

CATI Opinion Poll

Q8_SUM. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

SUMMARY TABLE

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	A new tax on food and drinks which contain high levels of sugar	Compulsory health warning labels on food and drinks which are high in sugar	Legal maximum limits on the amount of sugar allowed in food and drink	A ban on the sale of processed food and drinks which are high in sugar
Unweighted Total	769	769	769	769
Weighted Total	542 100%	542 100%	542 100%	542 100%
Support	307 57%	470 87%	397 73%	253 47%
Oppose	225 42%	68 13%	135 25%	284 52%
Don't know	10 2%	4 1%	10 2%	4 1%

CATI Opinion Poll

Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

A new tax on food and drinks which contain high levels of sugar

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	769	395	374	52	110	128	154	128	197	316	177	97	179	653	78	691	184	203	266
Weighted Total	542	276	266	32	60	96	115	101	138	224	170	94	53	462	53	489	121	137	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	307	149	157	18	31	51	72	53	81	129	98	50	30	260	30	277	64	80	117
	57%	54%	59%	58%	52%	53%	62%	53%	59%	58%	58%	53%	56%	56%	57%	57%	53%	59%	57%
Oppose	225	124	101	14	28	43	42	46	53	88	71	45	21	192	22	203	55	52	85
	42%	45%	38%	42%	47%	45%	36%	45%	38%	39%	42%	47%	39%	42%	42%	41%	46%	38%	41%
Don't know	10	3	8	-	1	2	2	2	4	7	1	-	3	10	1	10	2	4	3
	2%	1%	3%	-	1%	2%	1%	2%	3%	3%	1%	-	5%	2%	1%	2%	2%	3%	2%

CATI Opinion Poll**Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?****A new tax on food and drinks which contain high levels of sugar**

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2015			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	769	255	275	57	83	31	35	226	215	48
Weighted Total	542	204	180	41	57	19	18	184	136	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	307	116	105	28	24	10	9	103	77	26
	57%	57%	58%	68%	43%	54%	49%	56%	56%	70%
Oppose	225	82	74	13	31	9	9	76	58	11
	42%	40%	41%	31%	55%	46%	47%	41%	43%	29%
Don't know	10	7	1	*	1	-	1	5	1	*
	2%	3%	1%	1%	2%	-	4%	3%	1%	1%

CATI Opinion Poll

Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

Compulsory health warning labels on food and drinks which are high in sugar

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	769	395	374	52	110	128	154	128	197	316	177	97	179	653	78	691	184	203	266
Weighted Total	542	276	266	32	60	96	115	101	138	224	170	94	53	462	53	489	121	137	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	470	237	233	28	55	78	103	86	120	195	150	81	44	400	45	424	107	121	173
	87%	86%	88%	89%	92%	81%	89%	85%	87%	87%	88%	86%	82%	87%	86%	87%	89%	88%	84%
Oppose	68	37	31	3	5	16	12	15	17	29	19	12	8	58	7	61	12	15	31
	13%	13%	12%	10%	8%	16%	11%	15%	12%	13%	11%	13%	16%	13%	12%	13%	10%	11%	15%
Don't know	4	2	2	1	-	2	-	*	1	-	2	1	1	4	1	4	2	1	*
	1%	1%	1%	2%	-	3%	-	*	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	*

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Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

Compulsory health warning labels on food and drinks which are high in sugar

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2015			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	769	255	275	57	83	31	35	226	215	48
Weighted Total	542	204	180	41	57	19	18	184	136	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	470	178	159	38	48	14	14	159	115	34
	87%	87%	88%	92%	85%	73%	77%	86%	84%	92%
Oppose	68	26	20	3	7	5	4	25	20	2
	13%	13%	11%	6%	12%	27%	20%	13%	15%	6%
Don't know	4	1	1	*	1	-	1	1	1	*
	1%	*	1%	1%	2%	-	4%	*	1%	1%

CATI Opinion Poll

Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

Legal maximum limits on the amount of sugar allowed in food and drink

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	769	395	374	52	110	128	154	128	197	316	177	97	179	653	78	691	184	203	266
Weighted Total	542	276	266	32	60	96	115	101	138	224	170	94	53	462	53	489	121	137	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	397	191	206	25	40	63	94	74	102	158	127	73	39	339	36	361	93	101	144
	73%	69%	77%	77%	67%	66%	82%	74%	74%	70%	75%	77%	74%	73%	69%	74%	77%	74%	70%
Oppose	135	83	51	7	19	30	20	24	33	63	38	22	12	116	14	121	25	33	57
	25%	30%	19%	23%	33%	31%	18%	24%	24%	28%	22%	23%	23%	25%	26%	25%	21%	24%	28%
Don't know	10	1	8	-	*	3	1	2	3	4	5	-	1	7	3	7	2	2	3
	2%	*	3%	-	1%	3%	1%	2%	2%	2%	3%	-	3%	2%	5%	1%	2%	1%	2%

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Legal maximum limits on the amount of sugar allowed in food and drink

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	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	769	255	275	57	83	31	35	226	215	48
Weighted Total	542	204	180	41	57	19	18	184	136	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	397	152	138	27	42	12	12	138	102	28
	73%	75%	76%	66%	74%	61%	68%	75%	75%	77%
Oppose	135	49	38	13	15	7	6	43	33	8
	25%	24%	21%	31%	26%	39%	32%	23%	24%	23%
Don't know	10	3	4	1	-	-	-	4	1	-
	2%	2%	2%	3%	-	-	-	2%	1%	-

CATI Opinion Poll

Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

A ban on the sale of processed food and drinks which are high in sugar

Base: All likely to vote and expressing a voting intention (Turnout weighted)

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
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Weighted Total	542	276	266	32	60	96	115	101	138	224	170	94	53	462	53	489	121	137	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	253 47%	116 42%	137 51%	14 45%	23 38%	37 38%	58 50%	45 44%	77 56%	104 47%	77 45%	45 48%	27 50%	218 47%	25 47%	229 47%	56 46%	65 48%	97 47%
Oppose	284 52%	156 57%	128 48%	17 55%	36 60%	59 61%	57 50%	56 55%	59 43%	119 53%	91 53%	49 52%	25 47%	240 52%	27 52%	257 53%	65 53%	71 52%	105 52%
Don't know	4 1%	3 1%	1 *	- -	1 1%	1 1%	- -	* *	2 2%	1 *	2 1%	- -	1 2%	4 1%	1 1%	4 1%	* *	1 1%	2 1%

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Q8. Do you support or oppose each of the following proposals designed to reduce obesity in Britain?

A ban on the sale of processed food and drinks which are high in sugar

Base: All likely to vote and expressing a voting intention (Turnout weighted)

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Weighted Total	542	204	180	41	57	19	18	184	136	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Support	253	101	88	17	22	5	9	90	58	18
	47%	50%	49%	42%	40%	29%	48%	49%	43%	48%
Oppose	284	102	90	24	34	13	9	93	76	19
	52%	50%	50%	58%	60%	71%	48%	50%	56%	52%
Don't know	4	1	2	-	*	-	1	1	2	-
	1%	1%	1%	-	*	-	4%	1%	1%	-