

YouGov / Foodrise Survey Results

Sample Size: 2193 GB Adults
Fieldwork: 2nd - 3rd September 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2193	395	564	202	237	135	770	783	1061	1132	230	906	542	515	1250	943	1897	105	191	520	360	265	752	
Unweighted Sample	2193	360	610	222	262	139	881	802	1001	1192	149	843	580	621	1335	858	1904	110	179	538	355	218	793	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During the past week, which of the following supermarkets have you shopped at (including online shopping and metros/express stores)? Please select all that apply.

Tesco	41	36	47	39	38	43	44	38	40	41	43	42	42	37	43	38	40	43	48	38	38	41	41
Sainsbury's	31	31	34	37	26	40	34	30	27	34	25	31	29	35	33	28	32	19	21	26	29	41	35
Aldi	25	26	25	18	30	21	22	27	23	27	25	26	26	22	24	26	25	23	26	31	32	15	21
Lidl	20	18	21	19	16	17	20	20	21	20	20	20	19	21	19	21	19	21	29	18	18	22	19
Asda	18	19	20	13	20	10	17	20	17	19	15	20	16	18	16	20	18	22	19	22	17	12	17
Morrisons	18	18	19	13	18	16	20	17	18	17	15	15	21	20	18	17	17	23	22	24	19	11	13
Marks & Spencer	14	18	16	14	12	15	16	14	10	18	13	12	13	20	17	11	15	6	14	13	13	21	14
The Co-operative	13	11	12	19	13	16	16	11	12	14	11	13	13	14	15	11	13	12	17	12	15	12	12
Waitrose	8	10	8	16	5	3	8	8	7	9	13	6	9	10	10	5	9	4	2	4	5	16	12
Iceland	6	4	8	2	9	5	5	9	5	7	5	5	7	10	4	10	7	5	6	7	5	5	7
Not applicable - I have not shopped at any of these supermarkets in the past week	9	8	7	10	9	15	7	8	11	6	20	7	9	7	9	8	9	8	5	8	11	10	9
Don't know	1	1	0	0	1	0	0	1	1	0	0	1	0	0	0	1	1	2	2	0	0	0	1

Thinking about when you shop at the supermarket, which of the following do you prioritise more?

Saving money	33	22	34	24	35	37	28	32	36	31	43	40	28	22	31	37	33	34	33	39	31	31	31
Buying healthy food	15	18	14	23	15	13	16	15	13	16	9	15	14	18	18	11	14	16	20	12	13	16	15
Neither of these / both equally	50	59	51	52	50	47	55	51	49	52	44	42	57	60	50	50	51	46	46	48	53	50	51
Don't know	2	1	1	1	0	2	1	2	2	2	3	2	1	1	1	2	2	4	1	0	2	2	2

Generally speaking, do you think supermarkets in the UK do a good or bad job at each of the following?

Helping people cut down on food waste

Very good job	2	2	2	2	1	0	2	1	1	2	1	2	1	2	2	2	2	1	0	1	2	3	2
Fairly good job	13	19	13	13	8	14	12	13	12	15	17	12	12	16	13	14	14	9	9	11	12	17	16
TOTAL GOOD JOB	15	21	15	15	9	14	14	14	13	17	18	14	13	18	15	16	16	10	9	12	14	20	18
Neither good job nor bad job	30	39	23	33	39	16	26	36	30	31	26	27	32	37	28	34	31	23	30	30	31	30	32
Fairly bad job	31	22	39	34	32	35	35	29	33	30	36	32	32	28	34	28	31	37	36	32	35	28	29
Very bad job	14	11	17	13	11	29	19	11	16	13	11	18	15	9	15	13	14	19	16	15	13	16	12
TOTAL BAD JOB	45	33	56	47	43	64	54	40	49	43	47	50	47	37	49	41	45	56	52	47	48	44	41
Don't know	9	8	6	4	9	5	5	9	8	9	10	9	8	8	8	9	9	12	9	10	8	6	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Promoting local food products																								
Very good job	3	2	3	2	3	0	3	2	3	2	3	4	2	1	3	2	3	2	1	3	2	4	2	
Fairly good job	19	24	17	22	16	16	19	19	20	18	23	21	15	20	19	20	18	19	29	17	18	24	18	
TOTAL GOOD JOB	22	26	20	24	19	16	22	21	23	20	26	25	17	21	22	22	21	21	30	20	20	28	20	
Neither good job nor bad job	25	31	23	29	24	22	23	29	26	25	21	20	29	32	23	28	25	29	22	24	27	26	26	
Fairly bad job	32	29	38	30	29	40	36	30	30	33	29	33	33	30	34	29	32	23	34	33	34	26	32	
Very bad job	13	9	13	12	20	19	13	13	12	13	9	15	14	9	14	11	13	17	7	13	13	15	13	
TOTAL BAD JOB	45	38	51	42	49	59	49	43	42	46	38	48	47	39	48	40	45	40	41	46	47	41	45	
Don't know	8	6	5	4	7	4	4	8	8	8	14	7	7	7	7	10	8	11	6	10	7	6	8	
Helping people learn about preparing and eating healthy food																								
Very good job	2	1	3	2	1	3	2	1	2	3	4	3	2	1	3	1	2	2	0	2	2	5	2	
Fairly good job	17	21	18	20	16	17	16	17	15	20	19	17	15	19	17	17	18	11	15	15	16	21	20	
TOTAL GOOD JOB	19	22	21	22	17	20	18	18	17	23	23	20	17	20	20	18	20	13	15	17	18	26	22	
Neither good job nor bad job	34	40	32	33	32	30	36	36	34	34	26	30	37	40	32	36	34	29	33	36	34	28	35	
Fairly bad job	27	23	33	27	27	29	30	26	28	26	29	29	29	22	31	23	27	29	28	28	29	28	26	
Very bad job	11	9	9	12	13	17	11	11	12	9	9	13	9	9	10	12	10	15	13	10	9	11	10	
TOTAL BAD JOB	38	32	42	39	40	46	41	37	40	35	38	42	38	31	41	35	37	44	41	38	38	39	36	
Don't know	9	7	4	5	11	4	5	9	9	8	11	9	8	9	8	10	8	14	10	10	9	8	7	
Helping people make environmentally sustainable choices																								
Very good job	2	1	2	1	3	0	2	1	2	1	1	2	2	1	2	1	2	1	0	1	2	3	2	
Fairly good job	15	20	15	19	12	10	14	14	15	15	18	15	14	17	14	17	16	10	14	15	13	19	16	
TOTAL GOOD JOB	17	21	17	20	15	10	16	15	17	16	19	17	16	18	16	18	18	11	14	16	15	22	18	
Neither good job nor bad job	34	41	29	31	40	20	31	41	34	33	27	28	38	43	33	35	34	25	33	35	33	27	37	
Fairly bad job	28	20	35	31	23	40	33	22	27	28	30	31	25	22	30	24	27	36	27	24	30	31	26	
Very bad job	11	7	13	13	6	25	14	8	11	11	10	14	10	7	12	10	10	16	13	13	10	10	9	
TOTAL BAD JOB	39	27	48	44	29	65	47	30	38	39	40	45	35	29	42	34	37	52	40	37	40	41	35	
Don't know	11	11	6	5	17	5	6	14	11	11	13	10	12	11	9	13	11	12	13	12	11	9	10	
What do you think would be the best way for food retailers or supermarkets to be run?																								
Run by the state	3	1	4	3	2	8	2	2	4	2	10	3	2	0	4	3	3	7	2	4	3	5	2	
Run by private companies	16	29	11	15	24	7	16	21	23	10	11	16	13	23	18	14	17	11	12	16	18	18	17	
Run by cooperatives (owned by employees or members)	54	51	60	63	52	58	57	53	53	54	51	48	60	59	55	53	54	58	53	54	51	51	55	
Don't know	27	19	25	19	22	26	25	23	19	34	29	33	24	17	23	31	26	25	32	25	28	27	26	

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

Generally speaking, do you think a yearly salary of £1 million for the CEO of a large supermarket chain would be:

Too high	65	62	68	61	66	70	65	71	60	70	49	60	71	76	62	69	64	71	71	65	65	58	66
About the right amount	19	25	21	25	17	18	22	17	24	14	26	21	16	14	22	15	20	18	11	19	19	22	20
Too low	2	3	2	2	2	0	2	2	3	1	3	3	1	1	2	1	2	0	0	2	2	2	3
Don't know	14	10	10	12	14	12	12	10	12	15	21	16	12	9	13	14	13	10	18	13	15	18	11

**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.*