206	186	21%	20%	21%	35%	30%	19%	10%	21%	19%	24%	18%	28%	19%	21%			
Oppose	32	32	3%	4%	2%	6%	3%	3%	2%	2%	5%	3%	2%	0%	4%	5%			
Strongly oppose	12	6	1%	0%	1%	2%	0%	1%	2%	0%	3%	1%	2%	0%	0%	0%			
				1							1					1			ī
				Edu	cation			н	ousehold income				Children				Number of a	idults in household	
	Weighted	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	Weighted 1000	-	Total % 100%	260	700	262	342	187	81	35	23	679	1 173	109	38	1 235	2 520	207	37
Unweighted	1000	1000	100%	260 328	700 601	262 257	342 334	187 195	81 86	35 41	23 27	679 673	179	109 113	38 35	237	535	207 200	37 28
	1000	1000 431	100% 42%	260 328 45%	700	262	342 334 43%	187 195 46%	81 86 42%	35 41 41%	23 27 48%	679 673 43%	179 40%	109	38 35 28%		535 42%	207 200 21%	37 28 21%
Unweighted	1000 421 329	1000 431 345	100% 42% 33%	260 328 45% 37%	700 601 41% 31%	262 257	342 334 43% 35%	187 195	81 86 42% 36%	35 41 41% 39%	23 27 48% 28%	679 673	179 40% 30%	109 113 44% 33%	38 35 28% 38%	237	535 42% 31%	207 200 21% 25%	37 28
Unweighted Strongly support Support Neither support nor oppose	1000 421 329 206	1000 431 345 186	100% 42% 33% 21%	260 328 45% 37% 15%	700 601 41% 31% 22%	262 257 41% 32% 23%	342 334 43% 35% 19%	187 195 46% 33% 18%	81 86 42% 36% 18%	35 41 41% 39% 20%	23 27 48% 28% 15%	679 673 43% 33% 20%	179 40% 30% 26%	109 113 44% 33% 17%	38 35 28% 38% 27%	237 45% 33% 19%	535 42% 31% 23%	207 200 21% 25% 27%	37 28 21% 25% 27%
Unweighted Strongly support Support	1000 421 329 206 32	1000 431 345	100% 42% 33% 21% 3%	260 328 45% 37% 15% 3%	700 601 41% 31% 22% 3%	262 257 41% 32% 23% 3%	342 334 43% 35% 19% 3%	187 195 46% 33% 18% 1%	81 86 42% 36% 18% 3%	35 41 41% 39% 20% 0%	23 27 48% 28% 15% 3%	679 673 43% 33% 20% 3%	179 40% 30% 26% 3%	109 113 44% 33% 17% 6%	38 35 28% 38% 27% 8%	237 45% 33% 19% 3%	535 42% 31% 23% 3%	207 200 21% 25% 27% 14%	37 28 21% 25% 27% 14%
Unweighted Strongly support Support Neither support nor oppose	1000 421 329 206	1000 431 345 186	100% 42% 33% 21%	260 328 45% 37% 15%	700 601 41% 31% 22%	262 257 41% 32% 23%	342 334 43% 35% 19%	187 195 46% 33% 18%	81 86 42% 36% 18%	35 41 41% 39% 20%	23 27 48% 28% 15%	679 673 43% 33% 20%	179 40% 30% 26%	109 113 44% 33% 17%	38 35 28% 38% 27%	237 45% 33% 19%	535 42% 31% 23%	207 200 21% 25% 27%	37 28 21% 25% 27%
Unweighted Strongly support Support Neither support nor oppose Oppose	1000 421 329 206 32	1000 431 345 186 32 6	100% 42% 33% 21% 3% 1%	240 328 45% 37% 15% 3% 0%	700 601 41% 31% 22% 3% 2%	262 257 41% 32% 23% 3% 1%	342 334 43% 35% 19% 3% 0%	187 195 46% 33% 18% 1%	81 86 42% 36% 18% 3%	35 41 41% 39% 20% 0% 0%	23 27 48% 28% 15% 3%	679 673 43% 33% 20% 3%	179 40% 30% 26% 3% 1%	109 113 44% 33% 17% 6%	38 35 28% 38% 27% 8%	237 45% 33% 19% 3%	535 42% 31% 23% 3%	207 200 21% 25% 27% 14%	37 28 21% 25% 27% 14%

	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450
Unweighted		1000		442	421	137	343	266	100	149	142	550	450
Strongly support	421	431	42%	45%	41%	39%	45%	44%	48%	33%	44%	44%	39%
Support	329	345	33%	34%	38%	20%	37%	32%	37%	23%	35%	35%	30%
Neither support nor oppose	206	186	21%	18%	16%	34%	14%	19%	13%	37%	19%	17%	25%
Oppose	32	32	3%	3%	4%	3%	2%	5%	2%	4%	2%	3%	4%
Strongly oppose	12	6	1%	0%	1%	3%	1%	0%	0%	3%	0%	1%	2%

To what extent, if at all, would you support or oppose the following policies: Ensuring there is a shop in every neighbourhood that stocks affordable healthy food

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Ge	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	j	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	304	308	30%	35%	26%	32%	31%	30%	30%	27%	32%	36%	32%	41%	28%	22%			
Support	342	353	34%	36%	33%	35%	33%	35%	34%	37%	29%	34%	34%	20%	38%	43%			
Neither support nor oppose	280	269	28%	24%	32%	27%	30%	28%	27%	28%	27%	23%	29%	39%	28%	34%			
Oppose	44	45	4%	4%	5%	3%	4%	5%	5%	6%	5%	3%	3%	0%	5%	0%			
Strongly oppose	30	25	3%	2%	3%	3%	2%	2%	4%	2%	6%	4%	3%	0%	0%	0%			
			l	Edu	cation			н	pusehold income		1		Children			1	Number of ad	luits in household	1
													Children						
	Weighted	Unweighted			No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	304	308	30%	33%	30%	38%	29%	27%	28%	20%	21%	29%	30%	34%	41%	29%	34%	30%	30%
Support	342	353	34%	37%	33%	32%	37%	39%	27%	30%	40%	33%	39%	35%	26%	34%	33%	26%	26%
Neither support nor oppose	280	269	28%	23%	29%	23%	28%	29%	31%	36%	30%	29%	26%	24%	31%	29%	28%	24%	24%
Oppose	44	45	4%	5%	4%	4%	5%	2%	10%	11%	0%	5%	4%	4%	0%	5%	2%	6%	6%
Strongly oppose	30	25	3%	3%	3%	3%	1%	3%	4%	2%	10%	3%	1%	3%	2%	2%	3%	15%	15%
					EU Referen				ast vote 2019 General E			Social	-						
	Weighted	Unweighted				I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Strongly support	304	308	30%	29%	30%	33%	27%	35%	24%	31%	33%	30%	31%						
Support	342	353	34%	36%	37%	25%	35%	38%	37%	25%	35%	35%	33%						
Neither support nor oppose	280	269	28%	28%	24%	36%	27%	21%	31%	38%	26%	28%	29%						
Oppose	44	45	4%	5%	6%	1%	7%	3%	5%	2%	6%	5%	3%						
Strongly oppose	30	25	3%	2%	3%	5%	4%	2%	2%	4%	1%	3%	4%						

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To what extent, if at all, would you support or oppose the following policies: Limiting the number of fast-food restaurants allowed in a neighbourhood

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			ĺ	Ger	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	248	253	25%	25%	25%	19%	17%	28%	30%	22%	26%	22%	28%	32%	25%	29%			
Support	306	317	31%	31%	31%	37%	30%	30%	30%	31%	34%	34%	29%	14%	28%	22%			
Neither support nor oppose	294	278	29%	30%	28%	35%	33%	27%	26%	32%	25%	31%	28%	37%	29%	29%			
Oppose	106	109	11%	10%	11%	4%	15%	11%	9%	10%	7%	11%	12%	11%	16%	17%			
Strongly oppose	47	43	5%	4%	5%	5%	5%	5%	4%	5%	8%	2%	3%	7%	2%	2%			
					cation				ousehold income				Children			ľ	Number of ad	ults in household	
	Weighted	Unweighted					20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	248	253	25%	25%	25%	26%	26%	26%	24%	15%	15%	25%	25%	25%	11%	26%	25%	19%	19%
Support	306	317	31%	36%	29%	28%	31%	35%	34%	33%	44%	30%	34%	34%	21%	30%	30%	24%	24%
Neither support nor oppose	294	278	29%	22%	31%	29%	31%	24%	30%	26%	15%	30%	28%	27%	29%	29%	31%	26%	26%
Oppose	106	109	11%	13%	10%	11%	10%	11%	10%	19%	16%	10%	9%	6%	36%	10%	10%	17%	17%
Strongly oppose	47	43	5%	3%	5%	6%	2%	5%	2%	7%	9%	5%	4%	8%	2%	4%	4%	13%	13%
					EU Referen	dum			Past vote 2019 General El	action		Social g	rade						
	Weighted	Unweighted	Total %	Remain	Leave	l did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	3	100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Strongly support	248	253	25%	24%	28%	20%	26%	26%	21%	20%	30%	27%	22%						
Support	306	317	31%	34%	33%	20%	34%	34%	36%	17%	33%	34%	27%						
Neither support nor oppose	294	278	29%	28%	23%	45%	25%	26%	30%	44%	24%	25%	35%						
Oppose	106	109	11%	12%	11%	7%	10%	11%	12%	12%	9%	12%	9%						
Strongly oppose	47	43	5%	3%	5%	8%	6%	2%	2%	7%	4%	3%	7%						
5.7 Oppose																			

To what extent, if at all, would you support or oppose the following policies: Requiring all grocery shops to stock healthy food

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	nder			Age					Region						
	Weighted	Unweighted 1		Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly support	242	244		27%	22%	27%	27%	25%	20%	21%	24%	27%	26%	40%	26%	14%			
Support	346		35%	37%	32%	31%	36%	33%	36%	37%	36%	33%	32%	16%	30%	42%			
Neither support nor oppose	307			28%	34%	37%	30%	30%	29%	30%	27%	30%	31%	32%	39%	38%			
Oppose	75	81	8%	6%	9%	4%	5%	9%	9%	9%	8%	6%	8%	11%	4%	4%			
Strongly oppose	30	28	3%	1%	4%	2%	2%	2%	5%	2%	5%	5%	3%	0%	2%	3%			
			I			I										1			1
					cation			н	ousehold income				Children				Number of a	duits in household	
	Weighted	Unweighted 1				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly support	242		24%	24%	24%	28%	22%	26%	21%	23%	7%	22%	27%	28%	35%	25%	28%	16%	16%
Support	346		35%	38%	33%	33%	35%	35%	36%	29%	51%	33%	36%	42%	34%	35%	31%	47%	47%
Neither support nor oppose	307		31%	25%	33%	30%	33%	29%	29%	29%	22%	33%	29%	23%	28%	29%	32%	23%	23%
Oppose	75	81	8%	9%	7%	6%	9%	7%	11%	9%	9%	9%	6%	5%	0%	8%	7%	0%	0%
Strongly oppose	30	28	3%	3%	3%	3%	1%	3%	3%	10%	10%	3%	2%	2%	2%	2%	2%	14%	14%
			I		EU Refere	ndum	I		Past vote 2019 General E	lection.		Social	anda						
							_						-						
	Weighted	Unweighted 1				I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Strongly support	242		24%	23%	24%	27%	20%	29%	26%	22%	30%	25%	23%						
Support	346		35%	37%	37%	25%	38%	37%	32%	25%	36%	36%	32%						
Neither support nor oppose	307		31%	29%	27%	41%	29%	26%	28%	43%	25%	29%	33%						
Oppose	75	81	8%	8%	9%	3%	9%	6%	9%	6%	7%	7%	8%						
Strongly oppose	30	28	3%	3%	3%	3%	3%	2%	4%	4%	2%	3%	4%	l					

Do you think the following should or should not be a priority for the government: Requiring schools to provide classes teaching children about how to eat healthily

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			G	iender			Age	1				Region						
	Weighted	Unweighted Tota		A	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	100		491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000	505	493	79	262	353	306	318	235	129	155	26	89	48			
Should	722	739 72		70%	56%	64%	74%	84%	74%	71%	70%	72%	71%	70%	82%			
Should not	142		12%	17%	23%	19%	14%	7%	15%	16%	11%	14%	8%	13%	14%			
Don't know	136	117 14	14%	13%	21%	17%	12%	9%	11%	13%	19%	14%	21%	17%	4%			
			Ed	lucation			н	ousehold income		1		Children				Number of ad	ults in household	1
	Weighted	Unweighted Tota	al % Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000	100		700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000	328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Should	722	739 72		71%	72%	73%	69%	75%	78%	82%	74%	68%	68%	68%	74%	73%	56%	56%
Should not	142		16%	13%	14%	14%	20%	14%	14%	9%	12%	19%	19%	15%	14%	11%	17%	17%
Don't know	136	117 14	1% 7%	16%	15%	12%	11%	11%	8%	9%	14%	13%	13%	17%	12%	15%	27%	27%
				EU Referen				Past vote 2019 General E			Social	-						
	Weighted	Unweighted Tota			I did not vote		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	100		410	200	348	259	89	204	100	550	450						
Unweighted		1000	442	421	137	343	266	100	149	142	550	450						
Should	722	739 72		75%	59%	77%	73%	80%	61%	70%	74%	70%						
Should not	142		14%	15%	14%	14%	14%	11%	14%	19%	15%	14%						
Don't know	136	117 14	1% 9%	11%	27%	10%	13%	8%	25%	10%	11%	16%						

Do you think the following should or should not be a priority for the government: A public awareness campaign teaching adults how to eat healthily

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Ger	nder	1		Age					Region						
	Weighted	Unweighted T	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Should	643		64%	68%	62%	45%	61%	66%	73%	66%	63%	63%	63%	75%	64%	66%			
Should not	198			17%	22%	30%	21%	19%	16%	18%	22%	24%	21%	4%	13%	23%			
Don't know	158	142	16%	15%	16%	26%	18%	15%	11%	16%	15%	12%	16%	21%	24%	11%			
					cation				ousehold income				Children			1	Number of a	duits in household	
	Weighted	Unweighted T				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Should	643		64%	68%	63%	64%	66%	65%	67%	65%	78%	63%	67%	68%	68%	67%	63%	41%	41%
Should not	198		20%	23%	19%	17%	21%	21%	22%	24%	16%	20%	20%	22%	16%	18%	22%	40%	40%
Don't know	158	142	16%	10%	18%	19%	13%	15%	11%	11%	5%	17%	13%	10%	16%	15%	16%	18%	18%
					EU Refere	ndum		I	Past vote 2019 General E	ection		Social	l grade						
	Weighted	Unweighted T	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Should	643	664	64%	71%	65%	49%	70%	65%	74%	50%	65%	69%	59%						
Should not	198		20%	18%	21%	22%	17%	21%	25%	21%	19%	19%	21%						
Don't know	158	142	16%	11%	14%	29%	13%	14%	2%	29%	16%	13%	20%						

Do you think the following should or should not be a priority for the government: Adding nutrients to foods (e.g. adding iron to breakfast cereals)

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Should	530	537	53%	55%	52%	44%	55%	57%	50%	52%	48%	62%	54%	54%	50%	59%			
Should not	255	254	25%	25%	26%	34%	23%	22%	29%	26%	31%	22%	22%	15%	24%	19%			
Don't know	216	209	22%	20%	22%	22%	23%	21%	21%	21%	21%	16%	24%	31%	26%	22%			
				Edu	cation			н	ousehold income				Children	1			Number of ac	luits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Should	530	537	53%	58%	51%	52%	52%	59%	59%	53%	57%	51%	53%	59%	69%	53%	52%	50%	50%
Should not	255	254	25%	26%	26%	24%	28%	21%	30%	33%	27%	25%	30%	25%	9%	26%	27%	19%	19%
Don't know	216	209	22%	16%	23%	23%	20%	20%	11%	13%	16%	24%	16%	15%	22%	21%	21%	32%	32%
					EU Referen	ndum			Past vote 2019 General El	action		Socia	il grade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Should	530	537	53%	57%	51%	49%	53%	54%	59%	52%	48%	56%	49%						
Should not	255	254	25%	23%	30%	21%	30%	25%	23%	19%	28%	24%	27%						
Don't know	216	209	22%	21%	18%	30%	18%	21%	17%	29%	24%	20%	24%						

Do you think the following should or should not be a priority for the government: Ensuring foods don't include unhealthy additives (such as nitrates in bacon, which some manufacturers use to preserve it and give it a salty flavour) Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019- 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder	1		Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Should	597	623	60%	62%	59%	44%	55%	60%	70%	58%	59%	63%	63%	67%	56%	55%			
Should not	221	210	22%	20%	24%	35%	23%	22%	16%	23%	25%	22%	20%	8%	20%	21%			
Don't know	181	167	18%	18%	17%	21%	22%	18%	14%	19%	16%	14%	17%	25%	24%	24%			
				1															
				Edu	cation			н	ousehold income				Children	1			Number of ad	ults in household	
	Weighted	Unweighted	Total %	Degree	No degree	e <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Should	597	623	60%	70%	56%	57%	63%	62%	64%	68%	65%	60%	62%	56%	52%	62%	59%	44%	44%
Should not	221	210	22%	20%	23%	18%	23%	23%	26%	17%	27%	21%	23%	27%	24%	21%	23%	25%	25%
Don't know	181	167	18%	10%	21%	25%	13%	15%	9%	15%	8%	19%	15%	17%	25%	17%	18%	31%	31%
					EU Refere	andum			Past vote 2019 General E	lection		Social	grada						
	Weighted	Unweighted	Total %		Leave	I did not vote		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Should	597	623	60%	68%	59%	44%	62%	63%	70%	46%	60%	65%	53%						
Should not	221	210	22%	18%	27%	21%	25%	19%	21%	22%	20%	22%	23%						
Don't know	181	167	18%	14%	14%	34%	12%	18%	8%	32%	21%	13%	24%	1					

In general, do you think it would be a good or bad thing if the following changes were made to the meals you frequently eat? - Changing the ingredients to be healthier while maintaining similar taste and texture (e.g. low fat cheese instead of regular cheese) Base. Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1		. 1				1										
					nder			Age					Region						
Weighted	Weighted 1000	Unweighted	1 otal % 100%	Female 499	Male 491	18-24 112	25-39 252	40-59 338	60+ 298	South of England 316	North of England 234	London 132	Midlands 160	Northern Ireland 27	Scotland 83	Wales 48			
Unweighted	1000	1000	100%	505	491	79	262	353	306	318	234	132	155	27	89	48			
Very good	309	316	31%	34%	28%	26%	262	34%	32%	27%	35%	32%	32%	36%	31%	25%			
Fairly good	347	356	35%	33%	37%	34%	34%	34%	36%	38%	28%	38%	34%	28%	37%	38%			
Neither good nor bad	268	258	27%	27%	27%	32%	31%	27%	20%	27%	26%	25%	25%	32%	27%	33%			
Fairly bad	57	53	6%	5%	6%	5%	5%	4%	8%	5%	8%	4%	7%	0%	4%	4%			
Very bad	20	17	2%	1%	2%	3%	2%	0%	4%	2%	4%	0%	2%	3%	1%	0%			
Very bud	20		2.70	1,0	2.0	5,5	2.70	0.0	470	270	476	0,0	270	570	170	0,0			
																1			
				Educ	ation			н	ousehold income				Children				Number of a	adults in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very good	309	316	31%	33%	30%	32%	27%	37%	31%	31%	39%	30%	34%	33%	25%	34%	28%	16%	16%
Fairly good	347	356	35%	37%	34%	33%	34%	40%	38%	42%	30%	36%	34%	27%	33%	34%	37%	30%	30%
Neither good nor bad	268	258	27%	23%	28%	28%	30%	19%	25%	28%	24%	25%	28%	31%	35%	25%	30%	20%	20%
Fairly bad	57	53	6%	5%	6%	5%	6%	3%	4%	0%	3%	6%	3%	8%	7%	5%	4%	21%	21%
Very bad	20	17	2%	2%	2%	2%	2%	0%	2%	0%	3%	3%	0%	1%	0%	1%	2%	13%	13%
			ĺ		EU Referen	ndum		I	Past vote 2019 General E	lection		Social g	grade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Very good	309	316	31%	33%	30%	28%	32%	31%	35%	26%	33%	33%	28%						
Fairly good	347	356	35%	37%	37%	24%	36%	37%	41%	25%	37%	39%	30%						
Neither good nor bad	268	258	27%	24%	26%	35%	24%	26%	21%	36%	24%	24%	31%						
Fairly bad	57	53	6%	4%	5%	9%	5%	5%	3%	9%	4%	4%	8%						
Very bad	20	17	2%	1%	2%	4%	2%	2%	0%	3%	2%	1%	3%						

In general, do you think it would be a good or bad thing if the following changes were made to the meals you frequently eat? -Reducing the portion size in line with government guidelines

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Ger	orter			Age	1				Region						
	Weighted	Unweighted	T . 10		Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	25-39	338	298	316	234	132	160	27	83	48			
Unweighted	1000	1000	10070	505	493	79	262	353	306	318	235	129	155	26	89	48			
Very good	230	241	23%	28%	18%	17%	25%	21%	26%	22%	23%	23%	24%	19%	19%	31%			
Fairly good	315	328	31%	32%	31%	28%	31%	32%	33%	34%	28%	33%	34%	28%	27%	24%			
Neither good nor bad	325	307	32%	29%	36%	38%	35%	32%	29%	33%	36%	26%	31%	47%	31%	29%			
Fairly bad	95	93	10%	8%	11%	11%	8%	11%	8%	9%	7%	15%	6%	3%	18%	10%			
Very bad	35	31	4%	2%	4%	6%	2%	3%	5%	2%	5%	3%	4%	3%	4%	6%			
					,				'										
					cation				ousehold income				Children	1			Number of a	duits in household	
	Weighted	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very good	230	241	23%	26%	21%	19%	24%	26%	19%	21%	38%	23%	23%	23%	22%	25%	24%	16%	16%
Fairly good	315	328	31%	38%	29%	28%	31%	38%	39%	42%	27%	30%	37%	30%	34%	35%	35%	22%	22%
Neither good nor bad	325	307	32%	24%	35%	37%	35%	25%	27%	27%	27%	34%	27%	35%	20%	29%	30%	33%	33%
Fairly bad	95	93	10%	9%	10%	12%	8%	9%	10%	10%	4%	9%	10%	10%	22%	9%	8%	6%	6%
Very bad	35	31	4%	3%	4%	4%	3%	1%	4%	0%	3%	4%	2%	3%	2%	2%	3%	23%	23%
					EU Referen	ndum			Past vote 2019 General E	lection	1	Social g	grade	ĺ					
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Very good	230	241	23%	33%	30%	28%	23%	24%	31%	16%	26%	27%	18%						
Fairly good	315	328	31%	37%	37%	24%	36%	33%	30%	21%	35%	35%	28%						
Neither good nor bad	325	307	32%	24%	26%	35%	29%	32%	31%	45%	23%	29%	37%						
Fairly bad	95	93	10%	4%	5%	9%	9%	9%	8%	11%	12%	8%	11%						
Very bad	35	31	4%	1%	2%	4%	3%	3%	0%	7%	3%	2%	6%						
			. 1											1					

In general, do you think it would be a good or bad thing if the following changes were made to the meals you frequently eat? Swapping elements of the meal for a different, healthier option, such as fruit rather than crisps in a 'meal deal' Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Ger	nder	1		Age	1				Region						
	Weighted	Unweighted	Total W		Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	onweighted	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very good	307	316	31%	36%	26%	30%	27%	29%	36%	28%	38%	31%	33%	17%	25%	22%			
Fairly good	351	364	35%	33%	38%	28%	39%	35%	35%	40%	24%	42%	32%	48%	37%	40%			
Neither good nor bad	274	257	27%	24%	30%	28%	28%	31%	22%	28%	28%	21%	27%	34%	31%	29%			
Fairly bad	47	45	5%	6%	4%	12%	4%	4%	3%	3%	6%	5%	7%	0%	5%	6%			
Very bad	21	18	2%	1%	2%	2%	2%	1%	4%	1%	4%	2%	1%	0%	2%	4%			
						1										1			
					cation				ousehold income				Children				Number of a	duits in household	
	Weighted	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very good	307	316	31%	34%	30%	29%	31%	35%	25%	33%	42%	31%	30%	31%	26%	32%	29%	23%	23%
Fairly good	351	364	35%	39%	33%	32%	35%	40%	45%	41%	24%	33%	37%	39%	46%	38%	38%	23%	23%
Neither good nor bad	274	257	27%	21%	30%	32%	28%	21%	22%	24%	26%	29%	26%	23%	23%	24%	26%	26%	26%
Fairly bad	47	45	5%	4%	5%	5%	5%	3%	4%	2%	7%	4%	5%	6%	5%	5%	5%	14%	14%
Very bad	21	18	2%	2%	2%	2%	0%	1%	5%	0%	0%	3%	2%	1%	0%	1%	2%	14%	14%
			I		EU Refere	ndun	l		Past vote 2019 General E	lection	1	Social	mate	1					
	Weighted	Unweighted	Total %		Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted	1000	1000	10070	442	421	137	343	266	100	149	142	550	450						
Very good	307	316	31%	34%	30%	26%	30%	35%	36%	23%	32%	34%	27%						
Fairly good	351	364	35%	35%	40%	25%	40%	34%	38%	25%	39%	36%	34%						
Neither good nor bad	274	257	27%	24%	24%	41%	24%	24%	25%	41%	23%	25%	30%						
Fairly bad	47	45	5%	5%	5%	5%	4%	6%	1%	5%	5%	4%	6%						
Very bad	21	18	2%	1%	2%	4%	2%	2%	0%	5%	1%	1%	3%						
	21	10	-~~		- /0			270	270	570	170	1.00	570	I					

How concerned, if at all, are you about the amount of the following in foods sold in grocery shops and supermarkets?- Sugar

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	inder			Age					Region						
	Weighted	Unweighted	d Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very concerned	307	315	31%	32%	30%	29%	25%	29%	38%	33%	28%	31%	32%	38%	22%	30%			
Fairly concerned	400	405	40%	39%	40%	33%	44%	41%	38%	38%	43%	47%	34%	23%	45%	41%			
Not very concerned	214 80	208 72	21%	22%	21%	27% 10%	23% 8%	22% 7%	16% 8%	21% 8%	20%	17% 5%	23%	29% 10%	27% 6%	24%			
Not at all concerned	80	12	8%	6%	9%	10%	8%	7%	8%	8%	10%	5%	10%	10%	6%	4%			
																1			
				Edu	cation			н	ousehold income				Children	•			Number of a	duits in household	
	Weighted	Unweighted	d Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very concerned	307	315	31%	33%	30%	32%	29%	35%	29%	33%	32%	31%	34%	25%	25%	33%	28%	34%	34%
Fairly concerned	400	405	40%	43%	39%	38%	39%	43%	45%	40%	36%	39%	41%	44%	39%	43%	40%	36%	36%
Not very concerned	214	208	21%	16%	23%	23%	23%	18%	19%	18%	17%	21%	20%	23%	36%	19%	23%	16%	16%
Not at all concerned	80	72	8%	7%	8%	7%	9%	3%	6%	9%	15%	9%	6%	8%	0%	6%	9%	13%	13%
Weighted Unweighted Very concerned Fairly concerned Not very concerned	Weighted 1000 307 400 214	Unweighted 1000 315 405 208	d Total % 100% 31% 40% 21%		EU Referer Leave 410 421 31% 42% 18%	ndum I did not vote 200 137 29% 30% 27%	Conservative 348 343 31% 42% 20%	Labour 259 266 32% 45% 19%	Past voto 2019 General I Liberal Democrat 89 100 38% 36% 19%	Sector I did not vote 204 149 24% 32% 29%	Other 100 142 34% 42% 19%	Social g ABC1 550 33% 42% 19%	grado C2DE 450 28% 38% 25%						
Not at all concerned	80	72	8%	5%	9%	13%	20%	4%	7%	16%	4%	6%	10%						
ivot at all concerned	80	/2	8%	5%	9%	13%	0%	4%	/%	16%	4%	0%	10%	1					

How concerned, if at all, are you about the amount of the following in foods sold in grocery shops and supermarkets?- Salt

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very concerned	276	282	28%	28%	28%	28%	26%	27%	30%	25%	29%	32%	29%	34%	21%	28%			
Fairly concerned	399	409	40%	40%	41%	38%	40%	41%	39%	42%	39%	44%	35%	27%	46%	34%			
Not very concerned	242	235	24%	25%	23%	24%	27%	24%	22%	24%	22%	21%	26%	33%	28%	33%			
Not at all concerned	83	74	8%	7%	9%	10%	6%	8%	10%	9%	10%	4%	11%	6%	5%	4%			
					cation				lousehold income				Children			I	Munchasta	duits in household	l
													Children						
	Weighted	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very concerned	276	282	28%	29%	27%	30%	27%	29%	24%	29%	37%	27%	31%	25%	25%	28%	29%	28%	28%
Fairly concerned	399	409	40%	44%	38%	34%	42%	45%	47%	35%	36%	38%	47%	41%	33%	43%	38%	36%	36%
Not very concerned	242	235	24%	19%	26%	29%	23%	21%	24%	27%	12%	25%	17%	27%	43%	23%	24%	23%	23%
Not at all concerned	83	74	8%	8%	9%	8%	9%	5%	6%	9%	15%	10%	5%	6%	0%	6%	9%	13%	13%
					EU Referen	ndum			Past vote 2019 General E	lection		Socia	l grade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	annaightea	100%	390	410	200	348	259	89	204	100	550	450						
Unweighted	.000	1000	100%	442	410	137	343	266	100	149	142	550	450						
Very concerned	276	282	28%	26%	29%	27%	28%	29%	31%	21%	32%	29%	25%						
Fairly concerned	399	409	40%	46%	38%	33%	42%	43%	44%	30%	41%	42%	38%						
Not very concerned	242	235	24%	24%	23%	26%	21%	24%	18%	33%	25%	22%	27%						
Not at all concerned	83	74	8%	4%	10%	14%	9%	4%	7%	16%	3%	7%	10%	1					
Not at all concerned	05	74	576	/0	.576	/6	* /4		, /6	10.06	578	//0	1076	I					

How concerned, if at all, are you about the amount of the following in foods sold in grocery shops and supermarkets?- Fat

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very concerned	284	290	28%	29%	28%	29%	28%	28%	29%	27%	27%	36%	30%	34%	24%	26%			
Fairly concerned	377	394	38%	39%	37%	28%	38%	39%	40%	38%	41%	38%	35%	27%	36%	35%			
Not very concerned	253	241	25%	25%	25%	31%	27%	24%	23%	25%	23%	20%	24%	33%	34%	33%			
Not at all concerned	86	75	9%	7%	9%	13%	7%	8%	9%	10%	9%	5%	11%	6%	6%	6%			
			1		ation				iousehold income				Childre					duits in household	
	Weighted	Unweighted					20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very concerned	284	290	28%	33%	27%	28%	26%	31%	30%	31%	36%	26%	38%	33%	23%	30%	31%	36%	36%
Fairly concerned	377	394	38%	38%	37%	34%	41%	40%	39%	35%	34%	39%	35%	38%	31%	40%	34%	26%	26%
Not very concerned	253	241	25%	21%	27%	28%	24%	25%	24%	25%	15%	26%	22%	23%	41%	23%	25%	22%	22%
Not at all concerned	86	75	9%	8%	9%	9%	9%	4%	7%	9%	15%	10%	6%	7%	4%	6%	10%	16%	16%
			_		EU Referen				Past vote 2019 General E			Social	-						
	Weighted	Unweighted			Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted Unweighted	1000	4000	100%	390	410	200	348	259	89	204	100	550	450						
		1000	0.000	442	421	137	343	266	100	149	142	550 31%	450						
		290	28%	27%	30%	27% 21%	30%	31%	29%	20%	33%		25%						
Very concerned	284						42%	39%	40%	28%	38%	38%	37%	1					
Very concerned Fairly concerned	377	394	38%	44%	39%														
Very concerned		394 241 75	38% 25% 9%	44% 24% 4%	39% 22% 9%	21% 36% 16%	20%	25% 4%	24% 7%	34% 18%	25% 4%	23% 7%	28% 10%						

How concerned, if at all, are you about the amount of the following in foods sold in grocery shops and supermarkets?- Red meat

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	nder			Age					Region						
	Weighted	Unweighted T		emale	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000			499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very concerned	151			19%	11%	22%	15%	16%	12%	13%	13%	22%	16%	22%	12%	20%			
Fairly concerned	262			27%	26%	24%	32%	27%	21%	27%	27%	34%	22%	15%	24%	20%			
Not very concerned	401			40%	40%	35%	40%	42%	40%	41%	39%	31%	38%	54%	54%	41%			
Not at all concerned	186	173	19%	14%	23%	18%	13%	16%	27%	19%	21%	13%	25%	9%	11%	19%			
			1	Educ	ation			F	lousehold income				Childre	n			Number of a	duits in household	
	Weighted	Unweighted T	Total %	Degree 1	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very concerned	151	156	15%	19%	14%	12%	15%	20%	13%	7%	27%	13%	20%	20%	16%	15%	18%	13%	13%
Fairly concerned	262		26%	30%	25%	24%	21%	32%	38%	40%	20%	24%	34%	28%	31%	29%	26%	31%	31%
Not very concerned	401	400		36%	41%	43%	42%	37%	36%	33%	31%	41%	39%	38%	42%	41%	40%	25%	25%
Not at all concerned	186	173	19%	15%	20%	20%	21%	11%	13%	19%	22%	23%	8%	14%	11%	15%	15%	31%	31%
			1				1				1			1					
					EU Referen	dum			Past vote 2019 General El	ection		Social	-						
	Weighted	Unweighted T		Remain	Leave	I did not vote		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
	1000		100%	390	410	200	348	259	89	204	100	550	450						
Weighted	1000					137	343	266	100	149	142	550	450						
Unweighted		1000		442	421														
Unweighted Very concerned	151	156		15%	14%	16%	11%	18%	16%	13%	23%	17%	13%						
Unweighted Very concerned Fairly concerned	151 262	156 271	26%	15% 32%	14% 23%	16% 21%	11% 23%	35%	28%	19%	27%	28%	24%						
Unweighted Very concerned	151	156 271 400	26% 40%	15%	14%	16%	11%												

How concerned, if at all, are you about the amount of the following in foods sold in grocery shops and supermarkets?- Processed meat

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Gen	der			Age					Region						
	Weighted	Unweighted Tota			Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	10		199	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Very concerned	265	272 27		0%	24%	33%	23%	28%	25%	26%	27%	28%	29%	27%	20%	28%			
Fairly concerned	370	384 37		7%	37%	28%	41%	35%	39%	37%	41%	42%	34%	28%	36%	26%			
Not very concerned	274	262 27		7%	28%	29%	29%	28%	25%	29%	21%	24%	28%	39%	37%	37%			
Not at all concerned	90	82 9	%	6%	11%	10%	7%	9%	11%	9%	12%	6%	10%	6%	6%	10%			
			1	Educa	ation			H	ousehold income				Childre	n			Number of a	duits in household	
	Weighted	Unweighted Tota	al % De	aree N	lo degree	<£20k	20.000 - £39.999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000	10		260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Very concerned	265	272 27		1%	25%	27%	24%	30%	31%	19%	35%	25%	32%	31%	25%	27%	28%	37%	37%
Fairly concerned	370	384 37		1%	35%	31%	38%	39%	42%	44%	39%	37%	41%	34%	28%	41%	36%	27%	27%
Not very concerned	274	262 27		0%	30%	32%	30%	25%	20%	24%	15%	28%	22%	26%	39%	25%	27%	17%	17%
Not at all concerned	90	82 9		9%	9%	10%	8%	5%	6%	13%	11%	10%	6%	9%	7%	7%	9%	18%	18%
			. 1																
			1		EU Referen				Past vote 2019 General El			Social	-						
					Leave	I did not vote	Conservative	Labour	Liberal Democrat 89	l did not vote 204	Other	ABC1	C2DE						
	Weighted	Unweighted Tota				000					100	550	450	1					
Weighted	Weighted 1000	10	0% 3	390	410	200	348	259											
Unweighted	1000	100	0% 3	390 142	410 421	137	343	266	100	149	142	550	450						
Unweighted Very concerned	1000	100 1000 272 27	0% 3 % 2	390 142 15%	410 421 29%	137 23%	343 26%	266 31%	100 27%	149 20%	142 32%	29%	24%						
Unweighted Very concerned Fairly concerned	1000 265 370	100 1000 272 27 384 37	0% 3 1% 2 1% 4	390 142 15% 11%	410 421 29% 36%	137 23% 31%	343 26% 39%	266 31% 39%	100 27% 45%	149 20% 27%	142 32% 40%	29% 38%	24% 35%						
Unweighted Very concerned	1000	100 1000 272 27 384 37 262 27	0% 3 1% 2 1% 4 1% 2	390 142 15%	410 421 29%	137 23%	343 26%	266 31%	100 27%	149 20%	142 32%	29%	24%						

In general, do you think healthy or unhealthy meals tend to...- Taste better

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Healthy meals, by a long way	184	198	18%	22%	15%	16%	25%	19%	13%	15%	22%	27%	17%	15%	11%	19%			
Healthy meals, slightly	214	213	21%	23%	19%	28%	24%	18%	21%	24%	21%	25%	15%	20%	23%	16%			
Neither - there's no difference between healthy and unhealthy meals	356	353	36%	34%	38%	32%	30%	36%	41%	37%	30%	34%	39%	43%	34%	42%			
regarding this																			
Unhealthy meals, slightly	156	152	16%	14%	18%	15%	13%	17%	16%	17%	16%	10%	16%	17%	16%	14%			
Unhealthy meals, by a long way	90	84	9%	8%	10%	9%	8%	10%	9%	7%	10%	4%	13%	5%	16%	9%			
				E-thu	cation				tousehold income		1		Childre				Number of e	duits in household	
																	-		
	Weighted 1000	Unweighted	Total % 100%			<£20k	20,000 - £39,999	£40,000-£59,999 187	£60,000-£79,999 81	£80,000-£99,999	£100,000+	0 679	1	2 109	3+	1	2	3-4	More than - 37
Weighted	1000		100%	260	700	262	342			35	23		173		38	235	520	207	
Unweighted Healthy meals, by a long way	184	1000 198	18%	328 24%	601 16%	257 18%	334 20%	195 17%	86 19%	41 23%	27	673 17%	179 22%	113 24%	35 22%	237 19%	535 19%	200	28 16%
Healthy meals, by a long way Healthy meals, slightly	214	213	21%	24%	20%	16%	20%	28%	26%	23%	32%	17%	22%	24%	22%	22%	22%	32%	32%
leither - there's no difference between healthy and unhealthy meals				23/6	20.6	10.6	10.6	20,6						17.05		22.70	22.0	32.%	
regarding this	356	353	36%	31%	37%	40%	34%	35%	29%	36%	35%	39%	27%	31%	32%	35%	37%	20%	20%
			16%	15%	16%	16%	17%	13%	21%	8%	17%	16%	12%	20%	18%	16%	16%	16%	16%
								6%	4%									15%	15%
Unhealthy meals, slightly Unhealthy meals, by a long way	156 90	152 84		5%	10%	10%	11%			8%		10%	5%	9%	8%	8%	6%		
Unhealthy meals, slightly Unhealthy meals, by a long way			9%	5%	10%	10%	11%	676	4%	8%	0%	10%	5%	9%	8%	8%	6%	1370	
				5%	10%	10%	11%	676	4%	8%	0%	10%	5%	9%	8%	8%	6%	1378	
	90	84	9%		EU Reference	dum			Past vota 2019 General Ele	action		Social	rade	976	8%	8%	6%	1370	
Unhealthy meals, by a long way	90 Weighted		9% Total %	Remain	EU Reference	i dum I did not vote	Conservative	Labour	Past vote 2019 General Ele Liberal Democrat	iction	Other	Social g	rade C2DE	9%	8%	8%	6%	132	
Unhealthy meals, by a long way Weighted	90	84 Unweighted	9%	Remain 390	EU Reference Leave 410	dum I did not vote 200	Conservative 348	Labour 259	Past vote 2019 General Ele Liberal Democrat 89	iction I did not vote 204	Other 100	Social g ABC1 550	rade C2DE 450	9%	8%	8%	6%	132	
Unhealthy meals, by a long way Weighted Unweighted	90 Weighted 1000	84 Unweighted 1000	9% Total % 100%	Remain 390 442	EU Reference Leave 410 421	dum I did not vote 200 137	Conservative 348 343	Labour 259 266	Past vote 2019 General Ele Liberal Democrat 89 100	iction I did not vote 204 149	Other 100 142	Social g ABC1 550 550	rade C2DE 450 450	9%	8%	8%	6%	12.0	
Unhealthy meals, by a long way Weighted Unweighted Healthy meals, by a long way	90 Weighted 1000 184	84 Unweighted 1000 198	9% Total % 100% 18%	Remain 390 442 21%	EU Reference Leave 410 421 18%	dum I did nat vate 200 137 15%	Conservative 348 343 17%	Labour 259 266 23%	Past vots 2019 General Ek Liberal Democrat 89 100 21%	I did not vote 204 149 12%	Other 100 142 22%	Social (ABC1 550 550 18%	rade C2DE 450 19%	9%	8%	8%	6%	15.0	
Unhealthy meals, by a long way Weighted Unweighted Healthy meaks, by a long way Healthy meaks, lighthy	90 Weighted 1000	84 Unweighted 1000	9% Total % 100%	Remain 390 442	EU Reference Leave 410 421	dum I did not vote 200 137	Conservative 348 343	Labour 259 266	Past vote 2019 General Ele Liberal Democrat 89 100	iction I did not vote 204 149	Other 100 142	Social g ABC1 550 550	rade C2DE 450 450	9%	8%	8%	6%	154	
Unhealthy meals, by a long way Weighted Unweighted Healthy mask, by a long way Healthy mask, sighthy ther - there's no difference between healthy meals	90 Weighted 1000 184	84 Unweighted 1000 198	9% Total % 100% 18%	Remain 390 442 21%	EU Reference Leave 410 421 18%	dum I did nat vate 200 137 15%	Conservative 348 343 17%	Labour 259 266 23%	Past vots 2019 General Ek Liberal Democrat 89 100 21%	I did not vote 204 149 12%	Other 100 142 22%	Social (ABC1 550 550 18%	rade C2DE 450 19%	9%	8%	8%	6%	154	
Unhealthy meals, by a long way Weighted Unweighted Heialty meals, by a long way	90 Weighted 1000 184 214	84 Unweighted 1000 198 213	9% Total % 100% 18% 21%	Remain 390 442 21% 23%	EU Reference Leave 410 421 18% 23%	idum I did not vote 200 137 15% 15%	Conservative 348 343 17% 21%	Labour 259 266 23% 24%	Past vote 2019 General Ele Liberal Democrat 89 100 21% 25%	iction I did not vote 204 149 12% 15%	Other 100 142 22% 25%	Social (ABC1 550 550 18% 26%	nde C2DE 450 19% 16%	vs	8%	8%	6%		

In general, do you think healthy or unhealthy meals tend to...- Be easier to prepare

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted	Total %			18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%		491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Healthy meals, by a long way	125	137	12%	17%	9%	14%	16%	13%	8%	11%	16%	17%	11%	13%	7%	9%			
Healthy meals, slightly	220	215	22%	22%	23%	35%	29%	18%	16%	20%	25%	29%	19%	20%	21%	19%			
either - there's no difference between healthy and unhealthy meals	480	480	48%	43%	53%	33%	37%	51%	59%	54%	43%	39%	46%	52%	54%	50%			
regarding this																			
Unhealthy meals, slightly	126	124	13%		12%	12%	12%	13%	13%	12%	10%	12%	15%	10%	16%	17%			
Unhealthy meals, by a long way	50	44	5%	6%	3%	6%	6%	4%	4%	3%	6%	4%	10%	5%	3%	5%			
				Edu	cation			1	Household Income				Children	1			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%		700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Healthy meals, by a long way	125	137	12%	19%	10%	11%	13%	15%	8%	18%	20%	10%	18%	18%	7%	13%	15%	7%	7%
Healthy meals, slightly	220	215	22%	22%	22%	21%	20%	24%	24%	32%	17%	18%	33%	27%	22%	21%	26%	29%	29%
either - there's no difference between healthy and unhealthy meals	480																		
regarding this	480	480	48%	43%	50%	49%	49%	45%	44%	41%	49%	53%	36%	35%	48%	49%	44%	35%	35%
						12%	14%	12%	19%	7%	4%	13%	7%	16%	16%	14%	9%	15%	15%
Unhealthy meals, slightly	126	124	13%	12%	13%														
Unhealthy meals, slightly Unhealthy meals, by a long way	126 50	124 44	13% 5%	12% 4%	13% 5%	6%	3%	5%	5%	2%	10%	5%	5%	3%	8%	4%	5%	14%	14%
				4%		6%		5%		2%		5% Social gr	5% sde					14%	14%
Unhealthy meals, by a long way	50 Weighted		5% Total %	4%	5% EU Referen Leave	6% dum I did not vote		5% Labour	5%	2% ection I did not vote	10%	5% Social g ABC1	5% ede C2DE					14%	14%
Unhealthy meals, by a long way Weighted	50	44 Unweighted	5%	4% Remain 390	5% EU Referen Leave 410	6% dum I did not vote 200	3% Conservative 348	5% Labour 259	5% Past vote 2019 General El Liberal Democrat 89	2% ection I did not vote 204	10% Other 100	5% Social g ABC1 550	5% ade C2DE 450					14%	14%
Unhealthy meals, by a long way Weighted Unweighted	50 Weighted 1000	44 Unweighted 1000	5% Total % 100%	4% Remain 390 442	5% EU Referen Leave 410 421	6% dum I did not vote 200 137	3% Conservative 348 343	5% Labour 259 266	5% Past vote 2019 General El Liberal Democrat 89 100	2% ection I did not vote 204 149	0ther 100 142	5% Social g ABC1 550 550	5% ado C2DE 450 450					14%	14%
Unhealthy meals, by a long way Weighted Unweighted Healthy meals, by a long way	50 Weighted 1000 125	44 Unweighted 1000 137	5% Total % 100% 12%	4% Remain 390 442 14%	5% EU Referer Leave 410 421 12%	6% dum I did not vote 200 137 10%	3% Conservative 348 343 10%	5% Labour 259 266 17%	5% Pest vote 2019 General ES Liberal Democrat 89 100 16%	2% ection I did not vote 204 149 6%	0ther 10% 100 142 18%	5% Social gr ABC1 550 15%	5% ado C2DE 450 450 9%					14%	14%
Unhealthy meals, by a long way Weighted Unweighted Healthy meals, by a long way Healthy meals, sightly	50 Weighted 1000	44 Unweighted 1000	5% Total % 100%	4% Remain 390 442 14%	5% EU Referen Leave 410 421	6% dum I did not vote 200 137	3% Conservative 348 343	5% Labour 259 266	5% Past vote 2019 General El Liberal Democrat 89 100	2% ection I did not vote 204 149	0ther 100 142	5% Social g ABC1 550 550	5% ado C2DE 450 450					14%	14%
Unhealthy meals, by a long way Weighted Unweighted Healthy meals, by a long way Healthy meals, Lighthy	50 Weighted 1000 125 220 480	44 Unweighted 1000 137	5% Total % 100% 12%	4% Remain 390 442 14%	5% EU Referer Leave 410 421 12%	6% dum I did not vote 200 137 10%	3% Conservative 348 343 10%	5% Labour 259 266 17%	5% Past voto 2019 General IB Liberal Democrat 89 100 10% 24% 49%	2% ection 1 did not vote 204 149 6% 17% 53%	0ther 10% 100 142 18%	5% Social gr ABC1 550 15%	5% ado C2DE 450 450 9%					14%	14%
Unhealthy meals, by a long way Weighted Unweighted Halthy meals, fug a long way Halthy meals, fug a long way Halthy meals, fughtly	50 Weighted 1000 125 220	44 Unweighted 1000 137 215	5% Total % 100% 12% 22%	4% Remain 390 442 14% 22% 47% 13%	5% EU Referent Leave 410 421 12% 23%	6% dum I did not vote 200 137 10% 20%	3% Conservative 348 343 10% 22%	5% Labour 259 266 17% 27%	5% Past voto 2019 General IB Liberal Democrat 87 100 10% 24%	2% ection I did not vote 204 149 6% 17%	0ther 100 142 18% 19%	5% Social gr ABC1 550 550 15% 22%	5% c2DE 450 9% 22%					14%	14%

In general, do you think healthy or unhealthy meals tend to...- Take longer to prepare

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

Weighted Unweighted Heality meak, by a long way Heality meak, sightly Naither - there's no difference between heality and unheality meak Meaning and the sightly Unheality meak, sightly Unheality meak, by a long way	Weighted 1 1000 138 297 501 43 21	1000 144 1 304 3 494 5 41 4	00% 4 5 14% 1 30% 3 50% 4 4% 5	Gander amale Male 499 491 505 493 16% 12% 33% 27% 45% 55% 5% 4% 2% 1%	18-24 112 79 18% 39% 38% 3% 3%	25-39 252 262 19% 32% 43% 3% 3%	Age 40-59 338 353 16% 28% 51% 4% 1%	60+ 298 306 6% 27% 5% 5% 3%	South of England 316 318 11% 35% 50% 3% 1%	North of England 234 235 12% 29% 51% 4% 4%	London 132 129 20% 26% 49% 4% 1%	kegion Midlands 160 155 17% 27% 47% 6% 3%	Northern Ireland 27 26 9% 20% 67% 4% 0%	Scotland 83 89 15% 27% 49% 7% 2%	Wales 48 48 10% 30% 55% 2% 2%			
	Weighted	Unweighted To	stal % De	Education	e <£20k	20,000 - £39,999	H	tousehold income £60,000-£79,999	£80,000-£99,999	£100,000+	0	Childrer 1	2	3+	1	Number of ad	luits in household 3-4	More than 4
Weighted	1000			260 700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328 601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Healthy meals, by a long way	138			15% 13%	16%	16%	14%	6%	6%	6%	11%	19%	18%	36%	14%	15%	12%	12%
Healthy meals, slightly	297	304 3	30% 34	34% 28%	28%	30%	30%	34%	27%	26%	26%	41%	37%	20%	29%	31%	40%	40%
either - there's no difference between healthy and unhealthy meals	501	494 5	50% 4	45% 52%	48%	49%	53%	49%	55%	58%	56%	34%	39%	43%	52%	48%	32%	32%
regarding this Unhealthy meals, slightly	43	41 4	4% 4	4% 4%	5%	4%	2%	10%	8%	3%	5%	3%	4%	0%	3%	5%	0%	0%
	43			476 476 2% 2%	3%	476	2%	1%	4%	3%	2%	2%	4%	0%	1%	5%	16%	16%
Unhealthy meals, by a long way	21	· · ·																
Unneattry meait, dy a long way	21	17	1										1					
unneatny meas, by a long way	21	D		EU Refere	ndum	1	1	Past vote 2019 General Ele	iction		Social gr							
	Weighted I	Unweighted To:	otal % Rer	EU Refere	I did not voti		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted		Unweighted To: 10	otal % Rer 00% 3	EU Refere emain Leave 390 410	l did not vote 200	348	Labour 259	Liberal Democrat 89	I did not vote 204	100	ABC1 550	C2DE 450						
Weighted Unweighted	Weighted I 1000	Unweighted To 10 1000	otal % Rer 00% 3 4	EU Refere emain Leave 390 410 442 421	l did not voti 200 137	348 343	Labour 259 266	Liberal Democrat 89 100	l did not vote 204 149	100 142	ABC1 550 550	C2DE 450 450						
Weighted Unweighted Healthy math. by a long way	Weighted 1 1000 138	Unweighted Tor 10 1000 144 1	otal % Rer 00% 3 4 14% 11	EU Refore emain Leave 390 410 442 421 12% 15%	l did not vote 200 137 16%	348 343 10%	Labour 259 266 15%	Liberal Democrat 89 100 17%	l did not vote 204 149 12%	100 142 21%	ABC1 550 550 12%	C2DE 450 450 16%						
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In general, do you think healthy or unhealthy meals tend to...- Be cheaper

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	nder			Age	1				Region						
	Weighted	Unweighted	J Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	-	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Healthy meals, by a long way	87	93	9%	10%	8%	16%	10%	9%	5%	5%	11%	10%	10%	7%	8%	14%			
Healthy meals, slightly	153	159	15%	16%	15%	20%	22%	12%	12%	18%	13%	20%	13%	10%	10%	14%			
either - there's no difference between healthy and unhealthy meals	361	351	36%	36%	36%	33%	34%	37%	39%	39%	38%	30%	36%	37%	31%	30%			
regarding this																			
Unhealthy meals, slightly	258	263	26%	25%	28%	17%	22%	27%	31%	25%	23%	34%	22%	35%	30%	18%			
Unhealthy meals, by a long way	141	134	14%	14%	13%	15%	13%	15%	13%	13%	14%	6%	18%	10%	20%	23%			
				Edu	ation				Household income		1		Childre	_		1	Number of a	duits in household	
M - 1 - 1	Weighted 1000	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999 187	£60,000-£79,999 81	£80,000-£99,999	£100,000+	0 679	1	2 109	3+	1	2	3-4	More that
Weighted	1000		100%	260	700	262	342 334	187	81	35	23 27	673	173	109	38	235 237	520	207 200	37
Unweighted Healthy meals, by a long way	87	1000 93	9%	328 10%	601 8%	257 11%	334	195	86 11%	41 6%	27	6/3	179	113	35 12%	237	535 8%	200	28 15%
Healthy meals, by a long way Healthy meals, slightly	153	93 159	9%	19%	14%	14%	14%	17%	17%	22%	20%	12%	21%	23%	12%	16%	14%	15%	19%
ither - there's no difference between healthy and unhealthy meals	153	124	1576	1429	1476	1476	1476	1776	1/76	2276	20%	1276	2176	2376	1429	10%	14%	1976	1976
either - there's no difference between healthy and unnealthy meals regarding this	361	351	36%	33%	37%	32%	37%	39%	27%	39%	36%	40%	32%	25%	25%	34%	42%	33%	33%
Unhealthy meals, slightly	258	263	26%	27%	25%	24%	27%	27%	36%	28%	19%	27%	19%	29%	21%	28%	23%	11%	11%
Unhealthy meals, by a long way	141	134	14%	10%	16%	18%	14%	11%	9%	5%	10%	14%	15%	14%	23%	13%	13%	22%	22%
					EU Referend				Past vote 2019 General El			Social g							
101 C 1 C 1	Weighted 1000	Unweighted	1 Total % 100%	Remain 390	Leave I 410	did not vote 200	Conservative	Labour 259	Liberal Democrat 89	I did not vote 204	Other 100	ABC1 550	C2DE 450	1					
Weighted Unweighted	1000	1000	100%	390 442	410 421	137	348 343	259	100	204	100	550	450	1					
	87	93	9%	442 9%	421	8%	5%	12%	11%	7%	142	8%	450	1					
	153	93 159	9%	9%	17%	8%	16%	22%	14%	7%	13%	16%	976	1					
Healthy meals, by a long way		137	. 3 /6																
Healthy meals, slightly							36%	32%	32%	46%	31%	37%	34%	1					
Healthy meals, slightly	361	351	36%	36%	34%	41%	5070												
Healthy meals, slightly leither - there's no difference between healthy and unhealthy meals		351 263 134	36% 26% 14%	36% 26% 11%	34% 27% 14%	41% 24% 20%	31%	22%	30%	19% 21%	29% 13%	28% 11%	23% 18%						

In general, do you think healthy or unhealthy meals tend to...-Be more satisfying

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

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Ubhealthy meak, by a long way 67 63 76 65 65 156 55 156 156 156 Ubhealthy meak, by a long way 67 63 76 65 65 75 65 65 156 55 156 15	Ubhealthy meak, by a long way 67 63 76 65 65 156 55 156 156 Weighted Unweighted Total N Remain Law 1 del or vote A 75 65 65 65 156 55 156 <		159	152	16%	14%	17%	5% 159	15%	25%	15%	7%	16%	11%	18%	28%	16%	17%	31%	31%
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Unhealty meals, sightly 159 152 16% 14% 23% 14% 16% 14% 21% 13% 15% 17%	Unhealty meals, slightly 159 152 16% 14% 23% 14% 16% 16% 14% 21% 13% 15% 17%		374	362	37%	34%	37%	4% 399	32%	31%	47%	31%	37%	38%	1					
			450	453			4.40/			4.407	24.07	172	452	170	1					
															1					

In general, do you think healthy or unhealthy meals tend to...- Be more available in shops close to your home

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

									1									
				Ge	nder		Age					Region						
	Weighted	Unweighted					-39 40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%		491		52 338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493		62 353	306	318	235	129	155	26	89	48			
Healthy meals, by a long way	112	120	11%				3% 13%	7%	8%	11%	15%	14%	7%	11%	15%			
Healthy meals, slightly	184	191	18%	21%	16%	19% 2	4% 15%	17%	21%	18%	26%	15%	10%	10%	12%			
either - there's no difference between healthy and unhealthy meals	461	449	46%	45%	47%	46% 3	9% 49%	48%	48%	47%	44%	41%	43%	49%	53%			
regarding this																		
Unhealthy meals, slightly	151	155	15%				6% 15%	16%	15%	14%	12%	14%	31%	19%	14%			
Unhealthy meals, by a long way	93	85	9%	9%	9%	13%	96 796	11%	7%	11%	4%	16%	9%	12%	5%			
				e4	cetion			Household Income		I		Childre	_		1	Number of	duits in household	
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	Weighted	Unweighted								£100,000+		1	2	3+	1	2		More tha
Weighted	1000		100%				42 187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601		34 195	86	41	27	673	179	113	35	237	535	200	28
Healthy meals, by a long way	112	120	11%				2% 10%	7%	14%	7%	10%	16%	13%	8%	11%	11%	7%	7%
Healthy meals, slightly	184	191	18%	21%	18%	17% 1	8% 22%	21%	29%	23%	15%	27%	23%	20%	17%	23%	25%	25%
ither - there's no difference between healthy and unhealthy meals	461	449	46%	43%	47%	46% 4	5% 45%	50%	38%	60%	50%	37%	39%	42%	45%	47%	33%	33%
regarding this	151	155	15%	17%		13% 1	5% 14%	20%	15%	10%	15%	12%	16%	17%	17%	12%	15%	15%
Unhealthy meals, slightly	93	85	9%				576 1476 1% 8%	20%	5%	0%	10%	7%	8%	13%	10%	7%	20%	20%
Unhealthy meals, by a long way	93	85	9%	/%	10%	11% 1	1% 8%	2%	5%	0%	10%	/%	8%	13%	10%	/%	20%	20%
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Unweighted Healthy meals, by a long way	1000	1000 120	100%	% Remain 5 390 442 11%	Leave I d 410 421 13%	200 3 137 3 7% 1	48 259 43 266 1% 12%	89 100 11%	204 149 7%	100 142 16%	ABC1 550 550 12%	C2DE 450 450 10%						
Unweighted Healthy meals, by a long way Healthy meals, slightly	1000 112 184	1000 120 191	100% 11% 18%	% Remain 390 442 11% 22%	Leave I d 410 421 13% 18%	I not vote Cons 200 3 137 3 7% 1 11% 1	48 259 43 266 1% 12% 9% 23%	89 100 11% 28%	204 149 7% 8%	100 142 16% 17%	ABC1 550 550 12% 18%	C2DE 450 10% 18%						
Unweighted Healthy meals, by a long way Healthy meals, slightly	1000	1000 120	100%	% Remain 390 442 11% 22%	Leave I d 410 421 13%	I not vote Cons 200 3 137 3 7% 1 11% 1	48 259 43 266 1% 12%	89 100 11%	204 149 7%	100 142 16%	ABC1 550 550 12%	C2DE 450 450 10%						
Unweighted Healthy meals, by a long way Healthy meals, slightly rither - there's no difference between healthy and unhealthy meals	1000 112 184	1000 120 191	100% 11% 18%	% Remain 390 442 11% 22% 44%	Leave I d 410 421 13% 18% 44%	Inot vote Cons 200 3 137 3 7% 1 11% 1 55% 4	48 259 43 266 1% 12% 9% 23%	89 100 11% 28%	204 149 7% 8%	100 142 16% 17%	ABC1 550 550 12% 18%	C2DE 450 10% 18%						

In general, do you think healthy or unhealthy meals tend to ... - Be more available in restaurants and food outlets close to your home

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Gend	er 🛛		Age					Region						
	Weighted	Unweighted			Male 18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%		491 112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000			493 79	262	353	306	318	235	129	155	26	89	48			
Healthy meals, by a long way	115	123	12%		10% 10%	11%	13%	11%	9%	13%	12%	14%	7%	11%	16%			
Healthy meals, slightly	197	206	20%	20%	20% 19%	23%	19%	18%	21%	18%	29%	17%	20%	15%	14%			
either - there's no difference between healthy and unhealthy meals	416	412	42%	42%	42% 38%	37%	45%	43%	43%	41%	41%	40%	37%	42%	50%			
regarding this	179	176				20%	15%	19%	19%	19%	15%	17%	19%	22%				
Unhealthy meals, slightly			18%		19% 18%										8%			
Unhealthy meals, by a long way	92	83	9%	9%	9% 15%	8%	8%	10%	8%	10%	4%	13%	18%	9%	12%			
			I		. 1					I					I			
				Educa				Household Income				Childre	n			Number of ac	duits in household	
	Weighted	Unweighted				20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%		700 262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601 257	334	195	86	41	27	673	179	113	35	237	535	200	28
Healthy meals, by a long way	115	123	12%		11% 12%	13%	10%	8%	10%	11%	10%	16%	12%	15%	12%	10%	16%	16%
Healthy meals, slightly	197	206	20%	24%	18% 19%	18%	26%	21%	27%	23%	17%	34%	16%	12%	18%	24%	14%	14%
ither - there's no difference between healthy and unhealthy meals	416	412	42%	36%	44% 42%	41%	40%	37%	37%	52%	44%	31%	44%	44%	41%	46%	28%	28%
regarding this																		
Unhealthy meals, slightly	179	176	18%		17% 18%	18%	14%	26%	24%	14%	18%	14%	21%	18%	20%	14%	22%	22%
Unhealthy meals, by a long way	92	83	9%	6%	11% 8%	11%	10%	8%	2%	0%	10%	6%	8%	11%	9%	6%	20%	20%
					J Referendum			Past vote 2019 General El			Social g		1					
	Weighted	Unweighted		Remain	Leave I did not		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted _	Weighted 1000	-	Total % 100%	Remain 390	Leave I did not 410 200	348	Labour 259	Liberal Democrat 89	l did not vote 204	100	ABC1 550	C2DE 450						
Unweighted	1000	1000	100%	Remain 390 442	Leave I did not 410 200 421 137	348 343	Labour 259 266	Liberal Democrat 89 100	l did not vote 204 149	100 142	ABC1 550 550	C2DE 450 450						
Unweighted Healthy meals, by a long way	1000	1000 123	100%	Remain 390 442 11%	Leave I did not 410 200 421 137 14% 7%	348 343 11%	Labour 259 266 14%	Liberal Democrat 89 100 11%	l did not vote 204 149 8%	100 142 15%	ABC1 550 550 12%	C2DE 450 450 11%						
Unweighted Healthy meals, by a long way Healthy meals, slightly	1000	1000	100%	Remain 390 442 11%	Leave I did not 410 200 421 137	348 343	Labour 259 266	Liberal Democrat 89 100	l did not vote 204 149	100 142	ABC1 550 550	C2DE 450 450						
Unweighted Healthy meals, by a long way Healthy meals, slightly	1000	1000 123	100%	Remain 390 442 11% 23%	Leave I did not 410 200 421 137 14% 7%	348 343 11%	Labour 259 266 14%	Liberal Democrat 89 100 11%	l did not vote 204 149 8%	100 142 15%	ABC1 550 550 12%	C2DE 450 450 11%						
Unweighted Healthy meals, by a long way Healthy meals, slightly either - there's no difference between healthy and unhealthy meals	1000 115 197	1000 123 206	100% 12% 20%	Remain 390 442 11% 23% 41% 19%	Leave I did not 410 200 421 137 14% 7% 21% 10%	348 343 11% 23%	Labour 259 266 14% 23%	Liberal Democrat 89 100 11% 21%	l did not vote 204 149 8% 9%	100 142 15% 21%	ABC1 550 550 12% 22%	C2DE 450 450 11% 16%						

When you eat unhealthy meals, what is usually your reason for doing so? Please give up to three answers, in order of importance. - Most important

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	nder			Age		1			Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000			499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
It tastes better	295	297	30%	26%	33%	34%	37%	28%	23%	30%	31%	28%	29%	30%	28%	26%			
It's cheaper	127	119	13%	14%	12%	12%	14%	13%	11%	13%	11%	14%	11%	13%	15%	17%			
I never eat unhealthy meals	86	85	9%	8%	10%	7%	4%	8%	14%	8%	10%	11%	9%	6%	5%	4%			
It's easier	82	83	8%	8%	9%	9%	9%	8%	8%	8%	7%	13%	7%	9%	10%	6%			
It takes less time to prepare	77	82	8%	9%	7%	5%	9%	10%	6%	7%	8%	7%	10%	13%	6%	2%			
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	73	79	7%	10%	5%	2%	7%	8%	9%	8%	6%	6%	6%	6%	8%	16%			
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	72	75	7%	7%	8%	1%	4%	9%	10%	7%	5%	4%	10%	11%	8%	11%			
Eating at someone else's house where there are no healthy options	28	31	3%	3%	2%	0%	2%	1%	7%	2%	3%	1%	3%	6%	6%	6%			
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	19	16	2%	2%	2%	7%	2%	2%	0%	2%	2%	3%	2%	0%	2%	0%			
I don't know how to prepare healthy meals	14	13	1%	2%	1%	4%	2%	1%	0%	1%	2%	0%	3%	0%	3%	1%			
There is nowhere nearby to buy healthy food or ingredients from	14	13	1%	1%	1%	4.6	1%	2%	1%	0%	2%	1%	2%	0%	1%	0%			
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	10	4	0%	0%	1%	0%	0%	0%	1%	1%	2.6	0%	1%	0%	0%	0%			
	4																		
None of these	111	103	11%	10%	12%	18%	10%	11%	10%	12%	13%	12%	9%	5%	8%	11%			
Don't know	2	2	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%			
				1 .							1				1				1
				Educ	ation				hold income				Childr	n	1		Number of adults in I		
	Weighted	Unweighted	Total %	Degree	No Degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	Weighted 1000		Total %	Degree 260	No Degree 700	262	342	£40,000-£59,999 187	£60,000-£79,999 81	35	23	0 679	1 173	2 109	38	1 235	2 520	3-4 207	37
Unweighted	1000	1000		Degree 260 328	No Degree 700 601	262 257	342 334	£40,000-£59,999 187 195	£60,000-£79,999 81 86	35 41	23 27	673	1 173 179	2 109 113	38 35	237	2 520 535	3-4 207 200	37 28
Unweighted It tastes better	1000 295	1000 297	30%	Degree 260 328 29%	No Degree 700 601 30%	262 257 25%	342 334 32%	£40,000-£59,999 187 195 32%	£60,000-£79,999 81 86 34%	35 41 30%	23 27 19%	673 27%	1 173 179 34%	2 109 113 36%	38 35 43%	237 30%	2 520 535 28%	3-4 207 200 31%	37 28 42%
Unweighted It tastes better It's cheaper	1000	1000 297 119	30% 13%	Degree 260 328 29% 9%	No Degree 700 601 30% 14%	262 257 25% 18%	342 334 32% 14%	£40,000-£59,999 187 195 32% 9%	£60,000-£79,999 81 86 34% 9%	35 41 30% 5%	23 27 19% 0%	673 27% 13%	1 173 179 34% 8%	2 109 113 36% 9%	38 35 43% 29%	237 30% 15%	2 520 535 28% 12%	3-4 207 200 31% 12%	37 28 42% 17%
Unweighted It tastes better	1000 295 127 86	1000 297 119 85	30% 13% 9%	Degree 260 328 29% 9% 8%	No Degree 700 601 30% 14% 9%	262 257 25% 18% 8%	342 334 32% 14% 9%	£40,000-£59,999 187 195 32% 9% 8%	£60,000-£79,999 81 86 34% 9% 6%	35 41 30% 5% 5%	23 27 19% 0% 15%	673 27% 13% 9%	1 173 179 34% 8% 10%	2 109 113 36% 9% 3%	38 35 43% 29% 3%	237 30% 15% 10%	2 520 535 28% 12% 9%	3-4 207 200 31% 12% 7%	37 28 42% 17% 5%
Unweighted It tastes beter It scheaper I never aut unhealthyr meals It's easier	1000 295	1000 297 119 85 83	30% 13% 9% 8%	Degree 260 328 29% 9% 8% 9%	No Degree 700 601 30% 14% 9% 8%	262 257 25% 18% 8%	342 334 32% 14% 9% 8%	£40,000-£59,999 187 195 32% 9% 8% 8%	640,000-679,999 81 86 34% 9% 6% 8%	35 41 30% 5% 5% 6%	23 27 19% 0% 15% 18%	673 27% 13% 9% 7%	1 173 179 34% 8% 10% 13%	2 109 113 36% 9% 3% 9%	38 35 43% 29% 3% 4%	237 30% 15% 10% 6%	2 520 535 28% 12% 9% 10%	3.4 207 200 31% 12% 7% 8%	37 28 42% 17% 5% 5%
Unweigheid It traiter betrar It's chapar I never as unfhaidhy mais It's easiar It take less time to papare	1000 295 127 86	1000 297 119 85 83 82	30% 13% 9%	Degree 260 328 29% 9% 8% 9% 8%	No Degree 700 601 30% 14% 9%	262 257 25% 18% 8% 8% 9%	342 334 32% 14% 9%	£40,000-£59,999 187 195 32% 9% 8%	£60,000-£79,999 81 86 34% 9% 6% 8% 8%	35 41 30% 5% 5% 6% 3%	23 27 19% 0% 15%	673 27% 13% 9%	1 173 179 34% 8% 10%	2 109 113 36% 9% 3%	38 35 43% 29% 3%	237 30% 15% 10%	2 520 535 28% 12% 9% 10% 7%	3-4 207 200 31% 12% 7%	37 28 42% 17% 5%
Unweighted It trates botter It scheaper I never eat unheably meals It's easier It takes less time to prepare Eating socially (s.g. with finde of unifing) at a restauraum where bere are no heably options	1000 295 127 86	1000 297 119 85 83	30% 13% 9% 8%	Degree 260 328 29% 9% 8% 9%	No Degree 700 601 30% 14% 9% 8%	262 257 25% 18% 8%	342 334 32% 14% 9% 8%	£40,000-£59,999 187 195 32% 9% 8% 8%	£60,000-£79,999 81 86 34% 9% 6% 8% 8% 8% 9%	35 41 30% 5% 5% 6%	23 27 19% 0% 15% 18%	673 27% 13% 9% 7%	1 173 179 34% 8% 10% 13%	2 109 113 36% 9% 3% 9%	38 35 43% 29% 3% 4%	237 30% 15% 10% 6%	2 520 535 28% 12% 9% 10%	3.4 207 200 31% 12% 7% 8%	37 28 42% 17% 5% 5%
Unweighted It trates better It schepar In ever as urhealty mais IK's easier IK's easier Eating socially (e.g. mit hake less time to prepare Eating socially (e.g. mit hake less time to prepare Habbi/mail (e.g. fim and chops on fristys or statudary off takeway)	1000 295 127 86 82 77 73 72	1000 297 119 85 83 82 79 75	30% 13% 9% 8% 8% 7% 7%	Degree 260 328 29% 9% 8% 9% 8% 12% 7%	No Degree 700 601 30% 14% 9% 8% 7% 6% 6% 7%	262 257 25% 18% 8% 9% 7% 4%	342 334 32% 14% 9% 8% 7% 6% 8%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8%	£60,000-£79,999 81 86 34% 9% 6% 8% 8% 8% 8% 9% 9%	35 41 30% 5% 5% 6% 3% 12% 7%	23 27 19% 0% 15% 18% 7% 11% 12%	673 27% 13% 9% 7% 8% 7%	1 173 179 34% 8% 10% 13% 11% 7% 7%	2 109 113 36% 9% 3% 9% 10% 7% 6%	38 35 43% 29% 3% 4% 3% 0% 5%	237 30% 15% 10% 6% 8%	2 520 535 28% 12% 9% 10% 7% 9% 8%	3-4 207 200 31% 12% 7% 8% 8% 6% 6% 7%	37 28 42% 17% 5% 5% 10% 0% 2%
Unweighted It trates botter It scheaper I never eat unheably meals It's easier It takes less time to prepare Eating socially (s.g. with finde of unifing) at a restauraum where bere are no heably options	1000 295 127 86 82 77 73	1000 297 119 85 83 82 79	30% 13% 9% 8% 8% 7%	Degree 260 328 29% 9% 8% 9% 8% 12%	No Degree 700 601 30% 14% 9% 8% 7% 6%	262 257 18% 8% 9% 7%	342 334 32% 14% 9% 8% 7% 6%	£40,000-£59,999 187 195 32% 9% 8% 8% 9% 7%	£60,000-£79,999 81 86 34% 9% 6% 8% 8% 8% 9%	35 41 30% 5% 5% 6% 3% 12%	23 27 19% 0% 15% 18% 7% 11%	673 27% 13% 9% 7% 7% 8%	1 173 179 34% 8% 10% 13% 11% 7%	2 109 113 34% 9% 3% 9% 10% 7%	38 35 43% 29% 3% 4% 3% 0%	237 30% 15% 10% 6% 8%	2 520 535 28% 12% 9% 10% 7% 9%	3-4 207 200 31% 12% 7% 8% 8% 6%	37 28 42% 17% 5% 5% 5% 10% 0%
Unweighted It trates better It schepar In ever as urhealty mais IK's easier IK's easier Eating socially (e.g. mit hake less time to prepare Eating socially (e.g. mit hake less time to prepare Habbi/mail (e.g. fim and chops on fristys or statudary off takeway)	1000 295 127 86 82 77 73 72 28	1000 297 119 85 83 82 79 75	30% 13% 9% 8% 8% 7% 7%	Degree 260 328 29% 9% 8% 9% 8% 12% 7%	No Degree 700 601 30% 14% 9% 8% 7% 6% 6% 7%	262 257 25% 18% 8% 9% 7% 4%	342 334 32% 14% 9% 8% 7% 6% 8%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8%	£60,000-£79,999 81 86 34% 9% 6% 8% 8% 8% 8% 9% 9%	35 41 30% 5% 5% 6% 3% 12% 7%	23 27 19% 0% 15% 18% 7% 11% 12%	673 27% 13% 9% 7% 8% 7%	1 173 179 34% 8% 10% 13% 11% 7% 7%	2 109 113 36% 9% 3% 9% 10% 7% 6%	38 35 43% 29% 3% 4% 3% 0% 5%	237 30% 15% 10% 6% 8%	2 520 535 28% 12% 9% 10% 7% 9% 8%	3-4 207 200 31% 12% 7% 8% 8% 6% 6% 7%	37 28 42% 17% 5% 5% 10% 0% 2%
Unweighted It trates better It states better In ever are unhealthy meals In ever are unhealthy meals It is a state in the top space Eating socially (as you find hour extraurent where there are no healthy options Hebb/rhail (bs, find and chips on friditys or statudary and trakeaway) Eating at comerce elles' house where there are no healthy options Social preserves - ds, feling uncomfolds be option af staty options for social states - ds, feling uncomfolds be option af social by options - ds, feling uncomfolds be option af social preserves - ds, feling uncomfolds be obting at statudary option it every one elles is obtering	1000 295 127 86 82 77 73 72 28	1000 297 119 85 83 82 79 75 31	30% 13% 9% 8% 8% 7% 7% 3%	Degree 260 328 29% 9% 8% 9% 8% 12% 7% 3%	No Degree 700 601 30% 14% 9% 8% 7% 6% 7% 6% 7% 2%	262 257 25% 18% 8% 9% 7% 4% 3%	342 334 32% 14% 9% 8% 6% 8% 8% 4%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8% 2%	E60,000-E79,999 81 86 34% 9% 6% 8% 8% 8% 9% 9% 2%	35 41 30% 5% 5% 6% 3% 12% 7% 0%	23 27 19% 0% 15% 18% 7% 11% 12% 8%	673 27% 3% 7% 7% 8% 7% 3%	1 173 34% 8% 10% 13% 11% 7% 7% 1%	2 109 113 36% 9% 3% 9% 10% 7% 6% 2%	38 35 43% 29% 3% 4% 3% 0% 5% 1%	237 30% 15% 10% 6% 8% 6% 2%	2 520 535 28% 12% 9% 10% 7% 9% 8% 3%	3.4 207 200 31% 12% 7% 8% 8% 8% 6% 7% 3%	37 28 42% 5% 5% 10% 0% 2% 0%
Unweigheid I traste betrar I t	1000 295 127 86 82 77 73 72 28	1000 297 119 85 83 82 79 75 31 16	30% 13% 9% 8% 8% 7% 7% 3% 2%	Degree 260 328 29% 9% 8% 9% 8% 12% 7% 3% 2%	No Degree 700 601 30% 14% 9% 8% 7% 6% 7% 2% 2%	262 257 25% 18% 8% 9% 7% 4% 3% 3%	342 334 32% 14% 9% 8% 7% 6% 8% 8% 4% 1%	£40,000-£59,999 187 195 32% 9% 8% 8% 9% 7% 8% 2% 2% 1%	E60,000-E79,999 81 86 34% 9% 6% 8% 8% 8% 9% 9% 2% 4%	35 41 30% 5% 5% 6% 3% 12% 7% 0% 4%	23 27 19% 0% 15% 18% 7% 11% 12% 8% 0%	673 27% 9% 7% 8% 7% 3% 2%	1 173 34% 8% 10% 13% 11% 7% 7% 1%	2 109 113 34% 3% 9% 10% 7% 6% 2% 2%	38 35 43% 29% 3% 4% 3% 0% 5% 1% 0%	237 30% 15% 10% 6% 8% 6% 2% 1%	2 520 535 28% 9% 10% 7% 9% 8% 3% 3%	3-4 207 200 31% 12% 7% 8% 6% 6% 7% 3% 5%	37 28 42% 17% 5% 5% 10% 0% 0% 0% 0%
Unweigheid It trates betrar It trates betrar It's chapper In ever act unhability mails It's easier It also least mise to propare Statio fraud (a g, dirk finds or family) at a restaurant where there are no healthy options Habilitical (a g, find an of holy on fridger or status) regist takeway) Habilitical (a g, find an of holy on fridger or status) regist takeway) Social pressures e.g. feeling uncomfortable onchrig a healthy option Social pressures e.g. feeling uncomfortable onchrig a healthy option I clon't how how to propare healthy media There is nowlere nearby to buy healthy door or ingederest from	1000 295 127 86 82 77 73 72 28	1000 297 119 85 83 82 79 75 31 16 13	30% 13% 9% 8% 8% 7% 7% 3% 2% 1%	Degree 260 328 29% 9% 8% 9% 8% 12% 7% 3% 2% 2% 2% 2%	No Degree 700 601 30% 14% 9% 8% 7% 6% 7% 2% 2% 2% 2%	262 257 25% 18% 8% 9% 7% 4% 3% 3% 3%	342 334 32% 14% 9% 8% 8% 6% 8% 4% 1% 2%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8% 2% 1% 2% 0%	E60,000-E79,999 81 86 34% 9% 6% 8% 8% 9% 2% 2% 4% 1% 0%	35 41 30% 5% 5% 6% 3% 12% 7% 0% 4% 0%	23 27 19% 0% 15% 15% 18% 7% 11% 12% 8% 0%	673 27% 13% 9% 7% 8% 7% 3% 2% 2%	1 173 34% 8% 10% 13% 13% 7% 7% 1% 1% 1%	2 109 113 36% 9% 3% 10% 6% 2% 2% 1% 3%	38 35 43% 29% 3% 4% 3% 0% 5% 1% 0% 0% 0%	237 30% 15% 10% 8% 8% 2% 1% 1%	2 520 535 28% 12% 9% 9% 8% 3% 1% 1%	3.4 207 200 31% 12% 7% 8% 8% 6% 7% 3% 5% 5%	37 28 42% 17% 5% 5% 0% 2% 0% 0% 2% 0%
Unweighted It tracts better It states better It states better Inserve at urhealty meals Kake less time to propere Eating socially (sig. yith finded or family) at a restaurant where there are no healthy options Health/final (sig. find and dopson rificity or statudy night takeway) Eating at conscore elles' house where there are no healthy options Social pressures - e.g. feeling uncomficials ordering a statudy right takeway) Eating at conscore elles' house where there are no healthy options Social pressures - e.g. feeling uncomficials ordering a statudy specton Reveryone elles is ordering unhealthy options.	1000 295 127 86 82 77 73 72 28	1000 297 119 85 83 82 79 75 31 16 13 11 4	30% 13% 9% 8% 8% 7% 7% 3% 2% 1% 1% 0%	Degree 260 328 9% 8% 9% 8% 12% 7% 3% 2% 2% 12% 2% 1% 0%	No Degree 700 601 14% 9% 8% 7% 6% 2% 2% 2% 1% 1% 1%	262 257 25% 18% 8% 9% 7% 4% 3% 3% 1% 1% 1%	342 334 32% 14% 8% 8% 6% 8% 4% 1% 2% 2%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8% 2% 1% 2% 0% 0%	E60,000-E79,999 81 86 34% 9% 6% 8% 8% 9% 9% 2% 4% 1% 0% 0%	35 41 30% 5% 6% 3% 12% 7% 0% 4% 0% 2%	23 27 19% 0% 15% 18% 7% 11% 2% 8% 0% 0%	673 27% 33% 9% 7% 8% 7% 3% 2% 2% 1% 1% 1% 0%	1 173 34% 8% 10% 13% 7% 7% 7% 1% 1% 1%	2 109 113 36% 9% 3% 10% 2% 2% 1% 3% 1%	38 35 43% 29% 3% 4% 3% 0% 5% 1% 0% 0% 0%	237 30% 15% 10% 8% 8% 6% 2% 1% 1% 1%	2 520 535 28% 12% 9% 10% 7% 8% 3% 3% 1% 1% 1% 1% 0%	3.4 207 200 31% 12% 8% 8% 8% 8% 6% 7% 3% 5% 5% 5% 2% 0%	37 28 42% 5% 5% 5% 0% 0% 0% 0% 2% 0%
Unweighted It tracts better It tracts better It tracts better Inserve are unhealty meals Kake less time to proprie Eating socially (a.g. with finands or family) at a restaurant where there are no healty options Healty finands or family at a restaurant where there are no healty options Cating at commonse eller's house where there are no healty options Social pressures - e.g. feeling uncomfoliable option of restyro strations in the start of the strategies of the strategies of the strategies of the Social pressures - e.g. feeling uncomfoliable option of averyone elles is ordering unhealty options I clorit it movies to propries healty meals There is nowhere neetly to buy healty flood or ingedents from Eating the food it e.g clorid its movies propries a part of my cutural identity	1000 295 127 86 82 77 73 72 28 19 14 10 4	1000 297 119 85 83 82 79 75 31 16 13 11	30% 13% 9% 8% 8% 7% 7% 3% 2% 1%	Degree 260 328 29% 9% 8% 9% 8% 12% 7% 3% 2% 2% 2% 2%	No Degree 700 601 30% 14% 9% 8% 7% 6% 7% 2% 2% 2% 2% 1%	262 257 25% 18% 8% 9% 7% 4% 3% 3% 3% 3% 1%	342 334 32% 14% 9% 8% 6% 8% 4% 1% 2% 2% 1%	£40,000-£59,999 187 195 32% 9% 8% 8% 8% 9% 7% 8% 2% 1% 2% 0%	E60,000-E79,999 81 86 34% 9% 6% 8% 8% 9% 2% 2% 4% 1% 0%	35 41 30% 5% 6% 3% 7% 7% 7% 0% 4% 0% 2%	23 27 19% 0% 15% 18% 7% 11% 12% 8% 0% 0%	673 27% 13% 9% 7% 8% 7% 3% 2% 1% 1%	1 173 34% 8% 10% 13% 13% 7% 7% 1% 1% 1%	2 109 113 36% 3% 3% 10% 6% 2% 2% 1%	38 35 43% 29% 3% 4% 3% 0% 5% 1% 0% 0% 0%	237 30% 10% 6% 8% 2% 1% 1% 1%	2 520 535 28% 12% 9% 9% 8% 3% 1% 1%	3.4 207 200 31% 12% 7% 8% 8% 6% 5% 5% 5% 2% 0% 0%	37 28 42% 17% 5% 5% 0% 2% 0% 0% 2% 0%

					EU Referend	um		Past	vote in 2019 general elect	ion .		Socie	l grade
	Weighted	Unweighted	Total %	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE
Weighted	1000			390	410	200	348	259	89	204	100	550	450
Unweighted		1000		442	421	137	343	266	100	149	142	550	450
It tastes better	295	297	30%	31%	32%	20%	30%	35%	25%	23%	33%	28%	31%
It's cheaper	127	119	13%	12%	9%	20%	13%	10%	11%	17%	12%	11%	15%
I never eat unhealthy meals	86	85	9%	9%	7%	11%	10%	7%	6%	11%	8%	8%	9%
It's easier	82	83	8%	9%	8%	6%	10%	7%	6%	6%	11%	9%	7%
It takes less time to prepare	77	82	8%	6%	10%	7%	6%	9%	14%	8%	7%	8%	7%
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	73	79	7%	7%	9%	4%	10%	7%	9%	4%	5%	10%	4%
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	72	75	7%	8%	7%	5%	7%	7%	10%	6%	8%	8%	6%
Eating at someone else's house where there are no healthy options	28	31	3%	4%	2%	0%	5%	1%	2%	2%	3%	3%	3%
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	19	16	2%	1%	1%	4%	1%	5%	1%	1%	1%	2%	2%
I don't know how to prepare healthy meals	14	13	1%	0%	2%	3%	1%	1%	4%	3%	1%	1%	2%
There is nowhere nearby to buy healthy food or ingredients from	10	11	1%	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	4	4	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%
None of these	111	103	11%	9%	10%	17%	8%	9%	13%	19%	9%	10%	12%
Don't know	2	2	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%

When you eat unhealthy meals, what is usually your reason for doing so? Please give up to three answers, in order of importance. - Top three most important

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Gen	ter I			Age		1			Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	j		499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
It tastes better	430	428	43%	40%	46%	50%	55%	42%	32%	46%	42%	39%	42%	51%	41%	40%			
It's easier	344	340	34%	34%	35%	34%	38%	35%	31%	35%	30%	34%	39%	34%	35%	36%			
It's cheaper	342	334	34%	32%	37%	39%	37%	33%	31%	34%	34%	30%	35%	47%	42%	25%			
It takes less time to prepare	284	286	28%	32%	24%	25%	28%	34%	24%	26%	29%	31%	32%	32%	22%	30%			
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	273	282	27%	26%	29%	14%	23%	29%	34%	28%	29%	25%	23%	38%	28%	27%			
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	220	237	22%	25%	20%	8%	21%	22%	27%	21%	20%	21%	22%	19%	28%	33%			
Eating at someone else's house where there are no healthy options	132	142	13%	16%	11%	1%	9%	10%	25%	15%	12%	10%	13%	14%	15%	19%			
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	107	104	11%	13%	9%	29%	12%	10%	4%	9%	10%	12%	13%	6%	9%	19%			
I never eat unhealthy meals	86	85	9%	8%	10%	7%	4%	8%	14%	8%	10%	11%	9%	6%	5%	4%			
I don't know how to prepare healthy meals	78	78	8%	10%	6%	16%	13%	7%	1%	3%	8%	11%	11%	6%	13%	11%			
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	76	75	8%	7%	8%	1%	6%	8%	10%	8%	5%	13%	4%	8%	12%	6%			
There is nowhere nearby to buy healthy food or ingredients from	52	55	5%	7%	4%	5%	5%	6%	5%	5%	5%	3%	7%	4%	6%	3%			
None of these	111	103	11%	10%	12%	18%	10%	11%	10%	12%	13%	12%	9%	5%	8%	11%			
	Weighted	Unweighted	Total %	Educe Degree	tion No Degree	<£20k	20.000 - £39.999	E40.000-E59.999	hold income				Childi	6 0			Number of adults	in household	
144 C 1 C 1										£80.000,£99.999	£100.000+	0	1	2	3+	1	2	3.4	More than 4
	1000								£60,000-£79,999 81	£80,000-£99,999	£100,000+ 23	0	1	2		1 235	2	3-4 207	More than 4
Weighted	1000	1000		260	700	262	342	187	81	£80,000-£99,999 35 41	23	0 679 673	1 173 179	2 109 113	38	1 235 237	2 520	207	37
Unweighted		1000 428		260 328	700 601	262 257		187 195	81 86	35	23 27	0 679 673 40%	1 173 179 46%	2 109 113 47%	38 35	1 235 237 40%	2	207 200	37 28
	1000 430 344	1000 428 340	43% 34%	260	700	262	342 334	187	81	35 41	23	673	179	113	38	237	2 520 535	207	37
Unweighted It tastes better	430 344	428	43%	260 328 43%	700 601 44%	262 257 40% 34%	342 334 44%	187 195 46%	81 86 50%	35 41 41%	23 27 37%	673 40%	179 46%	113 47%	38 35 72%	237 40%	2 520 535 41%	207 200 48%	37 28 65%
Unweighted It tastes better It's excier It's cheaper	430 344 342	428 340 334	43% 34%	260 328 43% 34% 28%	700 601 44% 34% 37%	262 257 40% 34% 43%	342 334 44% 37% 36%	187 195 46% 33% 32%	81 86 50% 30%	35 41 41% 22% 12%	23 27 37% 37% 11%	673 40% 33%	179 46% 37% 34%	113 47% 37%	38 35 72% 43%	237 40% 34%	2 520 535 41% 33%	207 200 48% 35% 38%	37 28 65% 49%
Unweighted It tastes botter It's easter It's chaper It'take less time to prepare	430 344	428 340 334 286	43% 34% 34%	260 328 43% 34%	700 601 44% 34%	262 257 40% 34%	342 334 44% 37%	187 195 46% 33%	81 86 50% 30% 28%	35 41 41% 22%	23 27 37% 37%	673 40% 33% 34%	179 46% 37%	113 47% 37% 33%	38 35 72% 43% 43%	237 40% 34% 40%	2 520 535 41% 33% 31%	207 200 48% 35%	37 28 65% 49% 24%
Unweighted In tracts batter It's sater It's chaper It takes less time to prepare Habit/ritual (og. fikal and chips on Fridays or Standary right takeaway)	430 344 342 284 273	428 340 334	43% 34% 34% 28%	260 328 43% 34% 28% 30%	700 601 44% 34% 37% 28% 27%	262 257 40% 34% 43% 33% 22%	342 334 44% 37% 36% 28%	187 195 46% 33% 32% 25%	81 86 50% 30% 28% 31%	35 41 41% 22% 12% 21% 31%	23 27 37% 37% 11% 24% 14%	673 40% 33% 34% 27%	179 46% 37% 34% 35%	113 47% 37% 33% 33%	38 35 72% 43% 43% 17% 19%	237 40% 34% 40% 30%	2 520 535 41% 33% 31% 26%	207 200 48% 35% 38% 32% 32%	37 28 65% 49% 24% 40% 13%
Uwwojhad It takte batter It's easter It's chaper It takte is time to prepare Haberivituu (e.g. fin and chips on Findys or Saturday night takeaway) Eating socially (e.g. with finder Grafing) at sertaurant where there are no headhy options	430 344 342 284 273 220	428 340 334 286 282	43% 34% 34% 28% 27% 22%	260 328 43% 34% 28% 30% 28% 28%	700 601 44% 34% 37% 28% 27% 19%	262 257 40% 34% 43% 33% 22% 19%	342 334 44% 37% 36% 28% 28% 28% 23%	187 195 46% 33% 32% 25% 29%	81 86 50% 30% 28% 31% 39%	35 41 41% 22% 12% 21% 31% 26%	23 27 37% 37% 11% 24% 14% 48%	673 40% 33% 34% 27% 28%	179 46% 37% 34% 35% 23%	113 47% 37% 33% 33% 34%	38 35 72% 43% 43% 17% 19% 22%	237 40% 34% 40% 30% 24%	2 520 535 41% 33% 31% 26% 28%	207 200 48% 35% 38% 32%	37 28 65% 49% 24% 40%
Unweighted It tasks batter It's easier It's calore It takes less time to prograe Habit/ritual (e.g. fish and chipson pricipator standary night takeaway) Eating socially (e.g. with finited or family) at a restaurant where there are no headity options Eating stomosme eller's boundware there are an on-bashy options	430 344 342 284 273 220 132	428 340 334 286 282 237 142	43% 34% 34% 28% 27% 22% 13%	260 328 43% 34% 28% 30% 28% 28% 15%	700 601 44% 34% 37% 28% 27% 19% 12%	262 257 40% 34% 43% 33% 22% 19% 13%	342 334 44% 37% 36% 28% 28% 28% 23% 15%	187 195 46% 33% 32% 25% 29% 21% 11%	81 86 50% 28% 31% 39% 24% 7%	35 41 41% 22% 21% 31% 26% 31% 26%	23 27 37% 37% 11% 24% 14% 48% 21%	673 40% 33% 24% 28% 28% 23% 16%	179 46% 37% 34% 35% 23% 21% 6%	113 47% 33% 33% 33% 34% 20% 9%	38 35 72% 43% 43% 17% 19% 22% 13%	237 40% 34% 40% 30% 24% 21% 14%	2 520 535 41% 33% 31% 26% 28% 28% 25% 15%	207 200 48% 35% 38% 32% 32% 20% 9%	37 28 65% 49% 24% 40% 13% 6% 2%
Unweightad It tasks batter It's easier It's cleaper It bakele time to prepare Habbrirhaul (e., fich and chips on Fridgys or Standay night takeaway) Eating socially (e.g. with finder of minily) at streaturent where there are no headhy options	430 344 342 284 273 220	428 340 334 286 282 237	43% 34% 34% 28% 27% 22%	260 328 43% 34% 28% 30% 28% 28%	700 601 44% 34% 37% 28% 27% 19%	262 257 40% 34% 43% 33% 22% 19%	342 334 44% 37% 36% 28% 28% 28% 23%	187 195 44% 33% 32% 25% 29% 21%	81 86 50% 30% 28% 31% 39% 24%	35 41 41% 22% 12% 21% 31% 26%	23 27 37% 37% 11% 24% 14% 48%	673 40% 33% 24% 27% 28% 23%	179 46% 37% 34% 35% 23% 21%	113 47% 33% 33% 34% 20%	38 35 72% 43% 43% 17% 19% 22%	237 40% 34% 40% 30% 24% 21%	2 520 535 41% 33% 31% 26% 28% 28%	207 200 48% 35% 38% 32% 32% 20%	37 28 65% 49% 24% 40% 13% 6%
Unweighted It taske batter It's easier Kohapper Halbah haa lee, fan battel near inne inner spreyer Halbah haa lee, fan battel near inne inner spreyer Halbah haa lee, fan battel near inne komper Saturday neight takeway) Earing scoull (eg. with reich of carring) a lashet greater are no healthy options Earing at someroes ear's house where there are no healthy options Cost parsume - og ferling uncontrolitation contring a lashet greater of weryone et ear is on charthy	430 344 342 284 273 220 132	428 340 334 286 282 237 142	43% 34% 34% 28% 27% 22% 13%	260 328 43% 34% 28% 30% 28% 28% 15%	700 601 44% 34% 37% 28% 27% 19% 12%	262 257 40% 34% 43% 33% 22% 19% 13%	342 334 44% 37% 36% 28% 28% 28% 23% 15%	187 195 46% 33% 32% 25% 29% 21% 11%	81 86 50% 28% 31% 39% 24% 7%	35 41 41% 22% 21% 31% 26% 31% 26%	23 27 37% 37% 11% 24% 14% 48% 21%	673 40% 33% 24% 28% 28% 23% 16%	179 46% 37% 34% 35% 23% 21% 6%	113 47% 33% 33% 33% 34% 20% 9%	38 35 72% 43% 43% 17% 19% 22% 13%	237 40% 34% 40% 30% 24% 21% 14%	2 520 535 41% 33% 31% 26% 28% 28% 25% 15%	207 200 48% 35% 38% 32% 32% 20% 9%	37 28 65% 49% 24% 40% 13% 6% 2%
Unweighted It tasks batter It's easier It's easier It's doeper It balo (so frikky) of statutsky night takeswy) Earling socially (e.g. with friendo or frainly) at a restaurunt where there are no headhy options Earling at somosene elier's boundwhere there are no headhy options Earling at somosene elier's boundwhere there are no headhy options Social pressures - e.g. feeling uncombritable ordering a headhy option if everyone else is ordering uncheathy options	430 344 342 284 273 220 132 107	428 340 334 286 282 237 142	43% 34% 34% 28% 27% 22% 13%	240 328 43% 34% 28% 30% 28% 28% 15% 8%	700 601 44% 33% 28% 27% 19% 12% 11%	262 257 40% 34% 43% 33% 22% 19% 13%	342 334 44% 37% 36% 28% 28% 23% 15% 11%	187 195 46% 33% 32% 25% 29% 21% 11%	81 86 50% 28% 31% 39% 24% 7% 10%	35 41 41% 22% 12% 31% 24% 10% 24%	23 27 37% 37% 11% 24% 14% 48% 21% 13%	673 40% 33% 24% 29% 28% 23% 16% 8%	179 46% 37% 35% 23% 21% 6% 14%	113 47% 33% 33% 33% 24% 20% 9%	38 35 72% 43% 43% 17% 19% 22% 13%	237 40% 34% 40% 30% 24% 21% 14% 7%	2 520 535 41% 33% 31% 26% 28% 25% 15% 10%	207 200 48% 35% 38% 32% 32% 20% 9% 15%	37 28 65% 49% 24% 40% 13% 6% 2% 2%
Unwegited It tasks better It's easier It's easier It's cloeper It balo (tasks inter to prograe Nebbi/rhuul (e.g. fish and chops on rickys or stankdys night takeaway) Earing socially (e.g. with fireden or frainly at a restaurant where there are no healthy options Earing tar someone elie's bouewhere there are no healthy options Earing tar someone elies's bouewhere there are no healthy options Social pressures - e.g. feeling uncombrable ordering a healthy option if everyone elies is ordering unchealthy options I lorever eat unchealthy meals	430 344 342 284 273 220 132 107 86	428 340 334 286 282 237 142	43% 34% 28% 27% 22% 13% 11% 9%	260 328 43% 34% 28% 30% 28% 28% 28% 15% 8%	700 601 44% 34% 37% 28% 27% 19% 12% 11% 9%	262 257 40% 34% 43% 22% 19% 13% 11% 8%	342 334 44% 37% 36% 28% 28% 23% 15% 11% 9%	187 195 46% 33% 22% 25% 29% 21% 11% 11% 8%	81 86 50% 30% 28% 31% 24% 7% 24% 7% 10%	35 41 41% 22% 12% 21% 26% 10% 21% 5%	23 27 37% 33% 11% 24% 44% 45% 21% 13%	673 40% 33% 34% 27% 28% 23% 16% 8% 9%	179 46% 37% 34% 35% 23% 23% 4% 14%	113 47% 37% 33% 33% 34% 20% 9% 20% 3%	38 35 72% 43% 43% 17% 22% 13% 7% 3%	237 40% 34% 40% 30% 24% 24% 14% 7%	2 520 535 41% 33% 31% 26% 26% 25% 15% 10% 9%	207 200 48% 35% 32% 32% 20% 9% 15% 7%	37 28 65% 49% 24% 40% 13% 6% 2% 2% 20% 5%
Unweighted It tasks botter It's assir It's assir It's desper It's clearer It's desper It's despert It's de	430 344 342 284 273 220 132 107 86 78	428 340 334 286 282 237 142	43% 34% 28% 27% 22% 13% 11% 9% 8%	240 328 43% 34% 28% 30% 28% 28% 15% 8% 8% 8%	700 601 44% 37% 28% 27% 19% 12% 11% 9% 7%	262 257 40% 34% 43% 22% 19% 13% 11% 8% 7%	342 334 44% 37% 28% 28% 28% 23% 15% 11% 9% 8%	187 195 46% 33% 22% 29% 21% 11% 11% 8% 9%	81 86 50% 30% 28% 31% 39% 24% 7% 10% 6%	35 41 41% 22% 21% 31% 26% 10% 21% 5% 11%	23 27 37% 37% 11% 24% 14% 48% 21% 13% 15% 8%	673 40% 33% 24% 27% 28% 23% 16% 8% 9% 5%	179 46% 37% 34% 35% 23% 21% 6% 14% 10% 12%	113 47% 33% 33% 33% 20% 9% 20% 3% 15%	38 35 72% 43% 43% 17% 19% 22% 13% 7% 3% 9%	237 40% 34% 40% 24% 21% 14% 7% 10% 5%	2 520 535 41% 33% 26% 28% 28% 25% 15% 10% 9% 8%	207 200 48% 35% 38% 32% 32% 20% 9% 15% 7% 11%	37 28 45% 49% 24% 40% 13% 2% 2% 20% 5%

				6	3U Referendur	n		Past	vote 2019 General Electic	•		Social	grade
	Weighted	Unweighted	Total %	Leave	Remain	l did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE
Weighted	1000			390	410	200	348	259	89	204	100	550	450
Unweighted		1000		442	421	137	343	266	100	149	142	550	450
It tastes better	430	428	43%	46%	43%	36%	40%	51%	35%	38%	48%	42%	44%
It's easier	344	340	34%	36%	33%	34%	35%	34%	34%	36%	31%	35%	34%
It's cheaper	342	334	34%	36%	29%	41%	35%	35%	30%	33%	35%	31%	38%
It takes less time to prepare	284	286	28%	28%	28%	31%	25%	31%	31%	30%	27%	28%	29%
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	273	282	27%	32%	27%	18%	29%	29%	24%	21%	32%	29%	25%
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	220	237	22%	25%	24%	13%	29%	19%	26%	14%	20%	25%	19%
Eating at someone else's house where there are no healthy options	132	142	13%	17%	13%	6%	20%	10%	17%	6%	9%	16%	10%
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	107	104	11%	12%	9%	12%	8%	17%	9%	6%	14%	10%	1196
I never eat unhealthy meals	86	85	9%	9%	7%	11%	10%	7%	6%	11%	8%	8%	9%
I don't know how to prepare healthy meals	78	78	8%	7%	8%	10%	4%	10%	12%	9%	10%	7%	9%
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	76	75	8%	9%	7%	5%	8%	8%	6%	7%	7%	9%	6%
There is nowhere nearby to buy healthy food or ingredients from	52	55	5%	5%	6%	4%	6%	6%	7%	4%	4%	5%	5%
None of these	111	103	11%	9%	10%	17%	8%	9%	13%	19%	9%	10%	12%



To what extent, if at all, do you agree or disagree with the following statements?- The enjoyment I get from eating unhealthy foods is worth the impact it has on my health

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	der			Age	1				Region						
	Weighted	Unweighted		Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	83	85	8%	7%	9%	14%	11%	8%	4%	6%	10%	10%	9%	3%	12%	5%			
Agree	366	358	37%	31%	42%	38%	44%	36%	30%	36%	37%	40%	31%	42%	42%	38%			
Disagree	374	383	37%	42%	34%	32%	31%	41%	41%	40%	33%	31%	39%	45%	41%	40%			
Strongly disagree	177	174	18%	20%	15%	16%	15%	15%	25%	18%	19%	19%	21%	10%	5%	17%			
			I	Educ	ation			н	ousehold income		1		Childre	n			Number of ac	luits in household	
	Weighted	Unweighted	Total %	Degree 1	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80.000-£99.999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	83	85	8%	10%	8%	9%	8%	9%	9%	7%	9%	5%	16%	11%	24%	8%	8%	17%	17%
Agree	366	358	37%	34%	38%	38%	34%	36%	51%	36%	42%	35%	42%	37%	32%	36%	43%	38%	38%
Disagree	374	383	37%	39%	37%	35%	41%	39%	28%	41%	36%	41%	27%	31%	41%	38%	34%	22%	22%
Strongly disagree	177	174	18%	17%	18%	18%	17%	16%	13%	16%	13%	19%	14%	21%	3%	19%	15%	24%	24%
					EU Referen	dum		I	Past vote 2019 General E	ection		Social	grade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE	1					
Weighted	1000	-	100%	390	410	200	348	259	89	204	100	550	450	1					
Unweighted		1000		442	421	137	343	266	100	149	142	550	450	1					
	83	85	8%	9%	9%	6%	6%	13%	7%	7%	8%	7%	10%	1					
Strongly agree		358	37%	38%	37%	33%	38%	38%	32%	32%	41%	36%	37%	1					
Strongly agree Agree	366																		
	366 374 177	383	37%	37% 17%	37%	39%	35%	35% 15%	45%	42%	37%	39%	35%						

To what extent, if at all, do you agree or disagree with the following statements?- Not worrying about how healthy or unhealthy the food I eat is is part of what makes me who I am

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Gender	1		Age	1				Region						
	Weighted	Unweighted T				25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		00% 49			252	338	298	316	234	132	160	27	83	48			
Unweighted		1000	50			262	353	306	318	235	129	155	26	89	48			
Strongly agree	94		9% 9 37% 34			12% 38%	8% 40%	6% 36%	8%	12%	11% 39%	8% 32%	7% 35%	11% 37%	10% 33%			
Agree Disagree	375 384		37% 34 38% 40			38%	40%	36%	42% 36%	36% 36%	39%	32%	35%	37%	33%			
Strongly disagree	147		15% 16			40%	13%	21%	15%	16%	42% 9%	19%	44%	42%	17%			
strongly disagree	147	144	15% 10	76 1.3	6 10%	10%	13%	2176	13%	10%	976	1976	13%	10%	17.76			
			1		1					I					1			I
				Education			F F	ousehold income				Childre	'n			Number of a	duits in household	
	Weighted	Unweighted T				20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		00% 26			342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000	32			334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	94		9% 10			11%	9%	5%	9%	5%	7%	16%	11%	15%	8%	10%	22%	22%
Agree	375		37% 36			38%	37%	45%	34%	60%	36%	43%	33%	46%	36%	39%	29%	29%
Disagree	384		38% 39			38%	41%	34%	36%	23%	39%	35%	41%	28%	39%	37%	30%	30%
Strongly disagree	147	144	15% 15	% 15	6 13%	14%	13%	17%	21%	12%	17%	7%	15%	11%	17%	13%	20%	20%
			1	EU R	ferendum	1		Past vote 2019 General E	ection		Social	arade						
	Melekand	Unweighted T		ala Las		C	Labor	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	Weighted 1000		00% 39			Conservative 348	Labour 259	89	204	100	550	450						
	1000	1000	44			348	259	100	149	142	550	450						
Unweighted						6%	12%	12%	7%	18%	8%	11%						
Unweighted Strongly agree	94								//0			11/6	1					
Strongly agree	94 375		9% 8 37% 37					27%	38%	38%	37%	38%						
	94 375 384	376	9% 8 37% 37 38% 42	% 40	6 34%	39% 37%	37% 37%	27% 48%	38% 41%	38% 32%	37% 39%	38% 37%						

To what extent, if at all, do you agree or disagree with the following statements?- Eating the unhealthy food I eat is part of what makes me who I am

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1		ĺ			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	80	82	8%	9%	7%	14%	12%	7%	3%	5%	8%	13%	10%	4%	9%	9%			
Agree	350	348	35%	34%	36%	36%	40%	35%	31%	35%	36%	40%	25%	42%	44%	30%			
Disagree	385	381	39%	37%	41%	40%	36%	41%	38%	40%	36%	34%	43%	44%	33%	43%			
Strongly disagree	184	189	18%	20%	16%	11%	12%	17%	28%	20%	20%	12%	22%	11%	14%	18%			
				Educ	ation			H	lousehold income				Childre	n			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	80	82	8%	9%	8%	9%	9%	8%	7%	4%	13%	6%	14%	9%	22%	7%	10%	7%	7%
Agree	350	348	35%	33%	36%	35%	36%	36%	39%	29%	27%	32%	42%	40%	43%	34%	37%	44%	44%
Disagree	385	381	39%	38%	39%	42%	38%	36%	34%	38%	42%	42%	31%	33%	27%	39%	38%	29%	29%
Strongly disagree	184	189	18%	21%	18%	14%	17%	20%	20%	28%	18%	20%	13%	19%	8%	20%	16%	21%	21%
			1				1				1			1					
					EU Referen	dum			Past vote 2019 General El	ection		Social	grade						
	Weighted	Unweighted				I did not vote		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
	80	82	8%	7%	8%	9%	5%	12%	7%	7%	12%	7%	10%						
			35%	35%	35%	35%	34%	31%	26%	43%	40%	32%	38%						
Strongly agree Agree	350	348																	
	350 385 184	348 381 189	35% 39% 18%	38% 20%	38% 19%	40% 16%	38% 23%	41% 16%	46% 20%	36% 14%	32% 16%	40% 21%	37% 15%						

To what extent, if at all, do you agree or disagree with the following statements?- There are too many stresses in life without worrying about how healthy the food I eat is

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Gen	der			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	121	124	12%	12%	13%	14%	17%	12%	8%	8%	15%	16%	12%	0%	16%	15%			
Agree	389	383		38%	41%	37%	48%	38%	34%	43%	32%	38%	37%	55%	39%	41%			
Disagree	337	342		33%	34%	35%	23%	36%	39%	35%	35%	33%	30%	33%	34%	31%			
Strongly disagree	153	151	15%	17%	13%	14%	12%	14%	20%	13%	18%	13%	21%	12%	11%	13%			
			1	Educ	ation			н	ousehold income				Children	n			Number of ac	luits in household	
	Weighted	Unweighted	Total %	Degree N	lo degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	121	124	12%	11%	12%	14%	15%	7%	12%	3%	12%	10%	17%	14%	30%	11%	14%	22%	22%
Agree	389	383		38%	39%	41%	37%	46%	38%	38%	32%	39%	39%	40%	38%	39%	41%	34%	34%
Disagree	337	342		34%	33%	33%	32%	33%	37%	36%	43%	35%	34%	29%	25%	34%	30%	21%	21%
Strongly disagree	153	151	15%	17%	15%	12%	16%	14%	13%	24%	12%	17%	10%	17%	7%	16%	15%	24%	24%
					EU Reference	lum	1		Past vote 2019 General E	Jection	I	Socia	grade	1					
	Weighted	Unweighted	Tetel W	Description	Leave I	did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	Unweighted	100%	390	410	200	348	259	89	204	100	550	450						
Unweighted	1000	1000	100%	442	410	137	348	266	100	149	142	550	450						
			1.001			137				149	142	9%							
Strongly agree	121 389	124 383	12% 39%	12% 38%	14% 42%	10%	10% 40%	16% 42%	8% 32%	11%	16%	9% 40%	16% 38%						
Agree																			
Disagree	337	342		36%	30%	36%	32%	30%	43%	33%	40%	34%	33%	1					
Strongly disagree	153	151	15%	14%	15%	18%	17%	12%	17%	18%	11%	17%	14%	1					

To what extent, if at all, do you agree or disagree with the following statements?- I eat unhealthy food to comfort myself when I'm stressed

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ger	nder			Age					Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	-	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	118	126	12%	14%	10%	18%	15%	12%	6%	9%	11%	16%	14%	7%	13%	16%			
Agree	409	407	41%	44%	39%	40%	50%	42%	33%	43%	37%	44%	34%	56%	51%	40%			
Disagree	306	301		29%	32%	31%	26%	32%	33%	30%	32%	29%	34%	22%	28%	29%			
Strongly disagree	167	166	17%	14%	19%	10%	9%	14%	29%	19%	19%	11%	18%	14%	9%	15%			
				Educ	ation			н	lousehold income				Children	ı			Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	118	126	12%	13%	11%	15%	12%	11%	8%	10%	18%	10%	16%	15%	22%	10%	15%	14%	14%
Agree	409	407	41%	42%	41%	37%	42%	45%	47%	52%	29%	38%	46%	46%	54%	42%	40%	38%	38%
Disagree	306	301	31%	27%	31%	34%	29%	31%	27%	17%	32%	32%	28%	28%	22%	30%	27%	25%	25%
Strongly disagree	167	166	17%	18%	17%	14%	17%	13%	17%	21%	21%	20%	11%	11%	1%	17%	17%	23%	23%
			I		EU Referen	4	1		Past vote 2019 General E	lastica		Sada	l grada	1					
	Weighted	Unweighted	T - + - 1 W			I did not vot	e Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
	1000	1000	100%	390 442	410	137	348	259	100	204	142	550	450						
Unweighted			4.000																
Strongly agree	118	126	12%	13%	12%	9%	9%	18% 40%	11% 44%	8% 45%	13% 49%	11% 41%	13% 41%						
Agree	409	407	41%	43%	38%	43%	36%												
Disagree	306	301		29%	31%	32%	33%	30%	29%	32%	22%	31%	30%						
Strongly disagree	167	166	17%	15%	19%	16%	22%	12%	16%	15%	15%	18%	16%	1					

To what extent, if at all, do you agree or disagree with the following statements?- Healthy options aren't available in shops close to my home

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age	1				Region						
	Weighted	Unweighted	i Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000	-	100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	95	97	10%	10%	9%	20%	14%	8%	3%	5%	10%	12%	15%	6%	11%	11%			
Agree	279	270	28%	24%	31%	34%	35%	23%	25%	27%	27%	33%	27%	24%	27%	28%			
Disagree	437	439	44%	46%	42%	37%	40%	49%	44%	47%	42%	42%	36%	61%	48%	46%			
Strongly disagree	189	194	19%	20%	17%	8%	11%	20%	28%	20%	21%	14%	22%	9%	15%	15%			
				Edu	cation			н	ousehold income		1		Children				Number of a	duits in household	
	Weighted	Unweighted	d Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	95	97	10%	10%	9%	11%	10%	10%	7%	12%	4%	6%	20%	11%	20%	9%	13%	18%	18%
Agree	279	270	28%	29%	27%	27%	27%	31%	26%	22%	30%	27%	30%	30%	29%	25%	28%	37%	37%
Disagree	437	439	44%	40%	45%	47%	42%	44%	44%	45%	48%	46%	38%	41%	41%	47%	39%	30%	30%
Strongly disagree	189	194	19%	21%	18%	15%	21%	16%	23%	20%	18%	22%	12%	17%	10%	18%	20%	15%	15%
			I	l	EU Refere	ndum	1		Past vote 2019 General E	lection		Social	arada						
	Weighted	Unweighted	T-+-10	Deservice	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000	Unweighted	100%	Remain 390	410	200	Conservative 348	259	liberal Democrat 89	204	100	550	450						
Unweighted	1000	1000	100%	442	410	137	340	266	100	149	142	550	450						
	95	97	10%	442 9%	421	9%	7%	11%	13%	8%	142	8%	450						
Strongly agree Agree	279	270	28%	27%	28%	29%	26%	32%	18%	31%	27%	29%	27%						
	437	439	28% 44%	27% 47%	28%	29% 46%	42%	32%	47%	47%	45%	29%	27%						
Disagree																			
Strongly disagree	189	194	19%	17%	22%	17%	25%	15%	22%	15%	13%	20%	18%	1					

To what extent, if at all, do you agree or disagree with the following statements?- I can't afford healthy foods

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

			1	Ger	nder			Age	1				Region						
	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Strongly agree	88	93	9%	9%	9%	14%	12%	9%	4%	5%	8%	10%	16%	2%	11%	12%			
Agree	296	281	30%	33%	26%	35%	46%	28%	15%	28%	31%	32%	28%	48%	29%	22%			
Disagree	379	385	38%	37%	40%	36%	27%	42%	43%	38%	37%	40%	34%	29%	38%	49%			
Strongly disagree	237	241	24%	22%	25%	15%	15%	21%	37%	29%	24%	18%	22%	21%	22%	17%			
			1	Educ	cation			н	ousehold income				Children			1	Number of a	luits in household	
	Weighted	Unweighted	Total %	Degree I	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
Strongly agree	88	93	9%	8%	9%	11%	8%	9%	10%	4%	0%	7%	12%	11%	18%	7%	9%	22%	22%
Agree	296	281	30%	26%	32%	36%	28%	30%	22%	24%	20%	25%	39%	36%	44%	26%	35%	44%	44%
Disagree	379	385	38%	36%	38%	38%	38%	36%	41%	33%	49%	40%	34%	34%	22%	40%	37%	18%	18%
Strongly disagree	237	241	24%	30%	22%	16%	25%	24%	27%	40%	31%	27%	16%	19%	16%	28%	19%	16%	16%
				1	EU Referen	4 -m	1		Past vote 2019 General E	lastica	I	Social							
													-						
	Weighted	Unweighted				I did not vote		Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
Strongly agree	88	93	9%	9%	10%	7%	6%	12%	11%	6%	13%	8%	10%						
Agree	296	281	30%	25%	27%	42%	22%	36%	19%	37%	35%	24%	37%						
Disagree	379	385	38%	41%	40%	28%	41%	37%	42%	36%	29%	41%	34%						
Strongly disagree	237	241	24%	25%	23%	23%	32%	15%	28%	20%	22%	28%	19%						

How many healthy food options, if any, does the grocery shop you most often go to have?

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				^				A					Provide and						
				Geno				Age					Region						
	Weighted	Unweighted T			Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000			199	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
Lots of healthy options	292	312	29% 3	2%	27%	15%	22%	30%	39%	26%	32%	26%	36%	27%	28%	28%			
A fair amount of healthy options	530	528	53% !	1%	57%	54%	63%	52%	46%	58%	49%	62%	43%	56%	47%	56%			
Not many healthy options	154	142	15%	6%	14%	24%	14%	16%	13%	14%	15%	11%	19%	18%	23%	15%			
No healthy options	24	18		1%	2%	7%	1%	2%	2%	2%	4%	2%	2%	0%	2%	2%			
				Educa					ousehold income				Childre	,			Number of add	ults in household	
	Weighted	Unweighted T		gree N	o degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	Weighted 1000		100%	egree N 260	o degree 700	262	342	£40,000-£59,999 187	£60,000-£79,999 81	35	23	679	1	2	38	1 235	2 520	3-4 207	37
Unweighted	1000	1000	100%	egree N 260 328	o degree 700 601	262 257	342 334	£40,000-£59,999 187 195	£60,000-£79,999 81 86	35 41	23 27	679 673	1 173 179	2 109 113	38 35	237	2 520 535	3-4 207 200	37 28
Unweighted Lots of healthy options		1000	100%	egree N 260	o degree 700	262	342	£40,000-£59,999 187	£60,000-£79,999 81	35	23	679	1	2	38		2 520	3-4 207	37
Unweighted Lots of healthy options	1000	1000 312	100% 29% :	egree N 260 328 13%	o degree 700 601	262 257	342 334	£40,000-£59,999 187 195	£60,000-£79,999 81 86	35 41	23 27	679 673	1 173 179	2 109 113	38 35	237	2 520 535	3-4 207 200 18% 42%	37 28 18% 42%
Unweighted Lots of healthy options A fair amount of healthy	1000 292	1000 312 528	100% 29% 53%	egree N 260 328 13%	o degree 700 601 28%	262 257 27%	342 334 30%	£40,000-£59,999 187 195 29%	£60,000-£79,999 81 86 27%	35 41 28%	23 27 57%	679 673 31%	1 173 179 24%	2 109 113 29%	38 35 23%	237 29%	2 520 535 28%	3-4 207 200 18%	37 28 18%

					EU Refere	ndum			Past vote 2019 General Elec	ction		Social gr	ade
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450
Unweighted		1000		442	421	137	343	266	100	149	142	550	450
Lots of healthy options	292	312	29%	33%	30%	20%	33%	23%	38%	25%	34%	31%	27%
A fair amount of healthy options	530	528	53%	54%	53%	50%	52%	59%	52%	50%	45%	53%	53%
Not many healthy options	154	142	15%	12%	15%	23%	14%	15%	10%	19%	19%	14%	17%
No healthy options	24	18	2%	1%	2%	6%	1%	3%	0%	6%	3%	1%	4%

To the nearest mile, how far from your house is the nearest grocery shop/supermarket which provides a good variety of healthy food options?

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted			Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
0	211	205	21%	24%	18%	31%	19%	20%	21%	20%	20%	27%	21%	19%	23%	11%			
1	346	354	35%	32%	38%	28%	32%	38%	36%	37%	32%	38%	35%	27%	33%	32%			
2	194 67	190 66	19% 7%	16% 7%	23% 6%	15% 6%	20% 6%	21% 8%	19% 6%	18% 8%	20% 9%	16% 4%	22% 6%	29% 10%	18% 3%	21% 6%			
3	33	34	3%	2%	6% 4%	6% 3%	6% 2%	2%	5%	8%	5%	4%	6% 3%	3%	3% 4%	6%			
5 to 10 miles	126	126	13%	16%	9%	16%	16%	2%	12%	12%	12%	8%	13%	11%	16%	22%			
11+ miles	22	25	2%	2%	2%	1%	4%	2%	1%	1%	3%	5%	1%	0%	4%	3%			
11+ miles	22	25	276	2.76	276	176	470	2.76	176	178	376	576	176	0,6	470	376			
			1			1					1		Children			1			1
				Edu	cation			•	lousehold income				Children				Number of a	duits in household	
	Weighted	Unweighted	Total %	Degree	No degree	<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000		328	601	257	334	195	86	41	27	673	179	113	35	237	535	200	28
0	211	205	21%	24%	20%	24%	20%	16%	15%	33%	25%	23%	15%	21%	27%	28%	18%	20%	27%
1	346	354	35%	31%	35%	36%	37%	33%	33%	25%	43%	36%	38%	21%	30%	39%	34%	36%	13%
2	194	190	19%	19%	20%	18%	19%	24%	21%	17%	19%	18%	22%	25%	10%	18%	20%	19%	21%
3	67	66	7%	7%	7%	7%	5%	8%	5%	9%	0%	7%	4%	8%	7%	5%	8%	6%	3%
4	33	34	3%	4%	3%	1%	4%	3%	5%	2%	5%	3%	4%	2%	0%	1%	3%	5%	10%
5 to 10 miles	126	126	13%	11%	13%	11%	12%	14%	17%	10%	8%	10%	16%	19%	22%	8%	15%	11%	26%
11+ miles	22	25	2%	3%	2%	2%	2%	2%	4%	4%	0%	2%	1%	4%	4%	1%	2%	4%	2%
			1				1				i.			1					
					EU Refere	ndum			Past vote 2019 General El	ection		Social g	yrade						
	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
0	211	205	21%	21%	18%	27%	19%	23%	19%	25%	19%	21%	21%						
1	346	354	35%	36%	34%	34%	36%	31%	38%	34%	37%	33%	37%						
2	194	190	19%	19%	21%	17%	22%	19%	11%	19%	20%	21%	17%						
3	67	66	7%	5%	7%	9%	7%	7%	5%	9%	4%	6%	7%						
4	33	34	3%	3%	5%	2%	5%	2%	5%	2%	3%	4%	2%						
5 to 10 miles	126	126	13%	13%	13%	11%	10%	16%	17%	11%	13%	12%	13%						
11+ miles	22	25	2%	3%	3%	0%	2%	2%	5%	0%	3%	2%	3%						
							•												

How much money do you spend on food in your household per week? Please give your best estimate.

Base: Nationally representative sample of 1,000 UK adults interviewed online 11 March 2019 - 13 March 2020. Data are weighted to the profile of the population.

				Ge	nder			Age					Region						
	Weighted	Unweighted		Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales			
Weighted	1000		100%	499	491	112	252	338	298	316	234	132	160	27	83	48			
Unweighted		1000		505	493	79	262	353	306	318	235	129	155	26	89	48			
£0-£24.99	111	102	11%	13%	8%	29%	10%	9%	8%	9%	8%	14%	19%	0%	11%	15%			
£25-£49.99	207 313	206 312	21%	17% 34%	25% 29%	12%	21%	20% 33%	24% 32%	22% 33%	20% 33%	20% 28%	21% 30%	21% 47%	21% 26%	18% 25%			
£50-£74.99 £75-£99.99	125	130	31% 12%	34% 12%	29%	32% 7%	29% 12%	33%	32%	33%	33%	28%	30%	47%	26%	25%			
£100+	244	250	24%	23%	25%	21%	28%	27%	19%	24%	24%	28%	22%	18%	28%	24%			
±100+	244	250	2476	23%	23%	2176	20%	2776	1976	24%	24%	20%	22%	10%	20%	24%			
			I	Edu	cation				ousehold income		1		Children			1	Number of a	duits in household	1
	Weighted	Unweighted				<£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	0	1	2	3+	1	2	3-4	More than 4
Weighted	1000		100%	260	700	262	342	187	81	35	23	679	173	109	38	235	520	207	37
Unweighted		1000	1101	328	601	257	334	195	86	41 7%	27	673	179	113	35	237	535 6%	200	28
£0-£24.99	111 207	102 206	11% 21%	10% 21%	12% 21%	21% 27%	9% 24%	4% 16%	7% 11%	7%	4% 2%	12% 26%	11% 13%	4% 9%	7% 0%	22% 43%	6% 16%	8% 10%	33% 0%
£25-£49.99 £50-£74.99	313	312	31%	21%	33%	27%	24%	36%	27%	23%	17%	33%	26%	32%	26%	25%	37%	27%	19%
£75-£99.99	125	130	12%	11%	13%	11%	15%	11%	16%	13%	6%	11%	15%	13%	19%	4%	14%	17%	12%
£100+	244	250	24%	32%	21%	10%	22%	32%	39%	50%	70%	18%	35%	42%	47%	5%	27%	38%	36%
21001																			
					EU referer				Past vote 2019 General E		ĺ	Social	-						
	Weighted	Unweighted			Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	ABC1	C2DE						
Weighted	1000		100%	390	410	200	348	259	89	204	100	550	450						
Unweighted		1000		442	421	137	343	266	100	149	142	550	450						
£0-£24.99	111	102	11%	8%	9%	20%	5%	13%	10%	19%	13%	9%	13%						
£25-£49.99	207	206	21%	21%	20%	23%	23%	20%	18%	21%	17%	21%	21%						
£50-£74.99	313	312	31%	31%	36%	23%	34%	29%	39%	26%	33%	32%	30%						
£75-£99.99	125	130	12%	13%	13%	10%	14%	13%	12%	11%	12%	11%	14%						
£100+	244	250	24%	26%	22%	24%	24%	25%	21%	24%	25%	26%	22%	I					