

YouGov Survey Results

Sample Size: 1705 GB Adults
Fieldwork: 27th - 28th May 2021

	Vote In 2019 GE				2016 EU Ref		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 / Wales	North	Scotland
Weighted Sample	1705	578	423	153	633	675	829	876	186	711	411	397	972	733	205	573	370	411	147
Unweighted Sample	1705	587	432	156	692	659	714	991	138	662	420	485	1030	675	177	598	374	411	145
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How effective or ineffective do you think the following policies would be at tackling obesity in the UK?

Making pubs list how many calories are in alcoholic drinks

Very effective	5	4	7	2	4	5	5	5	5	7	4	3	5	4	5	4	5	8	2
Fairly effective	19	19	18	17	20	15	17	20	24	21	15	17	20	17	18	21	17	16	23
Fairly ineffective	34	35	34	35	39	33	33	35	26	31	36	41	33	36	35	36	34	33	30
Very ineffective	35	37	35	40	32	40	37	32	36	32	39	35	37	32	30	34	35	36	39
Don't know	7	4	6	5	5	7	7	8	10	9	6	5	5	11	12	5	9	7	7

Making large pubs, restaurants and cafes list how many calories are in the meals they serve

Very effective	9	8	10	5	7	9	9	9	12	11	7	6	10	8	8	9	7	11	12
Fairly effective	30	32	31	32	36	26	27	33	25	32	31	30	31	30	31	30	30	29	34
Fairly ineffective	33	33	33	41	35	33	36	31	33	30	35	37	33	33	34	36	32	32	26
Very ineffective	22	25	21	18	18	26	22	21	22	20	23	24	22	21	19	20	23	23	22
Don't know	6	3	5	4	4	6	6	6	8	7	5	4	4	9	8	5	8	6	6

Banning TV junk food adverts before 9pm

Very effective	12	13	12	15	12	13	12	12	10	9	11	19	13	10	10	13	11	13	12
Fairly effective	30	29	38	31	35	25	32	29	31	30	31	31	33	27	38	29	27	33	27
Fairly ineffective	32	36	31	34	34	34	32	33	31	32	33	34	33	32	32	34	32	31	32
Very ineffective	17	19	13	12	14	21	17	17	16	19	18	13	16	19	11	17	18	19	21
Don't know	8	4	6	8	6	7	8	8	12	11	6	3	6	11	9	7	11	5	9

Banning all online junk food adverts

Very effective	16	17	19	19	18	18	16	17	9	13	17	24	18	15	16	17	15	17	17
Fairly effective	31	28	37	35	35	25	31	31	36	30	33	29	33	29	34	30	28	33	33
Fairly ineffective	28	31	28	24	29	29	26	29	22	29	26	29	29	27	26	29	30	25	27
Very ineffective	17	19	12	13	13	20	19	15	22	17	17	15	16	20	16	16	17	20	18
Don't know	8	4	5	8	6	8	7	8	10	10	6	3	6	10	9	7	10	5	6

A marketing campaign to motivate people to make healthier choices

Very effective	10	9	13	8	10	10	9	12	9	12	9	9	11	10	14	10	7	12	12
Fairly effective	39	39	39	47	46	34	36	41	34	37	41	40	40	37	35	40	40	38	34
Fairly ineffective	31	33	35	28	29	32	34	28	39	28	31	34	34	28	36	31	28	31	34
Very ineffective	11	12	9	10	9	15	13	10	9	13	11	10	10	14	5	11	15	12	11
Don't know	8	7	4	7	6	10	8	9	8	10	8	6	6	11	9	7	10	8	9

Giving people incentives and rewards such as shopping vouchers for eating better and exercising

Very effective	22	18	26	22	23	17	17	26	35	29	15	11	23	20	30	22	17	24	18
Fairly effective	38	36	44	40	43	35	39	38	42	37	39	39	39	37	32	41	40	38	37
Fairly ineffective	19	22	16	23	17	23	23	16	11	14	25	27	19	20	23	20	18	17	22
Very ineffective	10	14	6	9	8	15	11	9	2	8	13	14	9	11	8	8	11	11	13
Don't know	10	9	8	6	8	10	10	11	10	12	9	9	10	11	8	9	14	10	10

Better GP support for obese people and referrals to weight management services

Very effective	23	21	29	22	27	20	17	28	30	23	24	19	23	23	25	24	17	25	21
Fairly effective	44	46	47	49	49	42	44	44	40	43	45	47	47	40	41	46	46	45	38
Fairly ineffective	17	17	15	14	13	20	20	14	14	15	17	22	16	18	19	16	19	14	23
Very ineffective	6	7	3	6	4	8	8	4	2	7	8	4	6	6	4	5	7	7	7
Don't know	10	8	6	9	7	10	11	9	13	12	6	8	8	12	9	9	11	9	11

Banning multi-buy promotions on unhealthy food in supermarkets and other shops

Very effective	17	15	19	16	17	15	15	18	21	15	14	21	19	15	15	17	14	18	21
Fairly effective	28	31	28	35	32	25	29	27	29	27	29	27	29	26	30	30	24	30	19
Fairly ineffective	28	29	32	25	30	29	28	29	23	28	29	30	29	28	31	30	30	26	23
Very ineffective	18	20	14	18	16	22	21	16	15	19	20	17	16	21	15	16	21	19	23
Don't know	9	6	6	6	6	9	8	10	12	11	8	4	7	11	9	7	11	8	14

Do you think listing calories on food menus will have a positive or negative impact, if any, on the following...

Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Making people eat healthier																			
Positive impact	40	39	43	47	46	34	39	40	42	45	38	32	43	36	37	40	37	43	40
No impact	44	49	41	42	41	51	46	42	32	38	50	55	42	47	40	45	48	42	45
Negative impact	7	7	8	3	5	6	7	7	17	6	6	5	6	7	11	7	5	7	7
Don't know	9	6	8	8	8	9	8	10	10	11	6	8	8	10	12	9	10	8	8
The number of people with eating disorders																			
Positive impact	15	16	13	12	14	14	18	11	8	15	15	18	15	14	13	14	13	19	12
No impact	42	51	34	42	41	50	50	35	27	34	53	54	42	43	35	42	46	40	48
Negative impact	24	18	37	28	27	18	13	35	48	29	17	13	26	22	27	26	21	26	21
Don't know	19	15	17	18	18	18	18	19	18	23	15	15	17	20	25	18	20	15	19
Thinking about body weight, how would you describe the following...																			
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yourself																			
Very overweight	9	8	11	7	10	10	7	10	7	10	11	7	9	9	9	7	9	8	16
Somewhat overweight	41	43	38	44	43	46	39	43	18	40	44	49	40	42	32	38	45	44	45
Overweight total																			
Neither overweight nor underweight	43	42	46	41	43	39	44	42	53	42	41	41	44	40	46	47	39	42	31
Somewhat underweight	4	4	4	3	3	3	6	3	16	4	2	2	4	5	10	4	4	3	6
Very underweight	1	1	0	0	0	1	1	0	2	1	1	0	0	1	0	2	1	0	1
Don't know	1	1	1	0	1	1	1	1	2	2	0	1	1	1	1	1	1	2	0
Prefer not to say	1	0	1	4	1	0	1	1	3	2	0	1	1	1	2	1	2	0	2
People in the UK generally																			
Very overweight	15	18	15	18	16	16	14	16	13	11	19	19	16	14	19	13	15	15	19
Somewhat overweight	68	69	69	68	71	68	69	66	61	69	68	68	71	64	64	70	68	68	68
Neither overweight nor underweight	9	8	9	7	7	9	9	9	14	8	7	8	7	11	8	10	8	9	7
Somewhat underweight	1	0	0	0	0	1	1	0	0	1	1	1	0	1	0	0	0	1	2
Very underweight	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	6	3	5	4	5	5	5	7	8	7	4	3	5	7	7	5	7	5	3
Prefer not to say	2	1	1	4	1	1	2	2	3	3	0	1	1	2	2	1	2	1	2