

YouGov Survey Results

Sample Size: 2019
Fieldwork: 8th - 9th July 2010

	Voting intention			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2019	675	544	268	984	1035	243	516	693	567	1038	979	257	661	430	493	177
Unweighted Sample	2019	641	544	268	969	1050	135	518	805	561	1186	831	301	631	394	489	204
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The government has proposed that food and alcohol companies fund its healthy lifestyle ad campaign, Change4Life, and in return it will not introduce legislation banning excessively fatty, sugary or salty foods. To what extent do you support or oppose thi

Strongly support	8	12	6	10	9	7	8	9	7	9	9	8	8	8	11	7	7
Tend to support	34	40	32	33	35	33	38	34	33	34	35	33	35	37	32	32	36
Tend to oppose	24	22	24	26	23	25	15	23	25	27	27	20	24	24	23	24	24
Strongly oppose	20	16	25	22	23	17	14	18	22	21	19	20	20	19	19	20	26
Don't know	14	11	13	10	10	18	26	16	12	9	10	18	13	13	16	17	6

To what extent do you agree or disagree with the following statements?

It's not the government's job to tell us what we should and shouldn't eat

Strongly agree	29	33	27	21	31	27	22	22	33	33	26	32	25	27	27	34	33
Tend to agree	40	42	38	43	36	43	37	42	38	42	42	38	39	41	43	35	41
TOTAL AGREE	69	75	65	64	67	70	59	64	71	75	68	70	64	68	70	69	74
Tend to disagree	19	17	23	24	19	20	19	22	18	18	22	17	23	20	21	17	15
Strongly disagree	7	5	11	8	9	5	8	9	7	5	7	7	7	7	8	6	9
TOTAL DISAGREE	26	22	34	32	28	25	27	31	25	23	29	24	30	27	29	23	24
Don't know	5	3	2	4	4	5	14	6	4	2	3	7	6	5	2	7	3

There should be a "fat tax", similar to the tax levied on alcohol and tobacco products, for food which have a high fat, salt or sugary content

Strongly agree	14	13	16	16	16	12	10	16	13	16	16	13	16	12	16	15	15
Tend to agree	27	26	27	35	26	28	22	26	25	32	30	24	28	29	27	25	27
TOTAL AGREE	41	39	43	51	42	40	32	42	38	48	46	37	44	41	43	40	42
Tend to disagree	27	26	26	27	24	29	32	27	27	25	28	26	30	28	27	24	22
Strongly disagree	25	29	26	19	28	23	20	25	30	22	22	28	21	23	26	29	30
TOTAL DISAGREE	52	55	52	46	52	52	52	52	57	47	50	54	51	51	53	53	52
Don't know	6	6	4	4	5	8	16	6	5	5	4	9	5	9	3	8	5

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

Food manufacturers should be made to reduce the fat/ salt content in their products by government regulation

Strongly agree	31	26	39	30	31	31	24	32	30	34	32	30	36	27	32	34	30
Tend to agree	38	39	35	37	36	40	35	39	38	39	39	37	38	41	38	33	38
TOTAL AGREE	69	65	74	67	67	71	59	71	68	73	71	67	74	68	70	67	68
Tend to disagree	18	22	14	22	19	17	17	18	18	17	19	17	14	19	19	16	19
Strongly disagree	8	9	7	9	9	6	9	6	10	6	7	9	9	7	6	10	8
TOTAL DISAGREE	26	31	21	31	28	23	26	24	28	23	26	26	23	26	25	26	27
Don't know	5	4	4	2	5	6	15	5	4	3	3	8	4	6	4	6	5

Which of the following statements comes closest to your view?

It's mainly parents' responsibility to teach children healthy eating habits	40	44	38	41	42	38	34	35	38	49	40	40	36	39	42	40	44
Both parents and schools should have a role in educating children about making the right food choices	57	53	59	59	54	59	53	61	60	50	59	54	61	57	54	57	54
Schools should be primarily responsible for teaching children about healthy eating	1	0	1	1	1	0	2	1	1	0	0	1	1	1	1	0	1
Don't know	2	2	1	0	3	2	11	3	0	1	0	5	1	2	3	4	2

Which of the following statements comes closest to your view?

Schools should provide only healthy food options	31	31	34	33	29	34	25	34	29	35	36	26	39	33	28	29	30
Schools should provide a range of food options, including a good proportion of healthy items	62	63	60	64	62	61	62	61	65	58	60	64	57	60	67	62	63
Schools should be able to provide whatever food items they like	5	3	5	2	6	3	3	2	5	6	3	6	3	5	2	7	5
Don't know	2	2	1	0	3	2	10	3	1	1	0	4	1	2	3	3	2