



Public Opinion Poll

18/12/15



Fieldwork Dates

9th-15th December 2015

Data Collection Method

The fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and in the post-fieldwork adjustments.

Sample

All residents aged 18+ in United Kingdom. The sample size is 1,585 respondents.

Weighting

Results were weighted to reflect the profile of all UK adults aged 18 and above. Targets were Age/Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD) and past vote. All targets are based on Official Statistics from the ONS that are awarded National Statistics status, and the results of the 2015 General Election.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.



Data were collected, analysed and weighted by BMG Research.

Contact Us

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Table 13

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1584	801	783	173	259	254	279	229	390
Effective Weighted Sample	1234	601	633	133	204	200	215	189	297
Weighted Bases	1584	772	813	183	272	261	284	229	355
Strongly support	334 21%	185 24%	149 18%	28 15%	71 26%	43 17%	62 22%	40 17%	91 26%
Slightly support	368 23%	176 23%	192 24%	47 26%	53 20%	60 23%	57 20%	58 25%	92 26%
Neither support nor oppose	282 18%	117 15%	166 20%	40 22%	45 17%	63 24%	37 13%	29 13%	68 19%
Slightly Oppose	171 11%	95 12%	76 9%	20 11%	27 10%	28 11%	34 12%	33 15%	29 8%
Strongly Oppose	332 21%	164 21%	169 21%	31 17%	44 16%	52 20%	83 29%	58 25%	65 18%
Don't know	96 6%	34 4%	62 8%	17 9%	33 12%	15 6%	11 4%	10 5%	10 3%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	SEG			Vote 2015					
	Total	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1584	980	575	412	360	134	204	129	245
Effective Weighted Sample	1234	764	447	382	334	131	197	124	233
Weighted Bases	1584	979	573	371	306	79	126	98	460
Strongly support	334 21%	217 22%	110 19%	91 25%	77 25%	23 29%	20 16%	18 18%	89 19%
Slightly support	368 23%	245 25%	120 21%	95 26%	72 23%	20 25%	24 19%	30 31%	98 21%
Neither support nor oppose	282 18%	171 17%	109 19%	73 20%	48 16%	12 15%	25 20%	15 15%	79 17%
Slightly Oppose	171 11%	101 10%	67 12%	41 11%	42 14%	12 15%	17 14%	10 10%	32 7%
Strongly Oppose	332 21%	200 20%	127 22%	68 18%	64 21%	10 12%	37 29%	22 23%	107 23%
Don't know	96 6%	45 5%	42 7%	2 1%	3 1%	3 4%	3 2%	3 3%	55 12%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1584	393	349	102	225	11	50	62	10	248
Effective Weighted Sample	1234	340	295	76	183	9	42	51	8	203
Weighted Bases	1584	373	331	79	170	12	46	56	11	302
Strongly support	334 21%	85 23%	91 28%	20 26%	35 20%	5 39%	6 13%	13 22%	0 0%	38 13%
Slightly support	368 23%	103 28%	76 23%	24 31%	25 15%	3 26%	10 21%	19 33%	2 15%	67 22%
Neither support nor oppose	282 18%	73 20%	56 17%	10 12%	28 16%	2 13%	10 21%	8 15%	4 38%	58 19%
Slightly Oppose	171 11%	40 11%	37 11%	8 10%	24 14%	2 21%	6 14%	7 13%	0 0%	25 8%
Strongly Oppose	332 21%	71 19%	60 18%	11 13%	56 33%	0 0%	11 25%	7 13%	5 47%	62 20%
Don't know	96 6%	1 *%	11 3%	6 7%	3 2%	0 0%	3 6%	2 3%	0 0%	53 17%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Country				
	Total	England	Scotland	Wales	Northern Ireland
Unweighted Bases	1584	1354	130	74	26
Effective Weighted Sample	1234	1087	107	61	13
Weighted Bases	1584	1330	134	77	44
Strongly support	334 21%	285 21%	25 19%	20 26%	4 9%
Slightly support	368 23%	305 23%	34 25%	16 21%	13 31%
Neither support nor oppose	282 18%	242 18%	24 18%	14 18%	3 6%
Slightly Oppose	171 11%	136 10%	12 9%	15 19%	8 18%
Strongly Oppose	332 21%	277 21%	28 21%	12 16%	15 33%
Don't know	96 6%	85 6%	11 8%	0 0%	1 2%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	GOR								Yorkshire and The Humber
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	
Unweighted Bases	1584	137	139	202	76	189	206	138	124	143
Effective Weighted Sample	1234	112	116	158	60	149	169	110	104	115
Weighted Bases	1584	114	147	206	65	175	216	135	139	131
Strongly support	334 21%	25 22%	29 20%	45 22%	17 26%	39 22%	47 22%	32 24%	28 20%	22 17%
Slightly support	368 23%	33 29%	32 22%	51 25%	15 23%	48 28%	47 22%	29 21%	25 18%	25 19%
Neither support nor oppose	282 18%	25 22%	22 15%	35 17%	10 16%	24 13%	52 24%	30 22%	27 19%	17 13%
Slightly Oppose	171 11%	10 9%	16 11%	16 8%	8 12%	21 12%	17 8%	14 10%	15 11%	19 14%
Strongly Oppose	332 21%	17 15%	39 26%	39 19%	11 17%	32 18%	40 19%	23 17%	31 23%	45 34%
Don't know	96 6%	5 5%	8 6%	20 10%	4 6%	11 6%	13 6%	7 5%	13 9%	4 3%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1584	399	734	70
Effective Weighted Sample	1234	312	570	56
Weighted Bases	1584	401	699	72
Strongly support	334 21%	84 21%	151 22%	20 27%
Slightly support	368 23%	100 25%	177 25%	17 24%
Neither support nor oppose	282 18%	77 19%	128 18%	7 10%
Slightly Oppose	171 11%	42 10%	79 11%	6 8%
Strongly Oppose	332 21%	86 21%	137 20%	14 19%
Don't know	96 6%	11 3%	27 4%	8 11%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1584	550	396	282	140	127	8	8	69	4
Effective Weighted Sample	1234	430	298	225	109	101	7	7	57	4
Weighted Bases	1584	532	397	303	135	118	8	9	75	6
Strongly support	334 21%	130 24%	79 20%	56 18%	26 19%	26 22%	0 0%	5 47%	13 18%	0 0%
Slightly support	368 23%	136 25%	92 23%	68 23%	24 18%	27 23%	5 60%	2 20%	14 18%	1 23%
Neither support nor oppose	282 18%	96 18%	60 15%	63 21%	23 17%	21 18%	2 24%	1 6%	17 23%	0 0%
Slightly Oppose	171 11%	64 12%	42 10%	29 9%	14 11%	12 10%	1 16%	0 0%	7 9%	3 42%
Strongly Oppose	332 21%	88 16%	102 26%	59 19%	35 26%	25 21%	0 0%	2 21%	20 27%	2 36%
Don't know	96 6%	19 4%	23 6%	28 9%	14 10%	8 7%	0 0%	1 6%	3 4%	0 0%



Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1584	1129	455	1212	372	541	1043
Effective Weighted Sample	1234	893	358	950	292	397	838
Weighted Bases	1584	1047	537	1157	428	526	1058
Strongly support	334 21%	257 25%	77 14%	266 23%	68 16%	93 18%	242 23%
Slightly support	368 23%	249 24%	119 22%	290 25%	78 18%	114 22%	254 24%
Neither support nor oppose	282 18%	174 17%	108 20%	189 16%	93 22%	101 19%	182 17%
Slightly Oppose	171 11%	124 12%	47 9%	121 11%	49 12%	61 12%	110 10%
Strongly Oppose	332 21%	224 21%	109 20%	246 21%	87 20%	135 26%	197 19%
Don't know	96 6%	20 2%	76 14%	44 4%	53 12%	23 4%	74 7%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1584	1004	236	148	85	111
Effective Weighted Sample	1234	835	180	115	75	95
Weighted Bases	1584	858	238	195	129	164
Strongly support	334 21%	213 25%	32 13%	31 16%	20 16%	39 23%
Slightly support	368 23%	198 23%	71 30%	46 24%	27 21%	26 16%
Neither support nor oppose	282 18%	128 15%	51 21%	42 22%	29 23%	33 20%
Slightly Oppose	171 11%	95 11%	36 15%	18 9%	8 6%	13 8%
Strongly Oppose	332 21%	200 23%	38 16%	31 16%	26 20%	37 23%
Don't know	96 6%	24 3%	11 5%	26 13%	19 14%	17 10%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1584	53	142	246	740	228	137	38
Effective Weighted Sample	1234	44	120	203	591	162	97	30
Weighted Bases	1584	53	129	217	769	232	145	39
Strongly support	334 21%	27 51%	31 24%	51 24%	140 18%	48 21%	30 21%	5 13%
Slightly support	368 23%	14 25%	41 32%	63 29%	150 20%	67 29%	29 20%	4 11%
Neither support nor oppose	282 18%	0 0%	19 15%	35 16%	168 22%	30 13%	19 13%	11 27%
Slightly Oppose	171 11%	2 4%	15 11%	25 11%	72 9%	35 15%	20 14%	2 6%
Strongly Oppose	332 21%	6 11%	20 15%	36 17%	166 22%	46 20%	46 32%	13 32%
Don't know	96 6%	5 9%	3 2%	7 3%	71 9%	6 3%	0 0%	4 10%

Table 13 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1584	480	387	717	320	388	427	449
Effective Weighted Sample	1234	385	291	562	272	282	339	359
Weighted Bases	1584	466	408	710	397	395	398	394
Strongly support	334 21%	129 28%	67 16%	139 20%	92 23%	97 24%	66 17%	80 20%
Slightly support	368 23%	132 28%	90 22%	146 21%	90 23%	91 23%	108 27%	80 20%
Neither support nor oppose	282 18%	83 18%	106 26%	93 13%	68 17%	60 15%	87 22%	68 17%
Slightly Oppose	171 11%	41 9%	42 10%	88 12%	40 10%	52 13%	43 11%	36 9%
Strongly Oppose	332 21%	69 15%	60 15%	203 29%	90 23%	74 19%	74 19%	94 24%
Don't know	96 6%	13 3%	43 10%	41 6%	19 5%	22 6%	20 5%	36 9%

Table 14

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Gender			Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1516	775	741	161	239	244	271	219	382
Effective Weighted Sample	1181	580	602	123	188	193	209	180	291
Weighted Bases	1488	737	751	166	240	246	273	219	345
Strongly support	334 22%	185 25%	149 20%	28 17%	71 30%	43 18%	62 23%	40 18%	91 26%
Slightly support	368 25%	176 24%	192 26%	47 28%	53 22%	60 25%	57 21%	58 26%	92 27%
Neither support nor oppose	282 19%	117 16%	166 22%	40 24%	45 19%	63 26%	37 14%	29 13%	68 20%
Slightly Oppose	171 11%	95 13%	76 10%	20 12%	27 11%	28 11%	34 13%	33 15%	29 8%
Strongly Oppose	332 22%	164 22%	169 22%	31 19%	44 18%	52 21%	83 30%	58 27%	65 19%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	SEG			Vote 2015					Did not vote
	Total	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	
Unweighted Bases	1516	949	544	409	356	129	200	125	215
Effective Weighted Sample	1181	741	423	379	330	126	194	120	204
Weighted Bases	1488	934	532	368	303	76	124	95	405
Strongly support	334 22%	217 23%	110 21%	91 25%	77 26%	23 30%	20 16%	18 19%	89 22%
Slightly support	368 25%	245 26%	120 23%	95 26%	72 24%	20 26%	24 19%	30 32%	98 24%
Neither support nor oppose	282 19%	171 18%	109 20%	73 20%	48 16%	12 16%	25 21%	15 15%	79 19%
Slightly Oppose	171 11%	101 11%	67 13%	41 11%	42 14%	12 15%	17 14%	10 11%	32 8%
Strongly Oppose	332 22%	200 21%	127 24%	68 19%	64 21%	10 13%	37 30%	22 23%	107 26%

Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1516	391	341	98	221	11	47	61	10	212
Effective Weighted Sample	1181	339	289	75	179	9	39	51	8	172
Weighted Bases	1488	371	320	73	167	12	43	54	11	250
Strongly support	334 22%	85 23%	91 29%	20 28%	35 21%	5 39%	6 14%	13 23%	0 0%	38 15%
Slightly support	368 25%	103 28%	76 24%	24 33%	25 15%	3 26%	10 23%	19 34%	2 15%	67 27%
Neither support nor oppose	282 19%	73 20%	56 17%	10 13%	28 17%	2 13%	10 22%	8 15%	4 38%	58 23%
Slightly Oppose	171 11%	40 11%	37 12%	8 11%	24 14%	2 21%	6 15%	7 14%	0 0%	25 10%
Strongly Oppose	332 22%	71 19%	60 19%	11 14%	56 33%	0 0%	11 26%	7 14%	5 47%	62 25%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Country				
	Total	England	Scotland	Wales	Northern Ireland
Unweighted Bases	1516	1296	121	74	25
Effective Weighted Sample	1181	1045	99	61	13
Weighted Bases	1488	1245	124	77	43
Strongly support	334 22%	285 23%	25 21%	20 26%	4 10%
Slightly support	368 25%	305 24%	34 27%	16 21%	13 31%
Neither support nor oppose	282 19%	242 19%	24 19%	14 18%	3 6%
Slightly Oppose	171 11%	136 11%	12 10%	15 19%	8 19%
Strongly Oppose	332 22%	277 22%	28 23%	12 16%	15 34%

Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1516	133	134	189	73	183	197	131	116	140
Effective Weighted Sample	1181	109	113	148	58	146	162	104	99	113
Weighted Bases	1488	109	139	186	61	164	203	129	126	127
Strongly support	334 22%	25 23%	29 21%	45 24%	17 28%	39 24%	47 23%	32 25%	28 22%	22 17%
Slightly support	368 25%	33 30%	32 23%	51 27%	15 25%	48 29%	47 23%	29 23%	25 20%	25 19%
Neither support nor oppose	282 19%	25 23%	22 16%	35 19%	10 17%	24 14%	52 26%	30 24%	27 21%	17 13%
Slightly Oppose	171 11%	10 9%	16 12%	16 9%	8 13%	21 13%	17 9%	14 11%	15 12%	19 15%
Strongly Oppose	332 22%	17 16%	39 28%	39 21%	11 18%	32 20%	40 20%	23 18%	31 25%	45 35%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Public/Private Sector		
		Public	Private	Third sector
Unweighted Bases	1516	390	714	64
Effective Weighted Sample	1181	304	555	53
Weighted Bases	1488	389	672	64
Strongly support	334 22%	84 22%	151 22%	20 31%
Slightly support	368 25%	100 26%	177 26%	17 27%
Neither support nor oppose	282 19%	77 20%	128 19%	7 11%
Slightly Oppose	171 11%	42 11%	79 12%	6 9%
Strongly Oppose	332 22%	86 22%	137 20%	14 22%

Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1516	538	380	263	131	119	8	7	66	4
Effective Weighted Sample	1181	422	286	209	102	94	7	6	54	4
Weighted Bases	1488	513	374	274	122	110	8	9	72	6
Strongly support	334 22%	130 25%	79 21%	56 20%	26 21%	26 24%	0 0%	5 50%	13 19%	0 0%
Slightly support	368 25%	136 26%	92 24%	68 25%	24 20%	27 24%	5 60%	2 21%	14 19%	1 23%
Neither support nor oppose	282 19%	96 19%	60 16%	63 23%	23 19%	21 19%	2 24%	1 6%	17 24%	0 0%
Slightly Oppose	171 11%	64 12%	42 11%	29 10%	14 12%	12 11%	1 16%	0 0%	7 10%	3 42%
Strongly Oppose	332 22%	88 17%	102 27%	59 21%	35 29%	25 23%	0 0%	2 23%	20 28%	2 36%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Political interest		Interest in news		Top issue	
		Interested	Not interested	Yes	No	Immigration & Asylum	Not Immigration & Asylum
Unweighted Bases	1516	1111	405	1178	338	525	991
Effective Weighted Sample	1181	880	315	924	264	385	798
Weighted Bases	1488	1027	461	1113	375	504	984
Strongly support	334 22%	257 25%	77 17%	266 24%	68 18%	93 18%	242 25%
Slightly support	368 25%	249 24%	119 26%	290 26%	78 21%	114 23%	254 26%
Neither support nor oppose	282 19%	174 17%	108 24%	189 17%	93 25%	101 20%	182 18%
Slightly Oppose	171 11%	124 12%	47 10%	121 11%	49 13%	61 12%	110 11%
Strongly Oppose	332 22%	224 22%	109 24%	246 22%	87 23%	135 27%	197 20%

Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Likelihood to Vote				
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1516	984	227	129	74	102
Effective Weighted Sample	1181	821	173	99	65	86
Weighted Bases	1488	834	227	169	110	148
Strongly support	334 22%	213 26%	32 14%	31 18%	20 18%	39 26%
Slightly support	368 25%	198 24%	71 31%	46 27%	27 24%	26 18%
Neither support nor oppose	282 19%	128 15%	51 22%	42 25%	29 27%	33 22%
Slightly Oppose	171 11%	95 11%	36 16%	18 11%	8 8%	13 9%
Strongly Oppose	332 22%	200 24%	38 17%	31 18%	26 24%	37 25%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1516	49	139	241	690	224	137	36
Effective Weighted Sample	1181	40	118	200	553	159	97	29
Weighted Bases	1488	49	126	210	698	226	145	35
Strongly support	334 22%	27 56%	31 25%	51 24%	140 20%	48 21%	30 21%	5 15%
Slightly support	368 25%	14 28%	41 33%	63 30%	150 22%	67 30%	29 20%	4 12%
Neither support nor oppose	282 19%	0 0%	19 15%	35 17%	168 24%	30 13%	19 13%	11 30%
Slightly Oppose	171 11%	2 4%	15 12%	25 12%	72 10%	35 15%	20 14%	2 7%
Strongly Oppose	332 22%	6 12%	20 16%	36 17%	166 24%	46 20%	46 32%	13 36%



Table 14 (continuation)

Public Health England (PHE) has called for a sugar tax of up to 20% on fizzy drinks and fattening snacks in order to tackle illness and obesity, and reduce pressure on the NHS. To what extent would you support, or oppose, a tax on sugary food and drinks to cut obesity and reduce pressure on the NHS?

Base: VALID

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1516	472	357	687	307	375	412	422
Effective Weighted Sample	1181	379	266	539	262	272	328	339
Weighted Bases	1488	454	365	669	379	373	378	358
Strongly support	334 22%	129 28%	67 18%	139 21%	92 24%	97 26%	66 18%	80 22%
Slightly support	368 25%	132 29%	90 25%	146 22%	90 24%	91 24%	108 28%	80 22%
Neither support nor oppose	282 19%	83 18%	106 29%	93 14%	68 18%	60 16%	87 23%	68 19%
Slightly Oppose	171 11%	41 9%	42 11%	88 13%	40 11%	52 14%	43 11%	36 10%
Strongly Oppose	332 22%	69 15%	60 16%	203 30%	90 24%	74 20%	74 20%	94 26%

