

YouGov / Obesity Health Alliance Survey Results

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Government's target to halve childhood obesity by 2030, do you think the Government should generally be doing more or less, or are they currently doing enough to achieve this target?

Should be doing more	52	39	65	66	42	69	65	67	42	52	52	51	55	52	47	57	46	52	50	52	53	54	54	50
Should be doing less	7	8	6	5	9	3	5	4	9	9	5	12	5	7	8	7	7	7	5	6	6	7	8	7
Currently doing enough	20	38	13	14	32	10	17	14	29	19	22	17	17	22	27	19	23	20	24	19	20	18	15	24
Don't know	21	15	16	15	16	18	14	16	20	20	21	20	23	19	18	18	24	20	20	24	21	21	24	19

How worried are you, if at all, about the amount of advertising for unhealthy food that children are exposed to?

Very worried	16	13	19	21	15	19	19	18	13	14	18	15	15	15	19	16	16	16	11	16	17	16	18	15
Fairly worried	34	36	37	45	33	42	40	42	31	33	35	30	33	37	37	38	30	35	35	33	33	35	36	35
TOTAL WORRIED	50	49	56	66	48	61	59	60	44	47	53	45	48	52	56	54	46	51	46	49	50	51	54	50
Not very worried	30	34	30	22	33	27	30	27	37	28	32	32	30	32	28	30	32	31	27	27	29	32	31	32
Not at all worried	11	14	8	5	14	6	6	7	14	15	8	12	12	10	12	10	13	11	19	13	12	9	7	12
TOTAL NOT WORRIED	41	48	38	27	47	33	36	34	51	43	40	44	42	42	40	40	45	42	46	40	41	41	38	44
Don't know	8	3	6	7	4	6	5	6	5	9	7	11	10	6	4	7	9	8	7	11	8	9	8	6

To what extent, if at all, would you support or oppose the Government banning advertising of unhealthy food in each of the following places?
On television channels aimed at children

Strongly support	53	51	63	67	53	63	70	65	51	51	55	33	52	58	58	57	47	54	56	41	53	51	55	56
Tend to support	26	26	22	18	25	22	23	24	25	25	27	35	26	25	23	26	26	25	20	36	25	27	26	25
TOTAL SUPPORT	79	77	85	85	78	85	93	89	76	76	82	68	78	83	81	83	73	79	76	77	78	78	81	81
Tend to oppose	9	9	8	8	9	8	4	5	11	10	7	16	9	6	8	7	11	9	7	7	10	9	9	8
Strongly oppose	5	7	2	2	7	2	1	3	6	5	4	5	4	6	5	4	5	4	8	6	5	3	4	4
TOTAL OPPOSE	14	16	10	10	16	10	5	8	17	15	11	21	13	12	13	11	16	13	15	13	15	12	13	12
Don't know	8	7	5	5	7	5	2	3	7	8	7	12	10	4	7	6	10	8	8	11	7	10	5	8

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	Region in England (2)									Blue Wall	Red Wall	
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East			South West
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Government's target to halve childhood obesity by 2030, do you think the Government should generally be doing more or less, or are they currently doing enough to achieve this target?

Should be doing more	52	52	52	55	48	61	48	54	51	52	60	50
Should be doing less	7	6	9	3	8	7	7	8	8	7	5	6
Currently doing enough	20	26	17	20	18	18	27	15	19	28	19	19
Don't know	21	16	22	22	27	15	18	24	23	13	17	25

How worried are you, if at all, about the amount of advertising for unhealthy food that children are exposed to?

Very worried	16	17	21	13	10	21	15	18	16	13	26	15
Fairly worried	34	33	26	41	32	38	35	36	30	43	35	26
TOTAL WORRIED	50	50	47	54	42	59	50	54	46	56	61	41
Not very worried	30	24	31	29	36	27	29	31	33	32	29	29
Not at all worried	11	15	16	7	10	7	16	7	12	7	5	17
TOTAL NOT WORRIED	41	39	47	36	46	34	45	38	45	39	34	46
Don't know	8	11	6	10	12	7	4	8	8	5	5	13

To what extent, if at all, would you support or oppose the Government banning advertising of unhealthy food in each of the following places?
On television channels aimed at children

Strongly support	53	57	51	53	46	56	52	55	55	61	63	53
Tend to support	26	22	26	27	26	28	28	26	23	23	21	19
TOTAL SUPPORT	79	79	77	80	72	84	80	81	78	84	84	72
Tend to oppose	9	8	14	6	13	4	7	9	8	10	6	11
Strongly oppose	5	6	5	4	5	1	6	4	3	3	3	4
TOTAL OPPOSE	14	14	19	10	18	5	13	13	11	13	9	15
Don't know	8	7	4	10	10	11	8	5	10	3	8	13

Sample Size: 2037 adults in GB
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	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On websites aimed at children																									
Strongly support	54	54	63	64	54	65	69	67	52	52	55	31	52	59	60	58	47	55	55	41	54	51	60	55	
Tend to support	27	25	23	22	26	20	25	23	27	26	27	38	27	25	22	25	28	26	21	36	27	27	22	26	
TOTAL SUPPORT	81	79	86	86	80	85	94	90	79	78	82	69	79	84	82	83	75	81	76	77	81	78	82	81	
Tend to oppose	7	7	7	5	7	6	2	5	8	7	7	10	7	5	7	7	7	7	6	7	8	7	6	6	
Strongly oppose	5	8	2	4	6	3	2	3	6	6	4	6	4	6	4	4	5	4	8	6	4	4	5	5	
TOTAL OPPOSE	12	15	9	9	13	9	4	8	14	13	11	16	11	11	11	12	11	14	13	12	11	11	11	11	
Don't know	8	6	4	5	7	6	2	3	7	9	7	15	10	5	6	6	12	8	10	10	7	11	7	8	
Within half a mile of child-focused places (e.g. a school, park or playground)																									
Strongly support	35	32	41	43	35	41	43	41	36	35	36	23	31	41	42	38	32	36	34	27	33	34	43	38	
Tend to support	35	37	35	37	34	36	38	39	33	32	38	36	35	37	31	35	35	34	36	40	37	37	29	33	
TOTAL SUPPORT	70	69	76	80	69	77	81	80	69	67	74	59	66	78	73	73	67	70	70	67	70	71	72	71	
Tend to oppose	14	13	13	11	13	12	11	11	14	15	12	20	15	10	11	14	13	14	11	10	14	13	15	14	
Strongly oppose	5	8	3	2	7	4	1	2	6	6	4	6	4	5	5	5	6	5	8	6	5	4	6	4	
TOTAL OPPOSE	19	21	16	13	20	16	12	13	20	21	16	26	19	15	16	19	19	19	19	16	19	17	21	18	
Don't know	11	10	7	8	10	8	6	6	11	11	11	15	14	6	10	9	14	11	11	16	11	12	7	11	
On public transport e.g. train stations and bus stops																									
Strongly support	27	23	31	30	25	31	34	32	28	26	28	16	23	30	34	27	26	27	25	23	25	27	33	27	
Tend to support	35	38	36	44	35	37	44	41	32	33	37	33	34	37	36	36	33	35	40	32	37	34	29	37	
TOTAL SUPPORT	62	61	67	74	60	68	78	73	60	59	65	49	57	67	70	63	59	62	65	55	62	61	62	64	
Tend to oppose	20	20	18	15	20	18	15	17	21	22	18	25	22	18	17	19	21	20	18	21	21	18	23	19	
Strongly oppose	6	10	3	4	9	3	1	2	7	7	5	10	6	6	4	6	6	6	8	5	6	7	6	6	
TOTAL OPPOSE	26	30	21	19	29	21	16	19	28	29	23	35	28	24	21	25	27	26	26	26	27	25	29	25	
Don't know	12	9	11	7	11	11	5	8	12	12	13	16	15	9	9	11	14	12	10	20	11	14	8	12	
In sports spaces e.g. sports stadiums, leisure centres etc																									
Strongly support	33	29	39	38	32	40	41	41	32	32	35	21	31	36	41	36	30	34	37	24	33	34	35	34	
Tend to support	33	33	36	37	33	35	40	37	32	32	34	32	33	37	32	33	34	34	31	34	34	31	36	33	
TOTAL SUPPORT	66	62	75	75	65	75	81	78	64	64	69	53	64	73	73	69	64	68	68	58	67	65	71	67	
Tend to oppose	16	20	14	15	17	13	11	13	18	17	15	22	17	14	13	16	16	16	14	18	16	15	14	16	
Strongly oppose	5	9	3	3	8	3	3	2	7	7	4	6	5	6	5	5	6	5	6	6	5	6	7	4	
TOTAL OPPOSE	21	29	17	18	25	16	14	15	25	24	19	28	22	20	18	21	22	21	20	24	21	21	21	20	
Don't know	12	9	9	7	10	9	6	7	11	12	12	18	14	8	9	10	15	11	11	19	11	13	8	11	

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Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%
On websites aimed at children												
Strongly support	54	61	50	54	45	57	51	60	55	62	63	54
Tend to support	27	19	30	29	28	26	29	22	24	24	21	19
TOTAL SUPPORT	81	80	80	83	73	83	80	82	79	86	84	73
Tend to oppose	7	8	11	4	10	5	6	6	6	7	5	8
Strongly oppose	5	5	5	2	5	2	5	5	5	4	3	6
TOTAL OPPOSE	12	13	16	6	15	7	11	11	11	11	8	14
Don't know	8	6	4	10	11	10	9	7	10	3	8	14
Within half a mile of child-focused places (e.g. a school, park or playground)												
Strongly support	35	39	27	36	29	39	35	43	36	43	51	33
Tend to support	35	33	40	36	38	35	33	29	34	32	26	26
TOTAL SUPPORT	70	72	67	72	67	74	68	72	70	75	77	59
Tend to oppose	14	14	19	9	14	11	15	15	13	15	9	18
Strongly oppose	5	4	6	3	7	2	6	6	4	4	2	5
TOTAL OPPOSE	19	18	25	12	21	13	21	21	17	19	11	23
Don't know	11	10	8	16	12	13	12	7	13	7	11	16
On public transport e.g. train stations and bus stops												
Strongly support	27	30	24	23	21	33	25	33	26	31	37	25
Tend to support	35	31	37	39	36	32	36	29	37	37	33	28
TOTAL SUPPORT	62	61	61	62	57	65	61	62	63	68	70	53
Tend to oppose	20	24	24	18	21	15	22	23	19	16	14	24
Strongly oppose	6	6	7	4	10	3	7	6	6	4	4	5
TOTAL OPPOSE	26	30	31	22	31	18	29	29	25	20	18	29
Don't know	12	9	8	16	12	17	11	8	13	12	11	17
In sports spaces e.g. sports stadiums, leisure centres etc												
Strongly support	33	38	33	30	31	37	36	35	33	35	42	35
Tend to support	33	27	35	37	29	33	32	36	32	37	28	26
TOTAL SUPPORT	66	65	68	67	60	70	68	71	65	72	70	61
Tend to oppose	16	21	18	11	18	13	15	14	18	16	16	13
Strongly oppose	5	5	7	4	10	3	5	7	5	4	3	7
TOTAL OPPOSE	21	26	25	15	28	16	20	21	23	20	19	20
Don't know	12	10	7	17	12	14	12	8	13	8	12	19

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	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
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Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Government should generally be doing more to make sure that healthy food is readily available and affordable, or is it currently doing enough?

Making healthy food readily available

Should be doing more	68	50	80	72	56	81	78	75	62	64	71	68	69	71	61	68	67	68	62	70	68	67	71	67
Is currently doing enough	22	44	13	22	35	12	16	17	28	23	20	22	19	22	28	22	21	22	26	19	21	21	20	24
Don't know	10	6	7	6	9	7	5	8	10	12	9	10	12	7	11	9	12	10	12	11	10	12	10	9

Making healthy food affordable

Should be doing more	79	61	90	85	67	90	88	88	72	75	83	81	82	83	69	80	78	79	72	83	81	79	79	78
Is currently doing enough	13	33	5	10	25	5	8	8	20	15	11	8	10	12	22	13	13	13	17	10	11	12	15	14
Don't know	8	6	4	5	8	5	4	4	8	10	6	11	8	5	9	7	9	8	11	7	8	9	7	8

To what extent, if at all, would you support or oppose the Government offering financial subsidies to food and drink companies that sell healthier products?

Strongly support	19	14	26	19	14	26	18	23	14	16	21	27	23	16	11	20	18	19	19	19	16	21	26	17
Tend to support	34	36	35	46	30	37	43	39	31	34	34	35	34	31	36	36	31	34	36	33	37	31	30	34
TOTAL SUPPORT	53	50	61	65	44	63	61	62	45	50	55	62	57	47	47	56	49	53	55	52	53	52	56	51
Tend to oppose	17	22	16	16	24	12	18	17	20	18	17	14	14	20	23	19	15	18	10	19	16	16	19	19
Strongly oppose	12	15	8	8	18	8	9	8	18	16	9	9	9	16	16	11	14	12	17	11	14	12	9	12
TOTAL OPPOSE	29	37	24	24	42	20	27	25	38	34	26	23	23	36	39	30	29	30	27	30	30	28	28	31
Don't know	18	12	15	11	15	16	12	14	17	16	19	15	20	16	15	14	22	18	18	17	17	20	16	18

The 'sugar tax', or 'soft drinks industry levy', is a tax on soft drinks, on the basis of the amount of sugar in the drink.

How effective, if at all, do you think the sugar tax has been in reducing the amount of sugar in soft drinks?

Very effective	5	4	6	5	3	6	5	4	4	6	4	8	6	3	3	5	4	5	5	5	3	5	8	4
Fairly effective	20	22	24	31	17	24	32	27	15	21	19	30	20	17	17	22	17	19	16	25	19	18	24	19
TOTAL EFFECTIVE	25	26	30	36	20	30	37	31	19	27	23	38	26	20	20	27	21	24	21	30	22	23	32	23
Not very effective	37	43	37	32	38	36	33	35	38	33	41	34	34	36	45	37	37	37	39	36	37	36	32	39
Not effective at all	23	18	21	20	27	20	18	20	28	25	22	14	24	29	20	21	26	23	23	19	24	27	18	24
TOTAL NOT EFFECTIVE	60	61	58	52	65	56	51	55	66	58	63	48	58	65	65	58	63	60	62	55	61	63	50	63
Don't know	16	13	12	11	14	14	12	13	15	16	15	13	17	16	15	15	16	16	17	16	17	14	17	15

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Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Government should generally be doing more to make sure that healthy food is readily available and affordable, or is it currently doing enough?

Making healthy food readily available

Should be doing more	68	74	62	73	58	75	69	71	65	68	71	62
Is currently doing enough	22	21	27	15	27	15	21	20	25	26	19	25
Don't know	10	5	11	12	14	10	10	10	10	7	10	13

Making healthy food affordable

Should be doing more	79	86	77	84	72	86	80	79	75	81	78	77
Is currently doing enough	13	10	14	8	17	8	11	15	17	14	14	13
Don't know	8	4	9	8	11	7	9	7	8	5	9	10

To what extent, if at all, would you support or oppose the Government offering financial subsidies to food and drink companies that sell healthier products?

Strongly support	19	18	16	14	19	24	21	26	16	15	21	16
Tend to support	34	36	36	39	25	37	33	30	30	40	32	33
TOTAL SUPPORT	53	54	52	53	44	61	54	56	46	55	53	49
Tend to oppose	17	14	17	15	18	13	19	19	19	20	19	14
Strongly oppose	12	12	18	11	14	10	14	9	12	10	11	17
TOTAL OPPOSE	29	26	35	26	32	23	33	28	31	30	30	31
Don't know	18	20	12	20	23	17	14	16	22	15	18	19

The 'sugar tax', or 'soft drinks industry levy', is a tax on soft drinks, on the basis of the amount of sugar in the drink.

How effective, if at all, do you think the sugar tax has been in reducing the amount of sugar in soft drinks?

Very effective	5	5	3	1	6	4	4	8	5	3	10	4
Fairly effective	20	12	17	26	17	18	17	24	16	26	19	14
TOTAL EFFECTIVE	25	17	20	27	23	22	21	32	21	29	29	18
Not very effective	37	28	41	36	34	39	40	32	38	39	39	30
Not effective at all	23	32	24	18	26	28	24	18	24	22	17	31
TOTAL NOT EFFECTIVE	60	60	65	54	60	67	64	50	62	61	56	61
Don't know	16	22	14	18	17	11	15	17	17	10	15	21

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Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose the revenue raised from the sugar tax being used to fund programmes aimed at tackling obesity?

Strongly support	31	26	40	41	28	40	40	41	27	30	31	29	32	31	28	36	23	31	35	28	27	29	36	32
Tend to support	40	47	42	39	43	40	44	41	41	39	41	38	36	43	44	40	40	41	31	37	44	43	36	39
TOTAL SUPPORT	71	73	82	80	71	80	84	82	68	69	72	67	68	74	72	76	63	72	66	65	71	72	72	71
Tend to oppose	9	10	7	6	9	8	6	6	10	10	9	14	9	8	9	9	10	9	10	12	6	11	10	10
Strongly oppose	6	6	4	4	8	3	3	3	9	8	4	4	6	7	6	5	8	6	9	6	8	4	5	6
TOTAL OPPOSE	15	16	11	10	17	11	9	9	19	18	13	18	15	15	15	14	18	15	19	18	14	15	15	16
Don't know	14	11	7	9	13	9	8	9	14	13	15	15	16	11	12	11	19	14	15	18	15	14	13	13

To what extent, if at all, would you support or oppose the revenue raised from the sugar tax being used directly to fund programmes aimed at improving children's health?

Strongly support	34	30	43	44	31	45	42	44	30	33	35	33	35	35	31	39	28	34	34	34	32	33	37	36
Tend to support	43	48	44	39	46	42	43	43	44	42	45	41	41	46	45	43	43	43	41	43	46	43	41	43
TOTAL SUPPORT	77	78	87	83	77	87	85	87	74	75	80	74	76	81	76	82	71	77	75	77	78	76	78	79
Tend to oppose	6	7	4	6	7	4	6	4	8	7	6	8	6	5	7	6	6	6	5	5	4	8	5	8
Strongly oppose	4	5	3	2	6	2	4	2	6	6	2	4	4	4	5	4	5	4	6	4	5	2	4	4
TOTAL OPPOSE	10	12	7	8	13	6	10	6	14	13	8	12	10	9	12	10	11	10	11	9	9	10	9	12
Don't know	12	11	6	8	10	7	5	7	12	13	12	14	14	10	11	8	18	12	14	14	13	14	13	10

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)										Blue Wall	Red Wall
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose the revenue raised from the sugar tax being used to fund programmes aimed at tackling obesity?

Strongly support	31	24	25	31	27	30	34	36	30	34	43	24
Tend to support	40	49	43	43	39	46	36	36	40	43	35	37
TOTAL SUPPORT	71	73	68	74	66	76	70	72	70	77	78	61
Tend to oppose	9	6	9	4	13	9	7	10	12	9	4	10
Strongly oppose	6	7	8	8	3	5	11	5	6	2	7	7
TOTAL OPPOSE	15	13	17	12	16	14	18	15	18	11	11	17
Don't know	14	15	15	14	17	11	12	13	13	12	10	23

To what extent, if at all, would you support or oppose the revenue raised from the sugar tax being used directly to fund programmes aimed at improving children's health?

Strongly support	34	30	29	36	31	35	38	37	33	37	45	29
Tend to support	43	49	47	43	41	46	38	41	43	48	39	39
TOTAL SUPPORT	77	79	76	79	72	81	76	78	76	85	84	68
Tend to oppose	6	2	5	4	9	8	5	5	10	8	6	9
Strongly oppose	4	6	6	4	2	1	7	4	4	1	3	5
TOTAL OPPOSE	10	8	11	8	11	9	12	9	14	9	9	14
Don't know	12	13	14	13	18	11	12	13	11	6	8	19

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since 2018, the money raised from the sugar tax has been used to support initiatives like the National School Breakfast Programme and holiday food support for children.

Would you support or oppose the Government expanding this model of industry levies to other food and drink items that contain high levels of sugar, salt and/or fat?

Strongly support	29	25	39	42	25	36	40	36	26	29	29	30	28	31	28	31	26	29	27	27	26	29	34	29
Tend to support	39	42	38	35	39	39	41	41	38	37	41	38	37	40	40	40	37	39	41	37	40	39	38	38
TOTAL SUPPORT	68	67	77	77	64	75	81	77	64	66	70	68	65	71	68	71	63	68	68	64	66	68	72	67
Tend to oppose	11	18	8	9	14	9	10	8	13	11	11	11	10	11	12	11	11	11	10	11	11	10	10	12
Strongly oppose	7	7	4	3	10	4	3	5	10	10	5	5	7	8	8	6	9	7	7	8	7	7	6	8
TOTAL OPPOSE	18	25	12	12	24	13	13	13	23	21	16	16	17	19	20	17	20	18	17	19	18	17	16	20
Don't know	14	8	11	11	11	12	6	10	13	14	15	16	18	11	11	12	17	14	15	17	16	15	11	13

Imagine the Government did extend the sugar tax to include all products that are high in sugar, salt or fat, and used the revenue to tackle obesity.

Which of the following, if any, do you think the revenue from that tax should be spent on?

Free school meals for children with parents on low incomes	49	43	60	56	40	58	58	56	42	46	51	56	47	50	48	50	47	49	45	48	47	47	57	49
Fruit and vegetable subsidies for those on low incomes	40	31	49	49	31	47	46	48	34	37	42	40	44	37	35	42	37	40	30	40	42	40	37	41
Healthy cooking lessons in schools	38	44	35	48	44	39	47	42	43	33	44	23	36	41	46	41	36	39	33	33	38	42	32	42
School breakfast clubs	30	28	34	33	29	32	37	35	30	28	32	26	28	34	31	32	27	29	30	39	30	29	29	28
Healthy start vouchers (discounts on healthy food and vitamins) for parents on low incomes	27	26	36	29	23	36	28	33	21	25	29	41	27	27	22	28	25	28	29	21	25	30	30	27
Sports kits and equipment for schools	16	16	17	14	19	17	11	16	18	14	18	12	18	19	12	18	14	17	16	13	16	15	17	18
Breastfeeding support for new parents	7	7	8	9	5	8	9	8	6	5	8	6	8	4	7	7	5	7	8	4	8	7	7	5
Weight loss drugs for individuals with severe obesity	7	10	7	9	8	8	5	7	8	7	8	9	7	9	5	7	8	8	6	6	8	6	9	7
Other	5	5	3	3	6	4	6	3	7	6	4	1	6	5	5	5	5	5	8	6	6	4	4	5
Don't know	12	11	7	5	11	7	5	6	12	16	8	13	13	10	11	8	16	11	15	13	12	12	12	10

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)											
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Blue Wall	Red Wall
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Since 2018, the money raised from the sugar tax has been used to support initiatives like the National School Breakfast Programme and holiday food support for children.

Would you support or oppose the Government expanding this model of industry levies to other food and drink items that contain high levels of sugar, salt and/or fat?

Strongly support	29	30	25	26	29	30	31	34	28	29	34	26
Tend to support	39	41	39	40	36	42	34	38	38	42	35	38
TOTAL SUPPORT	68	71	64	66	65	72	65	72	66	71	69	64
Tend to oppose	11	5	12	12	11	8	11	10	13	12	11	8
Strongly oppose	7	9	8	6	9	4	10	6	8	5	5	11
TOTAL OPPOSE	18	14	20	18	20	12	21	16	21	17	16	19
Don't know	14	15	17	17	15	16	13	11	13	12	15	15

Imagine the Government did extend the sugar tax to include all products that are high in sugar, salt or fat, and used the revenue to tackle obesity.

Which of the following, if any, do you think the revenue from that tax should be spent on?

Free school meals for children with parents on low incomes	49	43	46	49	43	51	44	57	50	55	47	42
Fruit and vegetable subsidies for those on low incomes	40	50	39	43	34	46	34	37	40	50	40	41
Healthy cooking lessons in schools	38	36	35	44	39	44	36	32	44	45	42	33
School breakfast clubs	30	25	31	30	25	34	28	29	29	28	26	31
Healthy start vouchers (discounts on healthy food and vitamins) for parents on low incomes	27	32	24	23	26	33	26	30	26	32	28	27
Sports kits and equipment for schools	16	16	14	17	14	16	22	17	16	17	15	12
Breastfeeding support for new parents	7	13	7	7	6	9	3	7	7	6	9	8
Weight loss drugs for individuals with severe obesity	7	8	6	10	8	5	10	9	6	8	7	8
Other	5	5	7	5	6	2	8	4	5	2	7	5
Don't know	12	10	15	8	16	9	11	12	12	5	10	17

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose your local council doing each of the following?

Using planning laws to reduce the number of unhealthy food outlets in the local area.

Strongly support	24	23	29	30	24	30	23	27	26	23	26	16	23	30	26	25	23	25	19	20	23	28	31	23
Tend to support	34	36	34	37	35	34	41	36	33	33	34	34	32	36	34	33	34	34	34	25	37	34	31	34
TOTAL SUPPORT	58	59	63	67	59	64	64	63	59	56	60	50	55	66	60	58	57	59	53	45	60	62	62	57
Tend to oppose	20	21	21	18	19	20	21	19	20	20	20	24	21	16	21	23	17	20	16	26	20	16	22	21
Strongly oppose	9	10	7	6	12	5	5	5	10	12	6	14	8	8	9	8	10	8	9	12	8	9	6	9
TOTAL OPPOSE	29	31	28	24	31	25	26	24	30	32	26	38	29	24	30	31	27	28	25	38	28	25	28	30
Don't know	13	10	10	8	10	11	10	12	10	12	14	12	16	11	11	11	15	12	21	17	12	11	10	14

Restricting unhealthy food and drink advertising in outdoor areas.

Strongly support	27	24	33	34	25	34	31	31	27	25	29	17	25	30	31	27	27	28	25	21	28	30	28	27
Tend to support	37	38	36	41	39	37	46	41	37	37	37	32	37	39	38	38	36	37	41	35	38	36	37	37
TOTAL SUPPORT	64	62	69	75	64	71	77	72	64	62	66	49	62	69	69	65	63	65	66	56	66	66	65	64
Tend to oppose	17	22	16	11	18	14	12	13	17	18	16	28	17	13	14	18	15	17	13	17	16	16	20	17
Strongly oppose	7	8	5	4	9	5	5	4	8	9	5	10	6	6	8	6	8	7	5	9	6	6	7	8
TOTAL OPPOSE	24	30	21	15	27	19	17	17	25	27	21	38	23	19	22	24	23	24	18	26	22	22	27	25
Don't know	12	8	9	9	9	10	6	10	11	11	13	12	14	11	8	11	14	11	17	17	13	13	8	11

Restricting unhealthy food and drink advertising near places that children congregate (e.g. schools, playgrounds)

Strongly support	38	34	45	51	37	46	44	45	37	37	39	25	37	44	41	40	36	39	35	27	38	38	44	39
Tend to support	38	42	36	35	40	35	44	40	38	36	39	40	36	38	38	38	37	37	41	44	38	36	35	37
TOTAL SUPPORT	76	76	81	86	77	81	88	85	75	73	78	65	73	82	79	78	73	76	76	71	76	74	79	76
Tend to oppose	10	12	9	6	9	8	4	7	10	10	9	15	11	7	7	10	8	10	4	11	9	9	10	10
Strongly oppose	5	6	4	1	7	4	4	2	6	7	3	7	4	3	7	4	5	5	5	6	5	4	6	5
TOTAL OPPOSE	15	18	13	7	16	12	8	9	16	17	12	22	15	10	14	14	13	15	9	17	14	13	16	15
Don't know	10	6	7	7	7	7	4	6	9	10	9	13	11	8	8	8	12	9	14	12	10	13	5	9

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)										Blue Wall	Red Wall
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, would you support or oppose your local council doing each of the following?

Using planning laws to reduce the number of unhealthy food outlets in the local area.

Strongly support	24	31	19	24	21	35	25	31	24	19	32	24
Tend to support	34	31	41	36	37	32	30	31	32	42	32	31
TOTAL SUPPORT	58	62	60	60	58	67	55	62	56	61	64	55
Tend to oppose	20	15	22	21	19	14	20	22	23	18	20	16
Strongly oppose	9	12	9	3	11	8	13	6	8	7	4	14
TOTAL OPPOSE	29	27	31	24	30	22	33	28	31	25	24	30
Don't know	13	10	9	16	13	9	12	10	14	15	13	15

Restricting unhealthy food and drink advertising in outdoor areas.

Strongly support	27	31	27	26	24	36	29	28	24	28	32	32
Tend to support	37	35	36	41	40	31	34	37	39	40	36	29
TOTAL SUPPORT	64	66	63	67	64	67	63	65	63	68	68	61
Tend to oppose	17	17	16	14	15	18	16	20	18	16	16	15
Strongly oppose	7	7	9	3	6	5	11	7	8	5	4	7
TOTAL OPPOSE	24	24	25	17	21	23	27	27	26	21	20	22
Don't know	12	9	12	15	15	11	10	8	11	11	11	17

Restricting unhealthy food and drink advertising near places that children congregate (e.g. schools, playgrounds)

Strongly support	38	45	35	39	35	42	38	44	39	41	52	41
Tend to support	38	34	38	39	35	38	37	35	36	39	29	32
TOTAL SUPPORT	76	79	73	78	70	80	75	79	75	80	81	73
Tend to oppose	10	7	13	6	11	7	9	10	11	10	7	8
Strongly oppose	5	4	7	2	5	2	7	6	4	4	3	6
TOTAL OPPOSE	15	11	20	8	16	9	16	16	15	14	10	14
Don't know	10	10	7	14	14	11	10	5	10	6	10	14

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Providing more healthy food options on council-owned property (hospitals, gyms, schools etc)

Strongly support	41	35	49	48	36	50	47	49	37	36	46	39	42	42	40	44	38	41	43	40	41	44	44	38
Tend to support	41	45	40	41	44	40	43	41	43	41	41	38	41	44	40	42	39	41	36	42	43	34	42	42
TOTAL SUPPORT	82	80	89	89	80	90	90	90	80	77	87	77	83	86	80	86	77	82	79	82	84	78	86	80
Tend to oppose	6	10	4	4	7	3	3	3	7	7	4	11	4	4	8	5	7	6	5	4	5	9	4	6
Strongly oppose	3	4	1	1	4	1	2	2	4	4	1	2	2	3	4	2	3	3	3	3	1	2	3	4
TOTAL OPPOSE	9	14	5	5	11	4	5	5	11	11	5	13	6	7	12	7	10	9	8	7	6	11	7	10
Don't know	10	6	6	6	8	7	5	6	9	11	8	10	11	7	8	7	12	9	13	10	9	11	6	10

Providing more services to help people lose weight.

Strongly support	30	25	38	32	27	37	30	33	28	26	34	32	33	32	23	31	30	31	28	29	32	35	30	28
Tend to support	44	44	46	46	42	46	55	51	42	46	42	41	42	45	47	46	41	44	43	47	44	38	47	45
TOTAL SUPPORT	74	69	84	78	69	83	85	84	70	72	76	73	75	77	70	77	71	75	71	76	76	73	77	73
Tend to oppose	9	15	6	7	12	8	5	6	12	10	8	12	9	7	11	10	8	9	8	5	8	10	10	10
Strongly oppose	4	6	2	1	6	1	1	2	6	5	3	3	2	5	5	3	4	4	6	3	4	2	5	4
TOTAL OPPOSE	13	21	8	8	18	9	6	8	18	15	11	15	11	12	16	13	12	13	14	8	12	12	15	14
Don't know	13	11	8	14	13	8	9	8	13	13	13	12	14	12	14	10	17	13	14	16	13	15	8	13

Do you think advertising for unhealthy food products does or does not have an impact on the amount of these products that people buy?

Does have an impact	60	54	70	75	54	71	72	73	52	58	61	60	61	63	55	65	53	60	63	60	58	61	65	59
Does not have an impact	25	32	19	16	32	16	16	15	33	26	23	20	23	25	30	22	29	25	18	26	26	26	18	27
Don't know	15	14	11	9	14	13	12	12	15	16	15	21	16	12	15	13	19	15	19	15	17	14	17	15

Generally speaking, do you think more or less should be done to prevent children from seeing advertising for unhealthy food in each of the following places, or is enough currently being done?

On television

More should be done	59	57	69	67	57	68	68	70	57	58	61	43	57	66	63	61	57	60	61	51	59	60	61	61
Less should be done	4	5	3	5	3	3	3	2	4	5	3	8	5	2	2	5	3	4	4	5	4	3	7	3
Enough is being done currently	22	32	18	15	31	17	18	15	26	22	23	31	20	20	25	22	23	23	19	23	24	21	17	25
Don't know	14	6	10	13	9	13	11	12	12	15	14	17	17	12	10	12	17	13	16	21	14	15	14	12

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)										Blue Wall	Red Wall
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Providing more healthy food options on council-owned property (hospitals, gyms, schools etc)

Strongly support	41	39	43	41	35	53	37	44	40	38	48	40
Tend to support	41	48	39	47	34	34	43	42	38	48	35	40
TOTAL SUPPORT	82	87	82	88	69	87	80	86	78	86	83	80
Tend to oppose	6	2	8	2	13	5	6	4	7	4	5	7
Strongly oppose	3	1	1	0	4	1	5	3	3	2	2	0
TOTAL OPPOSE	9	3	9	2	17	6	11	7	10	6	7	7
Don't know	10	10	8	10	14	8	9	6	11	8	10	13

Providing more services to help people lose weight.

Strongly support	30	31	32	31	31	39	30	30	28	26	31	33
Tend to support	44	45	44	42	39	37	46	47	43	48	45	41
TOTAL SUPPORT	74	76	76	73	70	76	76	77	71	74	76	74
Tend to oppose	9	6	7	10	12	9	9	10	11	10	7	7
Strongly oppose	4	5	3	3	2	2	4	5	3	3	1	3
TOTAL OPPOSE	13	11	10	13	14	11	13	15	14	13	8	10
Don't know	13	12	13	14	17	12	11	8	15	13	16	16

Do you think advertising for unhealthy food products does or does not have an impact on the amount of these products that people buy?

Does have an impact	60	48	61	59	60	61	57	65	57	63	64	54
Does not have an impact	25	35	24	23	27	24	27	18	28	26	22	29
Don't know	15	17	16	18	13	14	16	17	15	12	14	17

Generally speaking, do you think more or less should be done to prevent children from seeing advertising for unhealthy food in each of the following places, or is enough currently being done?

On television

More should be done	59	58	58	60	57	63	60	61	61	61	68	56
Less should be done	4	4	5	3	6	1	2	7	4	2	6	3
Enough is being done currently	22	22	26	23	21	22	26	17	23	26	15	23
Don't know	14	17	12	14	17	14	12	14	12	11	11	18

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Online

More should be done	62	58	70	71	60	70	71	72	60	60	64	47	59	69	66	64	59	63	62	57	65	63	61	61
Less should be done	4	4	3	2	3	4	2	2	4	4	3	10	5	2	2	4	4	4	4	2	3	3	9	3
Enough is being done currently	18	26	14	10	23	12	13	12	21	19	17	26	17	15	19	18	18	18	17	18	17	17	13	21
Don't know	16	12	13	17	13	14	14	14	16	16	16	17	19	14	14	14	19	16	17	23	15	17	17	15

To what extent would you support or oppose the Government introducing the following policies to help improve child health?

Banning unhealthy food and drink adverts being shown to children on TV before 9pm

Strongly support	40	38	44	49	40	46	49	47	42	38	41	25	35	45	48	41	39	41	44	29	41	44	38	40
Tend to support	35	38	35	35	38	33	39	38	34	34	36	33	37	35	33	36	34	35	31	41	35	30	39	36
TOTAL SUPPORT	75	76	79	84	78	79	88	85	76	72	77	58	72	80	81	77	73	76	75	70	76	74	77	76
Tend to oppose	10	10	9	8	10	7	8	7	11	11	9	18	11	8	8	11	10	10	10	9	9	14	9	10
Strongly oppose	5	8	4	2	6	4	2	3	5	7	3	9	5	5	5	5	5	5	6	8	4	4	5	6
TOTAL OPPOSE	15	18	13	10	16	11	10	10	16	18	12	27	16	13	13	16	15	15	16	17	13	18	14	16
Don't know	10	5	8	6	6	10	2	6	8	10	10	16	12	7	7	8	13	10	8	14	11	9	10	9

Banning unhealthy food and drink adverts on the internet

Strongly support	32	32	34	36	33	37	32	36	35	27	35	14	27	35	43	31	32	32	33	24	32	34	32	32
Tend to support	31	32	34	36	33	34	42	36	29	32	31	29	31	35	30	33	29	32	26	29	31	30	32	33
TOTAL SUPPORT	63	64	68	72	66	71	74	72	64	59	66	43	58	70	73	64	61	64	59	53	63	64	64	65
Tend to oppose	16	18	15	10	16	13	11	14	17	18	15	28	19	13	11	18	14	16	21	23	15	17	18	14
Strongly oppose	8	9	6	6	9	6	7	5	7	11	5	14	8	6	6	7	9	8	8	8	9	5	9	8
TOTAL OPPOSE	24	27	21	16	25	19	18	19	24	29	20	42	27	19	17	25	23	24	29	31	24	22	27	22
Don't know	13	9	10	12	9	9	9	9	12	12	13	15	15	11	10	10	16	13	13	16	13	14	9	13

Banning the use of child-friendly images (like cartoon characters, sport stars, comic book characters) on unhealthy food and drinks

Strongly support	39	38	43	48	40	44	45	45	42	36	42	17	34	47	49	41	36	40	38	32	39	42	39	40
Tend to support	33	34	35	29	35	34	37	36	32	32	34	32	34	34	31	33	33	33	32	35	33	31	32	34
TOTAL SUPPORT	72	72	78	77	75	78	82	81	74	68	76	49	68	81	80	74	69	73	70	67	72	73	71	74
Tend to oppose	11	13	10	10	11	9	11	9	10	13	9	27	13	6	6	13	9	11	9	13	11	12	12	10
Strongly oppose	5	7	3	4	6	4	4	3	6	7	4	9	5	4	6	4	7	5	10	8	4	5	7	5
TOTAL OPPOSE	16	20	13	14	17	13	15	12	16	20	13	36	18	10	12	17	16	16	19	21	15	17	19	15
Don't know	12	7	9	8	8	10	3	7	10	12	12	16	14	9	8	9	15	11	11	13	13	10	10	11

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)										Blue Wall	Red Wall
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Online

More should be done	62	68	61	67	59	67	61	61	60	63	69	56
Less should be done	4	3	3	3	4	2	2	9	4	1	6	5
Enough is being done currently	18	13	22	13	19	15	24	13	19	21	9	17
Don't know	16	17	14	16	18	16	13	17	16	16	16	21

To what extent would you support or oppose the Government introducing the following policies to help improve child health?

Banning unhealthy food and drink adverts being shown to children on TV before 9pm

Strongly support	40	43	41	40	44	44	41	38	37	43	42	39
Tend to support	35	30	37	34	28	32	31	39	37	38	41	30
TOTAL SUPPORT	75	73	78	74	72	76	72	77	74	81	83	69
Tend to oppose	10	12	11	5	16	11	12	9	9	8	6	13
Strongly oppose	5	4	5	4	5	2	8	5	6	4	3	5
TOTAL OPPOSE	15	16	16	9	21	13	20	14	15	12	9	18
Don't know	10	11	6	16	7	10	8	10	12	7	9	14

Banning unhealthy food and drink adverts on the internet

Strongly support	32	33	33	29	32	36	36	32	29	31	39	31
Tend to support	31	26	31	35	30	30	32	32	34	36	30	31
TOTAL SUPPORT	63	59	64	64	62	66	68	64	63	67	69	62
Tend to oppose	16	14	15	15	20	14	15	18	14	14	13	16
Strongly oppose	8	7	12	7	6	4	9	9	8	6	5	8
TOTAL OPPOSE	24	21	27	22	26	18	24	27	22	20	18	24
Don't know	13	20	9	14	12	15	10	9	17	13	14	15

Banning the use of child-friendly images (like cartoon characters, sport stars, comic book characters) on unhealthy food and drinks

Strongly support	39	45	38	38	40	45	39	39	38	42	46	38
Tend to support	33	30	38	30	28	34	31	32	34	36	32	33
TOTAL SUPPORT	72	75	76	68	68	79	70	71	72	78	78	71
Tend to oppose	11	9	9	14	14	10	13	12	11	7	8	7
Strongly oppose	5	3	3	4	7	2	7	7	4	3	5	4
TOTAL OPPOSE	16	12	12	18	21	12	20	19	15	10	13	11
Don't know	12	13	12	14	11	9	9	10	13	12	9	18

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Westminster VI			Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2037	315	620	152	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	339	636	172	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Banning unhealthy food products being used in sponsorship of sporting events and sports teams

Strongly support	36	34	40	42	36	41	44	44	36	33	38	22	32	39	44	37	33	36	35	30	37	37	37	35
Tend to support	32	31	35	35	32	36	35	35	31	31	34	31	32	36	30	33	32	33	34	26	30	32	34	36
TOTAL SUPPORT	68	65	75	77	68	77	79	79	67	64	72	53	64	75	74	70	65	69	69	56	67	69	71	71
Tend to oppose	14	17	13	10	16	11	10	11	16	17	12	23	15	12	10	16	12	14	13	19	15	15	12	12
Strongly oppose	6	9	4	4	8	4	4	3	7	9	4	10	6	5	7	5	8	6	9	9	5	6	7	6
TOTAL OPPOSE	20	26	17	14	24	15	14	14	23	26	16	33	21	17	17	21	20	20	22	28	20	21	19	18
Don't know	11	8	8	10	8	9	6	7	10	11	12	14	15	8	8	9	15	11	9	16	13	11	10	10

Which government do you think would do a better job at improving the health of children in the UK?

A Conservative Government led by Rishi Sunak	16	67	1	14	37	2	6	9	26	17	15	12	11	17	25	15	17	16	15	13	13	16	17	18
A Labour Government led by Keir Starmer	34	3	76	40	10	73	48	55	17	35	34	48	41	34	19	40	27	34	33	40	36	29	45	31
Don't know	50	30	24	46	53	25	46	36	57	48	51	41	49	49	56	45	56	50	52	47	50	55	37	52

**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.*

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 2023

	Region in England (2)										Blue Wall	Red Wall
	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West		
Weighted Sample	2037	96	216	179	164	174	225	246	283	175	180	134
Unweighted Sample	2037	85	208	178	164	176	231	225	298	183	191	130
	%	%	%	%	%	%	%	%	%	%	%	%

Banning unhealthy food products being used in sponsorship of sporting events and sports teams

Strongly support	36	38	40	34	34	40	39	37	32	36	38	32
Tend to support	32	30	28	32	31	32	32	34	36	40	41	29
TOTAL SUPPORT	68	68	68	66	65	72	71	71	68	76	79	61
Tend to oppose	14	13	19	13	17	14	11	12	14	11	9	17
Strongly oppose	6	6	5	3	8	4	9	7	6	4	3	7
TOTAL OPPOSE	20	19	24	16	25	18	20	19	20	15	12	24
Don't know	11	14	9	19	11	10	9	10	12	8	8	16

Which government do you think would do a better job at improving the health of children in the UK?

A Conservative Government led by Rishi Sunak	16	10	18	10	17	15	18	17	17	17	22	10
A Labour Government led by Keir Starmer	34	40	39	32	24	33	27	45	32	33	34	36
Don't know	50	50	43	58	59	52	55	37	51	49	44	54

**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.*