



Recipe for Change

Public polling highlights

Autumn 2024

The Recipe for Change campaign commissioned YouGov to carry out polling exploring public support for a new levy on unhealthy food and drink, support for industry regulation more broadly and views on the food and drinks industry.

This briefing highlights some of the key results. Further information is available upon request at info@recipeforchange.org.uk.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,943 adults. Fieldwork was undertaken between 18th - 20th September 2024. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

2 in 3 members of the British public support expansion of sugar and salt levies

68% support extension

14% don't know

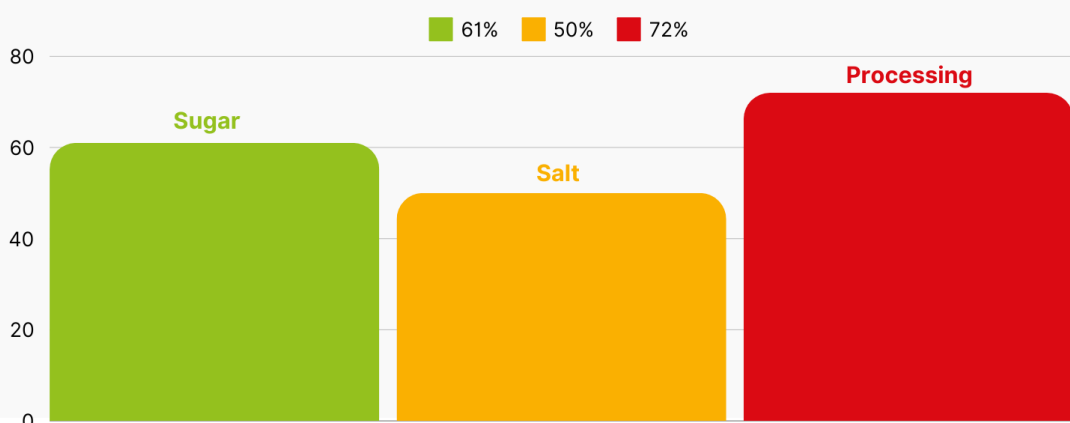
18% oppose extension

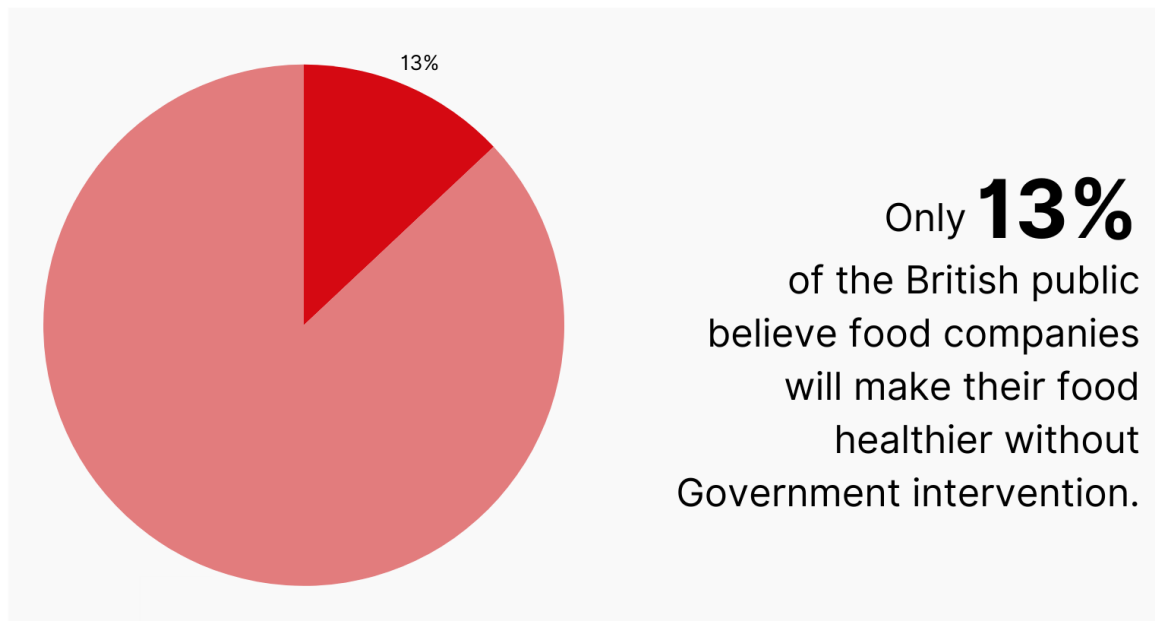
68% of the British public support an expansion of the sugary drinks tax to other unhealthy foods high in sugar and salt, where the money raised is used to support initiatives for children's food and health. Only 8% strongly oppose.

78% of the British public think **the Government** should be doing more to make food needed to achieve a balanced diet **affordable**, & 58% think they should be doing more to make it **readily available**.

84% of the British public think **food companies** should be doing more to make food needed to achieve a balanced diet **affordable**, & 70% think they should be doing more to make it **readily available**.

61% of people are worried about sugar and saturated fat levels in their food, 50% about salt levels, and 72% about high levels of processing.





If the Government were to introduce measures to make healthier food more affordable and available, by far the most popular way of funding this is through **'taxes on food manufacturers that produce HFSS food'** (57%).

74% of British adults think that food companies are not honest about the health impacts of their food.



17% think companies are honest about their food's health impacts



9% don't know

74% think companies are not honest