

YouGov Survey Results

Sample Size: 1981 GB Adults
Fieldwork: 15th - 16th January 2014

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
1981	X	X	X	X	615	504	385	961	1020	236	501	678	567	1129	852	254	644	424	487	172	
1981	460	615	117	234	596	524	390	933	1048	164	484	775	558	1277	704	302	670	391	468	150	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which do you tend to like more – sugary foods or salty foods?

Sugary foods	28	29	28	34	22	29	26	28	27	29	39	31	27	22	29	27	27	29	31	26	27
Salty foods	25	24	29	22	23	24	31	25	24	27	20	28	26	24	26	23	30	25	25	24	24
Both equally	32	32	33	34	34	32	29	33	30	34	31	29	31	35	32	32	30	33	30	32	35
Neither	13	13	10	10	20	14	11	13	16	9	5	8	14	19	11	15	10	12	13	17	12
Don't know	2	1	1	0	1	1	2	1	4	1	6	4	2	0	2	2	3	2	2	2	3

And are you more concerned about the levels of salt you consume or the levels of sugar you consume?

I am more worried about the levels of salt I consume	8	7	8	10	9	6	9	8	8	8	10	7	7	9	8	8	6	9	8	7	10
I am more worried about the levels of sugar I consume	23	26	25	32	17	24	22	25	20	26	26	26	22	20	25	20	23	24	25	21	20
I am worried about both equally	31	30	32	25	29	29	32	32	30	32	30	23	33	35	29	33	35	30	28	32	29
I am not worried about either	36	37	33	33	45	39	34	34	39	33	29	38	37	36	36	35	32	35	35	38	38
Don't know	2	0	1	1	1	1	2	1	3	2	6	5	1	0	2	3	3	2	4	2	3