



Recipe for Change

Public polling highlights

Spring 2026

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 2,087 adults. Fieldwork was undertaken between 9th - 10th March 2026. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

The public remains strongly in favour of greater government intervention on food and health.

64% support extension of the SDIL



15% don't know



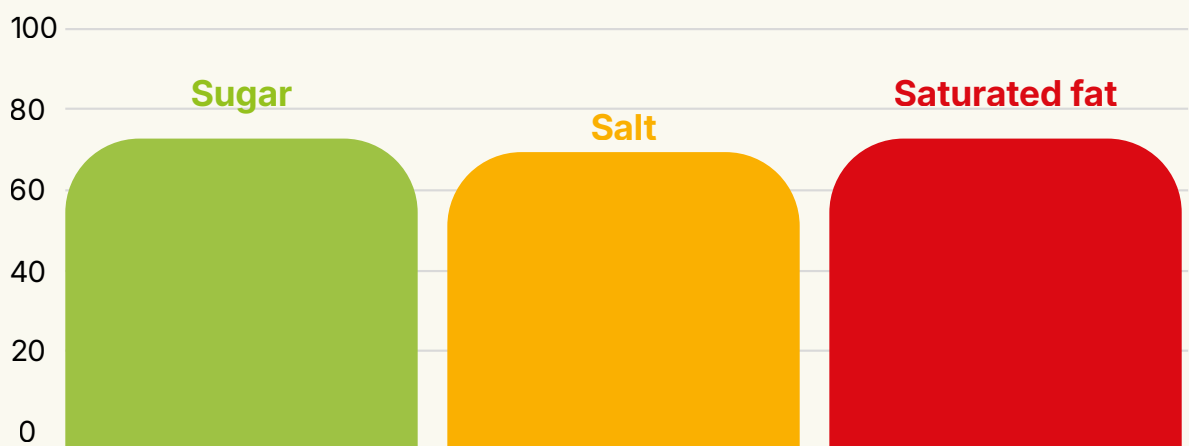
21% oppose extension

64% of the British public support an expansion of the sugary drinks tax to other unhealthy foods high in sugar and salt, where any money raised is used to support initiatives for children's food and health. Only 9% strongly oppose.

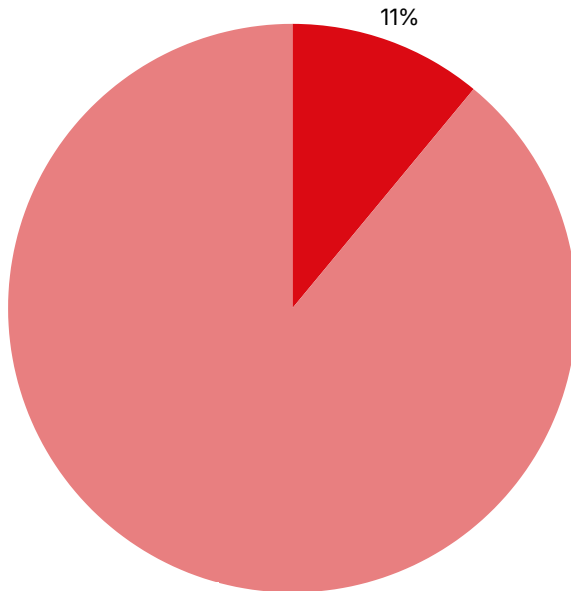
79% of the British public think **the Government** should be doing more to make food needed to achieve a balanced diet **affordable**, & 61% think they should be doing more to make it **readily available**.

84% of the British public think **food companies** should be doing more to make food needed to achieve a balanced diet **affordable**, & 71% think they should be doing more to make it **readily available**.

The public supports bringing in regulations on the amount of sugar (73%), salt (71%) and saturated fat (73%) that is allowed in food and drink products.



Public trust in the food and drink industry is very low



Only **11%** of the British public believe food companies will make their food healthier without Government intervention. **79%** think the Government would need to intervene.

63% of the British public believe supermarkets and companies that make food have **increased their prices by more than necessary in order to boost their profits.**

70% of British adults think that food companies are not honest about the health impacts of their food.



21% think companies are honest about their food's health impacts



9% don't know

70% think companies are not honest

The public does not believe that health or environment regulations are driving rises in food prices

When offered the ability to choose three factors voters believed were contributing to food price rises, only **3%** chose health and environmental regulations.

In comparison, the top factors the public believes are driving food price rises are:

- Higher energy and fuel costs: **56%**
- International events (e.g. the war in Ukraine, trade disruption): **43%**
- Food companies increasing profits: **39%**
- Tax rises on businesses: **37%**
- Labour/ staff costs: **34%**

Only **3%** of the public believe health and environmental regulations are driving food price rises

