

YouGov / Cancer Research UK Survey Results

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North	
Weighted Sample	1299	468	438	81	496	569	631	668	145	553	305	295	753	546	201	487	248	362
Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think there is, or is not a problem with obesity in England?

There is a problem with obesity in England	86	91	89	89	91	88	81	90	76	84	87	91	87	83	83	88	86	83
There is not a problem with obesity in England	6	5	6	4	4	7	8	4	7	7	4	6	5	7	6	6	9	4
Don't know	8	3	5	7	5	6	10	7	17	9	9	2	7	9	10	6	5	13

Do you or do you not worry about your weight or the weight of anyone in your immediate family? (Please tick all that apply)

I worry about my own weight	48	50	48	53	46	52	39	56	31	51	50	47	48	48	49	50	44	48
I worry about the weight of my children	9	9	11	9	10	9	8	11	2	11	10	8	9	10	5	10	8	12
I worry about the weight of someone else in my family	22	21	24	21	25	20	19	25	30	23	19	19	24	18	23	23	22	19
I don't worry about my weight or the weight of anyone in my family	35	36	33	32	36	34	44	27	42	31	36	37	35	35	30	34	38	37
Don't know	5	2	6	3	3	4	6	4	11	6	5	1	5	5	6	4	7	6

To what extent do you support or oppose the following actions to tackle obesity in England?

Voluntary action by individual supermarkets to promote healthier options

Strongly support	39	44	38	39	45	35	34	44	39	36	39	45	40	38	41	41	36	37
Tend to support	43	44	47	46	42	48	45	42	44	44	47	40	46	39	42	43	47	42
TOTAL SUPPORT	82	88	85	85	87	83	79	86	83	80	86	85	86	77	83	84	83	79
Tend to oppose	5	3	3	7	4	4	6	3	1	5	3	7	3	7	3	4	5	6
Strongly oppose	3	3	2	1	2	3	4	1	2	3	2	3	2	4	2	3	3	2
TOTAL OPPOSE	8	6	5	8	6	7	10	4	3	8	5	10	5	11	5	7	8	8
Don't know	10	6	9	7	6	9	11	10	14	12	9	5	8	13	10	9	9	13

All supermarkets taking the same steps to promote healthier options

Strongly support	40	45	41	37	45	38	34	45	36	38	38	45	39	40	42	41	39	36
Tend to support	41	42	45	42	42	43	43	40	42	41	43	40	45	37	43	42	40	41
TOTAL SUPPORT	81	87	86	79	87	81	77	85	78	79	81	85	84	77	85	83	79	77
Tend to oppose	6	5	4	9	5	6	8	4	8	5	7	5	6	6	3	5	8	6
Strongly oppose	2	3	2	2	2	3	2	2	0	2	2	3	1	3	2	2	3	1
TOTAL OPPOSE	8	8	6	11	7	9	10	6	8	7	9	8	7	9	5	7	11	7
Don't know	11	6	9	10	7	10	12	9	14	13	10	6	9	14	9	9	10	15

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	Region 2									
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think there is, or is not a problem with obesity in England?

There is a problem with obesity in England	86	83	81	86	88	84	89	83	84	92
There is not a problem with obesity in England	6	2	4	5	5	12	6	6	9	2
Don't know	8	15	15	8	7	4	4	10	7	5

Do you or do you not worry about your weight or the weight of anyone in your immediate family? (Please tick all that apply)

I worry about my own weight	48	40	47	52	42	47	50	49	50	49
I worry about the weight of my children	9	11	13	12	8	7	12	5	8	8
I worry about the weight of someone else in my family	22	17	18	23	21	23	26	23	21	23
I don't worry about my weight or the weight of anyone in my family	35	36	38	35	42	35	33	30	35	35
Don't know	5	14	5	2	6	7	3	6	4	4

To what extent do you support or oppose the following actions to tackle obesity in England?

Voluntary action by individual supermarkets to promote healthier options

Strongly support	39	39	37	36	34	39	36	41	45	41
Tend to support	43	37	42	46	54	39	50	42	39	40
TOTAL SUPPORT	82	76	79	82	88	78	86	83	84	81
Tend to oppose	5	9	5	4	4	7	3	3	6	4
Strongly oppose	3	0	3	2	0	5	2	2	3	4
TOTAL OPPOSE	8	9	8	6	4	12	5	5	9	8
Don't know	10	15	13	11	8	10	9	10	8	11

All supermarkets taking the same steps to promote healthier options

Strongly support	40	33	38	37	37	42	35	42	45	43
Tend to support	41	39	39	44	44	36	48	43	41	37
TOTAL SUPPORT	81	72	77	81	81	78	83	85	86	80
Tend to oppose	6	4	7	7	8	8	5	3	5	7
Strongly oppose	2	1	1	1	0	5	1	2	1	4
TOTAL OPPOSE	8	5	8	8	8	13	6	5	6	11
Don't know	11	23	15	10	10	10	11	9	8	9

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North
Weighted Sample	1299	468	438	81	496	569	631	668	145	553	305	295	753	546	201	487	248	362
Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The food and drinks industry voluntarily reducing the amount of sugar and fat in their food

Strongly support	48	52	49	44	53	47	43	51	45	45	45	57	47	48	47	48	48	47
Tend to support	35	37	35	37	33	38	38	32	35	35	39	31	38	32	34	37	34	34
TOTAL SUPPORT	83	89	84	81	86	85	81	83	80	80	84	88	85	80	81	85	82	81
Tend to oppose	5	4	4	7	4	4	5	4	3	5	5	5	5	5	5	4	5	5
Strongly oppose	3	3	5	2	3	4	4	3	5	3	3	3	3	3	3	3	5	3
TOTAL OPPOSE	8	7	9	9	7	8	9	7	8	8	8	8	8	8	8	7	10	8
Don't know	9	4	7	10	7	8	10	9	12	12	9	5	8	12	11	8	9	11

Government passing laws to make sure supermarkets promote healthier options

Strongly support	29	30	33	28	32	27	25	33	37	28	28	30	30	28	36	30	28	25
Tend to support	37	41	38	30	39	38	34	39	34	38	36	37	38	35	34	39	38	35
TOTAL SUPPORT	66	71	71	58	71	65	59	72	71	66	64	67	68	63	70	69	66	60
Tend to oppose	16	15	14	20	15	17	18	14	13	13	20	18	16	16	10	17	15	19
Strongly oppose	7	9	5	11	6	10	10	4	4	6	7	9	7	8	8	6	8	7
TOTAL OPPOSE	23	24	19	31	21	27	28	18	17	19	27	27	23	24	18	23	23	26
Don't know	11	5	11	12	8	9	12	10	13	14	9	7	9	14	12	9	11	14

Government passing laws to restrict price promotions e.g. 'buy one get one free' or 'two for the price of one' on unhealthy food

Strongly support	22	27	21	21	23	23	21	23	17	20	22	31	22	23	26	22	22	21
Tend to support	24	27	23	23	27	22	22	25	15	24	23	28	23	24	22	29	22	19
TOTAL SUPPORT	46	54	44	44	50	45	43	48	32	44	45	59	45	47	48	51	44	40
Tend to oppose	26	24	30	24	26	25	26	25	35	25	27	21	26	26	24	24	26	29
Strongly oppose	16	15	15	17	14	19	19	14	15	17	19	13	17	15	15	15	20	16
TOTAL OPPOSE	42	39	45	41	40	44	45	39	50	42	46	34	43	41	39	39	46	45
Don't know	12	7	11	15	10	11	11	13	17	15	9	7	11	13	14	11	11	14

Government passing laws to make sure the food and drinks industry reduces the amount of sugar and fat in their foods

Strongly support	38	41	40	38	38	40	33	42	28	37	39	43	36	40	41	39	39	33
Tend to support	35	37	37	25	39	32	36	34	42	32	36	36	37	31	35	36	33	35
TOTAL SUPPORT	73	78	77	63	77	72	69	76	70	69	75	79	73	71	76	75	72	68
Tend to oppose	12	11	10	18	10	12	15	9	17	11	13	10	13	10	10	11	12	14
Strongly oppose	6	7	4	8	5	7	7	5	3	7	5	6	6	7	4	6	7	7
TOTAL OPPOSE	18	18	14	26	15	19	22	14	20	18	18	16	19	17	14	17	19	21
Don't know	10	5	9	11	7	8	9	10	11	13	7	4	8	12	10	8	9	11

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Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

The food and drinks industry voluntarily reducing the amount of sugar and fat in their food

Strongly support	48	44	47	47	47	49	46	47	53	44
Tend to support	35	34	33	36	39	28	36	34	34	42
TOTAL SUPPORT	83	78	80	83	86	77	82	81	87	86
Tend to oppose	5	3	6	4	3	8	4	5	5	4
Strongly oppose	3	4	3	2	3	6	4	3	2	4
TOTAL OPPOSE	8	7	9	6	6	14	8	8	7	8
Don't know	9	15	11	10	8	9	10	11	7	6

Government passing laws to make sure supermarkets promote healthier options

Strongly support	29	24	25	26	28	28	29	36	30	32
Tend to support	37	27	35	40	41	36	41	34	39	35
TOTAL SUPPORT	66	51	60	66	69	64	70	70	69	67
Tend to oppose	16	25	18	17	12	18	14	10	18	18
Strongly oppose	7	7	6	8	6	10	7	8	4	7
TOTAL OPPOSE	23	32	24	25	18	28	21	18	22	25
Don't know	11	17	16	9	14	9	9	12	9	7

Government passing laws to restrict price promotions e.g. 'buy one get one free' or 'two for the price of one' on unhealthy food

Strongly support	22	15	21	25	23	22	18	26	20	29
Tend to support	24	19	19	21	17	26	33	22	27	25
TOTAL SUPPORT	46	34	40	46	40	48	51	48	47	54
Tend to oppose	26	37	29	25	31	20	22	24	28	22
Strongly oppose	16	14	16	17	15	24	14	15	17	13
TOTAL OPPOSE	42	51	45	42	46	44	36	39	45	35
Don't know	12	15	15	12	14	7	14	14	8	11

Government passing laws to make sure the food and drinks industry reduces the amount of sugar and fat in their foods

Strongly support	38	31	36	31	35	43	35	41	40	40
Tend to support	35	29	35	40	39	27	39	35	33	37
TOTAL SUPPORT	73	60	71	71	74	70	74	76	73	77
Tend to oppose	12	18	10	15	12	12	8	10	13	12
Strongly oppose	6	5	7	7	5	10	8	4	6	4
TOTAL OPPOSE	18	23	17	22	17	22	16	14	19	16
Don't know	10	17	11	8	9	9	9	10	8	7

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region			
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Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Government passing laws to restrict the broadcast of adverts for unhealthy products before the 9pm watershed

Strongly support	30	34	32	33	32	33	27	33	16	26	36	39	30	30	29	31	31	28
Tend to support	35	37	37	33	39	33	35	36	34	36	34	36	38	32	38	37	32	35
TOTAL SUPPORT	65	71	69	66	71	66	62	69	50	62	70	75	68	62	67	68	63	63
Tend to oppose	15	15	12	11	14	14	18	12	22	13	17	13	15	15	9	14	17	18
Strongly oppose	5	6	5	4	4	7	7	4	6	6	5	4	5	5	7	6	4	4
TOTAL OPPOSE	20	21	17	15	18	21	25	16	28	19	22	17	20	20	16	20	21	22
Don't know	14	8	13	19	12	13	14	15	22	19	9	8	12	18	17	12	17	15

Government introducing higher taxes on unhealthy products

Strongly support	20	22	21	22	23	19	22	18	20	19	18	25	22	18	20	21	21	18
Tend to support	28	33	28	21	32	26	27	30	23	27	28	34	28	28	34	31	23	26
TOTAL SUPPORT	48	55	49	43	55	45	49	48	43	46	46	59	50	46	54	52	44	44
Tend to oppose	25	23	26	40	24	27	24	26	25	25	30	19	24	26	23	24	27	26
Strongly oppose	15	15	15	7	11	19	17	14	12	17	15	15	16	15	12	14	17	18
TOTAL OPPOSE	40	38	41	47	35	46	41	40	37	42	45	34	40	41	35	38	44	44
Don't know	11	7	10	11	10	9	11	12	20	13	9	7	10	13	11	10	13	13

Government giving Councils greater freedom to restrict the opening of new hot food takeaways

Strongly support	24	31	23	22	25	27	23	26	13	22	26	33	24	25	25	24	22	27
Tend to support	30	33	31	20	31	30	31	29	31	28	30	33	31	28	26	33	31	27
TOTAL SUPPORT	54	64	54	42	56	57	54	55	44	50	56	66	55	53	51	57	53	54
Tend to oppose	22	19	23	33	25	18	21	22	26	23	23	17	22	21	20	23	22	21
Strongly oppose	8	8	7	8	7	11	11	6	8	10	6	9	9	8	9	8	11	7
TOTAL OPPOSE	30	27	30	41	32	29	32	28	34	33	29	26	31	29	29	31	33	28
Don't know	16	9	16	17	11	14	14	17	22	18	15	10	14	18	20	13	14	19

Government working with schools to prevent children from buying unhealthy food takeaways during school hours

Strongly support	43	46	46	46	48	41	38	48	37	39	43	53	44	42	48	45	37	42
Tend to support	39	42	38	40	38	40	41	36	40	40	40	34	41	36	34	38	45	37
TOTAL SUPPORT	82	88	84	86	86	81	79	84	77	79	83	87	85	78	82	83	82	79
Tend to oppose	6	5	5	7	6	7	7	6	6	6	6	8	6	7	5	6	6	7
Strongly oppose	3	4	2	2	2	5	5	2	3	3	4	2	3	4	4	3	4	2
TOTAL OPPOSE	9	9	7	9	8	12	12	8	9	9	10	10	9	11	9	9	10	9
Don't know	9	3	8	4	5	8	9	8	13	12	6	4	7	11	9	7	9	11

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Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

Government passing laws to restrict the broadcast of adverts for unhealthy products before the 9pm watershed

Strongly support	30	24	32	26	30	31	27	29	27	43
Tend to support	35	30	33	40	30	34	41	38	38	29
TOTAL SUPPORT	65	54	65	66	60	65	68	67	65	72
Tend to oppose	15	24	16	18	20	13	14	9	14	15
Strongly oppose	5	1	4	5	3	5	6	7	7	4
TOTAL OPPOSE	20	25	20	23	23	18	20	16	21	19
Don't know	14	21	15	11	17	17	12	17	14	9

Government introducing higher taxes on unhealthy products

Strongly support	20	14	18	20	22	21	17	20	22	24
Tend to support	28	30	20	30	18	27	31	34	28	36
TOTAL SUPPORT	48	44	38	50	40	48	48	54	50	60
Tend to oppose	25	26	26	24	30	23	27	23	26	19
Strongly oppose	15	16	20	17	16	18	13	12	15	13
TOTAL OPPOSE	40	42	46	41	46	41	40	35	41	32
Don't know	11	13	15	9	14	11	13	11	9	8

Government giving Councils greater freedom to restrict the opening of new hot food takeaways

Strongly support	24	25	30	23	17	26	20	25	22	31
Tend to support	30	31	23	29	31	32	35	26	34	29
TOTAL SUPPORT	54	56	53	52	48	58	55	51	56	60
Tend to oppose	22	18	18	26	25	20	23	20	26	18
Strongly oppose	8	8	9	5	11	11	8	9	6	10
TOTAL OPPOSE	30	26	27	31	36	31	31	29	32	28
Don't know	16	19	20	17	16	11	15	20	12	12

Government working with schools to prevent children from buying unhealthy food takeaways during school hours

Strongly support	43	35	47	41	34	40	39	48	48	48
Tend to support	39	38	37	37	47	43	48	34	35	32
TOTAL SUPPORT	82	73	84	78	81	83	87	82	83	80
Tend to oppose	6	10	4	9	6	6	3	5	8	7
Strongly oppose	3	4	2	2	4	3	3	4	4	2
TOTAL OPPOSE	9	14	6	11	10	9	6	9	12	9
Don't know	9	13	10	10	9	8	7	9	6	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ensuring that food provided in every school in England is compliant with existing strict healthy guidelines

Strongly support	48	49	51	58	55	45	42	54	45	46	49	55	49	47	49	50	51	45
Tend to support	37	40	37	28	35	39	41	33	41	38	36	34	39	34	37	35	35	40
TOTAL SUPPORT	85	89	88	86	90	84	83	87	86	84	85	89	88	81	86	85	86	85
Tend to oppose	3	4	2	4	3	4	4	3	2	3	4	4	3	4	0	5	4	3
Strongly oppose	2	3	2	1	2	3	3	1	0	2	3	2	2	3	3	2	2	2
TOTAL OPPOSE	5	7	4	5	5	7	7	4	2	5	7	6	5	7	3	7	6	5
Don't know	9	4	7	10	5	9	10	9	12	12	7	4	7	12	11	9	7	10

The government has announced a new tax on sugary drinks that will come into force in April this year.

To what extent do you support or oppose this policy?

Strongly support	29	34	29	28	32	27	27	31	24	25	28	40	30	28	31	29	30	26
Tend to support	33	37	37	26	37	34	33	34	31	34	34	32	34	31	31	38	28	32
TOTAL SUPPORT	62	71	66	54	69	61	60	65	55	59	62	72	64	59	62	67	58	58
Tend to oppose	18	17	16	27	16	18	21	15	22	18	18	16	18	17	18	16	19	19
Strongly oppose	10	7	10	5	6	12	12	8	4	12	11	6	9	10	9	7	12	12
TOTAL OPPOSE	28	24	26	32	22	30	33	23	26	30	29	22	27	27	27	23	31	31
Don't know	10	6	8	15	8	9	8	13	20	12	9	6	8	13	11	9	10	12

How much influence, if any, do you think the following factors have in getting people to buy unhealthy food at the supermarket?

Price deals that offer extra items for free (e.g. buy one get one free)

Large influence	38	39	41	39	43	37	34	42	35	36	37	44	39	36	41	39	34	37
Some influence	38	42	36	36	36	39	41	35	41	37	40	36	40	34	38	38	38	38
TOTAL INFLUENCE	76	81	77	75	79	76	75	77	76	73	77	80	79	70	79	77	72	75
Not much influence	13	13	15	8	13	14	13	13	6	14	17	11	12	15	10	14	15	12
No influence	4	3	3	9	4	4	4	4	2	5	3	5	4	5	3	4	6	4
TOTAL NO INFLUENCE	17	16	18	17	17	18	17	17	8	19	20	16	16	20	13	18	21	16
Don't know	7	4	6	8	5	6	8	6	16	8	4	3	5	10	8	5	8	9

Price deals that reduce the price of each item (e.g. 50% off)

Large influence	41	41	44	41	44	40	37	43	39	38	40	47	42	38	43	41	38	41
Some influence	37	40	37	37	37	38	40	35	38	38	37	35	39	35	37	39	38	35
TOTAL INFLUENCE	78	81	81	78	81	78	77	78	77	76	77	82	81	73	80	80	76	76
Not much influence	11	12	11	7	11	11	11	11	5	11	15	11	10	12	9	12	13	10
No influence	4	3	3	8	3	4	5	3	4	4	3	4	3	5	5	4	4	4
TOTAL NO INFLUENCE	15	15	14	15	14	15	16	14	9	15	18	15	13	17	14	16	17	14
Don't know	7	4	5	7	5	7	8	7	13	9	5	3	5	10	6	5	8	11

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Region 2									
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

Ensuring that food provided in every school in England is compliant with existing strict healthy guidelines

Strongly support	48	46	44	45	46	56	45	49	54	48
Tend to support	37	35	39	45	39	32	40	37	31	37
TOTAL SUPPORT	85	81	83	90	85	88	85	86	85	85
Tend to oppose	3	1	5	1	4	5	3	0	5	6
Strongly oppose	2	4	2	2	1	3	2	3	2	2
TOTAL OPPOSE	5	5	7	3	5	8	5	3	7	8
Don't know	9	14	10	7	9	4	11	11	8	6

The government has announced a new tax on sugary drinks that will come into force in April this year.

To what extent do you support or oppose this policy?

Strongly support	29	23	26	28	27	33	24	31	28	38
Tend to support	33	29	29	37	32	24	40	31	38	35
TOTAL SUPPORT	62	52	55	65	59	57	64	62	66	73
Tend to oppose	18	22	20	15	21	18	16	18	20	12
Strongly oppose	10	11	9	15	8	15	8	9	7	8
TOTAL OPPOSE	28	33	29	30	29	33	24	27	27	20
Don't know	10	15	16	4	12	9	12	11	8	8

How much influence, if any, do you think the following factors have in getting people to buy unhealthy food at the supermarket?

Price deals that offer extra items for free (e.g. buy one get one free)

Large influence	38	33	37	39	37	31	36	41	42	39
Some influence	38	40	35	41	35	40	42	38	34	38
TOTAL INFLUENCE	76	73	72	80	72	71	78	79	76	77
Not much influence	13	10	13	13	13	17	14	10	13	17
No influence	4	2	4	4	5	6	3	3	6	3
TOTAL NO INFLUENCE	17	12	17	17	18	23	17	13	19	20
Don't know	7	14	12	3	10	6	6	8	4	4

Price deals that reduce the price of each item (e.g. 50% off)

Large influence	41	34	40	46	40	36	38	43	43	39
Some influence	37	40	33	35	40	35	40	37	37	40
TOTAL INFLUENCE	78	74	73	81	80	71	78	80	80	79
Not much influence	11	9	12	8	7	18	12	9	11	14
No influence	4	2	3	5	4	4	3	5	5	2
TOTAL NO INFLUENCE	15	11	15	13	11	22	15	14	16	16
Don't know	7	15	12	6	10	6	6	6	4	4

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North
Weighted Sample	1299	468	438	81	496	569	631	668	145	553	305	295	753	546	201	487	248	362
Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where items are placed (e.g. end of aisle, checkouts)

Large influence	33	37	35	32	33	35	26	39	27	31	33	38	35	30	33	35	32	30
Some influence	41	42	42	40	46	39	43	40	38	42	43	41	42	40	43	43	39	40
TOTAL INFLUENCE	74	79	77	72	79	74	69	79	65	73	76	79	77	70	76	78	71	70
Not much influence	14	14	14	9	13	15	17	12	11	15	15	14	14	15	13	14	16	14
No influence	4	4	3	11	4	5	6	3	6	4	3	5	4	5	2	4	6	5
TOTAL NO INFLUENCE	18	18	17	20	17	20	23	15	17	19	18	19	18	20	15	18	22	19
Don't know	7	3	5	7	5	6	8	6	18	8	5	2	6	9	8	5	7	10

Do each of the following factors ever encourage you to buy more unhealthy foods than you would if it was full price?

Price deals that offer extra items for free (e.g. buy one get one free)

All the time	7	6	7	5	4	9	7	7	10	7	7	5	4	10	6	6	6	9
More often than not	17	19	16	8	18	16	16	17	21	20	15	11	18	15	14	17	21	15
Sometimes	39	39	43	43	44	37	41	38	38	41	37	39	42	36	50	38	36	38
Rarely	21	23	21	27	22	23	17	25	12	20	24	25	21	21	18	22	23	20
Never	10	11	8	12	9	11	12	8	5	5	14	18	10	10	5	12	8	11
Don't know	6	2	5	6	4	5	7	5	15	8	3	2	5	8	8	5	7	7

Price deals that reduce the price of each item (e.g. 50% off)

All the time	7	5	8	5	5	9	7	7	11	8	7	4	5	10	5	7	9	9
More often than not	19	21	20	10	21	17	18	21	25	24	17	11	20	18	22	19	24	16
Sometimes	39	41	41	44	43	37	40	38	33	40	37	41	41	35	44	38	33	40
Rarely	18	20	17	24	18	21	16	21	12	16	21	24	19	18	17	20	19	17
Never	10	11	8	11	9	11	12	8	5	4	15	18	10	10	5	12	8	11
Don't know	6	2	5	6	4	5	7	5	15	8	3	2	5	8	8	5	7	7

When was the last time you saw confectionary (sweets, chocolates) and other unhealthy food being sold at checkouts in supermarket chain shops in England?

Within the last day	20	19	20	17	16	19	19	21	26	23	19	12	20	19	18	18	21	23
Within the last week	32	32	36	41	38	31	32	33	31	31	29	40	33	31	32	30	34	35
Within the last month	9	8	11	6	9	8	10	7	12	8	7	10	9	8	9	7	9	10
More than a month ago	9	11	8	11	9	10	7	10	7	7	11	10	8	10	6	12	9	7
Never	2	1	2	0	1	2	2	2	3	3	0	1	1	3	3	3	1	1
Don't know / Can't remember	28	30	23	25	26	30	28	28	21	27	34	28	28	28	32	30	27	24

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Region 2									
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

Where items are placed (e.g. end of aisle, checkouts)

Large influence	33	25	34	28	32	33	33	33	33	39
Some influence	41	41	32	49	43	36	43	43	46	40
TOTAL INFLUENCE	74	66	66	77	75	69	76	76	79	79
Not much influence	14	10	16	15	11	21	14	13	13	15
No influence	4	10	5	3	6	5	4	2	5	2
TOTAL NO INFLUENCE	18	20	21	18	17	26	18	15	18	17
Don't know	7	14	12	6	8	5	7	8	3	5

Do each of the following factors ever encourage you to buy more unhealthy foods than you would if it was full price?

Price deals that offer extra items for free (e.g. buy one get one free)

All the time	7	4	13	7	3	8	4	6	7	7
More often than not	17	16	10	20	19	24	14	14	20	15
Sometimes	39	36	39	39	41	31	40	50	37	37
Rarely	21	17	20	22	24	21	21	18	22	24
Never	10	15	10	10	7	9	15	5	10	12
Don't know	6	12	8	3	7	7	6	8	4	5

Price deals that reduce the price of each item (e.g. 50% off)

All the time	7	4	12	7	7	10	5	5	7	8
More often than not	19	15	12	22	20	29	16	22	19	21
Sometimes	39	42	40	40	39	28	42	44	39	32
Rarely	18	14	19	17	19	18	18	17	20	22
Never	10	13	9	12	8	8	13	5	11	12
Don't know	6	12	8	3	7	7	6	8	4	5

When was the last time you saw confectionary (sweets, chocolates) and other unhealthy food being sold at checkouts in supermarket chain shops in England?

Within the last day	20	27	23	20	15	26	16	18	21	16
Within the last week	32	27	37	37	38	29	28	32	29	36
Within the last month	9	11	10	10	14	4	8	9	8	5
More than a month ago	9	4	6	9	7	11	13	6	11	11
Never	2	0	3	0	0	1	4	3	2	1
Don't know / Can't remember	28	30	21	24	25	29	31	32	30	30

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North
Weighted Sample	1299	468	438	81	496	569	631	668	145	553	305	295	753	546	201	487	248	362
Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you support or oppose each the following?

Restricting unhealthy food and drink being sold in local services such as leisure centres

Strongly support	24	28	23	26	26	25	20	29	14	20	29	33	25	23	21	26	25	24
Tend to support	36	38	40	32	40	35	37	35	33	37	34	37	36	36	40	37	36	32
TOTAL SUPPORT	60	66	63	58	66	60	57	64	47	57	63	70	61	59	61	63	61	56
Tend to oppose	20	23	19	22	19	22	22	19	27	19	20	19	23	17	17	21	18	23
Strongly oppose	6	6	6	6	5	7	8	5	6	7	5	6	6	6	8	6	8	6
TOTAL OPPOSE	26	29	25	28	24	29	30	24	33	26	25	25	29	23	25	27	26	29
Don't know	13	5	13	13	9	11	12	13	20	16	11	4	10	17	14	10	13	15

Restricting unhealthy food and drink being sold in the shops and cafes on NHS premises in England

Strongly support	32	36	35	27	35	33	30	35	24	27	37	42	34	30	37	33	30	30
Tend to support	34	37	33	33	35	35	36	32	35	36	31	33	35	32	29	36	34	34
TOTAL SUPPORT	66	73	68	60	70	68	66	67	59	63	68	75	69	62	66	69	64	64
Tend to oppose	17	17	16	24	17	17	18	17	21	18	17	16	18	17	16	17	17	18
Strongly oppose	5	4	6	3	4	6	6	5	3	6	5	4	5	5	6	4	6	5
TOTAL OPPOSE	22	21	22	27	21	23	24	22	24	24	22	20	23	22	22	21	23	23
Don't know	11	5	11	14	9	9	10	12	17	14	10	5	9	15	13	9	13	13

Generally speaking, do you think there are or are not too many adverts on TV for unhealthy foods shown during 'family prime-time viewing' in England?

I think there are too many adverts for unhealthy foods shown	45	51	46	41	43	48	42	48	34	38	50	59	46	44	44	48	41	44
I think there are not too many adverts for unhealthy foods shown	21	23	22	18	20	22	22	20	30	24	17	16	22	20	21	18	27	21
Don't know	34	27	33	41	37	29	36	32	36	39	32	25	32	36	35	34	32	34

To what extent would you support or oppose each of the following?

Restricting posters, billboards or other advertising for unhealthy foods near places often visited by children (e.g. schools, parks, leisure centres)

Strongly support	33	38	33	42	36	35	27	39	20	29	38	45	34	32	33	35	31	33
Tend to support	40	42	43	27	43	39	43	37	41	42	38	36	40	39	39	39	42	39
TOTAL SUPPORT	73	80	76	69	79	74	70	76	61	71	76	81	74	71	72	74	73	72
Tend to oppose	10	11	8	9	8	11	12	8	11	9	9	11	11	8	9	12	8	9
Strongly oppose	3	3	4	3	3	5	5	2	2	3	3	4	3	4	4	3	4	3
TOTAL OPPOSE	13	14	12	12	11	16	17	10	13	12	12	15	14	12	13	15	12	12
Don't know	14	6	12	19	11	11	13	14	27	16	12	4	12	16	14	11	15	16

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Region 2									
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

To what extent do you support or oppose each the following?

Restricting unhealthy food and drink being sold in local services such as leisure centres

Strongly support	24	26	22	25	24	26	22	21	24	33
Tend to support	36	28	34	32	38	35	42	40	38	30
TOTAL SUPPORT	60	54	56	57	62	61	64	61	62	63
Tend to oppose	20	24	21	25	19	18	20	17	23	21
Strongly oppose	6	3	8	5	4	11	6	8	7	4
TOTAL OPPOSE	26	27	29	30	23	29	26	25	30	25
Don't know	13	18	16	13	15	10	10	14	9	12

Restricting unhealthy food and drink being sold in the shops and cafes on NHS premises in England

Strongly support	32	33	29	30	27	33	32	37	29	40
Tend to support	34	28	37	33	41	28	38	29	40	28
TOTAL SUPPORT	66	61	66	63	68	61	70	66	69	68
Tend to oppose	17	20	15	22	16	19	16	16	19	17
Strongly oppose	5	3	7	4	3	9	3	6	5	5
TOTAL OPPOSE	22	23	22	26	19	28	19	22	24	22
Don't know	11	17	12	12	14	11	11	13	7	11

Generally speaking, do you think there are or are not too many adverts on TV for unhealthy foods shown during 'family prime-time viewing' in England?

I think there are too many adverts for unhealthy foods shown	45	40	44	48	39	43	43	44	50	52
I think there are not too many adverts for unhealthy foods shown	21	23	21	21	26	28	23	21	15	16
Don't know	34	38	35	31	35	29	34	35	35	31

To what extent would you support or oppose each of the following?

Restricting posters, billboards or other advertising for unhealthy foods near places often visited by children (e.g. schools, parks, leisure centres)

Strongly support	33	26	37	31	25	37	31	33	31	47
Tend to support	40	41	33	45	49	34	39	39	45	30
TOTAL SUPPORT	73	67	70	76	74	71	70	72	76	77
Tend to oppose	10	8	9	10	10	5	14	9	10	12
Strongly oppose	3	5	3	2	3	6	3	4	3	2
TOTAL OPPOSE	13	13	12	12	13	11	17	13	13	14
Don't know	14	19	18	12	13	17	13	14	10	9

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands	North
Weighted Sample	1299	468	438	81	496	569	631	668	145	553	305	295	753	546	201	487	248	362
Unweighted Sample	1299	474	462	91	573	542	535	764	125	545	344	285	782	517	168	528	232	371
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Further restricting the advertising of unhealthy foods to children on YouTube and social media

Strongly support	37	42	38	44	40	39	31	42	20	32	40	50	39	34	36	39	36	34
Tend to support	37	39	38	27	39	36	39	35	36	40	35	34	36	38	35	37	39	36
TOTAL SUPPORT	74	81	76	71	79	75	70	77	56	72	75	84	75	72	71	76	75	70
Tend to oppose	10	9	8	10	8	9	11	8	16	10	9	7	10	9	8	10	8	10
Strongly oppose	4	3	4	4	3	5	5	2	5	3	4	4	3	4	5	3	5	3
TOTAL OPPOSE	14	12	12	14	11	14	16	10	21	13	13	11	13	13	13	13	13	13
Don't know	13	7	12	14	9	11	13	13	22	15	14	5	12	15	16	10	12	17

What influence, if any, do you think listing calories on menu options would have on people purchasing food and drink at restaurants or from takeaways?

Large influence	13	13	15	18	12	14	9	17	16	14	15	10	14	12	11	13	16	13
Some influence	44	46	49	40	50	41	42	46	50	46	40	43	47	40	40	47	46	41
TOTAL INFLUENCE	57	59	64	58	62	55	51	63	66	60	55	53	61	52	51	60	62	54
Not much influence	26	29	23	28	26	29	28	25	14	22	30	37	26	27	32	25	22	28
No influence at all	9	11	6	10	7	12	13	6	6	10	10	9	8	12	9	9	10	10
TOTAL NO INFLUENCE	35	40	29	38	33	41	41	31	20	32	40	46	34	39	41	34	32	38
Don't know	7	1	6	5	5	4	7	6	15	9	4	1	5	9	8	5	6	8

To what extent would you say that each of the following are healthy or unhealthy?

Meals that you order from takeaways

Very healthy	2	2	2	0	2	2	1	2	2	2	1	2	2	2	2	1	2	2
Fairly healthy	5	6	5	2	5	5	6	5	5	6	5	4	6	4	5	5	8	3
TOTAL HEALTHY	7	8	7	2	7	7	7	7	7	8	6	6	8	6	7	6	10	5
Neither healthy nor unhealthy	20	20	16	21	16	23	22	17	11	19	24	20	16	25	19	20	15	22
Fairly unhealthy	44	47	46	46	49	41	44	43	43	42	45	44	46	40	44	43	50	40
Very unhealthy	24	22	28	27	24	23	20	28	30	25	20	24	26	21	21	24	21	27
TOTAL UNHEALTHY	68	69	74	73	73	64	64	71	73	67	65	68	72	61	65	67	71	67
Don't know	6	4	5	4	5	5	7	5	10	6	6	7	6	7	9	6	5	7

Meals that you eat in restaurants

Very healthy	1	1	1	0	1	1	1	1	2	1	0	1	1	0	0	1	2	1
Fairly healthy	21	21	20	21	21	22	19	22	19	19	24	21	23	17	17	22	24	18
TOTAL HEALTHY	22	22	21	21	22	23	20	23	21	20	24	22	24	17	17	23	26	19
Neither healthy nor unhealthy	46	52	42	45	45	48	48	44	36	44	51	49	43	50	49	46	39	48
Fairly unhealthy	23	21	27	25	26	21	20	25	29	25	14	22	25	19	21	23	27	20
Very unhealthy	4	2	5	5	3	4	4	3	2	5	3	2	2	6	5	3	2	5
TOTAL UNHEALTHY	27	23	32	30	29	25	24	28	31	30	17	24	27	25	26	26	29	25
Don't know	7	3	5	3	4	5	8	5	11	5	7	6	6	7	7	6	5	8

Sample Size: 1299 adults in England
Fieldwork: 2nd - 3rd April 2018

		Region 2								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Weighted Sample	1299	76	159	128	123	125	155	201	203	130
Unweighted Sample	1299	70	168	133	118	114	159	168	221	148
	%	%	%	%	%	%	%	%	%	%

Further restricting the advertising of unhealthy foods to children on YouTube and social media

Strongly support	37	24	39	33	31	41	31	36	39	51
Tend to support	37	41	31	40	45	33	41	35	40	28
TOTAL SUPPORT	74	65	70	73	76	74	72	71	79	79
Tend to oppose	10	6	10	12	11	6	11	8	10	11
Strongly oppose	4	8	2	3	2	7	3	5	3	2
TOTAL OPPOSE	14	14	12	15	13	13	14	13	13	13
Don't know	13	21	18	12	11	13	13	16	8	8

What influence, if any, do you think listing calories on menu options would have on people purchasing food and drink at restaurants or from takeaways?

Large influence	13	15	12	13	13	18	8	11	13	19
Some influence	44	31	38	51	54	39	49	40	44	49
TOTAL INFLUENCE	57	46	50	64	67	57	57	51	57	68
Not much influence	26	32	31	22	15	29	28	32	24	24
No influence at all	9	11	10	10	12	8	9	9	12	4
TOTAL NO INFLUENCE	35	43	41	32	27	37	37	41	36	28
Don't know	7	10	10	4	7	6	5	8	6	4

To what extent would you say that each of the following are healthy or unhealthy?

Meals that you order from takeaways

Very healthy	2	1	2	2	2	1	2	2	2	0
Fairly healthy	5	1	3	3	7	10	6	5	6	4
TOTAL HEALTHY	7	2	5	5	9	11	8	7	8	4
Neither healthy nor unhealthy	20	27	15	28	10	20	23	19	19	20
Fairly unhealthy	44	40	40	39	55	45	42	44	45	42
Very unhealthy	24	25	28	26	19	23	22	21	23	29
TOTAL UNHEALTHY	68	65	68	65	74	68	64	65	68	71
Don't know	6	5	12	2	8	2	5	9	6	5

Meals that you eat in restaurants

Very healthy	1	0	1	0	0	4	1	0	1	1
Fairly healthy	21	16	17	21	28	21	24	17	20	22
TOTAL HEALTHY	22	16	18	21	28	25	25	17	21	23
Neither healthy nor unhealthy	46	51	48	47	32	46	47	49	44	48
Fairly unhealthy	23	17	18	25	30	23	18	21	26	23
Very unhealthy	4	8	4	4	0	4	4	5	2	2
TOTAL UNHEALTHY	27	25	22	29	30	27	22	26	28	25
Don't know	7	8	13	3	9	2	5	7	7	5