

# YouGov / Sustain Web Survey Results

Sample Size: 2087 GB Adults  
Fieldwork: 9th - 10th March 2026

	Vote in 2024 GE						EU Ref 2016			Gender		Age				Socio-economic classification			Country		
	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	
<b>Weighted Sample</b>	<b>2087</b>	376	536	192	225	125	733	745	1010	1077	219	862	515	490	707	467	624	1805	100	182	
<b>Unweighted Sample</b>	<b>2087</b>	316	584	221	221	135	844	697	875	1212	194	704	568	621	817	445	501	1781	113	193	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

	18 - 20 Sep '24	9 - 10 Mar '26																			
<b>Generally speaking, do you think it is easier or harder for families to eat a balanced diet now, compared to 20 years ago, or has there been no change?</b>																					
It is easier now	22	21	28	20	16	24	20	24	22	26	16	17	18	20	29	24	22	19	21	15	26
It is harder now	43	47	37	49	50	42	49	43	43	42	51	59	53	44	34	46	43	47	47	58	44
No change – it was hard before and still is	14	13	10	15	12	13	16	15	13	14	13	9	13	15	14	11	16	15	13	13	12
No change – it was easy before and still is	12	12	21	9	13	17	4	11	17	10	13	2	7	16	20	14	14	10	12	8	12
Don't know	9	7	3	6	8	4	10	7	4	7	7	14	9	6	2	6	5	8	7	6	6

	18 - 20 Sep '24	9 - 10 Mar '26																			
<b>You previously said that you think it is harder now, or that it is still hard, for families to eat a balanced diet today, compared to 20 years ago. Which of the following, if any, do you feel best explains why that is? Please tick all that apply.</b>																					
<i>[Asked only to those who said it is hard for families to eat a balanced diet today; n=1275]</i>																					
Food prices going up	68	81	73	86	81	72	85	80	77	79	83	87	86	78	71	81	80	82	81	89	75
Less healthy food costs less than healthier foods	65	70	72	71	79	67	65	73	70	65	74	68	66	76	71	70	67	69	69	72	70
Fast food availability	56	62	59	65	66	64	66	64	64	60	64	61	55	65	74	68	61	60	63	54	60
Convenience of ready meals/ takeaways	58	61	61	60	71	66	70	61	63	57	64	64	51	66	78	66	59	59	62	50	62
Food companies selling products which are high in salt, sugar and fat	52	60	59	64	69	56	64	60	63	55	63	57	50	67	75	64	59	56	60	54	55
Busier lifestyles	46	48	46	52	49	47	57	51	46	43	53	45	52	44	47	55	44	47	48	52	49
Promotions of less healthy food products in supermarkets	31	41	41	46	45	33	46	47	41	37	44	32	37	40	54	48	42	35	41	36	42
Advertising	16	22	21	25	31	13	35	29	19	21	23	24	16	27	30	30	23	15	22	21	28
It's harder to have control over what we eat when we're not at home	17	19	20	19	28	11	26	19	20	18	20	20	14	25	23	21	20	16	19	14	21
Peer pressure	7	9	10	11	12	5	15	11	9	8	10	10	5	12	15	12	7	8	9	9	9
Other [See Tab 1]	4	4	6	4	5	9	4	5	6	5	4	2	4	5	5	5	5	4	4	3	6
Don't know	2	1	0	0	1	1	3	1	1	1	1	2	2	1	1	0	3	0	1	0	0

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Sample Size: 2087 GB Adults  
Fieldwork: 9th - 10th March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2087</b>	495	342	253	716
<b>Unweighted Sample</b>	<b>2087</b>	518	328	175	760
	%	%	%	%	%

	18 - 20 Sep '24	9 - 10 Mar '26				
<b>Generally speaking, do you think it is easier or harder for families to eat a balanced diet now, compared to 20 years ago, or has there been no change?</b>						
It is easier now	22	21	22	17	25	20
It is harder now	43	47	51	47	37	47
No change – it was hard before and still is	14	13	10	17	16	13
No change – it was easy before and still is	12	12	10	13	13	12
Don't know	9	7	7	6	10	7

**You previously said that you think it is harder now, or that it is still hard, for families to eat a balanced diet today, compared to 20 years ago.**

**Which of the following, if any, do you feel best explains why that is? Please tick all that apply.**

*[Asked only to those who said it is hard for families to eat a balanced diet today; n=1275]*

	18 - 20 Sep '24	9 - 10 Mar '26				
Food prices going up	68	81	80	82	82	81
Less healthy food costs less than healthier foods	65	70	69	69	70	70
Fast food availability	56	62	61	59	70	63
Convenience of ready meals/ takeaways	58	61	64	55	63	64
Food companies selling products which are high in salt, sugar and fat	52	60	63	57	61	60
Busier lifestyles	46	48	47	42	61	48
Promotions of less healthy food products in supermarkets	31	41	43	35	46	41
Advertising	16	22	23	21	24	21
It's harder to have control over what we eat when we're not at home	17	19	16	19	21	21
Peer pressure	7	9	9	9	11	9
Other [See Tab 1]	4	4	4	3	5	5
Don't know	2	1	2	1	4	1

Sample Size: 2087 GB Adults  
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	Vote in 2024 GE						EU Ref 2016			Gender		Age				Socio-economic classification			Country		
	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	
<b>Weighted Sample</b>	<b>2087</b>	376	536	192	225	125	733	745	1010	1077	219	862	515	490	707	467	624	1805	100	182	
<b>Unweighted Sample</b>	<b>2087</b>	316	584	221	221	135	844	697	875	1212	194	704	568	621	817	445	501	1781	113	193	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think the Government should be doing more or less to ensure that the food needed to achieve a balanced diet is...

Affordable?

Should be doing more	78	79	68	84	81	70	89	80	72	78	81	92	83	77	70	78	78	79	79	84	83
Should be doing less	2	2	1	0	0	6	0	0	3	2	1	1	2	1	2	1	2	1	2	1	0
They are currently doing enough	13	13	24	10	14	20	7	13	20	14	12	3	9	16	21	15	14	12	13	8	12
Don't know	7	6	7	6	5	4	4	7	6	6	6	4	6	6	7	5	6	8	6	7	5

Readily available?

Should be doing more	58	61	54	66	61	54	65	63	58	59	62	67	60	62	58	60	59	61	60	60	68
Should be doing less	3	2	3	1	0	6	1	1	3	3	1	1	3	2	2	3	2	2	2	1	1
They are currently doing enough	28	28	35	25	31	36	30	27	30	28	27	22	26	28	32	30	28	25	28	25	24
Don't know	11	10	7	8	9	5	4	9	8	10	10	11	11	8	8	7	10	12	10	14	8

And generally speaking, do you think food companies themselves should be doing more or less to ensure that the food needed to achieve a balanced diet is...

Affordable?

Should be doing more	84	84	74	88	88	79	88	83	80	83	85	94	83	85	81	85	81	84	83	88	88
Should be doing less	1	1	1	1	1	2	1	1	1	1	1	2	1	1	0	1	1	1	1	0	0
They are currently doing enough	9	9	20	5	6	16	6	8	15	9	9	2	7	11	15	10	11	9	9	9	9
Don't know	6	6	5	7	5	3	5	8	4	6	6	3	9	4	4	5	7	6	6	3	2

Readily available?

Should be doing more	70	71	65	76	79	63	81	74	69	70	72	77	68	72	75	72	72	68	71	70	79
Should be doing less	2	1	1	0	1	1	0	1	1	1	0	1	1	0	0	1	1	1	1	1	0
They are currently doing enough	20	20	28	16	15	31	15	17	25	21	20	16	20	21	21	22	18	23	21	21	16
Don't know	8	7	5	8	5	5	5	9	5	7	8	5	11	6	4	5	9	8	8	8	5

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	%	%	%	%	%

Generally speaking, do you think the Government should be doing more or less to ensure that the food needed to achieve a balanced diet is...

Affordable?

Should be doing more	78	79	82	76	80	77
Should be doing less	2	2	3	0	2	2
They are currently doing enough	13	13	11	18	11	14
Don't know	7	6	4	6	7	7

Readily available?

Should be doing more	58	61	61	59	63	58
Should be doing less	3	2	3	5	0	2
They are currently doing enough	28	28	27	27	27	30
Don't know	11	10	9	9	10	10

And generally speaking, do you think food companies themselves should be doing more or less to ensure that the food needed to achieve a balanced diet is...

Affordable?

Should be doing more	84	84	85	82	85	82
Should be doing less	1	1	1	1	2	1
They are currently doing enough	9	9	7	12	9	9
Don't know	6	6	7	5	3	8

Readily available?

Should be doing more	70	71	70	69	77	69
Should be doing less	2	1	0	1	1	1
They are currently doing enough	20	20	21	23	19	20
Don't know	8	7	8	6	3	9

Sample Size: 2087 GB Adults  
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	Vote in 2024 GE							EU Ref 2016			Gender		Age				Socio-economic classification			Country		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

To what extent, if at all, would you support or oppose legislation being introduced to regulate the amount of sugar, salt and saturated fat that was allowed in food and drink products?

**Sugar**

Strongly support	31	35	32	41	35	24	40	41	30	31	38	27	31	38	41	38	37	31	35	31	33
Tend to support	40	38	40	39	44	37	36	39	39	38	38	44	35	41	38	39	37	39	39	37	33
<b>TOTAL SUPPORT</b>	<b>71</b>	<b>73</b>	<b>72</b>	<b>80</b>	<b>79</b>	<b>61</b>	<b>76</b>	<b>80</b>	<b>69</b>	<b>69</b>	<b>76</b>	<b>71</b>	<b>66</b>	<b>79</b>	<b>79</b>	<b>77</b>	<b>74</b>	<b>70</b>	<b>74</b>	<b>68</b>	<b>66</b>
Tend to oppose	12	13	16	11	12	17	10	11	15	15	11	15	13	11	12	11	12	14	12	17	13
Strongly oppose	8	7	6	4	2	17	4	3	10	8	5	3	8	6	6	6	7	7	6	7	11
<b>TOTAL OPPOSE</b>	<b>20</b>	<b>20</b>	<b>22</b>	<b>15</b>	<b>14</b>	<b>34</b>	<b>14</b>	<b>14</b>	<b>25</b>	<b>23</b>	<b>16</b>	<b>18</b>	<b>21</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>24</b>	<b>24</b>
Don't know	10	8	5	5	8	6	10	5	5	8	8	11	12	4	3	6	7	9	8	8	9

**Salt**

Strongly support	26	30	31	36	28	20	30	36	26	26	34	20	27	33	38	35	30	27	31	29	28
Tend to support	42	41	41	42	49	38	48	42	42	41	41	49	36	46	40	40	44	41	42	35	36
<b>TOTAL SUPPORT</b>	<b>68</b>	<b>71</b>	<b>72</b>	<b>78</b>	<b>77</b>	<b>58</b>	<b>78</b>	<b>78</b>	<b>68</b>	<b>67</b>	<b>75</b>	<b>69</b>	<b>63</b>	<b>79</b>	<b>78</b>	<b>75</b>	<b>74</b>	<b>68</b>	<b>73</b>	<b>64</b>	<b>64</b>
Tend to oppose	13	13	15	11	13	21	5	11	16	16	10	12	15	11	12	13	12	14	12	19	14
Strongly oppose	8	7	7	4	1	14	6	3	10	8	5	5	8	5	6	5	7	7	6	7	11
<b>TOTAL OPPOSE</b>	<b>21</b>	<b>20</b>	<b>22</b>	<b>15</b>	<b>14</b>	<b>35</b>	<b>11</b>	<b>14</b>	<b>26</b>	<b>24</b>	<b>15</b>	<b>17</b>	<b>23</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>21</b>	<b>18</b>	<b>26</b>	<b>25</b>
Don't know	11	9	6	7	9	8	11	7	7	9	10	14	13	5	4	7	8	11	9	10	11

**Saturated fat**

Strongly support	30	35	34	40	34	29	39	39	33	32	38	28	32	37	42	38	36	33	36	33	29
Tend to support	40	38	40	40	42	32	39	40	37	37	38	45	34	41	37	38	38	38	38	37	40
<b>TOTAL SUPPORT</b>	<b>70</b>	<b>73</b>	<b>74</b>	<b>80</b>	<b>76</b>	<b>61</b>	<b>78</b>	<b>79</b>	<b>70</b>	<b>69</b>	<b>76</b>	<b>73</b>	<b>66</b>	<b>78</b>	<b>79</b>	<b>76</b>	<b>74</b>	<b>71</b>	<b>74</b>	<b>70</b>	<b>69</b>
Tend to oppose	11	11	16	8	10	17	7	10	15	13	9	9	11	11	12	11	11	11	11	13	11
Strongly oppose	8	6	5	4	2	14	5	4	9	7	5	3	7	5	5	5	7	6	5	7	10
<b>TOTAL OPPOSE</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>12</b>	<b>12</b>	<b>31</b>	<b>12</b>	<b>14</b>	<b>24</b>	<b>20</b>	<b>14</b>	<b>12</b>	<b>18</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>17</b>	<b>16</b>	<b>20</b>	<b>21</b>
Don't know	11	10	5	7	12	8	11	8	6	10	10	15	15	5	4	8	8	12	10	10	10

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<b>Unweighted Sample</b>	<b>2087</b>	518	328	175	760
	%	%	%	%	%

To what extent, if at all, would you support or oppose legislation being introduced to regulate the amount of sugar, salt and saturated fat that was allowed in food and drink products?

**Sugar**

Strongly support	31	35	34	32	40	35
Tend to support	40	38	40	40	34	39
<b>TOTAL SUPPORT</b>	<b>71</b>	<b>73</b>	<b>74</b>	<b>72</b>	<b>74</b>	<b>74</b>
Tend to oppose	12	13	12	14	15	11
Strongly oppose	8	7	6	8	2	7
<b>TOTAL OPPOSE</b>	<b>20</b>	<b>20</b>	<b>18</b>	<b>22</b>	<b>17</b>	<b>18</b>
Don't know	10	8	7	7	9	8

**Salt**

Strongly support	26	30	31	25	38	31
Tend to support	42	41	42	42	39	42
<b>TOTAL SUPPORT</b>	<b>68</b>	<b>71</b>	<b>73</b>	<b>67</b>	<b>77</b>	<b>73</b>
Tend to oppose	13	13	12	16	11	12
Strongly oppose	8	7	6	7	3	7
<b>TOTAL OPPOSE</b>	<b>21</b>	<b>20</b>	<b>18</b>	<b>23</b>	<b>14</b>	<b>19</b>
Don't know	11	9	9	10	9	8

**Saturated fat**

Strongly support	30	35	40	30	43	33
Tend to support	40	38	36	38	35	39
<b>TOTAL SUPPORT</b>	<b>70</b>	<b>73</b>	<b>76</b>	<b>68</b>	<b>78</b>	<b>72</b>
Tend to oppose	11	11	11	14	11	10
Strongly oppose	8	6	5	7	2	6
<b>TOTAL OPPOSE</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>21</b>	<b>13</b>	<b>16</b>
Don't know	11	10	8	10	9	11

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	Vote in 2024 GE						EU Ref 2016			Gender		Age			Socio-economic classification			Country		
	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
<b>Weighted Sample</b>	<b>2087</b>	<b>376</b>	<b>536</b>	<b>192</b>	<b>225</b>	<b>125</b>	<b>733</b>	<b>745</b>	<b>1010</b>	<b>1077</b>	<b>219</b>	<b>862</b>	<b>515</b>	<b>490</b>	<b>707</b>	<b>467</b>	<b>624</b>	<b>1805</b>	<b>100</b>	<b>182</b>
<b>Unweighted Sample</b>	<b>2087</b>	<b>316</b>	<b>584</b>	<b>221</b>	<b>221</b>	<b>135</b>	<b>844</b>	<b>697</b>	<b>875</b>	<b>1212</b>	<b>194</b>	<b>704</b>	<b>568</b>	<b>621</b>	<b>817</b>	<b>445</b>	<b>501</b>	<b>1781</b>	<b>113</b>	<b>193</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How confident are you, if at all, that food and drink manufacturers will reduce the levels of sugar, salt and saturated fat in their products without Government intervention?

Very confident	2	1	2	1	0	0	3	0	1	1	1	1	1	1	1	1	1	1	0	2	
Fairly confident	11	10	14	10	7	10	6	8	12	12	8	9	11	8	11	9	9	13	10	5	12
<b>TOTAL CONFIDENT</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>14</b>	<b>11</b>	<b>5</b>	<b>14</b>
Not very confident	45	46	57	43	52	44	38	49	48	46	46	44	44	47	50	46	52	46	47	45	44
Not at all confident	34	33	22	40	33	33	48	37	29	32	35	37	32	35	33	39	29	28	33	41	34
<b>TOTAL NOT CONFIDENT</b>	<b>79</b>	<b>79</b>	<b>79</b>	<b>83</b>	<b>85</b>	<b>77</b>	<b>86</b>	<b>86</b>	<b>77</b>	<b>78</b>	<b>81</b>	<b>81</b>	<b>76</b>	<b>82</b>	<b>83</b>	<b>85</b>	<b>81</b>	<b>74</b>	<b>80</b>	<b>86</b>	<b>78</b>
Don't know	9	9	6	5	8	12	5	6	10	8	11	7	13	8	5	6	10	11	9	9	8

Generally speaking, do you think food and drink companies that sell products high in salt, sugar, and/or saturated fat should or should not be required to help fund the costs of treating ill health related to such products?

Definitely should	25	17	32	25	18	38	30	21	26	24	22	25	26	26	28	25	22	25	21	30
Probably should	36	32	43	45	25	39	38	34	34	38	46	32	38	37	37	33	36	37	35	31
<b>TOTAL SHOULD</b>	<b>61</b>	<b>49</b>	<b>75</b>	<b>70</b>	<b>43</b>	<b>77</b>	<b>68</b>	<b>55</b>	<b>60</b>	<b>62</b>	<b>68</b>	<b>57</b>	<b>64</b>	<b>63</b>	<b>65</b>	<b>58</b>	<b>58</b>	<b>62</b>	<b>56</b>	<b>61</b>
Probably should not	15	23	8	12	26	12	13	19	17	13	12	14	16	18	16	18	13	15	16	18
Definitely should not	7	13	5	5	14	2	5	11	9	6	3	7	8	10	8	6	8	7	10	8
<b>TOTAL SHOULD NOT</b>	<b>22</b>	<b>36</b>	<b>13</b>	<b>17</b>	<b>40</b>	<b>14</b>	<b>18</b>	<b>30</b>	<b>26</b>	<b>19</b>	<b>15</b>	<b>21</b>	<b>24</b>	<b>28</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>22</b>	<b>26</b>	<b>26</b>
Don't know	16	16	12	14	16	8	15	15	14	19	16	23	13	9	11	17	21	17	18	13

Generally speaking, do you think that food prices have gone up, gone down, or stayed about the same in the past year?

Gone up a lot	69	74	69	68	72	64	68	77	66	73	53	65	76	78	72	70	70	69	70	71
Gone up a little	26	21	26	29	23	33	27	20	29	23	39	28	21	21	24	27	25	26	25	25
<b>TOTAL GONE UP</b>	<b>95</b>	<b>95</b>	<b>95</b>	<b>97</b>	<b>95</b>	<b>97</b>	<b>95</b>	<b>97</b>	<b>95</b>	<b>96</b>	<b>92</b>	<b>93</b>	<b>97</b>	<b>99</b>	<b>96</b>	<b>97</b>	<b>95</b>	<b>95</b>	<b>95</b>	<b>96</b>
Stayed about the same	3	3	5	2	3	1	4	2	3	2	4	4	2	1	3	2	3	3	2	2
Gone down a little	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Gone down a lot	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
<b>TOTAL GONE DOWN</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
Don't know	2	1	0	1	2	2	1	1	2	1	3	3	1	0	1	1	2	2	2	0

Sample Size: 2087 GB Adults  
Fieldwork: 9th - 10th March 2026

	Region in England				
	Total	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2087</b>	495	342	253	716
<b>Unweighted Sample</b>	<b>2087</b>	518	328	175	760
	%	%	%	%	%

How confident are you, if at all, that food and drink manufacturers will reduce the levels of sugar, salt and saturated fat in their products without Government intervention?

Very confident	2	1	0	2	3	1
Fairly confident	11	10	9	11	8	11
<b>TOTAL CONFIDENT</b>	<b>13</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>11</b>	<b>12</b>
Not very confident	45	46	47	43	46	48
Not at all confident	34	33	34	34	36	31
<b>TOTAL NOT CONFIDENT</b>	<b>79</b>	<b>79</b>	<b>81</b>	<b>77</b>	<b>82</b>	<b>79</b>
Don't know	9	9	10	10	8	9

Generally speaking, do you think food and drink companies that sell products high in salt, sugar, and/or saturated fat should or should not be required to help fund the costs of treating ill health related to such products?

Definitely should	25	30	21	29	22
Probably should	36	36	36	30	39
<b>TOTAL SHOULD</b>	<b>61</b>	<b>66</b>	<b>57</b>	<b>59</b>	<b>61</b>
Probably should not	15	13	19	18	13
Definitely should not	7	6	7	6	8
<b>TOTAL SHOULD NOT</b>	<b>22</b>	<b>19</b>	<b>26</b>	<b>24</b>	<b>21</b>
Don't know	16	15	16	16	18

Generally speaking, do you think that food prices have gone up, gone down, or stayed about the same in the past year?

Gone up a lot	69	71	67	63	71
Gone up a little	26	24	29	33	23
<b>TOTAL GONE UP</b>	<b>95</b>	<b>95</b>	<b>96</b>	<b>96</b>	<b>94</b>
Stayed about the same	3	4	3	3	2
Gone down a little	0	0	0	0	0
Gone down a lot	0	0	0	0	0
<b>TOTAL GONE DOWN</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Don't know	2	1	2	1	3

Sample Size: 2087 GB Adults  
Fieldwork: 9th - 10th March 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Socio-economic classification			Country		
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	
<b>Weighted Sample</b> 2087	376	536	192	225	125	733	745	1010	1077	219	862	515	490	707	467	624	1805	100	182	
<b>Unweighted Sample</b> 2087	316	584	221	221	135	844	697	875	1212	194	704	568	621	817	445	501	1781	113	193	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you think food prices have generally gone up in the past year. Which of the following, if any, do you think are the main reasons food prices have increased in the past year? Please select up to three.

[Asked only to those who said food prices have gone up in the past year; n=2002]

Higher energy and fuel costs	56	59	53	56	73	50	58	62	58	55	37	51	62	68	59	60	55	55	60	64
International events (e.g. the war in Ukraine, trade disruption)	43	39	52	51	28	52	51	36	44	43	48	42	43	44	45	45	39	43	46	42
Food companies increasing profits	39	22	48	34	35	51	39	30	40	38	59	41	36	29	35	36	42	38	43	41
Tax rises on businesses	37	58	26	32	59	20	29	51	41	34	23	34	40	46	39	39	40	38	29	33
Labour/ staff costs	34	55	27	35	39	26	32	45	35	33	16	28	37	48	38	36	32	34	31	36
Higher farming and production costs	29	34	30	35	21	22	31	30	28	30	24	30	31	30	29	27	33	30	24	31
Impacts of climate-related events	12	9	17	20	4	18	17	8	12	13	14	13	10	13	13	13	9	13	15	10
Health or environmental regulations	3	4	2	4	5	5	2	4	3	3	4	3	4	2	3	2	4	3	2	2
Other [See Tab 2]	3	2	3	1	3	2	4	2	3	2	2	3	4	2	3	4	1	2	5	2
Don't know	6	1	5	6	3	7	4	5	4	7	11	9	3	2	4	5	6	6	2	3

Which of the following statements best reflects your view?

Supermarkets and companies that make food have increased their prices by more than necessary in order to boost their profits	63	57	65	63	65	71	61	63	63	64	69	66	65	55	62	65	63	63	70	68
Supermarkets and food companies have generally only increased their prices to match increased costs for them	21	30	20	21	22	18	21	26	25	18	18	19	20	28	25	18	22	22	19	18
Neither	3	4	3	1	3	0	4	2	3	3	4	3	3	3	2	4	3	3	3	3
Don't know	12	10	11	15	10	11	15	9	9	15	10	13	12	13	12	14	12	13	8	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.

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<b>Unweighted Sample</b>	<b>2087</b>	518	328	175	760
	%	%	%	%	%

You previously said that you think food prices have generally gone up in the past year. Which of the following, if any, do you think are the main reasons food prices have increased in the past year? Please select up to three.

[Asked only to those who said food prices have gone up in the past year; n=2002]

Higher energy and fuel costs	56	56	55	54	56
International events (e.g. the war in Ukraine, trade disruption)	43	43	36	44	47
Food companies increasing profits	39	38	40	38	37
Tax rises on businesses	37	37	37	34	41
Labour/ staff costs	34	33	37	30	34
Higher farming and production costs	29	30	27	35	29
Impacts of climate-related events	12	13	10	15	13
Health or environmental regulations	3	2	4	5	3
Other [See Tab 2]	3	1	4	2	2
Don't know	6	7	7	7	5

Which of the following statements best reflects your view?

Supermarkets and companies that make food have increased their prices by more than necessary in order to boost their profits	63	59	63	60	65
Supermarkets and food companies have generally only increased their prices to match increased costs for them	21	25	22	21	19
Neither	3	3	2	4	3
Don't know	12	13	12	15	12

\*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.