

YouGov Survey Results

Sample Size: 6570 Adults in GB
Fieldwork: 16th - 22nd September 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	6570	1182	1688	604	710	2315	2446	3180	3390	690	2714	1622	1542	3745	2825	5683	315	572	1557	1077	795	2253	
Unweighted Sample	6570	1064	1927	699	912	2690	2537	2951	3619	395	2584	1771	1819	3988	2582	5642	353	575	1632	1101	665	2244	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following, please say whether you would or would not consider them to be 'junk food'?

Fizzy drinks

[Asked to a random group of respondents; n=2102]

Would consider to be junk food	89	87	92	94	87	91	87	86	93	87	90	91	88	90	89	89	93	92	90	90	90	88
Would not consider to be junk food	7	10	5	5	10	6	10	10	5	8	6	7	10	7	8	8	6	6	7	8	7	8
Don't know	3	4	3	1	3	2	3	4	2	5	4	2	3	3	4	3	1	1	3	2	4	4

Squash drinks

[Asked to a random group of respondents; n=2124]

Would consider to be junk food	40	43	37	40	35	44	38	37	43	32	35	44	49	42	37	40	35	40	38	39	49	39
Would not consider to be junk food	54	52	59	55	60	50	58	58	51	63	60	51	44	52	57	54	54	55	55	55	45	57
Don't know	6	5	5	5	5	7	5	5	6	5	6	4	7	6	5	5	11	5	6	6	6	4

Fruit juice

[Asked to a random group of respondents; n=2131]

Would consider to be junk food	16	15	15	17	16	18	16	11	20	14	16	16	17	17	15	16	17	17	13	17	20	15
Would not consider to be junk food	78	79	79	79	80	76	79	82	75	78	78	79	78	78	79	79	76	76	82	78	73	79
Don't know	6	6	6	3	4	5	5	6	5	8	6	4	5	5	7	6	7	7	5	5	7	6

Smoothies

[Asked to a random group of respondents; n=2138]

Would consider to be junk food	25	31	24	21	30	25	30	27	23	13	20	29	36	25	25	25	34	26	24	26	22	25
Would not consider to be junk food	67	62	69	72	63	67	62	65	70	84	73	65	53	67	68	68	56	64	67	67	71	69
Don't know	7	7	7	7	7	8	8	8	7	3	7	6	11	8	7	7	10	10	8	7	7	6

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

Energy drinks

[Asked to a random group of respondents; n=2078]

Would consider to be junk food	87	86	88	92	84	89	87	86	89	85	90	89	82	88	87	87	86	89	88	89	82	88
Would not consider to be junk food	8	9	8	4	12	8	8	10	7	11	6	8	11	8	9	9	5	6	9	6	14	8
Don't know	4	5	4	3	4	3	4	4	4	4	4	3	7	4	4	4	9	4	3	4	5	4

Crisps

[Asked to a random group of respondents; n=2133]

Would consider to be junk food	88	84	91	92	85	92	84	86	90	89	90	88	84	90	85	88	87	90	86	91	89	88
Would not consider to be junk food	10	13	8	8	12	6	13	11	8	9	7	11	15	8	11	10	9	8	12	7	9	9
Don't know	2	3	1	0	3	1	2	3	2	3	3	2	1	2	3	2	4	2	2	3	1	2

Crackers

[Asked to a random group of respondents; n=2081]

Would consider to be junk food	21	18	20	21	23	20	20	22	20	15	22	21	22	21	21	21	29	18	19	25	28	18
Would not consider to be junk food	73	77	75	76	70	74	74	71	75	79	73	72	72	74	72	73	66	77	75	71	65	75
Don't know	6	5	6	3	6	6	6	7	5	6	6	7	5	5	7	6	5	4	5	5	7	7

Rice cakes

[Asked to a random group of respondents; n=2061]

Would consider to be junk food	14	11	14	14	14	14	13	14	13	15	14	15	12	16	11	14	14	11	14	12	18	14
Would not consider to be junk food	79	79	80	78	79	79	79	77	80	79	80	78	76	77	81	78	81	82	79	80	74	78
Don't know	8	10	6	7	7	7	8	9	6	6	6	7	12	7	8	8	5	7	7	8	8	8

Tortilla chips

[Asked to a random group of respondents; n=2147]

Would consider to be junk food	75	76	76	77	79	78	77	74	76	56	76	77	79	77	73	75	78	74	72	79	74	76
Would not consider to be junk food	20	18	20	19	17	17	18	20	19	40	19	19	14	19	21	20	15	18	21	18	21	20
Don't know	5	6	4	4	4	5	5	6	4	4	5	4	7	4	6	5	8	7	7	3	5	4

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

Bombay mix

[Asked to a random group of respondents; n=2147]

Would consider to be junk food	53	61	52	55	50	57	56	48	57	30	51	61	58	57	48	54	45	50	51	59	51	54
Would not consider to be junk food	29	24	30	25	35	28	29	33	26	41	31	27	23	28	32	29	32	27	32	27	31	28
Don't know	18	15	18	20	15	15	16	19	17	29	18	11	19	16	21	17	23	23	17	14	18	18

Breakfast cereal

[Asked to a random group of respondents; n=2101]

Would consider to be junk food	22	18	23	26	23	25	21	19	26	14	26	23	19	23	21	22	30	18	22	19	25	24
Would not consider to be junk food	70	75	70	69	71	68	73	74	67	79	67	68	73	71	69	70	60	75	70	74	67	70
Don't know	7	7	7	6	6	8	6	7	8	7	7	8	7	6	9	7	10	6	8	7	8	7

Granola

[Asked to a random group of respondents; n=2183]

Would consider to be junk food	13	16	13	13	15	14	14	10	16	4	12	17	15	15	10	13	19	9	12	13	11	15
Would not consider to be junk food	79	78	81	82	76	80	79	81	78	88	82	77	74	79	80	79	69	85	80	78	80	79
Don't know	8	7	6	4	10	6	7	9	7	8	6	7	11	6	9	8	12	6	7	9	9	6

Muesli

[Asked to a random group of respondents; n=2197]

Would consider to be junk food	8	10	7	7	9	7	9	8	8	9	7	8	9	8	8	8	8	9	8	8	9	7
Would not consider to be junk food	86	86	87	88	90	88	87	85	88	84	87	89	85	87	85	86	88	86	87	88	82	87
Don't know	5	4	5	5	2	5	4	6	5	8	6	3	6	5	7	6	4	5	5	4	9	6

Porridge oats

[Asked to a random group of respondents; n=2181]

Would consider to be junk food	2	1	2	3	3	2	2	2	2	3	2	2	2	2	2	2	2	0	3	2	5	1
Would not consider to be junk food	96	98	97	97	95	97	97	95	97	92	94	98	97	96	95	96	95	98	95	95	92	98
Don't know	2	1	1	0	2	1	1	3	1	5	3	0	1	2	2	2	4	1	2	3	3	1

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

Chocolates

[Asked to a random group of respondents; n=2142]

Would consider to be junk food	80	69	84	81	77	81	77	77	82	85	87	77	66	81	79	79	82	83	77	85	81	78
Would not consider to be junk food	17	26	13	18	21	17	20	19	15	13	11	20	28	17	17	18	13	14	20	12	16	20
Don't know	3	5	3	1	2	3	3	3	3	2	2	3	5	2	4	3	5	3	3	3	3	3

Sweets

[Asked to a random group of respondents; n=2129]

Would consider to be junk food	91	89	92	94	87	93	89	87	94	93	91	92	87	91	91	90	97	92	89	94	91	89
Would not consider to be junk food	8	9	6	5	12	5	10	10	5	5	7	6	10	8	7	8	3	6	9	6	7	8
Don't know	2	2	2	1	1	2	2	3	1	2	1	2	2	1	2	2	0	2	2	1	2	2

Popcorn

[Asked to a random group of respondents; n=2196]

Would consider to be junk food	64	66	64	62	62	64	65	68	60	59	62	67	67	64	64	64	63	67	66	65	63	62
Would not consider to be junk food	31	30	32	33	34	33	30	28	35	36	33	30	28	33	29	31	32	31	30	32	28	33
Don't know	5	4	5	4	3	3	5	4	5	5	5	3	5	3	7	5	6	2	4	3	8	5

Ice cream

[Asked to a random group of respondents; n=2211]

Would consider to be junk food	72	60	76	74	63	73	64	69	74	85	79	69	56	74	68	71	79	73	68	74	75	70
Would not consider to be junk food	25	36	22	24	33	24	32	27	23	13	18	27	41	23	28	25	20	24	28	23	23	25
Don't know	3	4	2	3	3	3	3	4	3	2	3	4	4	3	4	3	1	4	3	3	2	4

Ice lollies

[Asked to a random group of respondents; n=2131]

Would consider to be junk food	61	57	65	64	50	64	57	62	60	64	62	63	56	64	57	61	61	65	59	62	69	59
Would not consider to be junk food	34	39	31	31	45	32	39	34	35	32	34	34	36	32	37	35	31	31	36	34	26	37
Don't know	5	5	4	5	5	5	4	5	5	4	4	3	7	4	6	5	8	4	5	5	6	4

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

Frozen yoghurt

[Asked to a random group of respondents; n=2064]

Would consider to be junk food	18	14	17	16	13	21	14	18	18	11	24	16	13	18	17	17	25	19	17	17	22	16
Would not consider to be junk food	70	73	69	76	79	66	75	68	72	71	66	72	73	71	68	71	59	69	70	72	66	72
Don't know	12	13	14	7	9	12	11	14	11	18	10	12	15	10	15	12	15	12	12	11	13	12

Cakes

[Asked to a random group of respondents; n=2098]

Would consider to be junk food	78	68	82	80	73	78	74	72	83	82	85	73	67	77	79	77	74	80	75	79	79	78
Would not consider to be junk food	19	29	15	18	23	18	23	25	13	14	11	25	28	20	18	19	24	17	22	17	17	19
Don't know	3	3	3	1	4	4	3	3	3	4	3	2	4	3	4	3	2	3	3	3	4	3

Flapjacks

[Asked to a random group of respondents; n=2125]

Would consider to be junk food	48	48	49	46	46	49	51	46	50	43	49	48	51	49	47	48	54	50	47	47	54	47
Would not consider to be junk food	43	45	44	47	48	43	43	44	42	49	42	46	41	43	44	44	35	40	45	46	39	46
Don't know	8	7	7	7	6	8	6	9	7	9	9	6	8	7	9	8	11	10	9	7	8	8

Icing

[Asked to a random group of respondents; n=2132]

Would consider to be junk food	76	70	82	74	72	81	74	72	80	71	79	76	74	79	73	76	84	80	73	77	80	76
Would not consider to be junk food	18	22	15	20	23	14	20	20	15	22	16	19	18	16	19	18	12	13	19	16	18	19
Don't know	6	8	4	6	5	5	6	8	5	7	5	5	8	5	7	6	4	7	8	7	3	5

Biscuits

[Asked to a random group of respondents; n=2100]

Would consider to be junk food	74	71	79	74	71	77	72	68	80	71	77	76	67	75	73	74	78	76	72	73	73	76
Would not consider to be junk food	22	25	19	23	27	20	24	27	17	23	19	22	27	22	22	22	15	20	24	24	22	21
Don't know	4	4	2	3	3	3	4	5	3	6	4	2	6	3	5	4	7	4	4	4	5	3

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

Croissants

[Asked to a random group of respondents; n=2152]

Would consider to be junk food	40	38	42	35	36	41	39	33	45	30	42	43	37	40	39	39	50	42	40	37	40	38
Would not consider to be junk food	56	57	53	61	58	55	56	61	50	67	53	54	56	56	55	56	47	54	55	58	56	57
Don't know	5	5	5	4	6	4	5	5	5	3	5	3	7	4	7	5	3	4	5	5	4	5

Crumpets

[Asked to a random group of respondents; n=2135]

Would consider to be junk food	26	31	25	21	31	26	29	24	29	18	24	31	29	27	26	25	27	38	23	22	28	28
Would not consider to be junk food	67	64	69	75	65	69	67	69	66	73	69	64	65	67	67	68	68	57	70	69	62	68
Don't know	6	5	5	4	4	5	5	7	6	9	7	5	6	6	7	6	5	5	7	9	9	4

Scones

[Asked to a random group of respondents; n=2134]

Would consider to be junk food	35	30	38	31	37	34	35	29	41	31	39	35	32	36	35	35	49	37	34	35	33	35
Would not consider to be junk food	59	65	57	65	59	61	60	65	54	64	56	61	62	59	59	60	48	62	60	58	59	60
Don't know	5	5	5	4	4	5	5	6	5	5	6	4	6	5	6	6	3	2	6	7	8	5

Hot cross buns

[Asked to a random group of respondents; n=2187]

Would consider to be junk food	43	42	46	37	44	43	42	39	47	39	43	49	40	43	44	42	48	57	42	39	51	39
Would not consider to be junk food	51	53	50	57	51	52	53	55	47	56	49	49	54	51	50	52	44	38	51	54	44	55
Don't know	6	5	4	6	5	5	5	6	6	5	8	3	6	6	6	6	8	5	7	7	5	5

Custard

[Asked to a random group of respondents; n=2135]

Would consider to be junk food	38	32	42	37	34	39	34	37	39	40	45	36	26	40	35	37	47	37	36	35	42	37
Would not consider to be junk food	55	61	52	59	58	52	61	55	55	52	47	58	67	54	56	55	48	54	57	56	49	56
Don't know	7	7	6	4	7	8	6	8	7	9	8	6	7	6	9	7	5	9	6	9	9	7

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

Jelly

[Asked to a random group of respondents; n=2064]

Would consider to be junk food	47	42	53	46	41	52	43	50	45	50	52	49	36	49	46	48	41	44	45	47	59	47
Would not consider to be junk food	46	52	42	46	53	41	51	43	48	37	42	45	57	45	46	45	49	49	47	46	36	46
Don't know	7	6	5	8	6	6	6	7	7	13	6	6	8	6	8	7	10	7	8	7	5	7

Yoghurt

[Asked to a random group of respondents; n=2138]

Would consider to be junk food	5	6	4	3	6	5	5	5	5	4	5	6	4	5	5	5	6	7	4	5	8	4
Would not consider to be junk food	92	92	93	95	92	91	92	91	92	93	91	90	93	91	92	92	90	90	92	91	89	93
Don't know	3	2	3	2	3	4	3	4	3	3	4	3	3	4	3	3	4	3	3	5	3	3

Pizza

[Asked to a random group of respondents; n=2148]

Would consider to be junk food	76	72	80	73	75	77	74	72	80	80	81	75	68	77	75	76	76	77	79	76	76	75
Would not consider to be junk food	20	25	16	24	23	19	23	23	17	15	16	21	29	19	21	20	21	18	16	21	22	22
Don't know	4	3	4	3	3	3	3	5	3	5	3	4	3	3	4	4	2	5	4	3	2	4

Baked potato

[Asked to a random group of respondents; n=2120]

Would consider to be junk food	3	1	2	1	4	1	1	3	2	6	3	1	1	3	3	3	3	2	1	1	7	3
Would not consider to be junk food	96	98	97	98	96	98	98	96	97	92	94	99	99	96	96	96	96	97	97	98	92	97
Don't know	1	1	1	0	0	1	1	1	1	1	2	0	0	1	1	1	1	1	2	1	1	1

Chips

[Asked to a random group of respondents; n=2172]

Would consider to be junk food	78	73	82	81	67	80	72	74	82	82	84	79	64	79	76	77	83	79	75	79	78	78
Would not consider to be junk food	19	26	16	16	29	18	25	23	16	12	13	19	33	19	20	20	16	18	22	18	19	20
Don't know	3	2	2	3	4	2	3	3	3	6	3	1	3	2	4	3	1	3	3	3	3	3

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Sample Size: 6570 Adults in GB
Fieldwork: 16th - 22nd September 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	6570	1182	1688	604	710	2315	2446	3180	3390	690	2714	1622	1542	3745	2825	5683	315	572	1557	1077	795	2253	
Unweighted Sample	6570	1064	1927	699	912	2690	2537	2951	3619	395	2584	1771	1819	3988	2582	5642	353	575	1632	1101	665	2244	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ready meals

[Asked to a random group of respondents; n=2097]

Would consider to be junk food	63	63	68	61	62	66	65	59	68	57	66	67	58	63	64	63	61	65	62	67	66	62
Would not consider to be junk food	27	29	23	28	32	25	27	31	24	35	24	27	31	29	26	27	35	27	29	24	24	29
Don't know	9	8	8	11	6	9	7	10	8	8	10	5	11	8	10	9	4	8	9	10	10	9

Carrots

[Asked to a random group of respondents; n=2112]

Would consider to be junk food	1	2	1	0	1	1	1	2	1	1	2	1	1	1	1	1	2	2	2	0	1	1
Would not consider to be junk food	98	97	99	100	99	99	98	97	99	98	97	99	99	98	98	98	98	97	96	99	99	99
Don't know	1	1	0	0	0	1	1	1	1	1	1	0	0	1	1	1	0	1	2	1	0	1

Strawberries

[Asked to a random group of respondents; n=2114]

Would consider to be junk food	1	1	1	1	1	1	1	2	1	0	2	1	1	1	1	1	1	2	1	2	1	1
Would not consider to be junk food	98	99	98	99	98	98	98	97	99	97	96	99	99	98	98	98	98	96	97	97	98	99
Don't know	1	0	1	0	1	1	0	2	0	3	2	0	0	1	1	1	1	1	1	1	1	1

*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.