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.

Gender / Age / Region

	Weighted	Unweighted	Total %	Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern 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%

Education / Household income / Children / Number 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 referendum / Past vote 2019 General Election / Social grade

	Weighted	Unweighted	Total %	Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				Female	Male	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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%

	Weighted	Unweighted	Total %	EU referendum			Past vote 2019 General Election					Social grade	
				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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%
Neither	225	212	24%	23%	21%	33%	21%	23%	26%	34%	16%	22%	26%
Oppose	79	84	8%	8%	9%	8%	8%	7%	11%	10%	8%	8%	9%
Strongly oppose	42	40	4%	4%	5%	4%	5%	3%	6%	5%	5%	4%	5%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales
Weighted	925		100%	499	491	112	252	338	298	316	234	132	160	27	83	48
Unweighted		933		505	493	79	262	353	306	318	235	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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%	33%	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%

	Weighted	Unweighted	Total %	EU referendum			Past vote 2019 General Election					Social grade	
				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%

DEMOS

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.

Gender / 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	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%

Education / Household income / Children / Number 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	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%

EU referendum / Past vote 2019 General Election / Social grade

	Weighted	Unweighted	Total %	Remain	Leave	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%
Strongly oppose	18	15	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%

DEMOS

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	Total %	Gender		Age				Region						
				Female	Male	18-24	25-39	40-59	60+	South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales
Weighted	953		100%	499	491	112	252	338	298	316	234	132	160	27	83	48
Unweighted		959		505	493	79	262	353	306	318	235	129	155	26	89	48
Strongly support	299	307	31%	31%	32%	27%	26%	35%	34%	26%	34%	25%	37%	51%	37%	31%
Support	370	381	39%	38%	40%	30%	39%	37%	43%	44%	37%	43%	33%	24%	37%	32%
Neither	197	186	21%	21%	20%	29%	26%	19%	15%	21%	19%	24%	20%	25%	14%	28%
Oppose	62	58	6%	8%	4%	12%	6%	5%	6%	5%	8%	7%	7%	0%	9%	6%
Strongly oppose	26	27	3%	2%	4%	2%	3%	4%	1%	4%	2%	1%	3%	0%	3%	3%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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%	20%	18%	22%	25%	19%	0%	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	Total %	EU referendum			Past vote 2019 General Election					Social grade	
				Remain	Leave	I did not vote	Conservative	Labour	Liberal Democrat	I did not vote	Other	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region South of England	North of England	London	Midlands	Northern Ireland	Scotland	Wales
Weighted	937		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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%	30%	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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%
Neither	281	279	30%	30%	27%	36%	27%	29%	28%	38%	28%	30%	30%
Oppose	160	152	17%	17%	16%	20%	19%	12%	16%	23%	14%	17%	18%
Strongly oppose	78	84	8%	9%	10%	4%	11%	7%	10%	5%	9%	5%	12%

DEMOS

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

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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	219	227	22%	23%	22%	19%	19%	25%	29%	16%	28%	25%	18%
Support	287	296	29%	31%	31%	19%	32%	29%	29%	20%	32%	30%	27%
Neither support nor oppose	319	312	32%	31%	29%	40%	30%	30%	25%	43%	26%	29%	35%
Oppose	129	123	13%	12%	12%	16%	12%	14%	14%	14%	10%	12%	14%
Strongly oppose	46	42	5%	2%	6%	6%	6%	2%	2%	6%	4%	3%	6%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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	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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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	321	330	32%	34%	32%	28%	34%	31%	32%	28%	37%	35%	29%
Support	325	340	32%	36%	37%	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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	200	206	20%	23%	19%	16%	18%	24%	28%	15%	21%	23%	16%
Support	227	237	23%	22%	27%	14%	26%	22%	27%	12%	31%	25%	20%
Neither support nor oppose	328	313	33%	32%	27%	46%	29%	32%	24%	48%	27%	30%	36%
Oppose	153	158	15%	17%	14%	14%	17%	17%	16%	12%	12%	15%	16%
Strongly oppose	93	86	9%	6%	12%	10%	11%	6%	6%	13%	9%	7%	13%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%	13%	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Gender Male	Age 18-24	Age 25-39	Age 40-59	Age 60+	Region South of England	Region North of England	Region London	Region Midlands	Region Northern Ireland	Region Scotland	Region 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%

	Weighted	Unweighted	Total %	Education Degree	Education No degree	Household income <£20k	Household income 20,000 - £39,999	Household income £40,000-£59,999	Household income £60,000-£79,999	Household income £80,000-£99,999	Household income £100,000+	Children 0	Children 1	Children 2	Children 3+	Adults 1	Adults 2	Adults 3-4	Adults 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	421	431	42%	45%	41%	43%	46%	42%	41%	48%		43%	40%	44%	28%	45%	42%	21%	21%
Support	329	345	33%	37%	31%	32%	35%	33%	36%	39%	28%	33%	30%	33%	38%	33%	31%	25%	25%
Neither support nor oppose	206	186	21%	15%	22%	23%	19%	18%	18%	20%	15%	20%	26%	17%	27%	19%	23%	27%	27%
Oppose	32	32	3%	0%	3%	3%	3%	1%	3%	0%	6%	3%	3%	6%	0%	0%	3%	14%	14%
Strongly oppose	12	6	1%	0%	2%	1%	0%	1%	1%	0%	6%	1%	1%	0%	0%	0%	1%	13%	13%

	Weighted	Unweighted	Total %	EU Referendum Remain	EU Referendum Leave	EU Referendum I did not vote	Past vote 2019 GE Conservative	Past vote 2019 GE Labour	Past vote 2019 GE Liberal Democrat	Past vote 2019 GE I did not vote	Past vote 2019 GE Other	Social grade ABC1	Social grade 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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	24%	27%	22%	27%	27%	25%	20%	21%	24%	27%	26%	40%	26%	14%
Support	346	356	35%	37%	32%	31%	36%	33%	36%	37%	36%	33%	32%	16%	30%	42%
Neither support nor oppose	307	291	31%	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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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	244	24%	24%	24%	28%	22%	26%	21%	23%	7%	22%	27%	28%	35%	25%	28%	16%	16%
Support	346	356	35%	38%	33%	33%	35%	35%	36%	29%	51%	33%	36%	42%	34%	35%	31%	47%	47%
Neither support nor oppose	307	291	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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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	244	24%	23%	24%	27%	20%	29%	26%	22%	30%	25%	23%
Support	346	356	35%	37%	37%	25%	38%	37%	32%	25%	36%	36%	32%
Neither support nor oppose	307	291	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	722	739	72%	75%	70%	56%	64%	74%	84%	74%	71%	70%	72%	71%	70%	82%
Should not	142	144	14%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	722	739	72%	77%	71%	72%	73%	69%	75%	78%	82%	74%	68%	68%	68%	74%	73%	56%	56%
Should not	142	144	14%	16%	13%	14%	14%	20%	14%	14%	9%	12%	19%	19%	15%	14%	11%	17%	17%
Don't know	136	117	14%	7%	16%	15%	12%	11%	11%	8%	9%	14%	13%	13%	17%	12%	15%	27%	27%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	722	739	72%	77%	75%	59%	77%	73%	80%	61%	70%	74%	70%
Should not	142	144	14%	14%	15%	14%	14%	14%	11%	14%	19%	15%	14%
Don't know	136	117	14%	9%	11%	27%	10%	13%	8%	25%	10%	11%	16%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	664	64%	68%	62%	45%	61%	66%	73%	66%	63%	63%	63%	75%	64%	66%
Should not	198	194	20%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	643	664	64%	68%	63%	64%	66%	65%	67%	65%	78%	63%	67%	68%	68%	67%	63%	41%	41%
Should not	198	194	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	194	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%

DEMOS

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)

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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 good	309	316	31%	34%	28%	26%	27%	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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%

DEMOS

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.

				Gender			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 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%

				Education		Household income						Children				Number 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	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 Referendum			Past vote 2019 General Election					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
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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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 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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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 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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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	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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	208	21%	22%	21%	27%	23%	22%	16%	21%	20%	17%	23%	29%	27%	24%
Not at all concerned	80	72	8%	6%	9%	10%	8%	7%	8%	8%	10%	5%	10%	10%	6%	4%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 concerned	307	315	31%	31%	31%	29%	31%	32%	38%	24%	34%	33%	28%
Fairly concerned	400	405	40%	42%	42%	30%	42%	45%	36%	32%	42%	42%	38%
Not very concerned	214	208	21%	22%	18%	27%	20%	19%	19%	29%	19%	19%	25%
Not at all concerned	80	72	8%	5%	9%	13%	8%	4%	7%	16%	4%	6%	10%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 concerned	284	290	28%	27%	30%	27%	30%	31%	29%	20%	33%	31%	25%
Fairly concerned	377	394	38%	44%	39%	21%	42%	39%	40%	28%	38%	38%	37%
Not very concerned	253	241	25%	24%	22%	36%	20%	25%	24%	34%	25%	23%	28%
Not at all concerned	86	75	9%	4%	9%	16%	8%	4%	7%	18%	4%	7%	10%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	151	156	15%	19%	11%	22%	15%	16%	12%	13%	13%	22%	16%	22%	12%	20%
Fairly concerned	262	271	26%	27%	26%	24%	32%	27%	21%	27%	27%	34%	22%	15%	24%	20%
Not very concerned	401	400	40%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	151	156	15%	19%	14%	12%	15%	20%	13%	7%	27%	13%	20%	20%	16%	15%	18%	13%	13%
Fairly concerned	262	271	26%	30%	25%	24%	21%	32%	38%	40%	20%	24%	34%	28%	31%	29%	26%	31%	31%
Not very concerned	401	400	40%	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 concerned	151	156	15%	15%	14%	16%	11%	18%	16%	13%	23%	17%	13%
Fairly concerned	262	271	26%	32%	23%	21%	23%	35%	28%	19%	27%	28%	24%
Not very concerned	401	400	40%	40%	41%	38%	43%	35%	39%	43%	39%	37%	44%
Not at all concerned	186	173	19%	12%	22%	24%	23%	12%	18%	24%	12%	18%	19%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	265	272	27%	30%	24%	33%	23%	28%	25%	26%	27%	28%	29%	27%	20%	28%
Fairly concerned	370	384	37%	37%	37%	28%	41%	35%	39%	37%	41%	42%	34%	28%	36%	26%
Not very concerned	274	262	27%	27%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	265	272	27%	31%	25%	27%	24%	30%	31%	19%	35%	25%	32%	31%	25%	27%	28%	37%	37%
Fairly concerned	370	384	37%	41%	35%	31%	38%	39%	42%	44%	39%	37%	41%	34%	28%	41%	36%	27%	27%
Not very concerned	274	262	27%	20%	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 concerned	265	272	27%	25%	29%	23%	26%	31%	27%	20%	32%	29%	24%
Fairly concerned	370	384	37%	41%	36%	31%	39%	39%	45%	27%	40%	38%	35%
Not very concerned	274	262	27%	28%	25%	31%	27%	25%	24%	36%	23%	26%	30%
Not at all concerned	90	82	9%	5%	10%	15%	9%	6%	4%	17%	5%	7%	11%

DEMOS

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.

| | Weighted | Unweighted | Total % | Gender | | Age | | | | Region | | | | | | |
				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 regarding this	356	353	36%	34%	38%	32%	30%	36%	41%	37%	30%	34%	39%	43%	34%	42%
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%

| | Weighted | Unweighted | Total % | Education | | Household income | | | | | | Children | | | | Number of adults in household | | | |
				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
Healthy meals, by a long way	184	198	18%	24%	16%	18%	20%	17%	19%	23%	16%	17%	22%	24%	22%	19%	19%	16%	16%
Healthy meals, slightly	214	213	21%	25%	20%	16%	18%	28%	26%	25%	32%	19%	35%	17%	20%	22%	22%	32%	32%
Neither - there's no difference between healthy and unhealthy meals regarding this	356	353	36%	31%	37%	40%	34%	35%	29%	36%	35%	39%	27%	31%	32%	35%	37%	20%	20%
Unhealthy meals, slightly	156	152	16%	15%	16%	16%	17%	13%	21%	8%	17%	16%	12%	20%	18%	16%	16%	16%	16%
Unhealthy meals, by a long way	90	84	9%	5%	10%	10%	11%	6%	4%	8%	0%	10%	5%	9%	8%	8%	6%	15%	15%

| | Weighted | Unweighted | Total % | EU Referendum | | | Past vote 2019 General Election | | | | | Social grade | |
				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
Healthy meals, by a long way	184	198	18%	21%	18%	15%	17%	23%	21%	12%	22%	18%	19%
Healthy meals, slightly	214	213	21%	23%	23%	15%	21%	24%	25%	15%	25%	26%	16%
Neither - there's no difference between healthy and unhealthy meals regarding this	356	353	36%	34%	35%	40%	38%	30%	30%	42%	34%	34%	37%
Unhealthy meals, slightly	156	152	16%	15%	16%	17%	16%	15%	17%	17%	12%	16%	15%
Unhealthy meals, by a long way	90	84	9%	7%	9%	13%	8%	8%	6%	14%	8%	6%	13%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	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%
Neither - there's no difference between healthy and unhealthy meals regarding this	480	480	48%	43%	53%	33%	37%	51%	59%	54%	43%	39%	46%	52%	54%	50%
Unhealthy meals, slightly	126	124	13%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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
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%
Neither - there's no difference between healthy and unhealthy meals regarding this	480	480	48%	43%	50%	49%	49%	45%	44%	41%	49%	53%	36%	35%	48%	49%	44%	35%	35%
Unhealthy meals, slightly	126	124	13%	12%	13%	12%	14%	12%	19%	7%	4%	13%	7%	16%	16%	14%	9%	15%	15%
Unhealthy meals, by a long way	50	44	5%	4%	5%	6%	3%	5%	5%	2%	10%	5%	5%	3%	8%	4%	5%	14%	14%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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
Healthy meals, by a long way	125	137	12%	14%	12%	10%	10%	17%	16%	6%	18%	15%	9%
Healthy meals, slightly	220	215	22%	22%	23%	20%	22%	27%	24%	17%	19%	22%	22%
Neither - there's no difference between healthy and unhealthy meals regarding this	480	480	48%	47%	48%	48%	50%	41%	49%	53%	47%	45%	51%
Unhealthy meals, slightly	126	124	13%	13%	12%	13%	13%	13%	11%	13%	12%	13%	12%
Unhealthy meals, by a long way	50	44	5%	3%	4%	9%	5%	3%	1%	10%	3%	4%	6%

DEMOS

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	Total %	Gender		Age				Region						
				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	138	144	14%	16%	12%	18%	19%	16%	6%	11%	12%	20%	17%	9%	15%	10%
Healthy meals, slightly	297	304	30%	33%	27%	39%	32%	28%	27%	35%	29%	26%	27%	20%	27%	30%
Neither - there's no difference between healthy and unhealthy meals regarding this	501	494	50%	45%	55%	38%	43%	51%	59%	50%	51%	49%	47%	67%	49%	55%
Unhealthy meals, slightly	43	41	4%	5%	4%	3%	3%	4%	5%	3%	4%	4%	6%	4%	7%	2%
Unhealthy meals, by a long way	21	17	2%	2%	1%	3%	3%	1%	3%	1%	4%	1%	3%	0%	2%	2%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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
Healthy meals, by a long way	138	144	14%	15%	13%	16%	16%	14%	6%	6%	6%	11%	19%	18%	36%	14%	15%	12%	12%
Healthy meals, slightly	297	304	30%	34%	28%	28%	30%	30%	34%	27%	26%	26%	41%	37%	20%	29%	31%	40%	40%
Neither - there's no difference between healthy and unhealthy meals regarding this	501	494	50%	45%	52%	48%	49%	53%	49%	55%	58%	56%	34%	39%	43%	52%	48%	32%	32%
Unhealthy meals, slightly	43	41	4%	4%	4%	5%	4%	2%	10%	8%	3%	5%	3%	4%	0%	3%	5%	0%	0%
Unhealthy meals, by a long way	21	17	2%	2%	2%	3%	1%	1%	1%	4%	7%	2%	2%	2%	0%	1%	1%	16%	16%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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
Healthy meals, by a long way	138	144	14%	12%	15%	16%	10%	15%	17%	12%	21%	12%	16%
Healthy meals, slightly	297	304	30%	34%	30%	21%	31%	38%	23%	23%	25%	32%	27%
Neither - there's no difference between healthy and unhealthy meals regarding this	501	494	50%	48%	50%	54%	53%	42%	50%	54%	51%	50%	50%
Unhealthy meals, slightly	43	41	4%	4%	4%	4%	4%	4%	8%	5%	1%	4%	4%
Unhealthy meals, by a long way	21	17	2%	2%	1%	5%	1%	1%	1%	5%	2%	1%	3%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%
Neither - there's no difference between healthy and unhealthy meals regarding this	361	351	36%	36%	36%	33%	34%	37%	39%	39%	38%	30%	36%	37%	31%	30%
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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	334	195	86	41	27		673	179	113	35	237	535	200	28
Healthy meals, by a long way	87	93	9%	10%	8%	11%	8%	6%	11%	6%	15%	7%	14%	10%	12%	9%	8%	15%	15%
Healthy meals, slightly	153	159	15%	19%	14%	14%	14%	17%	17%	22%	20%	12%	21%	23%	19%	16%	14%	19%	19%
Neither - there's no difference between healthy and unhealthy 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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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
Healthy meals, by a long way	87	93	9%	8%	8%	8%	5%	12%	11%	7%	13%	8%	9%
Healthy meals, slightly	153	159	15%	17%	17%	8%	16%	22%	14%	7%	14%	16%	15%
Neither - there's no difference between healthy and unhealthy meals regarding this	361	351	36%	36%	34%	41%	36%	32%	32%	46%	31%	37%	34%
Unhealthy meals, slightly	258	263	26%	26%	27%	24%	31%	22%	30%	19%	29%	28%	23%
Unhealthy meals, by a long way	141	134	14%	11%	14%	20%	12%	12%	13%	21%	13%	11%	18%

DEMOS

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.

| | Weighted | Unweighted | Total % | Gender | | Age | | | | Region | | | | | | |
				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	164	177	16%	20%	13%	18%	15%	17%	16%	15%	17%	20%	15%	16%	13%	21%
Healthy meals, slightly	233	246	23%	22%	25%	26%	28%	19%	23%	26%	22%	29%	21%	14%	19%	15%
Neither - there's no difference between healthy and unhealthy meals regarding this	374	362	37%	37%	39%	33%	38%	39%	37%	39%	37%	34%	36%	44%	35%	42%
Unhealthy meals, slightly	159	152	16%	16%	15%	18%	11%	19%	16%	16%	16%	13%	17%	19%	17%	15%
Unhealthy meals, by a long way	69	63	7%	5%	8%	5%	8%	6%	8%	4%	7%	3%	11%	7%	16%	6%

| | Weighted | Unweighted | Total % | Education | | Household Income | | | | | | Children | | | | Number of adults in household | | | |
				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
Healthy meals, by a long way	164	177	16%	20%	15%	17%	16%	17%	17%	23%	15%	16%	19%	18%	12%	18%	17%	12%	12%
Healthy meals, slightly	233	246	23%	29%	21%	24%	27%	22%	21%	24%	21%	32%	21%	21%	22%	23%	17%	17%	17%
Neither - there's no difference between healthy and unhealthy meals regarding this	374	362	37%	32%	39%	37%	37%	38%	30%	39%	55%	39%	32%	37%	28%	38%	39%	24%	24%
Unhealthy meals, slightly	159	152	16%	14%	17%	15%	15%	15%	25%	15%	7%	16%	11%	18%	28%	16%	17%	31%	31%
Unhealthy meals, by a long way	69	63	7%	4%	8%	9%	8%	4%	6%	2%	0%	7%	6%	6%	11%	6%	5%	15%	15%

| | Weighted | Unweighted | Total % | EU Referendum | | | Past vote 2019 General Election | | | | | Social grade | |
				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
Healthy meals, by a long way	164	177	16%	18%	17%	11%	16%	19%	15%	10%	23%	18%	15%
Healthy meals, slightly	233	246	23%	28%	24%	12%	24%	26%	37%	11%	25%	26%	20%
Neither - there's no difference between healthy and unhealthy meals regarding this	374	362	37%	34%	37%	44%	39%	32%	31%	47%	31%	37%	38%
Unhealthy meals, slightly	159	152	16%	14%	14%	23%	14%	16%	14%	21%	13%	15%	17%
Unhealthy meals, by a long way	69	63	7%	5%	7%	10%	6%	6%	3%	11%	7%	4%	11%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	112	120	11%	12%	10%	12%	13%	13%	7%	8%	11%	15%	14%	7%	11%	15%
Healthy meals, slightly	184	191	18%	21%	16%	19%	24%	15%	17%	21%	18%	26%	15%	10%	10%	12%
Neither - there's no difference between healthy and unhealthy meals regarding this	461	449	46%	45%	47%	46%	39%	49%	48%	48%	47%	44%	41%	43%	49%	53%
Unhealthy meals, slightly	151	155	15%	12%	18%	10%	16%	15%	16%	15%	14%	12%	14%	31%	19%	14%
Unhealthy meals, by a long way	93	85	9%	9%	9%	13%	8%	7%	11%	7%	11%	4%	16%	9%	12%	5%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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
Healthy meals, by a long way	112	120	11%	13%	10%	13%	12%	10%	7%	14%	7%	10%	16%	13%	8%	11%	11%	7%	7%
Healthy meals, slightly	184	191	18%	21%	18%	17%	18%	22%	21%	29%	23%	15%	27%	23%	20%	17%	23%	25%	25%
Neither - there's no difference between healthy and unhealthy meals regarding this	461	449	46%	43%	47%	46%	45%	45%	50%	38%	60%	50%	37%	39%	42%	45%	47%	33%	33%
Unhealthy meals, slightly	151	155	15%	17%	14%	13%	15%	14%	20%	15%	10%	15%	12%	16%	17%	17%	12%	15%	15%
Unhealthy meals, by a long way	93	85	9%	7%	10%	11%	11%	8%	2%	5%	0%	10%	7%	8%	13%	10%	7%	20%	20%

	Weighted	Unweighted	Total %	EU Referendum			Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade	
				Remain	Leave	I did not vote						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
Healthy meals, by a long way	112	120	11%	11%	13%	7%	11%	12%	11%	7%	16%	12%	10%
Healthy meals, slightly	184	191	18%	22%	18%	11%	19%	23%	28%	8%	17%	18%	18%
Neither - there's no difference between healthy and unhealthy meals regarding this	461	449	46%	44%	44%	55%	44%	42%	46%	59%	38%	46%	46%
Unhealthy meals, slightly	151	155	15%	15%	17%	11%	19%	12%	12%	11%	20%	16%	14%
Unhealthy meals, by a long way	93	85	9%	8%	8%	16%	7%	10%	3%	15%	10%	8%	11%

DEMOS

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

	Weighted	Unweighted	Total %	Gender Female	Gender Male	Age 18-24	Age 25-39	Age 40-59	Age 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	115	123	12%	13%	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%
Neither - there's no difference between healthy and unhealthy meals regarding this	416	412	42%	42%	42%	38%	37%	45%	43%	43%	41%	41%	40%	37%	42%	50%
Unhealthy meals, slightly	179	176	18%	16%	19%	18%	20%	15%	19%	19%	19%	15%	17%	19%	22%	8%
Unhealthy meals, by a long way	92	83	9%	9%	9%	15%	8%	8%	10%	8%	10%	4%	13%	18%	9%	12%

	Weighted	Unweighted	Total %	Education Degree	Education No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	Children 1	Children 2	Children 3+	Adults 1	Adults 2	Adults 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
Healthy meals, by a long way	115	123	12%	13%	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%
Neither - there's no difference between healthy and unhealthy meals regarding this	416	412	42%	36%	44%	42%	41%	40%	37%	37%	52%	44%	31%	44%	44%	41%	46%	28%	28%
Unhealthy meals, slightly	179	176	18%	21%	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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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
Healthy meals, by a long way	115	123	12%	11%	14%	7%	11%	14%	11%	8%	15%	12%	11%
Healthy meals, slightly	197	206	20%	23%	21%	10%	23%	23%	21%	9%	21%	22%	16%
Neither - there's no difference between healthy and unhealthy meals regarding this	416	412	42%	41%	41%	45%	42%	38%	36%	50%	37%	39%	45%
Unhealthy meals, slightly	179	176	18%	19%	14%	23%	17%	15%	26%	20%	16%	18%	17%
Unhealthy meals, by a long way	92	83	9%	7%	10%	14%	8%	9%	6%	12%	11%	8%	11%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Gender Male	Age 18-24	Age 25-39	Age 40-59	Age 60+	South of England	North of England	London	Region 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%	6%	10%	13%	6%	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	10	11	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	2%	0%	1%	0%
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	4	4	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%
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%

	Weighted	Unweighted	Total %	Education Degree	Education No Degree	Household Income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	Children 1	Children 2	Children 3+	Number of adults in household 1	2	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
It tastes better	295	297	30%	29%	30%	25%	32%	32%	34%	30%	19%	27%	34%	36%	43%	30%	28%	31%	42%
It's cheaper	127	119	13%	9%	14%	18%	14%	9%	9%	5%	0%	13%	8%	9%	29%	15%	12%	12%	17%
I never eat unhealthy meals	86	85	9%	8%	9%	8%	9%	8%	6%	5%	15%	9%	10%	3%	3%	10%	9%	7%	5%
It's easier	82	83	8%	9%	8%	8%	8%	8%	8%	6%	18%	7%	13%	9%	4%	6%	10%	8%	5%
It takes less time to prepare	77	82	8%	8%	7%	9%	7%	9%	8%	3%	7%	7%	11%	10%	3%	8%	7%	8%	10%
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	73	79	7%	12%	6%	7%	6%	7%	9%	12%	11%	8%	7%	7%	0%	9%	6%	6%	0%
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	72	75	7%	7%	7%	7%	4%	8%	9%	7%	12%	7%	7%	6%	5%	6%	7%	7%	2%
Eating at someone else's house where there are no healthy options	28	31	3%	3%	2%	3%	4%	2%	2%	0%	8%	3%	1%	2%	1%	2%	3%	3%	0%
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	19	16	2%	2%	2%	3%	1%	1%	4%	4%	0%	2%	1%	1%	0%	1%	1%	5%	0%
I don't know how to prepare healthy meals	14	13	1%	2%	1%	1%	2%	2%	1%	0%	4%	1%	1%	3%	0%	1%	1%	2%	2%
There is nowhere nearby to buy healthy food or ingredients from	10	11	1%	1%	1%	1%	2%	0%	0%	2%	0%	1%	1%	1%	0%	1%	1%	0%	0%
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	4	4	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
None of these	111	103	11%	10%	11%	12%	7%	14%	10%	22%	7%	12%	7%	10%	12%	13%	11%	9%	16%
Don't know	2	2	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

	Weighted	Unweighted	Total %	EU Referendum Leave	Remain	I did not vote	Past vote in 2019 general election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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	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%	25%	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%	11%	12%	13%	12%	9%	5%	8%	11%

	Weighted	Unweighted	Total %	Education Degree	No Degree	Household Income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 1	2	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
It tastes better	430	428	43%	43%	44%	40%	44%	46%	50%	41%	37%	40%	46%	47%	72%	40%	41%	48%	65%
It's easier	344	340	34%	34%	34%	40%	37%	33%	30%	22%	37%	33%	37%	37%	43%	34%	33%	35%	49%
It's cheaper	342	334	34%	28%	37%	43%	36%	32%	28%	12%	11%	34%	34%	33%	43%	40%	31%	38%	24%
It takes less time to prepare	284	286	28%	30%	28%	33%	28%	25%	31%	21%	24%	27%	35%	33%	17%	30%	26%	32%	40%
Habit/ritual (e.g. fish and chips on Fridays or Saturday night takeaway)	273	282	27%	28%	27%	22%	28%	29%	39%	31%	14%	28%	23%	34%	19%	24%	28%	32%	13%
Eating socially (e.g. with friends or family) at a restaurant where there are no healthy options	220	237	22%	28%	19%	19%	23%	21%	24%	26%	48%	23%	21%	20%	22%	21%	25%	20%	6%
Eating at someone else's house where there are no healthy options	132	142	13%	15%	12%	13%	15%	11%	7%	10%	21%	16%	6%	9%	13%	14%	15%	9%	2%
Social pressures - e.g. feeling uncomfortable ordering a healthy option if everyone else is ordering unhealthy options	107	104	11%	8%	11%	11%	11%	11%	11%	21%	13%	8%	14%	20%	7%	7%	10%	15%	20%
I never eat unhealthy meals	86	85	9%	8%	9%	8%	9%	8%	6%	5%	15%	9%	10%	3%	3%	10%	9%	7%	5%
I don't know how to prepare healthy meals	78	78	8%	9%	7%	7%	8%	9%	10%	11%	8%	5%	12%	15%	9%	5%	8%	11%	8%
Eating the foods I eat - including unhealthy foods - is part of my cultural identity	76	75	8%	8%	8%	7%	9%	7%	12%	6%	6%	7%	10%	6%	10%	8%	9%	6%	4%
There is nowhere nearby to buy healthy food or ingredients from	52	55	5%	6%	5%	5%	7%	5%	2%	4%	8%	6%	5%	4%	0%	4%	6%	4%	4%
None of these	111	103	11%	10%	11%	12%	7%	14%	10%	22%	7%	12%	7%	10%	12%	13%	11%	9%	16%

	Weighted	Unweighted	Total %	EU Referendum Leave	Remain	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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%	11%
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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 agree	83	85	8%	9%	9%	6%	6%	13%	7%	7%	8%	7%	10%
Agree	366	358	37%	38%	37%	33%	38%	38%	32%	32%	41%	36%	37%
Disagree	374	383	37%	37%	37%	39%	35%	35%	45%	42%	37%	39%	35%
Strongly disagree	177	174	18%	17%	16%	23%	20%	15%	17%	20%	14%	17%	18%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	94	100	9%	9%	10%	18%	12%	8%	6%	8%	12%	11%	8%	7%	11%	10%
Agree	375	376	37%	34%	42%	34%	38%	40%	36%	42%	36%	39%	32%	35%	37%	33%
Disagree	384	380	38%	40%	36%	38%	40%	39%	37%	36%	36%	42%	41%	44%	42%	39%
Strongly disagree	147	144	15%	16%	13%	10%	10%	13%	21%	15%	16%	9%	19%	13%	10%	17%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	94	100	9%	10%	9%	10%	11%	9%	5%	9%	5%	7%	16%	11%	15%	8%	10%	22%	22%
Agree	375	376	37%	36%	38%	37%	38%	37%	45%	34%	60%	36%	43%	33%	46%	36%	39%	29%	29%
Disagree	384	380	38%	39%	38%	40%	38%	41%	34%	36%	23%	39%	35%	41%	28%	39%	37%	30%	30%
Strongly disagree	147	144	15%	15%	15%	13%	14%	13%	17%	21%	12%	17%	7%	15%	11%	17%	13%	20%	20%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 agree	94	100	9%	8%	12%	6%	6%	12%	12%	7%	18%	8%	11%
Agree	375	376	37%	37%	40%	34%	39%	37%	27%	38%	38%	37%	38%
Disagree	384	380	38%	42%	34%	41%	37%	37%	48%	41%	32%	39%	37%
Strongly disagree	147	144	15%	13%	14%	19%	17%	14%	13%	14%	12%	16%	14%

DEMOS

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.

	Weighted	Unweighted	Total %	Female	Male	Age				Region						
						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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 agree	80	82	8%	7%	8%	9%	5%	12%	7%	7%	12%	7%	10%
Agree	350	348	35%	35%	35%	35%	34%	31%	26%	43%	40%	32%	38%
Disagree	385	381	39%	38%	38%	40%	38%	41%	46%	36%	32%	40%	37%
Strongly disagree	184	189	18%	20%	19%	16%	23%	16%	20%	14%	16%	21%	15%

DEMOS

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

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	39%	38%	41%	37%	48%	38%	34%	43%	32%	38%	37%	55%	39%	41%
Disagree	337	342	34%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	121	124	12%	11%	12%	14%	15%	7%	12%	3%	12%	10%	17%	14%	30%	11%	14%	22%	22%
Agree	389	383	39%	38%	39%	41%	37%	46%	38%	38%	32%	39%	39%	40%	38%	39%	41%	34%	34%
Disagree	337	342	34%	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 agree	121	124	12%	12%	14%	10%	10%	16%	8%	11%	16%	9%	16%
Agree	389	383	39%	38%	42%	36%	40%	42%	32%	39%	33%	40%	38%
Disagree	337	342	34%	36%	30%	36%	32%	30%	43%	33%	40%	34%	33%
Strongly disagree	153	151	15%	14%	15%	18%	17%	12%	17%	18%	11%	17%	14%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	31%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 agree	118	126	12%	13%	12%	9%	9%	18%	11%	8%	13%	11%	13%
Agree	409	407	41%	43%	38%	43%	36%	40%	44%	45%	49%	41%	41%
Disagree	306	301	31%	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%

DEMOS

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

	Weighted	Unweighted	Total %	Gender Female	Male	Age 18-24	25-39	40-59	60+	Region 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%

	Weighted	Unweighted	Total %	Education Degree	No degree	Household income <£20k	20,000 - £39,999	£40,000-£59,999	£60,000-£79,999	£80,000-£99,999	£100,000+	Children 0	1	2	3+	Number of adults in household 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%

	Weighted	Unweighted	Total %	EU Referendum Remain	Leave	I did not vote	Past vote 2019 General Election Conservative	Labour	Liberal Democrat	I did not vote	Other	Social grade 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	95	97	10%	9%	11%	9%	7%	11%	13%	8%	15%	8%	11%
Agree	279	270	28%	27%	28%	29%	26%	32%	18%	31%	27%	29%	27%
Disagree	437	439	44%	47%	39%	46%	42%	42%	47%	47%	45%	44%	44%
Strongly disagree	189	194	19%	17%	22%	17%	25%	15%	22%	15%	13%	20%	18%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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	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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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 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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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
Lots of healthy options	292	312	29%	32%	27%	15%	22%	30%	39%	26%	32%	26%	36%	27%	28%	28%
A fair amount of healthy options	530	528	53%	51%	57%	54%	63%	52%	46%	58%	49%	62%	43%	56%	47%	56%
Not many healthy options	154	142	15%	16%	14%	24%	14%	16%	13%	14%	15%	11%	19%	18%	23%	15%
No healthy options	24	18	2%	1%	2%	7%	1%	2%	2%	2%	4%	2%	2%	0%	2%	2%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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
Lots of healthy options	292	312	29%	33%	28%	27%	30%	29%	27%	28%	57%	31%	24%	29%	23%	29%	28%	18%	18%
A fair amount of healthy options	530	528	53%	54%	53%	53%	52%	55%	61%	60%	36%	51%	60%	51%	60%	54%	58%	42%	42%
Not many healthy options	154	142	15%	12%	17%	17%	16%	15%	10%	9%	7%	16%	14%	16%	17%	15%	13%	25%	25%
No healthy options	24	18	2%	1%	3%	3%	2%	1%	2%	2%	0%	2%	2%	5%	0%	2%	1%	15%	15%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	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	190	19%	16%	23%	15%	20%	21%	19%	18%	20%	16%	22%	29%	18%	21%
3	67	66	7%	7%	6%	6%	6%	8%	6%	8%	9%	4%	6%	10%	3%	6%
4	33	34	3%	2%	4%	3%	2%	2%	5%	3%	5%	1%	3%	3%	4%	6%
5 to 10 miles	126	126	13%	16%	9%	16%	16%	9%	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%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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%

	Weighted	Unweighted	Total %	EU Referendum			Past vote 2019 General Election					Social grade	
				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%

DEMOS

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.

	Weighted	Unweighted	Total %	Gender		Age				Region						
				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	206	21%	17%	25%	12%	21%	20%	24%	22%	20%	20%	21%	21%	21%	18%
£50-£74.99	313	312	31%	34%	29%	32%	29%	33%	32%	33%	33%	28%	30%	47%	26%	25%
£75-£99.99	125	130	12%	12%	13%	7%	12%	11%	16%	12%	15%	10%	8%	14%	15%	18%
£100+	244	250	24%	23%	25%	21%	28%	27%	19%	24%	24%	28%	22%	18%	28%	24%

	Weighted	Unweighted	Total %	Education		Household income						Children				Number of adults in household			
				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-£24.99	111	102	11%	10%	12%	21%	9%	4%	7%	7%	4%	12%	11%	4%	7%	22%	6%	8%	33%
£25-£49.99	207	206	21%	21%	21%	27%	24%	16%	11%	7%	2%	26%	13%	9%	0%	43%	16%	10%	0%
£50-£74.99	313	312	31%	27%	33%	31%	31%	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%

	Weighted	Unweighted	Total %	EU referendum			Past vote 2019 General Election					Social grade	
				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-£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%

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