

YouGov / Obesity Health Alliance Survey Results

Sample Size: 2273 UK Adults
Fieldwork: 15th - 16th August 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	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2273	397	566	205	240	798	843	1102	1171	239	939	564	531	1296	977	1902	118	189	64	523	361	261	757	
Unweighted Sample	2273	370	642	205	331	928	907	1052	1221	129	897	595	651	1365	908	1882	113	197	81	512	383	221	766	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that rates of childhood obesity will get higher or lower under the current Government, or will there be no change?

They will get much higher	12	22	5	8	22	8	17	12	12	8	9	15	17	10	15	13	10	8	8	15	13	11	12
They will get slightly higher	12	19	7	14	14	11	12	14	10	11	13	11	11	11	13	12	13	14	14	10	12	8	13
TOTAL HIGHER	24	41	12	22	36	19	29	26	22	19	22	26	28	21	28	25	23	22	22	25	25	19	25
They will not change – there were high rates of childhood obesity before and they will remain high	48	49	53	52	44	50	53	47	49	42	43	51	55	51	43	48	47	47	54	49	48	46	48
They will not change – there were low rates of childhood obesity before and they will remain low	2	2	2	1	3	2	2	2	2	1	3	2	2	2	2	2	3	2	1	2	2	5	2
They will get slightly lower	6	2	13	9	2	11	2	8	5	9	7	6	4	8	4	6	6	6	4	5	4	10	7
They will get much lower	1	0	1	0	0	0	1	1	0	1	1	1	0	1	1	1	1	0	1	0	2	3	0
TOTAL LOWER	7	2	14	9	2	11	3	9	5	10	8	7	4	9	5	7	7	6	5	5	6	13	7
Don't know	19	6	20	16	15	19	13	16	22	28	25	14	11	17	22	19	22	24	18	19	20	18	18

To what extent, if at all, would you support or oppose each of the following policies to improve child health?

Stopping the sale of high-caffeine energy drinks to children under 16

Strongly support	62	58	66	71	54	67	61	53	69	55	62	63	63	61	62	62	49	64	62	59	61	59	66
Tend to support	26	28	27	22	30	26	26	30	23	27	26	28	25	28	24	26	32	23	30	27	24	34	24
TOTAL SUPPORT	88	86	93	93	84	93	87	83	92	82	88	91	88	89	86	88	81	87	92	86	85	93	90
Tend to oppose	4	7	3	4	8	3	5	7	2	7	3	3	7	4	5	4	4	6	2	7	5	2	3
Strongly oppose	2	2	1	0	3	1	3	3	2	3	3	2	1	2	2	3	0	1	1	3	2	3	2
TOTAL OPPOSE	6	9	4	4	11	4	8	10	4	10	6	5	8	6	7	7	4	7	3	10	7	5	5
Don't know	5	5	4	3	5	4	5	7	4	7	6	4	4	5	6	5	15	7	5	3	8	3	5

Stopping unhealthy food adverts being shown on TV before 9pm

Strongly support	34	34	37	41	28	39	35	30	38	20	29	36	47	33	35	35	31	29	32	32	29	36	39
Tend to support	36	39	39	35	35	39	36	38	35	37	34	39	37	37	35	35	41	41	41	35	35	36	36
TOTAL SUPPORT	70	73	76	76	63	78	71	68	73	57	63	75	84	70	70	70	72	70	73	67	64	72	75
Tend to oppose	13	15	11	13	19	12	13	15	12	17	17	11	9	14	12	14	10	13	16	16	19	12	10
Strongly oppose	6	6	4	4	11	3	7	8	5	13	7	6	3	7	6	7	5	5	3	8	8	4	6
TOTAL OPPOSE	19	21	15	17	30	15	20	23	17	30	24	17	12	21	18	21	15	18	19	24	27	16	16
Don't know	10	6	8	7	8	7	9	10	10	13	14	9	4	9	12	10	12	12	9	10	8	11	10

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

Stopping unhealthy food adverts being shown on child-focused websites at any time

Strongly support	49	46	58	58	38	57	48	47	51	40	45	53	57	51	47	51	36	44	50	47	45	56	54
Tend to support	34	36	33	31	38	30	34	36	32	43	34	31	33	33	35	33	42	42	25	33	36	30	33
TOTAL SUPPORT	83	82	91	89	76	87	82	83	83	83	79	84	90	84	82	84	78	86	75	80	81	86	87
Tend to oppose	6	8	3	3	9	5	7	6	6	6	7	6	5	6	7	6	4	7	10	7	7	6	4
Strongly oppose	4	3	2	4	6	2	5	5	3	6	5	4	1	4	4	4	6	1	2	6	3	3	4
TOTAL OPPOSE	10	11	5	7	15	7	12	11	9	12	12	10	6	10	11	10	10	8	12	13	10	9	8
Don't know	7	6	4	5	8	6	6	6	7	5	9	7	4	7	7	6	11	7	12	7	8	5	6

Stopping the advertising of unhealthy food within 400 metres of schools and playgrounds

Strongly support	35	30	39	44	29	38	35	32	37	26	31	39	41	34	36	36	24	32	30	34	29	38	40
Tend to support	35	38	39	32	35	38	34	36	34	33	35	35	36	37	33	35	39	35	32	36	35	32	35
TOTAL SUPPORT	70	68	78	76	64	76	69	68	71	59	66	74	77	71	69	71	63	67	62	70	64	70	75
Tend to oppose	13	13	12	9	17	11	14	12	13	17	14	11	11	14	11	12	13	16	16	15	14	15	9
Strongly oppose	7	8	3	7	9	4	8	9	5	15	6	6	4	6	8	7	13	3	6	8	9	4	6
TOTAL OPPOSE	20	21	15	16	26	15	22	21	18	32	20	17	15	20	19	19	26	19	22	23	23	19	15
Don't know	11	10	7	8	10	9	9	10	11	9	13	9	8	9	13	10	11	14	15	8	13	12	10

Stopping all forms of unhealthy food advertising

Strongly support	23	22	22	27	22	24	24	20	25	17	18	23	33	20	26	23	21	19	14	21	21	24	26
Tend to support	30	34	33	28	23	31	30	29	31	23	26	33	36	31	28	30	26	31	33	29	27	33	31
TOTAL SUPPORT	53	56	55	55	45	55	54	49	56	40	44	56	69	51	54	53	47	50	47	50	48	57	57
Tend to oppose	25	25	27	25	27	25	25	25	26	26	30	23	18	26	24	24	30	31	31	25	26	24	23
Strongly oppose	12	13	8	12	17	9	11	16	8	25	13	10	6	13	11	12	9	9	8	13	16	11	11
TOTAL OPPOSE	37	38	35	37	44	34	36	41	34	51	43	33	24	39	35	36	39	40	39	38	42	35	34
Don't know	11	7	10	7	10	11	9	11	11	9	13	11	8	10	12	10	14	11	13	12	10	8	10

Close all hot food takeaways within 400m of schools and playgrounds

Strongly support	14	13	13	13	17	13	17	13	14	6	11	15	19	12	16	15	8	10	5	13	12	17	16
Tend to support	19	25	21	19	19	22	21	18	20	5	15	22	30	19	19	19	17	25	13	19	20	18	19
TOTAL SUPPORT	33	38	34	32	36	35	38	31	34	11	26	37	49	31	35	34	25	35	18	32	32	35	35
Tend to oppose	32	32	35	34	29	34	31	31	32	33	36	29	26	34	29	31	39	30	37	32	30	34	30
Strongly oppose	22	21	20	20	24	17	21	26	18	40	24	19	13	23	21	22	22	19	29	24	24	17	21
TOTAL OPPOSE	54	53	55	54	53	51	52	57	50	73	60	48	39	57	50	53	61	49	66	56	54	51	51
Don't know	14	10	12	14	11	14	11	12	16	16	14	15	11	13	15	14	14	15	16	13	15	13	14

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Weighted Sample	2273	397	566	205	240	798	843	1102	1171	239	939	564	531	1296	977	1902	118	189	64	523	361	261	757
Unweighted Sample	2273	370	642	205	331	928	907	1052	1221	129	897	595	651	1365	908	1882	113	197	81	512	383	221	766
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Stopping the opening of new hot food takeaways within 400m of schools and playgrounds

Strongly support	25	23	28	30	25	26	29	23	27	10	21	28	35	24	26	26	18	23	12	25	26	26	26
Tend to support	57	35	28	24	26	30	26	27	27	22	23	31	32	27	27	27	26	29	33	23	25	31	28
TOTAL SUPPORT	52	58	56	54	51	56	55	50	54	32	44	59	67	51	53	53	44	52	45	48	51	57	54
Tend to oppose	22	20	21	21	21	22	21	23	21	31	25	17	16	23	19	21	31	24	19	26	21	16	19
Strongly oppose	11	12	10	12	15	8	12	13	10	25	12	9	6	12	10	12	7	7	17	13	13	11	11
TOTAL OPPOSE	33	32	31	33	36	30	33	36	31	56	37	26	22	35	29	33	38	31	36	39	34	27	30
Don't know	15	11	13	13	13	14	13	15	16	13	19	15	10	14	17	15	19	17	19	12	15	16	16

Extending the existing tax on high-sugar soft drinks to other products high in sugar and salt

Strongly support	22	22	23	31	14	25	20	20	24	16	19	24	30	23	21	23	23	16	18	21	18	30	24
Tend to support	29	27	36	29	21	35	26	27	31	30	25	29	34	32	24	28	26	35	33	26	29	29	29
TOTAL SUPPORT	51	49	59	60	35	60	46	47	55	46	44	53	64	55	45	51	49	51	51	47	47	59	53
Tend to oppose	22	25	19	17	27	19	25	24	20	23	24	21	19	21	22	22	21	23	25	28	19	19	19
Strongly oppose	15	16	13	11	28	11	19	18	13	18	18	15	10	13	17	16	15	11	15	17	20	8	15
TOTAL OPPOSE	37	41	32	28	55	30	44	42	33	41	42	36	29	34	39	38	36	34	40	45	39	27	34
Don't know	12	11	9	11	10	10	10	11	13	13	15	11	8	9	15	12	15	14	8	9	15	14	12

Requiring all food and drink products to have front-of-packaging nutrition labelling

Strongly support	45	37	52	52	37	48	42	43	47	48	43	46	47	46	44	46	42	45	40	43	43	52	47
Tend to support	35	41	35	29	44	39	36	34	37	24	37	36	37	36	35	35	32	36	46	36	35	34	35
TOTAL SUPPORT	80	78	87	81	81	87	78	77	84	72	80	82	84	82	79	81	74	81	86	79	78	86	82
Tend to oppose	7	9	5	7	8	5	8	7	6	12	6	6	6	7	7	7	7	5	7	8	7	5	6
Strongly oppose	3	5	2	2	4	2	4	4	2	6	4	3	2	3	4	3	2	3	0	5	3	2	3
TOTAL OPPOSE	10	14	7	9	12	7	12	11	8	18	10	9	8	10	11	10	9	8	7	13	10	7	9
Don't know	9	8	6	9	8	6	10	11	8	11	10	9	8	8	11	9	16	11	7	8	12	7	9

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

Strongly support	38	39	40	45	32	42	40	34	43	25	30	44	52	37	40	40	30	34	34	37	35	37	44
Tend to support	35	40	40	34	36	37	35	37	34	34	37	34	34	37	33	35	37	37	38	35	30	43	35
TOTAL SUPPORT	73	79	80	79	68	79	75	71	77	59	67	78	86	74	73	75	67	71	72	72	65	80	79
Tend to oppose	11	11	10	10	16	10	12	14	9	16	14	9	7	12	10	11	10	15	14	12	16	9	9
Strongly oppose	5	4	2	5	8	3	5	6	4	11	6	4	2	4	6	5	6	4	4	5	5	6	4
TOTAL OPPOSE	16	15	12	15	24	13	17	20	13	27	20	13	9	16	16	16	16	19	18	17	21	15	13
Don't know	10	6	8	5	8	8	8	9	11	13	12	9	5	9	11	9	16	9	11	10	13	5	9

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

Stopping the use of health-related claims such as low in sugar or high in fibre on unhealthy food

Strongly support	39	30	46	45	35	45	37	37	40	32	37	42	41	41	35	39	34	38	42	34	37	48	40
Tend to support	34	42	33	33	32	33	34	34	34	33	33	32	37	34	33	34	37	32	37	37	32	32	33
TOTAL SUPPORT	73	72	79	78	67	78	71	71	74	65	70	74	78	75	68	73	71	70	79	71	69	80	73
Tend to oppose	10	13	7	10	14	8	10	11	8	12	8	11	10	9	11	10	9	9	2	10	9	10	11
Strongly oppose	4	6	2	2	3	2	6	5	3	5	4	3	4	4	4	4	4	4	1	5	5	3	3
TOTAL OPPOSE	14	19	9	12	17	10	16	16	11	17	12	14	14	13	15	14	13	13	3	15	14	13	14
Don't know	14	9	11	10	16	11	12	13	15	18	18	12	8	12	17	14	16	18	19	14	17	8	14

Requiring businesses to report how much of their sales comes from unhealthy foods

Strongly support	20	16	23	21	19	24	19	19	21	16	19	19	25	19	21	20	17	19	21	17	17	26	23
Tend to support	32	29	36	32	27	34	28	34	31	38	30	32	32	33	30	32	37	33	26	30	30	35	33
TOTAL SUPPORT	52	45	59	53	46	58	47	53	52	54	49	51	57	52	51	52	54	52	47	47	47	61	56
Tend to oppose	19	24	15	22	23	18	20	21	17	17	21	18	19	20	17	18	20	24	17	21	20	14	18
Strongly oppose	10	13	6	12	16	6	14	11	8	10	9	12	8	10	9	10	9	5	14	14	10	7	8
TOTAL OPPOSE	29	37	21	34	39	24	34	32	25	27	30	30	27	30	26	28	29	29	31	35	30	21	26
Don't know	19	18	20	13	16	18	19	16	22	18	21	20	16	17	22	19	17	18	21	18	23	18	19

Introducing free breakfast for all children in primary school

Strongly support	45	26	59	49	25	52	35	42	47	57	51	42	32	44	46	45	39	48	43	46	37	56	45
Tend to support	28	31	26	30	31	27	30	30	27	29	27	29	29	29	28	27	39	31	24	26	32	26	26
TOTAL SUPPORT	73	57	85	79	56	79	65	72	74	86	78	71	61	73	74	72	78	79	67	72	69	82	71
Tend to oppose	11	20	8	10	19	9	16	12	11	4	8	12	19	12	9	12	6	10	11	11	10	7	14
Strongly oppose	8	14	2	4	17	4	12	8	7	5	6	9	11	8	7	8	7	2	13	10	11	4	6
TOTAL OPPOSE	19	34	10	14	36	13	28	20	18	9	14	21	30	20	16	20	13	12	24	21	21	11	20
Don't know	8	10	5	8	8	8	8	8	9	6	8	8	10	7	10	8	9	9	9	6	11	6	9

**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.*