

YouGov / Credos Survey Results

Sample Size: 2175 Adults in the UK
Fieldwork: 18th - 19th February 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	2175	378	539	196	228	120	770	774	1055	1120	228	898	539	509	735	487	650	1820	113	181	61	500	346	250	724
Unweighted Sample	2175	349	546	202	229	128	838	754	947	1228	200	855	574	546	802	492	564	1795	123	192	65	518	390	107	780
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think would be the most effective in helping you and your family live a healthier life?

Please tick up to three.

Healthier food being made more affordable	63	59	68	65	53	65	66	59	56	69	65	67	61	57	62	61	63	62	61	66	66	61	64	58	64
Mandatory health and cooking education in schools	29	36	31	32	30	26	29	33	26	33	31	23	30	39	29	32	28	30	25	25	23	28	30	31	32
Subsidised gym or fitness class memberships	27	23	30	23	21	37	32	20	22	31	29	36	22	14	33	24	23	27	27	27	24	28	26	28	26
Investment in walking and cycling infrastructure in your local area	20	16	24	27	12	31	26	15	23	18	21	23	21	15	23	17	20	20	29	17	17	19	20	13	23
Improved access to public green spaces and parks near where you live / work	20	14	21	21	17	27	21	17	21	19	26	23	17	14	21	19	18	20	19	17	23	22	22	21	17
Banning advertising unhealthy food across all media (e.g. TV, radio, cinema, print, etc.)	15	15	15	17	13	21	15	17	17	13	12	10	13	25	15	14	16	15	10	14	26	15	12	7	19
Mandatory calorie labelling on all restaurant and café menus	11	12	12	15	9	9	11	12	10	12	13	10	12	12	11	12	10	11	7	15	11	12	10	9	12
Government-funded mental health awareness campaigns	11	9	13	9	8	18	11	8	10	13	18	12	10	9	10	11	11	11	11	13	11	11	11	12	11
Introduction of a tax on foods high in sugar and salt	10	12	11	13	6	10	11	9	10	9	7	8	9	14	12	11	8	10	9	8	14	8	8	6	12
Government-funded campaigns promoting healthy and active lifestyles	8	10	9	11	4	10	9	7	11	6	12	7	7	10	8	9	7	9	6	6	9	9	8	11	8
Restrictions on where unhealthy food can be placed in supermarkets	7	9	6	9	6	7	7	8	7	7	6	7	6	9	8	8	7	7	6	6	10	7	7	8	7
None of these	8	10	4	5	19	4	6	12	10	6	4	6	12	12	7	8	11	8	12	9	8	9	8	11	7
Don't know	5	5	5	1	5	1	3	4	6	4	4	6	3	4	3	6	5	5	7	4	3	5	5	8	3

Thinking about advertising for 'less healthy' food, does it make you more or less likely to buy the 'less healthy' food that you see?

Much more likely	2	1	3	0	1	1	1	2	2	2	3	2	2	1	2	2	2	2	5	2	4	1	2	2	2
A little more likely	11	5	15	8	6	23	13	6	10	11	19	13	9	5	13	7	9	11	12	11	7	13	9	13	9
TOTAL MORE LIKELY	13	6	18	8	7	24	14	8	12	13	22	15	11	6	15	9	11	13	17	13	11	14	11	15	11
No change – I was already likely to buy less healthy food	25	22	30	24	34	19	24	26	27	24	25	29	22	22	25	26	26	26	23	21	26	27	27	21	27
No change – I was already unlikely to buy less healthy food	42	54	38	47	44	41	44	47	40	43	26	34	47	56	44	45	41	42	39	45	34	38	43	43	44
TOTAL NO CHANGE	67	76	68	71	78	60	68	73	67	67	51	63	69	78	69	71	67	68	62	66	60	65	70	64	71
A little less likely	4	3	4	5	3	4	5	4	4	4	4	5	5	4	6	3	3	4	5	4	10	5	4	4	4
Much less likely	3	4	2	4	2	3	2	4	4	2	4	1	4	5	2	4	4	3	1	3	4	3	3	3	3
TOTAL LESS LIKELY	7	7	6	9	5	7	7	8	8	6	8	6	9	9	8	7	7	7	6	7	14	8	7	7	7
Don't know	12	11	8	11	10	8	10	10	12	12	18	15	11	7	8	13	14	12	16	14	14	12	12	14	11

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

How worried, if at all, are you about the amount of 'less healthy' food advertisements that you see or hear?

Very worried	4	3	3	3	2	6	3	4	4	3	1	5	3	4	4	3	4	3	5	5	7	3	2	1	5
Fairly worried	16	14	18	15	9	25	18	14	16	16	18	16	13	19	16	18	13	16	18	16	18	16	16	18	15
TOTAL WORRIED	20	17	21	18	11	31	21	18	20	19	19	21	16	23	20	21	17	19	23	21	25	19	18	19	20
Not very worried	38	40	42	50	36	32	43	36	36	39	33	37	39	40	40	36	37	38	26	41	46	37	33	39	40
Not worried at all	32	34	26	24	45	32	25	38	34	29	33	32	34	28	31	31	34	32	37	30	13	31	38	29	31
TOTAL NOT WORRIED	70	74	68	74	81	64	68	74	70	68	66	69	73	68	71	67	71	70	63	71	59	68	71	68	71
Don't know	11	8	12	8	8	5	11	9	10	12	15	11	11	10	9	12	12	11	13	7	16	13	12	13	9

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.