

# YouGov / Food Foundation Survey Results

Sample Size: 2125 UK Adults  
Fieldwork: 12th - 14th April 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country				Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
<b>Weighted Sample</b>	<b>2125</b>	<b>678</b>	<b>497</b>	<b>178</b>	<b>746</b>	<b>788</b>	<b>1031</b>	<b>1094</b>	<b>223</b>	<b>878</b>	<b>527</b>	<b>497</b>	<b>1211</b>	<b>914</b>	<b>1785</b>	<b>104</b>	<b>181</b>	<b>55</b>	<b>499</b>	<b>342</b>	<b>251</b>	<b>693</b>	
<b>Unweighted Sample</b>	<b>2125</b>	<b>690</b>	<b>494</b>	<b>179</b>	<b>861</b>	<b>775</b>	<b>966</b>	<b>1159</b>	<b>192</b>	<b>894</b>	<b>534</b>	<b>505</b>	<b>1258</b>	<b>867</b>	<b>1790</b>	<b>113</b>	<b>172</b>	<b>50</b>	<b>507</b>	<b>354</b>	<b>217</b>	<b>712</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, would you support or oppose a higher tax on unhealthy foods?

Strongly support	15	13	18	12	17	11	14	15	16	15	15	13	16	13	15	12	14	13	14	13	17	16
Somewhat support	33	34	35	40	40	30	34	33	33	31	35	37	36	30	33	25	39	32	34	33	38	31
<b>TOTAL SUPPORT</b>	<b>48</b>	<b>47</b>	<b>53</b>	<b>52</b>	<b>57</b>	<b>41</b>	<b>48</b>	<b>48</b>	<b>49</b>	<b>46</b>	<b>50</b>	<b>50</b>	<b>52</b>	<b>43</b>	<b>48</b>	<b>37</b>	<b>53</b>	<b>45</b>	<b>48</b>	<b>46</b>	<b>55</b>	<b>47</b>
Somewhat oppose	25	26	23	31	24	27	23	27	23	23	29	26	24	26	25	29	23	33	26	26	15	27
Strongly oppose	19	22	14	11	12	24	23	16	19	22	16	18	16	23	19	23	18	21	18	18	19	20
<b>TOTAL OPPOSE</b>	<b>44</b>	<b>48</b>	<b>37</b>	<b>42</b>	<b>36</b>	<b>51</b>	<b>46</b>	<b>43</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>44</b>	<b>40</b>	<b>49</b>	<b>44</b>	<b>52</b>	<b>41</b>	<b>54</b>	<b>44</b>	<b>44</b>	<b>34</b>	<b>47</b>
Don't know	8	5	10	5	7	8	6	10	9	10	6	6	7	9	8	10	6	1	8	10	12	7

And would you support or oppose a higher tax on unhealthy foods if the money raised was used directly to help make healthier food cheaper?

Strongly support	36	30	46	38	43	28	35	36	40	39	35	29	39	31	36	30	34	38	34	33	42	37
Somewhat support	36	37	35	35	36	36	33	38	38	32	37	40	37	34	36	29	41	36	38	38	35	33
<b>TOTAL SUPPORT</b>	<b>72</b>	<b>67</b>	<b>81</b>	<b>73</b>	<b>79</b>	<b>64</b>	<b>68</b>	<b>74</b>	<b>78</b>	<b>71</b>	<b>72</b>	<b>69</b>	<b>76</b>	<b>65</b>	<b>72</b>	<b>59</b>	<b>75</b>	<b>74</b>	<b>72</b>	<b>71</b>	<b>77</b>	<b>70</b>
Somewhat oppose	12	14	8	15	9	14	13	10	11	11	13	12	10	14	12	18	8	10	14	12	8	12
Strongly oppose	11	15	7	9	7	15	14	8	6	12	9	13	9	14	10	13	13	10	9	10	8	12
<b>TOTAL OPPOSE</b>	<b>23</b>	<b>29</b>	<b>15</b>	<b>24</b>	<b>16</b>	<b>29</b>	<b>27</b>	<b>18</b>	<b>17</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>19</b>	<b>28</b>	<b>22</b>	<b>31</b>	<b>21</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>16</b>	<b>24</b>
Don't know	6	4	5	3	4	7	6	7	6	7	6	6	6	7	6	10	4	6	6	8	7	6

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<b>Weighted Sample</b>	<b>2125</b>	678	497	178	746	788	1031	1094	223	878	527	497	1211	914	1785	104	181	55	499	342	251	693	
<b>Unweighted Sample</b>	<b>2125</b>	690	494	179	861	775	966	1159	192	894	534	505	1258	867	1790	113	172	50	507	354	217	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How much, if at all, do you know about the following taxes and which food and drinks they are added to?**

**Value Added Tax (VAT)**

I know what it is, and the foods it is added to	<b>27</b>	30	26	36	33	28	32	23	23	25	31	29	29	25	27	37	26	23	25	27	30	27
I know what it is, but know little about what foods it is added to	<b>52</b>	53	54	54	52	53	53	51	50	49	55	55	53	51	53	34	53	54	56	50	46	54
I have heard of it, but don't know anything about what foods it is added to	<b>17</b>	15	14	9	12	16	12	21	24	19	12	13	14	19	17	20	14	18	16	20	16	16
I have never heard of it and don't know anything about what foods it is added to	<b>4</b>	2	6	0	3	3	3	5	4	6	2	2	3	5	3	10	7	5	3	3	7	3

**Soft Drink Industry Levy (SDIL)**

I know what it is, and the foods it is added to	<b>26</b>	25	28	33	31	23	29	23	29	29	26	17	28	23	26	25	19	26	25	28	29	25
I know what it is, but know little about what foods it is added to	<b>32</b>	34	32	35	33	33	32	33	30	30	33	36	33	31	32	26	37	38	34	29	25	34
I have heard of it, but don't know anything about what foods it is added to	<b>18</b>	20	15	15	16	18	18	18	13	18	17	20	17	20	18	19	17	23	17	18	22	17
I have never heard of it and don't know anything about what foods it is added to	<b>24</b>	22	24	17	20	25	22	27	28	22	24	28	23	27	24	29	27	13	24	25	24	24

**Which of the following foods do you think have and don't have VAT added to them?**

**Soft drinks**

Does have VAT	<b>68</b>	66	72	70	71	66	68	67	71	73	65	59	70	65	67	70	69	75	68	67	69	66
Does not have VAT	<b>10</b>	12	10	7	10	11	11	9	12	7	12	12	10	10	10	8	9	3	11	8	7	12
Don't know	<b>22</b>	22	18	23	20	23	21	24	17	20	23	28	20	26	23	22	22	21	21	25	24	22

**Bottled water**

Does have VAT	<b>29</b>	27	34	29	32	26	32	26	32	34	25	23	29	28	29	35	30	24	29	29	34	26
Does not have VAT	<b>41</b>	44	40	41	42	44	42	40	40	38	45	43	42	40	42	41	39	37	43	39	31	45
Don't know	<b>30</b>	30	26	30	27	31	26	34	29	28	30	34	28	32	30	25	31	39	28	32	35	29

**Fresh meat**

Does have VAT	<b>33</b>	28	40	24	33	29	38	28	43	40	28	20	32	34	32	33	37	27	36	29	30	32
Does not have VAT	<b>40</b>	46	38	48	44	44	39	41	29	34	46	51	43	36	41	40	37	35	38	41	40	43
Don't know	<b>27</b>	25	22	28	23	27	23	31	28	27	26	29	25	30	27	27	25	38	25	30	30	25

**Processed meat (e.g. ham)**

Does have VAT	<b>48</b>	45	52	43	48	45	53	43	56	53	47	35	48	46	47	52	50	55	49	46	46	46
Does not have VAT	<b>24</b>	28	25	28	28	27	24	24	17	20	27	34	26	23	25	23	25	14	22	24	25	27
Don't know	<b>28</b>	27	24	28	25	27	23	33	26	27	27	31	26	31	28	26	25	30	29	30	29	27

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Cakes</b>																							
Does have VAT	<b>58</b>	56	61	55	58	56	59	56	66	60	57	51	60	55	58	63	54	53	59	58	57	57	
Does not have VAT	<b>19</b>	21	21	21	22	19	21	17	15	17	21	21	19	18	19	17	22	14	20	15	19	20	
Don't know	<b>24</b>	23	19	24	20	25	19	28	20	23	22	28	21	27	24	20	24	32	21	27	24	23	
<b>Chocolate and confectionery</b>																							
Does have VAT	<b>71</b>	72	75	72	74	71	73	69	75	73	72	64	73	68	71	71	69	68	73	71	68	71	
Does not have VAT	<b>9</b>	10	9	9	10	9	8	9	6	8	10	12	9	9	9	7	11	8	8	7	10	10	
Don't know	<b>20</b>	18	16	19	16	21	19	22	19	20	18	24	18	23	20	22	20	24	19	22	22	19	
<b>Food eaten in restaurants and cafes</b>																							
Does have VAT	<b>79</b>	81	82	79	83	79	79	78	76	78	82	78	80	77	79	80	77	70	80	77	77	80	
Does not have VAT	<b>7</b>	6	7	7	6	6	6	7	9	6	5	8	7	6	7	7	7	6	7	5	8	7	
Don't know	<b>15</b>	13	11	14	11	15	15	15	15	16	13	14	13	17	14	14	15	24	13	18	15	13	
<b>Hot takeaways and deliveries</b>																							
Does have VAT	<b>69</b>	70	72	67	70	70	69	69	70	70	69	67	70	67	69	71	67	64	68	71	67	70	
Does not have VAT	<b>11</b>	11	13	13	13	10	12	10	11	10	12	12	11	11	11	7	12	3	13	7	11	12	
Don't know	<b>20</b>	19	15	21	17	20	19	21	20	20	19	21	18	22	19	22	21	32	18	22	21	18	

*\*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.*